CALL TO ORDER:

A regular meeting of the North Central Regional Transit District Board was called to order on the above date by Commissioner Dan Barrone, Chair, at 9:18 a.m. at the Jim West Transil Center, 1327 Riverside Drive, Española, New Mexico.

1. Pledge of Allegiance

2. Moment of Silence

3. Roll Call

Ms. Lucero called the roll and it indicated the presence of a quorum as follows:

<table>
<thead>
<tr>
<th>Members Present:</th>
<th>Elected Members</th>
<th>Alternate Designees</th>
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<tbody>
<tr>
<td>Los Alamos County</td>
<td>Councilor Pete Sheehy</td>
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<tr>
<td>Rio Arriba County</td>
<td>Commissioner Barney Trujillo</td>
<td>Mr. Tomás Campos</td>
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<td>Taos County</td>
<td>Commissioner Daniel Barrone</td>
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<td>Santa Fé County</td>
<td>Excused</td>
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<td>Nambé Pueblo</td>
<td>Mr. Lonnie Montoya (T)</td>
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<td>Pojoaque Pueblo</td>
<td>Mr. Tim Vigil</td>
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<td>Ohkay Owingen</td>
<td>Ms. Christy Mermejo</td>
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<tr>
<td>San Ildefonso Pueblo</td>
<td>Absent</td>
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</tbody>
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Santa Clara Pueblo | Absent
---|---
Tесuque Pueblo | Ms. Sandra Maes
City of Santa Fe | Councilor Patti Bushee  Mr. Jon Buitluis
City of Española | Mayor Pro Tem D. Tim Salazar
Town of Edgewood | Councilor Chuck Ring
Rio Metro (ex officio) | Ms. Elizabeth Carter

**Staff Members Present**
Mr. Anthony J. Mortillaro, Executive Director
Mr. Jim Nagle, Public Information Officer
Ms. Dalene Lucero, Executive Assistant
Mr. Mike Kelly, Transit Operations Manager
Ms. Stacey McGuire, Projects and Grants Specialist
Ms. Glenda Aragon, Finance Manager
Mr. Nick Molina, Driver

**Others Present**
Mr. Peter Dwyer, Legal Counsel
Mr. Carl Boaz, Stenographer
Mr. Erick Aune, SFMPO
Mr. Ken Hosen, KFH Group, Inc.
Mr. Antonio Sierra, Rio Grande Sun
Ms. Delilah Garcia, Taos Chili Line
Ms. Lisa Roybal Katonak, Santa Fe County
Mr. Gary Forrest, Sipapu Ski and Summer Resort

4. **INTRODUCTIONS**

   All present introduced themselves to the Board.

5. **APPROVAL OF AGENDA**

   Councilor Bushee moved to approve the agenda as presented. Councilor Ring seconded the motion and it passed by unanimous (10-0) voice vote.

6. **APPROVAL OF MINUTES - March 7, 2014**
Commissioner Trujillo moved to approve the minutes of March 7, 2014 as presented. Mr. Vigil seconded the motion and it passed by unanimous roll call vote with Los Alamos County, Rio Arriba County, Santa Fe County, Taos County, Nambé Pueblo, Pojoaque Pueblo, Ohkay Owingeh, Tesuque Pueblo, City of Santa Fe, City of Española and Town of Edgewood voting in favor and none voting against.

7. PUBLIC COMMENTS

Mr. Mortillaro announced that at the recent NMTA Road-eo, Mr. Nicholas Molina was awarded second place in the Van Competition. The RTD got beat out by Taos Chili Line this year.

Mr. Kelly said the District was proud of Mr. Molina who has placed year after year and is one of many great drivers for the District.

Chair Barrone thanked Mr. Molina for his hard work.

Mr. Bulthuis said Ms. Maes told her about the NMDOT Driving Simulator used in the Road-eo this year which played a big part in the event this year.

Ms. Maes briefly commented on it.

PRESENTATION ITEMS

A. Election of Board Officers

Chair Barrone explained that officer elections were done every two years in April.

Mr. Mortillaro referred to Article X of the Bylaws that provided for the election of officers every other year at the April board meeting. The last election occurred in April 2012. Officers serve a two-year term in the position. The officers listed were Chair, Vice Chair, Secretary and Treasurer and by practice, the Secretary and Treasurer positions were combined in one Secretary-Treasurer position.

Mr. Dwyer clarified that a simple majority vote was needed.

Election of Board Chair

Commissioner Trujillo nominated Commissioner Dan Barrone to serve as Chair for two more years. Councilor Ring seconded the nomination. There were no other nominations from the floor.

Commissioner Trujillo moved to re-elect Commissioner Barrone as Chairman of the Board. Councilor Sheehan seconded the motion and it passed by unanimous (10-0) voice vote.
Election of Board Vice Chair

Commissioner Trujillo nominated Commissioner Miguel Chávez to serve as Vice Chair. Mayor Pro Tem Salazar seconded the nomination.

There were no other nominations.

Commissioner Trujillo moved to elect Commissioner Chávez as Board Vice Chair. Mayor Pro Tem Salazar seconded the motion and it passed by unanimous (10-0) voice vote.

Election of Board Secretary/Treasurer

Commissioner Trujillo nominated Mayor Pro Tem Salazar as Board Secretary/Treasurer. Mr. Vigil seconded the nomination.

There were no other nominations.

Commissioner Trujillo moved to elect Mayor Pro Tem Salazar as Board Secretary/Treasurer. Mr. Vigil seconded the motion and it passed by unanimous (10-0) voice vote.

Mr. Tomás Campos joined the meeting at this time.

B. Discussion and Review of Chapters 1 and 3 of the Service Plan Update

Mr. Mortillaro explained that Chapter 1 was the demographic data and existing services and Chapter 3 had the implementation and funding components. He said the Board, at its February 7, 2014 meeting, discussed and approved the recommended route adjustments and alternatives that were incorporated in Chapter 2. Prior to this meeting, the Board provided staff with direction related to those adjustments, alternatives, new proposed routes that also were presented to the Board at its December 6, 2013 meeting. He commented that the process had gone very smoothly and they were now looking forward to a much longer term plan.

Mr. Ken Hosen gave a presentation - a brief overview of Chapter 1 and 3 of the service plan update as presented. He said Chapter 1 incorporated existing services with demographic data and transit services needs in Technical Memoranda. Chapter 3 included both the implementation and funding strategies. Chapter 2 was the Service Plan.

Mr. Hosen said they rode all routes and talked with over 100 riders as well as management staff. They dealt with timing, avoiding duplication, connectivity (timed meets), ADA, Transit’s Front Door, Service Levels and the goals to provide more trips for more people and connect the region. They proposed a system of route names, schedules, service metrics, training, service monitoring and a five-year vehicle replacement plan. The Park & Ride Facility was the key hub for the NCRTD and needed a staging area for 5-6 vehicles. Bus
Stops should be expanded, safety planned, meet ADA requirements, and establish added shelters and benches. Also recommended was a second Park & Ride at NCRTD facilities.

He proposed for marketing and public information a new commuter service message: Faster seamless service, easy to use and free - to be provided in smaller, 3-fold brochures for all schedules. He also recommended a Regional Planning Process with planning meetings among all six transit operators to promote one-stop information.

Mr. Hosen reported that the RTD has a more diverse funding base compared to its peers. The District should continue pursuit of federal and state funding opportunities, corporate sponsorships, advertising and promotional benefits for funding.

In summary, Mr. Hosen said the District was poised for a major step forward and should result in increased ridership and lower costs through good marketing and customer service.

Mr. Mortillaro thanked Mr. Hosen for their good work. Staff were working on the changes and some require a review of the FY 15 budget. They needed to have ITS in place and that should be finished by January 2015. Some route modifications require agreement with other systems.

Councilor Sheehy agreed with the need for more bus stops but they had to be safer and that included the stops on Highway 502. One of them now requires passengers to cross the road. They need to get the State to fund some pedestrian overpasses. It would make the system more useful.

Councilor Bushee asked what the suggestion was on the Española corridor on page 6.

Mr. Hosen said the spur routes would be coordinated with the base route to get people between Santa Fé and Taos.

Councilor Bushee asked if the Board would act on a marketing policy.

Mr. Mortillaro said they already had an advertising policy.

Mr. Dwyer suggested the Board would probably want to revisit that a little, especially on sponsorships. There were limits on some topics but the policy allowed staff wide discretion. Some buses were wrapped already.

Councilor Bushee moved to approve Chapters 1 and 3 of the Service Plan Update. Commissioner Trujillo seconded the motion.

Mr. Forrest (Ski Sipapu) said in following up on the extension of the Peñasco route that the Board approved unanimously, that it went well and the biggest impact was that his staff could not believe that Sipapu was able to work with a government agency and get something done. There were riders every single day. And if scheduling changed to later they would have even more ridership but probably less during the summer. It was a big plus in the winter. Their end of season was coming up and this had been the second busiest season for Sipapu. He thanked the Board for doing this route. He added that they wanted to provide support
for weekend service also.

Councilor Ring asked about a summer schedule.

Mr. Forrest said most of their weekends were booked from previous events. Staff was much smaller in the summer and a standard schedule in summer could be difficult. Employees went from 120 in the winter down to ten in the summer. He mentioned several summer events being held there.

The motion to approve Chapters 1 and 3 of the Service Plan Update passed by unanimous roll call vote with Los Alamos County, Rio Arriba County, Santa Fé County, Taos County, Nambé Pueblo, Pojoaque Pueblo, Ohkay Owingeh, Tesuque Pueblo, City of Santa Fé, City of Española and Town of Edgewood voting in favor and none voting against.

C. Presentation and Discussion of Marketing Efforts and Strategic Plan

Mr. Jim Nagle presented the marketing plan using a Power Point Presentation.

Councilor Ring asked about bilingual radio spots.

Mr. Nagle said all of the radio spots were in English. The print advertising was scheduled for the Los Alamos Monitor, Taos News, Rio Grande Sun, Santa Fe New Mexican, Round the Roundhouse, Green Fire Times, Chama Valley Times and the Rio Arriba County Fair program.

Councilor Ring asked about ads in the Edgewood paper.

Mr. Nagle said there were no funds available yet to include the Edgewood paper.

The new marketing campaign theme was "I ride the RTD" using real riders - commuters, students and seniors. The first billboard was now showing on the Pojoaque Highway 285 corridor and garnering good feedback. It would run from January to June.

He was also pleased with the way the bus wraps were going. Route Sponsorships were upcoming.

New website improvements would provide easier access, a cleaner look, service plan updates and the ITS launch. Publications included the annual report, quick facts brochure, schedule brochures, employee newsletter, etc. The Santa Fé to Taos Card was distributed from visitor centers. They were working with Southwest Marketing on community programs also. Community Events included the Amtrak Exhibit Train; Train Day; Española Fiesta Parade, Holiday Lights Parade, Legislative Reception, Transportation Day at the State Legislature, CommUNITY Day at the Santa Fé Plaza, Española Job Fair and others.

He was preparing for the Ten Year Anniversary in 2015, the ITS launch and the 2015 rider survey.

Councilor Sheehy pointed out that most print media have associated web sites and some of them were inexpensive for use in advertising and they also could have apps for the ITS. A link in our ad to your website
could go a long way.

Mr. Mortillaro said this was a prelude to the new budget and the whole plan was accomplished by one person - Mr. Nagle. The District needed to find resources for completing these goals and he thanked Mr. Nagle for his work.

**ACTION ITEMS FOR APPROVAL/DISCUSION:**

D. Discussion and Consideration of Resolution 2014-06 Authorizing the Adoption of the Amendment of the ADA Complementary Paratransit Service and Demand-Response and Dial-a-Ride Service Policies and Procedures

Mr. Mortillaro said this was presented last month for discussion and back now for adoption.

Mr. Kelly said there were no changes from last month and he shared quick highlights of the policy.

All commuter routes were fixed routes and the District must provide ADA for those a well. They need dial-a-ride for Pojoaque. Pages 194, 195 and 196 portrayed the changed routes.

Mr. Campos moved to approve Resolution 2014-06 Authorizing the Adoption of the Amendment of the ADA Complementary Paratransit Service, Demand Response and Dial-a-Ride Service Policies and Procedures. Mr. Montoya seconded the motion and it passed unanimously by roll call vote with Los Alamos County, Rio Arriba County, Santa Fe County, Taos County, Nambé Pueblo, Pojoaque Pueblo, Ohkay Owingeh, Tesuque Pueblo, City of Santa Fe, City of Española and Town of Edgewood voting in favor and none voting against.

E. Discussion and Consideration of Resolution 2014-07 Authorizing the Application Submittal for TIGER VI Funds

Ms. McGuire said the application was for two projects. The first was a maintenance facility as they applied for last year unsuccessfully but now had significant changes with plans provided and now could be shown as shovel ready. The other project was for passenger automatic counters which would be done by a laser at the front door to provide much more accurate ridership numbers. It would free up the driver to not have to count. The resolution was shown on page 199 of the packet. The application due date was in April and does not require a local match however in order to improve the prospect for funding the District was committing to a 20% local match for the maintenance facility and 10% for the automatic passenger counters.

The Fiscal Impact was shown on page 198. The application budget was $4.9 million for the maintenance facility and with the 20% match the total cost was $6.1 million. $318,000 was the request for the counter and all of it was for TIGER VI funds. The combined request was $5.2 million with a local match total of $1.2 million.

Ms. Mermejo asked how the local match would be provided.

Ms. McGuire said it would be through GRT.
Mr. Mortillaro pointed out that the District had about $6.5 million in reserves so they would have resources for paying the local match.

Councilor Bushee moved to approve Resolution 2014-07 Authorizing the Application Submittal for TIGER VI Funds Councilor Ring seconded the motion.

Councilor Ring asked if this would fulfill the requirements.

Ms. McGuire said the District had to show support but she would further elaborate on the support methods later.

The motion to approve Resolution 2014-07 passed by unanimous roll call vote with Los Alamos County, Rio Arriba County, Santa Fé County, Taos County, Nambé Pueblo, Pojoaque Pueblo, Ohkay Owingeh, Tesuque Pueblo, City of Santa Fé, City of Española and Town of Edgewood voting in favor and none voting against.

Ms. Mermajo asked about getting support letters.

Ms. McGuire said she would be sending out a request for them.

F. Discussion and Review of the Annual Board Attendance Report

Mr. Mortillaro explained that this report was required by the bylaws to be provided for the period of April 2013 to March 2014 but didn’t require discussion. He had provided the report beforehand to Mayor Pro Tem Salazar who is the Secretary/Treasurer of the District and it was in the packet.

DISCUSSION ITEMS:

G. Discussion and Review of Ski Santa Fe Service Update

Ms. McGuire provided a landscape handout. She said she was working to find a way to distribute costs equitably.

Mr. Mortillaro said they had not contacted any of the stakeholders until they discussed it with the Board. They probably had 5-6 possible sources of support and wanted to see commitments and investments from the private parties for this service. The FLAP application detail was in the packet but any award would not provide funding until 2017. So if the Board wanted to start before next ski season, partners would have to come forward. Skier support through lift tickets and Lodgers Tax were suggested as possible sources. There would be 15 stops along the way and they could name each stop after a sponsor. Ski Santa Fé was asked to put up $25,000 and they had expressed interest in the proposition. Staff were not proposing to buy a vehicle for it but to lease one and if FLAP awarded to the District they could buy one then.
Chair Barrone asked if there were enough activities there in the summer to keep it going.

Ms. McGuire said there had been a huge push from the mountain biking community. Santa Fé was a hot spot for it. They were looking at various designations built in. There was a request for service from the City. The vehicle might have a big bike rack and dual wheels.

Councilor Bushee said we had left out Santa Fé County; that was part of the doable funding. The lift ticket seemed to need more of a direct hit for those using the service. Santa Fé was noted as a top biking destination by several groups. And we still want to get the kids up there. We need to find a safe way to provide the service.

Councilor Ring wasn’t sure this would work.

Councilor Sheehy excused himself from the meeting at 11:15.

Ms. McGuire mentioned the safety features and other options that should be used to meet safety standards and meet the needs for this route.

Councilor Bushee wanted to know what the projected extras costs would be for weekend service.

Ms. McGuire said the last time the Board talked about weekend service it was a little over $20,000 but she had not done a full projection. There would be other factors and time affecting that.

Ms. Maes expressed the concerns from Tesuque Pueblo that the Board was putting the cart before the horse. There were needs to be addressed out of respect for the Pueblo that should be ironed out first.

Councilor Ring asked what the concerns were.

Ms. Maes replied it was for cultural sensitivity for that mountain.

Ms. Mermejo said in comparing Santa Fé with Sipapu that they were talking here about a whole new route and it was only a modification to an existing route for Sipapu.

Mr. Dwyer thought any action would be a direction to staff and if Ms. Maes asked them to stop until getting these issues resolved they could figure out costs and afterward.

Chair Barrone pointed out this was on this agenda as a discussion item.

Mr. Dwyer agreed but the Board could always act on a direction to staff.

Ms. Maes said this was a tough issue. There was a whole process for the Pueblo in place for many years. She didn’t know how to put it directly to Ms. McGuire.

Mr. Mortillaro recalled that the Pueblo was to send a letter listing their concerns to the District and he had
not received them yet. The District was not violating any provision, statute of law which involved taking people up to the ski Santa Fe area. The RTD didn't have a say so at the end of the day on what happens at Ski Santa Fe since it is on Forest Service land.

Ms. Maes appreciated that but believed that something needed to be done and she didn't know what other than someone writing a memo to the Pueblo.

Mr. Montoya moved to direct NCRTD staff to contact the Nambé Pueblo Tribal Council and the Tesuque Pueblo Tribal Council prior to any other meetings regarding Ski Santa Fe. Councilor Bushee seconded the motion.

Mr. Vigil said he would take this back to the Governor of Pojoaque Pueblo to see what he wanted to do. He wasn't sure about Tesuque or Nambé.

Councilor Ring moved to amend the motion to say, “any future endeavor of this sort to contact the pueblos.”

Mr. Montoya accepted that amendment. Ms. Maes seconded the amended motion and it passed by unanimous roll call vote with Rio Arriba County, Santa Fé County, Taos County, Nambé Pueblo, Pojoaque Pueblo, Ohkay Owingeh, Tesuque Pueblo, City of Santa Fé, City of Española and Town of Edgewood voting in favor and none voting against. Los Alamos County was not present for the vote.


Ms. Aragon presented the financial report for March 2014 which started on page 217 in the packet.

There were no questions on her report.

I. Finance Subcommittee Report

Mr. Vigil said the Subcommittee had no meeting held but Mr. Mortillaro had some updates and would let the Board know what to expect next month.

Mr. Mortillaro said the next meeting was scheduled toward the end of April and the draft FY 2015 budget would be on the agenda.

J. Tribal Subcommittee Report

Ms. Valério was absent.

Ms. McGuire said no date had been set for the next meeting.
K. Executive Report for March 2014 and Comments from the Executive Director

1. Executive Report

2. Performance Measures for February 2014

3. Ridership Report for February 2014

Mr. Mortillaro said the conflict of interest form should be filed out and turned in now. Without them, we get an audit finding.

He reported they had a stop at San Cristobal and the former concrete pad that was at the Taos Administration building was relocated to this site with the help of Taos County Public Works. He sent a letter to the Taos Board of County Commissioners.

The LFC picked the NCRTD for a program review and right now the report was confidential and he had provided comments on it. It will be presented at LFC Committee meeting on April 10th and he would need someone to be there.

Mr. Kelly went over the performance report (from page 243 in the packet) and reviewed some of the details in the report. He noted there was only one minor accident and the complaints were listed in the report.

MATTERS FROM THE BOARD

Rio Metro Representative Report:

Ms. Carter announced that starting on Monday they would have security on the trains and at Park & Ride locations. She also announced that the Montaño Station was opening on April 7, 2014.

Chair Barrone mentioned a need at the Mothers’ Day celebration sponsored by Taos County and the Town of Taos for transportation. He asked Mr. Kelly if the RTD could help transport people from one end of town to the other.

Mr. Kelly said he would help.

MISCELLANEOUS

There were no miscellaneous items.

ADJOURN

Councilor Bushee moved to adjourn the meeting. Councilor Ring seconded the motion and it passed by
unanimous voice vote.

The meeting was adjourned at 11:50 a.m.

Next Board Meeting: May 2, 2014 at 9:00 a.m.

Approved by:

Daniel R. Barrine, Chair

Attest:

Dennis Tim Salazar, Secretary

Submitted by:

Carl Boaz, Stenographer