

EASTERN SIERRA TRANSIT AUTHORITY

Special Meeting of the Board of Directors SHORT RANGE TRANSIT PLAN WORKSHOP

Minutes of Thursday, May 29, 2008

The Board of Directors of the Eastern Sierra Transit Authority, State of California, met at 10:15 a.m. on Thursday, May 29, 2008, at the Eastern Sierra Regional Airport at 703 Airport Road, Bishop, California for the purpose of conducting a workshop regarding the development of the Authority's Short Range Transit Plan. The following Directors were present: Byng Hunt, Vikki Bauer, Susan Cullen, Jeff Griffiths, Linda Arcularius, John Eastman, and Skip Harvey. Susan Cash arrived at approximately 10:20 a.m.

Introductions

Introductions were made around the room. The following people were in attendance;

Monicka Watterson of Eastern Sierra Transit Authority,
John Helm of Eastern Sierra Transit Authority,
Jean Dickinson of Inyo County Health and Human Services,
Anita Reeve of Mono County Department of Social Services,
Cliff Chambers of Transit Resource Center,
Selena Barlow of Transit Resource Center,
Rebecca Paranick of Mammoth Mountain Ski Area,
Jeff Marsolais of US Forest Service,
Jill Batchelder of Eastern Sierra Transit Authority
Susan Rottner of Eastern Sierra Transit Authority.

Members of the audience included;

Gwen Plummer of Mono County,
Sharon Moffett of Great Steps Ahead,
David Bloom of Caltrans,
Scott Burns of Mono County,
Jessica Morriss of Town of Mammoth Lakes
Danna Stroud of Town of Mammoth Lakes.

Public Comment

Vice Chairperson Jeff Griffiths opened the public comment period at 10:15 a.m. There was no one from the public wishing to address the Board. Public comment was closed.

Short Range Transit Plan Workshop

Selena Barlow and Cliff Chambers from Transit Resource Center gave an overview of the current transit operations including the types of routes, ridership numbers and fares collected on each

route. Discussions were held with the Board on these issues.

Agency Presentations Anita Reeve from Mono County Department of Social Services explained the issues she has to deal with concerning transit issues. Transportation is needed from the small outlying communities to the larger communities to be able to get to work, medical, and other appointments. Specific needs are from Benton/Chalfant to Mammoth and Walker/Bridgeport to the Pickle Meadows Marine Base.

Jean Dickinson from Inyo County Health and Human Services would like to see an additional midday route between Lone Pine and Bishop. Some Inyo County employees would like to be able to ride the bus to deliver services.

Rebecca Paranick from Mammoth Mountain Ski Area (MMSA) stated that the mountain would like to have seamless services between the mountain and the Town of Mammoth. MMSA would like to get out of the transportation business and is willing to work with ESTA to make the transportation in the area better for both visitors and workers.

Jeff Marsolais from the US Forest Service (USFS) stated that the Forest Service would like to see flawless, user-friendly transit service. The Inyo National Forest is expecting 100,000 new visitors each year. Parking has become an issue for the USFS. The USFS does not want to be in the transit business, and they also would be willing to form a partnership with ESTA to better address transportation issues.

The audience was asked if they had concerns they would like to express to the Board.

Angie Humphrey from Mono County Early Start stated that she would like to see the same amount of Dial a Ride service that is currently available for the disabled.

Ms. Barlow explained that she had previously met with a representatives from the Bishop Paiute Tribe and the concerns expressed were expanded service between Bishop and Lone Pine and some pass issues. All other needs are being met at this time.

Lunch Break The Board recessed at 12:18 p.m. for a short break to reconvene at 12:48 p.m. with all Board Members present except Director Arcularius.

Discussions were held regarding the direction the Board would like to proceed with concerning the Short Range Transit Plan. Different types of services were discussed, including ways to increase ridership. A desire for the Board to be able to react more quickly to changes in service demands was also part of the conversation. The Board members were in support of investigating partnerships with the USFS and MMSA to create opportunities for better service for all transit riders.

The Board then engaged in discussions concerning the branding of ESTA. The buses, signs and shelters need to present a consistent image in order to provide improved clarity for the customers. The Town of Mammoth and MMSA expressed a willingness to look toward incorporating the ESTA branding on their transit vehicles in hopes of improving the transit experience for riders throughout the Eastern Sierra. Both MMSA and the Town of Mammoth need direction from ESTA by mid August regarding branding in order to meet their deadline for implementation of vehicle graphics by next fall. The Board agreed to include on the June 13, 2008 agenda an item to amend the contract with Transit Resource Center to include graphic design in the Short Range Transit Plan, which would meet the Town and MMSA's timelines.

Adjournment

The meeting was adjourned at 3:00 p.m. The next Regular Board meeting will be held June 13, 2008 in the City of Bishop at 11:30 a.m.

Recorded & Prepared by:

Susan Rottner
Board Clerk
Eastern Sierra Transit Authority

Minutes approved: **June 13, 2008**