

**MEMORANDUM
CITY OF LANCASTER, CA**

TO: City Council Members

FROM: Council Member Marvin Crist
Council Member Ken Mann

DATE: December 13, 2011

SUBJECT: **Report on the Activities of the Board of Directors for the Antelope Valley Transit Authority**

Recommendation:

Receive a report of the proceedings and issues discussed at the October 25, 2011 and November 22, 2011, regular Board of Directors meetings of the Antelope Valley Transit Authority (AVTA).

Background:

The Antelope Valley Transit Authority is a distinct government entity created under a joint powers authority agreement between the City of Lancaster, the City of Palmdale, and Los Angeles County providing public transit services. Council members Marvin Crist and Ken Mann serve on the AVTA Board for the City of Lancaster. The Mayor acts as an alternate.

The following significant events took place during at the Board meetings:

- The Board recognized Sherry Marquez for her service as an AVTA Board Member representing Lancaster and welcomed Ken Mann to the Board.
- The Board authorized the release of three RFPs - Disaster Recovery Plan and offsite storage, Third Party Drug and Alcohol Oversight Compliance and Architecture and Engineering Services for the Bus Stop Improvement Program.
- The Board awarded contracts to Golden State Labor Compliance for labor compliance services, Telecom West for bus radio upgrades, Veolia Transportation for continued transportation services except for Dial-A-Ride Paratransit Services, Atkinson, Andelson, Loya Ruud & Romo for Special Legal Services and a change order to Webb Brothers Construction for the Facility Phase II Construction Project.
- The Board awarded the Dial-A-Ride Paratransit Services to American Logistics Company (ALC). The ALC model was established with the goal of providing high quality transportation for special needs passengers in a cost-effective and efficient demand responsive transportation by contracting with local transport service providers. This is a complete shift from the typical paratransit services and could potentially be revolutionary for Los Angeles County. AVTA expects this change will result in annual savings ranging from \$300, 000 to \$500,000. Since the contract sets billing per trip, ALC has an automatic incentive to increase passengers per hour and to build routes with fewer miles which will benefit the customers utilizing these services. AVTA notified the press, sent approximately 5,000 letters to customers, spoke with the Senior Center staff, and performed other outreach to inform current and potential Dial-A-Ride customers of the new services beginning January 1, 2012.

- The AVTA Executive Director gave a comprehensive presentation on funding sources that are available to the AVTA, how they are calculated, their allowable uses and how the revenues are currently being used by the AVTA.
- A Marketing Update was presented to the Board. There have been many press releases and outreach events over the last couple months including participating in the Senior Expo with attendance of approximately 5,000 seniors. Local vendors participated in a vendor fair held at the AVTA office in October, and AVTA staff visited a Pre-School where the children were able to sit on the bus and learn about public transportation.
- At the Boards' direction, staff presented for discussion a Bus Advertising Model that included an analysis for using in-house staff compared to using an outside agency for advertising. There was active discussion from the Board surrounding wanting to keep the costs down, but still get the best product as quickly as possible. Also discussed was staff's recommendation for revenue generating banners on AVTA's 73 buses (48 local transit and 25 commuter). The Board discussed wanting to be sure the banners were not cost prohibitive for local businesses and have a duration that would allow target marketing such as for limited time promotional offers. Smaller banners that can be changed frequently might be a good solution. The Board asked for this item to be brought back in January for further discussion.