



CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minute summary of the regular meeting of the City Council of Sierra Vista held on the 24th day of March 2016. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 14th day of April 2016

SEAL

A handwritten signature in black ink, appearing to read "Maria G. Marsh", written over a horizontal line.

Maria G. Marsh
Deputy City Clerk

A handwritten signature in black ink, appearing to read "Jill Adams", written over a horizontal line.

Jill Adams
City Clerk

Sierra Vista City Council
Meeting Minutes
March 24, 2016

Mayor Mueller called the March 24, 2016 City Council Meeting to order at 5:00 p.m., City Hall Council Chambers, 1011 N. Coronado Drive, Sierra Vista, AZ

Roll Call:

Mayor Rick Mueller – present
Mayor Pro Tem Bob Blanchard – present
Council Member Alesia Ash – present
Council Member Gwen Calhoun – present
Council Member Rachel Gray – present
Council Member Hank Huisking – present
Council Member Craig Mount – present

Others Present:

Chuck Potucek, City Manager
Mary Jacobs, Assistant City Manager
Adam Thrasher, Police Chief
Ron York, Fire Chief
Matt McLachlan, Community Development Director
Sharon Flissar, Public Works Director
Jill Adams, City Clerk
Nathan Williams, City Attorney

Invocation - Council Member Mount conducted the invocation.

Pledge of Allegiance - Mayor Pro Tem Blanchard led the Pledge of Allegiance.

Item 1 Acceptance of the Agenda

Council Member Ash moved the agenda for the Regular City Council Meeting of March 24, 2016 be approved as written. Council Member Gray seconded the motion. The motion was approved by a unanimous vote, 7/0.

Awards and Presentations

The following proclamation were read:

- Declaring March 14, 2016 to be S.T.E.M. Awareness Day was read and presented to Sandy Trevino; and
- Declaring the month of April 2016 as Water Awareness Month was read and presented to Sandra Hurlbut.

The 19th Annual Water Wise Youth Poster Contest Awardees were acknowledged:

- First Place, 3rd Grade, McKenzie Andres, Center for academic Success, Ms. Voshel;
 - First Place, 4th Grade, Sabina Altamirano, Center for Academic Success, Ms. Voshel;
 - First Place, 5th Grade, Jasmine Schofield, Pueblo Del Sol, Mrs. Caputo;
 - First Place, 7th Grade, Raeanna Torres, Center for Academic Success, Ms. Marshall;
- and

- Grand Prize and First Place, 6th Grade, Sarah Pedersen, Village Meadow Elementary, Ms. Kruse

Tony's Board Shop was recognized as the City Council Business for the Month of March.

City Manager's Report: Mr. Potucek made the following announcements:

- City Council Work Session on March 29th at 3:00 p.m., City Hall Council Chambers regarding Revenue and Personnel Budget, Annual review of the Arts & Humanities, Environmental Affairs Commissions;
- City Council Work Session on April 5th at 3:00 p.m., City Hall Council Chambers regarding Annual review of the Tourism, Parks and Recreation, Youth and Library Advisory Commissions;
- Three responses were received for the MPO-06 Origin and Destination Study that are being reviewed;
- Five responses were received for the PW-190, Annual Street Maintenance and an offer of award has been sent to Cactus Asphalt for \$131,722.48.

Item 2 Consent Agenda

Item 2.1 Approval of the City Council Regular Meeting Minutes of February 25, 2016;

Item 2.2 Approval of the City Council Special Meeting Minutes of March 15, 2016;

Item 2.3 Resolution 2016-013, Fair/Festival License Application for Rhona MacMillan on behalf of Zarpara Vineyard to sell wine at the Farmers' Market on April 21, May 19 and June 16, 2016

Council Member Calhoun moved that the Consent Agenda containing the City Council Regular Meeting Minutes of February 25, 2016; the City Council Special Meeting Minutes of March 15, 2016; and Resolution 2016-013, Fair/Festival License Application for Rhona MacMillan on behalf of Zarpara Vineyard to sell wine at the Farmers' Market on April 21, May 19 and June 16, 2016, be approved. The Motion was seconded by Mayor Pro Tem Blanchard. There was no discussion of the items. The motion was approved by unanimous vote, 7/0.

Public Hearing(s)

Item 3 Resolution 2016-014, Application for an interim permit, new license, Series 10, Limited Liability Corporation-type of ownership for Jodi Lynn Vumovas on behalf of Good 2 Go Stores, LLC dba Good 2 Go at 2632 E. Fry Boulevard, Sierra Vista, Arizona

Council Member Huisking moved that the application for an interim permit, new license, Series 10, Limited Liability Corporation-type of ownership for Jodi Lynn Vumovas on behalf of Good 2 Go Stores, LLC dba Good 2 Go at 2632 E. Fry Boulevard, Sierra Vista, Arizona be approved. Council Member Calhoun seconded the motion.

Ms. Adams stated that the application was submitted by the Good 2 Go Store, LLC for a Series 10, beer and wine only retail license, no hard liquor. The notice of the public hearing was posted on the premise the required 20 days and no public comment has been received. The police department performed a back ground of the applicant, Good 2 Go, and has no problems moving forward.

The motion was approved by unanimous vote, 7/0.

Item 4 Resolution 2016-015, Identifying Project(s) Proposed for the 2016 CDBG Annual Action Plan

Council Member Ash moved that Resolution 2016-015, Identifying Projects(s) for the 2016 CDBG Annual Action Plan be approved. Mayor Pro Tem Blanchard seconded the motion.

Council Member Gray recused herself from the discussion and deliberation due to a conflict of interest.

Mr. McLachlan stated that the resolution identifies those projects that staff wishes to designate for funding in this year's Action Plan and commencing the 30-day public review on the draft Annual Action Plan containing said projects. At the March 15th work session, Council heard presentations from staff and two outside agencies on said funding requests submitted for next year's round of Community Development Block Grant Funding totaling \$218,415. Based on Council's direction, staff is recommending that the Annual Action Plan provide \$95,000 in funding for new street lighting in the Fry town site and Sulger neighborhood target areas; \$20,000 to Good Neighbor Alliance to replace the roof at the Samaritan Station Emergency Shelter, and \$60,000 to Habitat for Humanity to carry out critical home repairs for income qualified households. The remaining \$43,415 will be used to cover program administrative costs incurred by the Department's management analyst.

No additional staff or outside consultant is needed to document report compliance with HUD requirements. As part of the development of the Five Year Consolidated Plan, the City prepared standard operating procedures for administering projects that will make sure are followed each and every step in the process.

The seven street lights proposed for Fry town site together with the three approved in last year's cycle will address the existing street light deficiency within the incorporated areas of Fry town target area.

The 12 street lights proposed for Sulger Neighborhood will light all of the intersections along Judd and Sulger streets. The proposed locations were determined in consultation with the Police Department to enhance public safety.

Staff has prepared a resolution that reflects staff's recommendations stated in their memo and if after holding the public hearing and having Council discussion, there is a wish to add, delete or modify the applications or funding amounts, the clerk will edit the resolution accordingly for Council approval.

The new Action Plan was presented to Council for final approval on April 28th with any additional public comments that are received during the 30-day review period.

Andre Newcomb addressed Council indicating that Habitat for Humanity is like the Nature Conservancy, a tax shelter.

Council Member Ash restated her concerns relating to the timing of the repairs, monsoon and the funding and relayed that she spoke with Cathy Calabrese and was informed that Mr. Fixit has agreed to perform work to stabilize the roof so it doesn't fail if the monsoon begins before the funds are released for the repairs.

In response to Council Member Ash, Police Chief Thrasher stated that the Department was asked to look at the proposed areas for the lighting both in Fry Town and Sulger neighborhoods. In consultation with his patrol bureau, the patrol officers indicated that Sulger was extremely

dark and needed some lighting in that area, having just annexed the area and now becoming their patrol area. In talking with Mr. McLachlan, the Department determined that the additional lighting can finish off around the park and in the Fry Town area and provide that additional lighting in Sulger.

Council Member Mount stated that the City paid Ernest Sweiger Consultants \$68,567 for CDBG consultant for initial implementation and he believes that it is something that needs to be addressed and asked what the consultant provided to the City. Mr. McLachlan stated that it is his understanding that the consultant was involved in the preparation of the Five Year Consolidated Plan and the associated documents, including the standard operating procedures for administering the Community Development Block Grant Funds. Going forward, no outside consultants are proposed to be engaged to assist the Department with administrative duties and that was the work product that they provided.

Mayor Mueller stated that on Community Development Block Grants the City has gone from a position where the City was regulated by the State and everything had to be processed through the State; but when the City became large enough to become a metropolitan area by their standards, the City then had to deal directly with the Housing and Urban Development and they had a new set of requirements that the City was unfamiliar with. The City hired the consultant to make sure that the City was checking all of the boxes so that the City would not interrupt funds, citizens' tax dollars that have already been paid to Washington, flowing back to the community. The City wanted to do that properly and that is why the City engaged that consultant.

Mayor Mueller also noted that Mr. McLachlan is right and hopefully the City will not need, unless there are significant changes in the program, to use that consultant or any other in the future.

In response to Council Member Calhoun, Mr. McLachlan stated that the document is available on the website.

Council Member Ash asked if staff feels comfortable and is well educated on the new requirements so that they will be accountable. Mr. McLachlan indicated he will be responsible and oversee the entire process.

In response to Council Member Mount, Mr. McLachlan stated that \$218,415 is being awarded in CDBG funds to the City.

Council Member Mount noted that when the consulting fees and the administrative fee are added up, the City has already spent \$111,000 resulting in less grant monies. Mayor Muller stated that the consulting fee is spread out through the life of the program.

Council Member Mount stated that he thought there would be more time to discuss more options and asked if CDBG funds can be used to perform road repair type projects. Mr. McLachlan stated that the funds may be used within qualified target areas; but those are very expensive projects. The City has four target areas that funds could be used on infrastructure projects.

Council Member Mount stated that the problem that he has is in spending 20 percent on administration and the consultant fees just to implement the money that is left. Mayor Mueller noted that the City has also lost the money that it takes for the federal government to manage the program.

Council Member Mount stated that given some of these constraints, Council should look at longer lasting alternatives for these funds. During the work session Council discussed the issue of non-profits asking for consideration and competing for more money; but when there is a fixed amount of revenue within the community and there is an ever growing population of non-profits that are competing for those charitable donations and the Council turns to the resort of making sure that there is grant money coming back down from the federal government to give to those, the precedence that he is worried about is what will happen next time and there are six nonprofits or 10.

Council Member Mount asked how Council goes down the line to determine if there is a conflict of interest, which nonprofits are prioritized over the others. He also noted that he does not know if, and he has no problem with the nonprofits getting the funds, if that is way that Council wants to go, Council is ready to make that decision. If Council goes into the 30-day period, there will not be sufficient feedback like it tends to happen and the City will be stuck with it.

Council Member asked if there are more long lasting alternatives that could be used to help out the community for a longer period of time and suggested having another meeting to make sure that Council explores all of the options to get a better idea of what are some of the things that can be done with the limited amount of money with significant investment in consulting in administrative fees that have already been put forward.

In response to Mayor Mueller, Mr. McLachlan referred to the schedule in the staff memo provided to Council with the Resolution and explained that a notice of funding availability is published in the newspaper. The Department does continuous emails to care providers within Cochise County with the application process and held were two community outreach meetings where information was collected that was presented to Council during a work session along with the outside agencies' presentations for Council's consideration.

In response to Mayor Mueller, Mr. McLachlan stated that the process is publicly noticed in the plan as required by HUD.

Mayor Mueller stated that he tends to agree with Council Member Mount in that Council needs to have a plan. There has been discussion about street lights, drainage and how the Sulger development is in a bowl and its drainage and sidewalk issues along with the remaining ADA ramps that need to be put in the City target areas as well as outside target areas. There are also a number of City level projects that the City could literally spend the next five iterations of CDBG monies on.

Mr. Potucek stated that from a historical perspective, the City has been receiving CDBG funds since he has been at the City and before under the old state program, the City used to have an allocation of \$300,000 range every two years because the City had to compete/share with the other cities in Cochise County. That amount of money is still small; but the City has done a number of things, some social service programs, i.e., Forgasch House and other improvements to Good Neighbor Alliance. The bulk of that has been spent on infrastructure, i.e., sewer and streets in Fry town site, most recently a lot of ADA accessible ramps and a portion towards the Sulger Subdivision Project last year. The problem with the funding that the City receives now of the \$218,000 is that the outside agencies have a right to apply for funding leaving amounts too small to do a large infrastructure project. At the work session there did seem to be consensus on the recommended projects, but ultimately there will never be enough funds.

Council Member Calhoun stated she thinks the City has done a good balance between infrastructure and non-profit groups that assist people in the community. She also stated that she thinks it is effective to help citizens who need it. Street lights may help reduce crime rates, people need safe structures to live in. All of the projects fit the requirements of the grant and she is pleased with the choices.

Council Member Mount stated that he is not anti-charity and he is not worried about today; but he is worried about tomorrow and Council setting precedence. Not everyone can be funded and he would like to know how Council will decide who gets funded as he is not comfortable with the choices made and is concerned about future processes.

Council Member Calhoun noted that there are only five agencies. Mayor Mueller stated that there have been years where the projects were all infrastructure and some where there was a mix.

Council Member Huisking stated she agrees with Council Member Calhoun that these are good projects that are long term and sustainable. The lights, the roof and the home repair will help in the long run.

Council Member Huisking also stated that she agrees with Council Member Mount that Council should also look at City projects for infrastructure such as drainage as these types of projects were not part of the process this year.

Council Member Ash stated the Council receives inquiries about what they are we doing about homelessness and people who are in dire need. The HUD money is not money that the City has taken from Sierra Vista. It is money that the federal government has already taken from the citizens of Sierra Vista and the City is applying for the money to come back into the community. The street lights, a Roof for Good Neighbor Alliance and funding for critical home repairs so that citizens' homes are not blighted beyond repair are necessary things and not just nice to have.

Council Member Ash publicly thanked the Community Development Department for their commitment to engaging with the citizens of Fry town and the Carmichael Neighborhood Association. She also stated that she is comfortable with the plan as proposed; but she would not be opposed to delaying the vote for further discussion if it can be done.

In response to Mayor Mueller, Mr. McLachlan indicated the process needs to be completed by May 15, 2016. Council approves the updated five year capital improvement plan each year and when the Department overlaid that five year schedule to the target areas, there were no projects proposed.

Mr. McLachlan encouraged Council to start thinking about projects that meet the requirements of these funds to be built into the five year capital improvement plan so that there is a road map going forward every year in terms of needed projects that could be potentially wholly or partially funded with CDBG dollars.

Mayor Mueller indicated that a whole series of ramps for ADA were done and that should be in the Capital Improvements Funds; but not all of those happened in the specific areas that are allowed. Mr. McLachlan stated that they did get a little push back from HUD-Phoenix about ADA accessibility improvements, whether they qualify or not and the City made the case that they do in Veterans' Park as the City was moving an architectural barrier to the playground and the amphitheater.

Mayor Mueller asked if the City is still doing the safe ways to school, which includes some of the sidewalks and the Sulger drainage issues as well. There are potential projects that are going to take some work with the engineers in the Public Works Department.

Council Member Calhoun stated that at the NLC Meeting, she picked up the possibility of combining grant funds with CDBG funds, which is new and perhaps that could be something to consider with larger projects. Mayor Mueller indicated he thought that was entirely practical, if the City can find the other grants.

In response to Mayor Mueller, Council Member Mount indicated that he is good with the 30 day public comment period.

The motion passed by unanimous vote, 6/0. Council Member Gray abstained.

New Business

Item 5 Resolution 2016-016, Authorization to Approve Settlement Agreement – Juan Jose Leza

Council Member Mount moved that Resolution 2016-016, authorization to approve Settlement Agreement, Juan Jose Leza, be approved. Council Member Huisking seconded the motion.

City Attorney Williams stated that this item arises out of a lawsuit filed by Mr. Juan Jose Leza as a result of a motor vehicle accident where he was rear-ended by a City employee. The City has been working with their contract counsel to resolve the case and a settlement has been reached which was discussed in Executive Session. The resolution would allow the City Attorney's Office and the contract attorney to finalize the settlement as discussed.

The motion passed by unanimous vote, 7/0.

Item 6 Resolution 2016-017, Authorizing the Office of the City Attorney to File Legal Action against Lunar Cow, LLC

Council Member Gray moved that Resolution 2016-017, authorizing the Office of the City Attorney to file Legal Action against Lunar Cow, LLC, be approved. Council Member Calhoun seconded the motion.

City Attorney Williams stated that this is a request for authorization to proceed legally against Lunar Cow, LLC, a website development company. In late 2013, the City hired Lunar Cow to perform certain website development tasks including developing a visitor's website for the City. Lunar Cow was paid for those services; however, they did not fully comply with the contract and to-date the City has yet to receive a fully functioning website as required by the contract. The resolution if authorized, would allow the City to proceed legally including filing legal action in the Superior Court against Lunar Cow to recover the funds paid to Lunar Cow for the failed website.

The motion passed by unanimous vote, 7/0.

Call to the Public

Jere Fredenberg addressed Council regarding the cost of the Sierra Vista Transit and stated that she has observed that most routes are ridden by three passengers at any one time. The

Curb to Curb service reported \$42,000 in revenue and she believes it was less (statement on file with the City Clerk).

Carl Halsten and Sam his service dog thanked Council for bringing one building, Council Chambers, into ADA compliance. He also stated that none of the City buildings have ability to accommodate the hard of hearing and the City has had 26 years to do it. He urged the City to bring the facilities into compliance and noted that at the opening of the art exhibit he had requested accommodations, which were not available; but he did not make a complaint as the City did purchase loops to make the Council Chambers compliant. Cinemark has made accommodations, both closed caption and hearing aid compatible systems. In closing, he complimented Council for using their mics as he only got dumped out of his wheelchair once during the meeting.

Andre Newcomb talked about the budget; last year's budget crisis; being accused of something in July at the City's library and the fact that at the trial there was no staff present; Council Member Mount's discussion about Council's travel. In closing, he stated that for a while he has had to take his cans to Benson, walking both ways and noted that he has seen many City vehicles going by the McDonalds at Interstate 10.

Comments and Requests of the Council

Council Member Huisking acknowledged the participation of Community Development and Mr. McLachlan on the neighborhood cleanup; thanked Corporal Madrid for visiting the community garden and providing suggestions relating recent issues that they have been having; and thanked the Council for the Proclamation of her Mother as an Honorary Citizen of the City of Sierra Vista.

Council Member Mount commented on the Citizen Survey, the history of how it was budgeted for and brought up his concerns as he does not feel he is getting anywhere. He also stated that between the ICMA and ACMA the City has spent \$80,000 and asked how Council justifies this when there are needs. Council has to be accountable in the budget process and he cannot support spending where there is no return and he intends to be more vocal this year.

Council Member Ash had nothing to report.

Council Member Calhoun stated she enjoyed the ribbon cutting at Mr. Fixit and noted that the property looks good and that she is happy he has been able to grow his business; stated that Tony (Tony's Board Shop) is doing good things at the skate park; reported on her attendance at the Glass Half Full event and stated that the City has many active programs that were brought together to work on the water conservation issues in the area; in closing, she stated that she hopes the public will be involved and tune in to the discussion and activities in this area.

Council Member Gray had nothing to report.

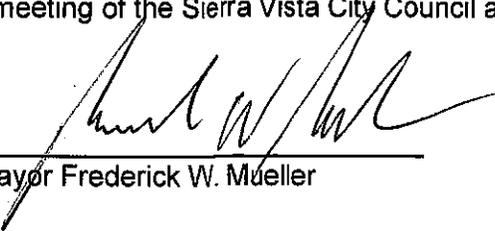
Mayor Pro Tem Blanchard wished everybody a happy Easter.

Council Member Calhoun thanked Ms. Fredenberg for the information.

Mayor Mueller wished everyone a safe and Happy Easter and announced the Community Service on Sunday morning at Veterans' Memorial Park.

Adjournment

Mayor Mueller adjourned the March 24, 2016 meeting of the Sierra Vista City Council at 6:17 p.m.



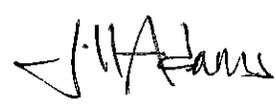
Mayor Frederick W. Mueller

Minutes prepared by:



Maria G. Marsh, Deputy Clerk

Attest:



Jill Adams, City Clerk

March 18, 2016

Mayor Mueller,
Council members Huisking, Ash, Gray, Calhoun, Mount, Blanchard:

The budget cycle for 2016-17 is approaching. This seemed an appropriate time to bring concerns with the Sierra Vista Transit System to your attention and ask what you intend to do to resolve these concerns.

I have been doing research since February 2014. Using my observations and data the transit manager provided at my request; I have listed some of the conclusions/concerns below. I would like to know your thoughts on each and what you plan to do to improve the cost/passenger ratio; the accounting discrepancies and the actual rider vs 'rides' count.

1. ***Based on observation, the average number of passengers on a bus at any given time is three.*** The Sierra Vista Short Term Transit Plan (exhibit A 3.1) states 15 passengers. I spoke with the Transit manager for clarification - this is 15 passengers across 5+ routes or an average of 3 passengers (15 divided by 5 = 3).
2. ***Transit will state they have 800+ passengers 'registered' (as either seniors, students, disabled), but when queried further this is not an indication that these '800' actually ride the bus or ever rode the bus, or are even still in the city (the registration is good for three years from initial sign-up date).***
3. ***Paratransit (curb to curb) revenue numbers in the 2012 Sierra Vista Short Term Transit Plan (exhibit A table 7 highlighted) state \$42,800; yet by using para-transit revenues (cash and tickets), the number is \$14,500 (exhibit B); a substantial difference (\$28,300).***
4. ***The ticket sales revenue figure does not agree with the stated number of tickets sold.*** For example, revenue for discounted monthly passes for July 2014 stated \$1080 collected, and 41 books sold (exhibit C). A discounted monthly pass sells for \$24 (exhibit F). So they either sold 45 books for \$1080 or they sold the stated 41 books for \$984. These discrepancies occur throughout twelve months.
5. ***Additionally in July 2014, the sale of 5 single ride curbside tickets collected \$88, yet in August 2014, 5 single ride tickets collected \$180 (exhibit C).*** These discrepancies occur throughout 12 months.
6. ***Based on ridership logs, ticket sales, cash sales, the estimated number of actual regular passengers who depend on the bus is 262. That being said, the estimate is based on passengers making a single round trip; if they make multiple stops then the estimate drops. Details are provided on exhibit D and E.***

The city spends, from city sales tax revenue approximately \$500,000 a year and another \$900,000+ from federal taxpayer dollars (according to the 2015-16 budget) to transport approximately 262 regular passengers.

How will you make more effective use of taxpayer dollars? Perhaps taxi service for curb-to-curb; and one route that covers all the current stops, instead of overlapping routes, with a backup bus that starts 30 minutes after the initial bus?

How will you reduce the amount spent on the Transit System?

How will you determine actual regular passengers on the transit system versus a report like the Sierra Vista Short Range Transit plan document that counts 'ridership miles'/passenger trips'?

How will you audit revenue?

I am not attempting to abolish all bus service; I am attempting to make it much more cost effective and accurate both for revenue and ridership data; and shrink it to the number of actual passengers. The bus system could be much smaller and cost much less.

I would be happy to meet with any council member to review my methodology.

Thank you,

**Jere Fredenburgh
Citizen/Taxpayer
520 803 9543
jcfred@cdx2.com**

Attachments:

- 2012 Sierra Vista Short Range Transit Plan (A)**
- Curb-curb (paratransit) revenue discrepancy (B)**
- Ticket sales versus revenue collected discrepancy (C)**
- Cash riders estimate (D)**
- Tickets purchased translated to riders estimate (E)**
- Published fare schedule (F)**

Exh A

Sierra Vista Short Range Transit Plan

3.0 SERVICE EVALUATION

As part of the development of the SRTP, a Service Evaluation was conducted to identify issues to be addressed in the recommended service plan.

→ 3.1 OPERATING METRICS

Table 7 presents operating statistics and performance indicators for Vista Transit in 2012. The fixed-route bus system had 154,842 riders with an average of almost 15 passengers per hour. $\div 5 \text{ routes} = 3$ The farebox recovery ratio for the fixed-route system was 11 percent and the cost per revenue hour was \$61.42. The paratransit service had 10,417 trips and 2.2 passengers per hour. The farebox ratio in 2012 was 11 percent, which is equal to the fixed-route service. The cost per revenue hour for paratransit service was \$82.52.

Data for the years prior to 2012 were not available with the paratransit and fixed-route service separated. It is important that Vista Transit establishes a system to monitor the operating statistics and performance measures for both services to Vista Transit separately in order to track the performance trends over time.

→ Table 7 Vista Transit Annual Operating Statistics, 2012

	Fixed Route Bus	Paratransit
Passenger Trips	154,842	10,417
Operating Costs	\$642,120	\$385,277
Farebox Revenue	\$71,352	\$42,811
Revenue Miles	159,663	77,405
Revenue Hours	10,454	4,669
Fleet Age	4.9	5.3
PERFORMANCE AND COST EFFECTIVENESS		
Passengers per Revenue Hour	14.8	2.2
Operating Costs per Passenger	\$4.15	\$36.99
Operating Costs per Revenue Hour	\$61.42	\$82.52
Farebox Recovery Ratio	11.1%	11.1%
Subsidy per Passenger	\$3.69	\$32.88

Source: National Transit Database

3.2 FIXED ROUTE RIDERSHIP PATTERNS AND SERVICE CHARACTERISTICS

Vista Transit drivers manually record passenger boardings on all trips each day. The data presented in this section are the average daily boarding per stop over an eight month period from February to September 2013. Alighting data are not currently collected by Vista Transit, thus deboarding trends will not be summarized. For more detailed individual route maps and data, refer to Working Paper #3 – *Vista Transit Service Evaluation*.

3.2.1 Route 1 – Westside

- Route 1 averages 197 daily boardings.
- Boarding activity is consistent throughout the route with strong boarding activity south of Fry Boulevard on Carmichael Avenue.

Exhibit B

Curb – Curb Ticket Sales and Cash customers

July 2014 – June 2015 – ticket sales for curb-curb = \$7,430

July 2014 – June 2015 – cash collected on
Tag 1-4 are curb-curb service* = \$7,089

*note – Transit did not provide April 2015 so I used May 2015 numbers to determine the 12-month revenue for curb-curb cash.

Total collected for curb-curb customers = \$14,520

Curb to Curb by Month July 2014 - June 2015

ticket sales

TOTAL REVENUE
CURB-CURB

July 2014	Curbside Single Ride 20 Pack	\$700.00	15
July 2014	Curbside Single Ride	\$88.00	5
August 2014	Curbside Single Ride 20 Pack	\$720.00	14
August 2014	Curbside Single Ride	\$180.00	5
September 2014	Curbside Single Ride 20 Pack	\$520.00	11
October 2014	Curbside Single Ride 20 Pack	\$520.00	11
October 2014	Curbside Single Ride	\$196.00	9
November 2014	Curbside Single Ride 20 Pack	\$440.00	10
November 2014	Curbside Single Ride	\$92.00	6
December 2014	Curbside Single Ride 20 Pack	\$695.00	15
December 2014	Curbside Single Ride	\$20.00	1
January 2015	Curbside Single Ride 20 Pack	\$600.00	13
January 2015	Curbside Single Ride	\$146.00	4
February 2015	Curbside Single Ride 20 Pack	\$630.00	15
February 2015	Curbside Single Ride	\$74.00	4
March 2015	Curbside Single Ride	\$78.00	5
March 2015	Curbside Single Ride 20 Pack	\$400.00	9
April 2015	Curbside Single Ride 20 Pack	\$480.00	10
April 2015	Curbside Single Ride	\$84.00	5
May 2015	Curbside Single Ride	\$72.00	4
June 2015	Curbside Single Ride 20 Pack	\$695.00	15

\$7,430.00

\$7,430

Tag 1-4 are curb-curb

Cash routes

August 2014	Tag 1	\$221.25
August 2014	Tag 2	\$164.00
August 2014	Tag 3	\$104.00
August 2014	Tag 4	\$60.00

December 2014	Tag 1	\$242.00
December 2014	Tag 2	\$156.00
December 2014	Tag 3	\$116.00
December 2014	Tag 4	\$62.00
February 2015	Tag 1	\$219.50
February 2015	Tag 2	\$156.00
February 2015	Tag 3	\$112.00
February 2015	Tag 4	\$64.00
January 2015	Tag 1	\$212.00
January 2015	Tag 2	\$148.00
January 2015	Tag 3	\$82.00
January 2015	Tag 4	\$68.00
July 2014	Tag 1	\$240.00
July 2014	Tag 2	\$176.00
July 2014	Tag 3	\$134.00
July 2014	Tag 4	\$46.00
June 2015	Tag 1	\$203.00
June 2015	Tag 2	\$214.00
June 2015	Tag 3	\$111.75
June 2015	Tag 4	\$69.25
March 2014	Tag 1	\$287.00
March 2014	Tag 2	\$186.00
March 2014	Tag 3	\$122.00
March 2014	Tag 4	\$58.00
May 2015	Tag 1	\$209.00
May 2015	Tag 2	\$176.00
May 2015	Tag 3	\$118.00
May 2015	Tag 4	\$54.50
November 2014	Tag 1	\$186.00
November 2014	Tag 2	\$162.00
November 2014	Tag 3	\$112.00
November 2014	Tag 4	\$46.00
October 2014	Tag 1	\$283.00
October 2014	Tag 2	\$238.00
October 2014	Tag 3	\$108.00
October 2014	Tag 4	\$60.00
September 2014	Tag 1	\$276.00

September 2014	Tag 2	\$242.00
September 2014	Tag 3	\$170.00
September 2014	Tag 4	\$58.00
<i>April 2015 not provided</i>	<i>Tag 1</i>	<i>\$209.00</i>
<i>by Transit-used</i>	<i>Tag 2</i>	<i>\$176.00</i>
<i>May 2015 to complete</i>	<i>Tag 3</i>	<i>\$118.00</i>
<i>one fiscal year.</i>	<i>Tag 4</i>	<i>\$54.50</i>

\$7,089.75

\$7,089.75

TOTAL CURB-CURB REVENUE
Exhibit B

\$14,520

Exhibit C

Ticket Type Sales by month.

Discrepancies in claimed revenue versus claimed sales.

July 2014, as an example, Transit claims 41 discounted monthly passes were sold for \$1080. Discounted monthly pass sells for \$24. $\$1080 \div 24 = 45$ passes not 41; or they sold 41 passes for \$984. In either case the dollars and tickets do not agree.

The math continues incorrect through all ticket types for July 2014 (with the exception of the monthly pass); I checked several others months (August, September 2014 and June 2015) and discrepancies continued.

July 2014 five (5) Curbside Single rides were sold for \$88; in August 5 rides were sold for \$180.

Date By Month	Ticket Type	Sum Of Transaction Total	Count Of Tickets	price	# books/tickets calculated on price
July 2014	Curbside Single Ride 20 Pack	\$700.00	15	\$40	17.5 books
July 2014	Discounted Monthly Pass	\$1,080.00	41	\$24	45 books
July 2014	Discounted Single Ride	\$41.25	16	\$0.75	5.5 tickets
July 2014	Discounted Single Ride 20 Pack	\$196.50	14	\$15	13.1 books
July 2014	Monthly Pass	\$320.00	8	\$40	8 books
July 2014	Single Day Pass	\$402.00	106	\$3	134 tickets
July 2014	Single Ride	\$97.50	18	\$1.25	78 tickets
July 2014	Single Ride 20 Pack	\$350.00	9	\$25	14 books
July 2014	Curbside Single Ride	\$88.00	5	\$2	44 tickets
August 2014	Curbside Single Ride 20 Pack	\$720.00	14	\$40	18 books
August 2014	Discounted Monthly Pass	\$1,443.00	48	\$24	60.1 books
August 2014	Discounted Single Ride	\$41.25	9	\$0.75	55 tickets
August 2014	Discounted Single Ride 20 Pack	\$330.00	21	\$15	22 books
August 2014	Monthly Pass	\$520.00	13	\$40	13 books
August 2014	Single Day Pass	\$258.00	73	\$3	86 tickets
August 2014	Single Ride	\$28.75	6	\$1.25	23 tickets
August 2014	Single Ride 20 Pack	\$400.00	12	\$25	16 books
August 2014	Curbside Single Ride	\$180.00	5	\$2	90 tickets
September 2014	Curbside Single Ride 20 Pack	\$520.00	11	\$40	13 books
September 2014	Discounted Monthly Pass	\$1,464.00	55	\$24	61 books
September 2014	Discounted Single Ride	\$52.50	16	\$0.75	70 tickets
September 2014	Discounted Single Ride 20 Pack	\$210.00	12	\$15	14 books
September 2014	Monthly Pass	\$280.00	7	\$40	7 books
September 2014	Single Day Pass	\$303.00	84	\$3.00	101 tickets
September 2014	Single Ride	\$42.50	14	\$1.25	13 tickets

September 2014 Single Ride 20 Pack \$250.00 6 \$25 10 tickets

October 2014	Curbside Single Ride 20 Pack	\$520.00	11
October 2014	Discounted Monthly Pass	\$1,602.00	54
October 2014	Discounted Single Ride	\$50.25	13
October 2014	Discounted Single Ride 20 Pack	\$465.00	23
October 2014	Monthly Pass	\$360.00	11
October 2014	Single Day Pass	\$366.00	88
October 2014	Single Ride	\$50.00	14
October 2014	Single Ride 20 Pack	\$265.00	6
October 2014	Curbside Single Ride	\$196.00	9

November 2014	Curbside Single Ride 20 Pack	\$440.00	10
November 2014	Discounted Monthly Pass	\$1,344.00	50
November 2014	Discounted Single Ride	\$22.50	6
November 2014	Discounted Single Ride 20 Pack	\$240.00	14
November 2014	Monthly Pass	\$200.00	5
November 2014	Single Day Pass	\$201.00	53
November 2014	Single Ride	\$40.00	10
November 2014	Single Ride 20 Pack	\$175.00	3
November 2014	Curbside Single Ride	\$92.00	6

December 2014	Curbside Single Ride 20 Pack	\$695.00	15
December 2014	Discounted Monthly Pass	\$1,504.00	55
December 2014	Discounted Single Ride	\$19.50	6
December 2014	Discounted Single Ride 20 Pack	\$375.00	16
December 2014	Monthly Pass	\$400.00	11
December 2014	Single Day Pass	\$345.00	90
December 2014	Single Ride	\$100.75	18
December 2014	Single Ride 20 Pack	\$225.00	6
December 2014	Curbside Single Ride	\$20.00	1

January 2015	Curbside Single Ride 20 Pack	\$600.00	13
January 2015	Discounted Monthly Pass	\$1,635.00	54
January 2015	Discounted Single Ride	\$15.75	4
January 2015	Discounted Single Ride 20 Pack	\$150.00	10
January 2015	Monthly Pass	\$600.00	15
January 2015	Single Day Pass	\$354.00	85
January 2015	Single Ride	\$45.00	9
January 2015	Single Ride 20 Pack	\$250.00	6
January 2015	Curbside Single Ride	\$146.00	4

February 2015	Curbside Single Ride 20 Pack	\$630.00	15
February 2015	Discounted Monthly Pass	\$1,344.00	50
February 2015	Discounted Single Ride	\$25.50	3
February 2015	Discounted Single Ride 20 Pack	\$234.00	14
February 2015	Monthly Pass	\$520.00	13
February 2015	Single Day Pass	\$336.00	83
February 2015	Single Ride	\$63.75	13
February 2015	Single Ride 20 Pack	\$240.00	6
February 2015	Curbside Single Ride	\$74.00	4
March 2015	Curbside Single Ride	\$78.00	5
March 2015	Curbside Single Ride 20 Pack	\$560.00	10
March 2015	Discounted Monthly Pass	\$1,392.00	56
March 2015	Discounted Single Ride	\$131.00	7
March 2015	Discounted Single Ride 20 Pack	\$310.00	18
March 2015	Monthly Pass	\$440.00	11
March 2015	Single Day Pass	\$306.00	80
March 2015	Single Ride	\$61.25	7
March 2015	Single Ride 20 Pack	\$240.00	6
March 2015	Curbside Single Ride 20 Pack	\$400.00	9
April 2015	Curbside Single Ride 20 Pack	\$480.00	10
April 2015	Discounted Monthly Pass	\$1,368.00	49
April 2015	Discounted Single Ride	\$31.50	9
April 2015	Discounted Single Ride 20 Pack	\$330.00	19
April 2015	Monthly Pass	\$400.00	10
April 2015	Single Day Pass	\$231.00	65
April 2015	Single Ride	\$77.50	15
April 2015	Single Ride 20 Pack	\$325.00	9
April 2015	Curbside Single Ride	\$84.00	5

May 2015	Discounted Monthly Pass	\$1,108.00	44
May 2015	Discounted Single Ride	\$14.25	5
May 2015	Discounted Single Ride 20 Pack	\$270.00	14
May 2015	Monthly Pass	\$264.00	7
May 2015	Single Day Pass	\$222.00	57
May 2015	Single Ride	\$41.25	13
May 2015	Single Ride 20 Pack	\$650.00	9
May 2015	Curbside Single Ride	\$72.00	4
June 2015	Curbside Single Ride 20 Pack	\$695.00	15
June 2015	Discounted Monthly Pass	\$1,368.00	48
June 2015	Discounted Single Ride	\$30.75	10
June 2015	Discounted Single Ride 20 Pack	\$255.00	16
June 2015	Monthly Pass	\$440.00	11
June 2015	Single Day Pass	\$306.00	68
June 2015	Single Ride	\$67.50	14
June 2015	Single Ride 20 Pack	\$325.00	9
TOTAL		\$41,268.25	

\$40 17.4 books
 \$24 57 books
 \$0.75 41 tickets
 \$15 17 books
 \$40 11 books
 \$3 102 tickets
 \$1.25 54 tickets
 \$25 36 books

Cash Riders Oct – Dec. 2014 (D)

Methodology:

Used the five regular routes, number of days in the month, divided by the revenue for that route for that month, divided by an 'averaged fare*' of \$1.00 to identify actual riders (versus rides) and divided by 2 since most riders would go at a minimum from A to B and then back to B.

Compiled three months –October, November, December 2014 (338) divided by 3 = 113 cash riders.

*I combined the regular fare of \$1.25 and the discounted fare of \$0.75 (= \$2.00 divided by 2 for an average of \$1.00) because there is no way with the data available to determine how many were regular or discounted fares.

Based on conversations with actual regular riders, confirmed that most bus trips take 4 stops (A to B, B to C, C to B and B to A). So the A to B, B to A assumption used to arrive at 338 may be overstated.

route	revenue	days	daily collected	\$1.00 fare "average" riders	total riders 338 for 3 mo 113 average			
December 2014	Tag 1	\$242.00	curb	21 days	\$85 a day	unk	85	42 riders
December 2014	1	\$1,778.50	curb	21 days	\$29 a day	unk	29	15 riders
December 2014	2	\$611.25	curb	21 days	\$57 a day	unk	57	26 riders
December 2014	3	\$1,197.25	curb	21 days		unk		
December 2014	MIV to MALL	\$122.00	curb	21 days		unk		
December 2014	Tag 2	\$156.00	curb	21 days		unk		
December 2014	Tag 3	\$116.00	curb	21 days		unk		
December 2014	4	\$452.25	route 4	21 days	\$22 a day	unk	22	11 riders
December 2014	5	\$625.75	curb	21 days	\$30 a day	unk	30	15 riders
December 2014	Tag 4	\$62.00	curb	21 days		unk		
November 2014	Tag 1	\$186.00	curb	21 days	\$81 a day	unk	81	40 riders
November 2014	1	\$1,692.50	curb	21 days	\$31 a day	unk	31	15 riders
November 2014	2	\$643.75	curb	21 days	\$53 a day	unk	53	26 riders
November 2014	3	\$1,107.50	curb	21 days		unk		
November 2014	MIV to MALL	\$458.50	curb	21 days		unk		
November 2014	Tag 2	\$162.00	curb	21 days		unk		
November 2014	Tag 3	\$112.00	curb	21 days		unk		
November 2014	4	\$402.25	curb	21 days	\$19 a day	unk	19	10 riders
November 2014	5	\$524.00	curb	21 days	\$25 a day	unk	25	13 riders
November 2014	Tag 4	\$46.00	curb	21 days		unk		
October 2014	Tag 1	\$283.00	curb	21 days	\$92 a day	unk	92	46 riders
October 2014	1	\$1,928.75	curb	21 days	\$40 a day	unk	40	20 riders
October 2014	2	\$843.25	curb	21 days	\$68 a day	unk	68	34 riders
October 2014	3	\$1,435.75	curb	21 days		unk		
October 2014	MIV to MALL	\$319.75	curb	21 days		unk		
October 2014	Tag 2	\$238.00	curb	21 days		unk		
October 2014	Tag 3	\$108.00	curb	21 days		unk		
October 2014	4	\$510.25	curb	21 days	\$24 a day	unk	24	12 riders

October 2014	5	\$556.50	21 days	\$26 a day	unk	26	13 riders
October 2014	Tag 4	\$60.00	curb				125

City Council
 Ridership estimates
 for October -
 December 2014 (d)
 based on
 routes/revenues

Ticket Sales Oct- December 2014 (Exhibit E)

Regular Riders – defined as those who purchased 20-packs, monthly pass

Occasional Riders – defined as those who purchased single ride, single day pass

Regular riders for Oct-December 2014 average = 97 people a month (105 + 82 + 103 = 290 divided by three months)

Occasional Riders for Oct-December 2014 average 53 people a month

Since most people logically ride to and from (A to B and back to A) I used half of the 105 tickets sold to determine occasional riders (124 + 75 + 115 = 314 divided by 3 = 105)

97 + 53 = 150 monthly riders from ticket sales

It is logical to assume that of the 88 single day passes sold, they were probably sold to about 22 people. Someone might buy 4 single day passes because they are off on Monday and plan to do all their shopping each Monday during the month. Which would decrease the number of occasional riders. I, however, used the actual numbers.

month	ticket type	revenue	#ticket sold	regular	Occasional
October 2014	Curbside Single Ride 20 Pack	\$520.00	11	11	11
October 2014	Discounted Monthly Pass	\$1,602.00	54	54	54
October 2014	Discounted Single Ride	\$50.25	13	13	13
October 2014	Discounted Single Ride 20 Pack	\$465.00	23	23	23
October 2014	Monthly Pass	\$360.00	11	11	11
October 2014	Single Day Pass	\$366.00	88	88	88
October 2014	Single Ride	\$50.00	14	14	14
October 2014	Single Ride 20 Pack	\$265.00	6	6	6
October 2014	Curbside Single Ride	\$196.00	9	9	9
			229	105	124
November 2014	Curbside Single Ride 20 Pack	\$440.00	10	10	10
November 2014	Discounted Monthly Pass	\$1,344.00	50	50	50
November 2014	Discounted Single Ride	\$22.50	6	6	6
November 2014	Discounted Single Ride 20 Pack	\$240.00	14	14	14
November 2014	Monthly Pass	\$200.00	5	5	5
November 2014	Single Day Pass	\$201.00	53	53	53
November 2014	Single Ride	\$40.00	10	10	10
November 2014	Single Ride 20 Pack	\$175.00	3	3	3
November 2014	Curbside Single Ride	\$92.00	6	6	6
			157	82	75
December 2014	Curbside Single Ride 20 Pack	\$695.00	15	15	15
December 2014	Discounted Monthly Pass	\$1,504.00	55	55	55
December 2014	Discounted Single Ride	\$19.50	6	6	6
December 2014	Discounted Single Ride 20 Pack	\$375.00	16	16	16

