



Yuma County Intergovernmental Public Transportation Authority

2715 East 14th Street, Yuma, AZ 85365-1900, Telephone: 928-539-7076

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NOTICE AND AGENDA OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS FOR THE YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the Board of Directors of the Yuma County Intergovernmental Public Transportation Authority (“YCIPTA”) and to the general public that the Board of Directors will hold a meeting on:

MONDAY, October 23, 2023 – 1:30 PM
Yuma County Department of Development Services – Aldrich Hall
2351 West 26th Street -- Yuma, AZ, 85364

Pursuant to A.R.S. § 38-431.05, notice is hereby given to the members of the Yuma County Intergovernmental Transportation Authority (YCIPTA) and to the general public that YCIPTA as part of its regular meeting will hold a meeting open to the public as noted above.

Unless otherwise noted, meetings held at the above location are open to the public.

The Board of Directors may vote to go into executive session during the noticed meeting concerning any of the agenda items mentioned below. If authorized by the requisite vote of the Directors, the executive session will be held immediately after the vote and will not be open to the public. The executive session, if held, will be at the same meeting location set forth above. The discussion may relate to confidential matters permitted pursuant to A.R.S. §§ 38-431.03(A)(1)-(7). The Chairman or other presiding officer shall instruct the persons present at the executive session regarding the confidentiality requirements of the Open Meeting Laws.

Pursuant to the Americans with Disabilities Act, reasonable accommodation requests may be made by contacting the Transit Director at 928-539-7076, ext 101 (TTY/TDD - Arizona Relay Service 711). Requests should be made as early as possible to allow time to arrange the accommodation.

Yuma County Intergovernmental Public Transportation Authority Board Of Directors

Jay Simonton - Chairman – City of Yuma, Susan M. Zambrano – Vice Chairman – Arizona Western College
Ian McGaughey – Sec/Treas – Yuma County, Allen Heck – Cocopah Tribe, Richard Marsh – Town of Wellton,
Brian Golding, Sr.-Quechan Tribe, Matias Rosales – City of San Luis, Louie Galaviz- City of Somerton

Shelly Kreger, Transit Director

The agenda for the meeting is as follows:

CALL TO ORDER

PLEDGE OF ALLEGIANCE

CALL TO PUBLIC: The public is invited to speak on any item or any area of concern that is within the jurisdiction of the YCIPTA Board of Directors. The Board is prohibited by the Arizona Open Meeting Law from discussing, considering, or acting on items raised during the call to the public, but may direct the staff to place an item on a future agenda. Individuals are limited to a five-minute presentation.

CONSENT CALENDAR: The following items listed under the Consent Calendar will be considered as a group and acted upon by one motion with no separate discussion, unless a board member so requests. In that event, the item will be removed for separate discussion and action.

1. Adopt the August 28, 2023, regular session minutes. Action required. **Pg. 4**

DISCUSSION & ACTION ITEMS:

1. Discussion and or action to update the principal office location in Article II, Section 2.2 of the YCIPTA 2nd Amendment to the 2nd Amended & Restated By-Laws. Action required. **Pg. 14**
2. Discussion and or action regarding appointment of third member to the Financial Sustainability Committee. Action needed. **Pg. 17**
3. Discussion and or action regarding the FY23-24 Marketing Plan. No action required. **Pg. 19**
4. Discussion and or action regarding adding an additional loop on the Yellow95/Orange2. No action required. **Pg. 26**
5. Discussion and or action regarding YCIPTA Shelter and Bus Stop permit status report. No action required. **Pg. 29**

PROGRESS REPORTS:

1. Operations Manager Report/Maintenance Update– Shane Bollar, General Manager – RATP Dev. *No action required.* **Pg. 31**
2. Transit Director Report – Shelly Kreger, YCIPTA Transit Director. *No action is required.* **Pg. 32**

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Shelly Kreger, Transit Director

3. Transit Ridership Report – Carol Perez, Transit Operations Manager. *No action required.* **Pg. 41**
4. Financial Report – Shelly Kreger, Transit Director. *Will be provided at the meeting or under separate cover. No action is required.*

SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS:

TBD due to Thanksgiving.

ADJOURNMENT

The Yuma County Intergovernmental Public Transportation Authority (YCIPTA) met in Regular Board Meeting session on Monday, August 28, 2023, at Yuma County Department of Development Services, Aldrich Hall; 2351 West 26th Street, Yuma, AZ 85364. The Chair, Mr. Jay Simonton called the meeting to order at 1:30 P.M.

Members Present:

Jay Simonton/City of Yuma /Chair
Susanna M. Zambrano/Arizona Western College /Vice Chair
Ian McGaughey/Yuma County/ Secretary/Treasurer
Brian Golding, Sr./Quechan Tribe
Richard Marsh/Town of Wellton
Allen Heck/Cocopah Tribe
Matias Rosales/City of San Luis

Members Absent:

Louie Galaviz/City of Somerton

Others Present:

Shelly Kreger/YCIPTA/Transit Director
Carol Perez/YCIPTA/Transit Operations Manager
Chona Medel/YCIPTA/Financial Service Operations Manager
David Garcia/YCIPTA/
Lorena Sanchez/YCIPTA/Clerk II
Shane Bollar/RATP DEV/General Manager

The Pledge of Allegiance was led by Mr. Simonton

CALL TO PUBLIC:

No persons present, No comments made.

CONSENT CALENDAR:

No. 1: Adopt the June 26, 2023, regular session minutes. Action required.

Motion (McCaughey/Matias): To approve as presented.

Voice Vote: Motion Carries, 5-0 with Mr. Galaviz and Ms. Zambrano and Mr. Heck being excused.

DISCUSSION & ACTION ITEMS:

No. 1: Discussion and or action regarding Article IV, Section 4.1 of the YCIPTA 2nd Amended & Restated By-Laws. Action required.

Ms. Kreger presented to the Board the option of filling an empty seat by pointing an additional member to the Board of Directors. She added the entity with the largest population being City of Yuma, would be the first to have the option to appoint an additional member.

Ms. Zambrano joined the meeting via telephone at 1:32pm.

Mr. Simonton questioned what action needs to take place.

Ms. Kreger stated the approval of adding an additional staff member from the City of Yuma.

Mr. McGaughey stated the city had investigated the matter and the appointment would not affect the entity's contribution amount.

Ms. Kreger confirmed.

Mr. Matias criticized it for being appointed to the largest population and not the largest user.

Mr. Simonton stated he was open to discussing the topic. He questioned Mr. Golding if he was part of the board when this was added to the bylaws.

Mr. Golding stated the bylaws were already in place when the Quechan tribe joined. He stated the original seats were only seven (7) and no one was removed to accommodate the tribe joining.

Ms. Kreger stated the original nine (9) members took over Yuma County Intergovernmental Public Transportation Authority (YCIPTA) in June 2012.

Mr. Simonton stated the board is operating well as is. He stated although there is an advantage of having an odd number of members it does not seem important.

Ms. Kreger stated there is no clause stating it was mandatory.

Mr. Golding stated the by-laws were sending mixed messages.

Mr. Matias questioned if the action was taking place to add a seat or replace one.

Mr. Golding stated the original member list did not list the tribes.

Mr. Simonton stated he did not recall the City of Yuma having two (2) seats on the committee at any time.

Mr. McGaughey stated the bylaws count the maximum number of seats to be nine (9). He added his belief is the board started with seven (7) but with an additional vote adding the tribes it was raised to nine (9).

Mr. Golding pointed out there are many inconsistencies in the bylaws. He stated he had no recollection of any member having to leave to accommodate an entity to only fill nine (9) seats. He added this may be the first time this would be implemented due to not having a ninth (9th) director.

Mr. Matias stated he does not mind adding an additional member but hoped the additional member would be determined by the entity with the greater usage and not the population.

Mr. Golding stated if the proposal is approved then the City of Yuma would bring forward a nominee.

Mr. Simonton stated he would bring the discussion up to his committee.

The motion was tabled until the next meeting. No action taken.

No. 2: Discussion and or action to update the principal office location in Article II, Section 2.2 of the YCIPTA 2nd Amended & Restated By-Laws. Action required.

Ms. Kreger stated the YCIPTA address in the by-laws is listed at the County's office. She added it needs to be updated to the actual physical address in case we receive legal forms or are served.

Mr. Simonton agreed.

Mr. Golding requested a formal amendment be created to make the correction. He also suggested Ms. Kreger reach out to Ms. Zambrano for a signed copy of the form to be able to amend it.

Mr. Simonton questioned if a motion was needed.

Ms. Kreger stated no.

Mr. McGaughey stated a motion would be needed to amend.

Mr. Golding explained an amendment form is not presented hence no amendment can be made.

Ms. Kreger stated she spoke to Ms. Punpayuk regarding this amendment. She was advised that there could be two (2) different ways to amend the bylaws, but one would require language changes. She explained the second would be adopting a third new amended bylaws. Ms. Kreger stated she would speak to Ms. Punpayuk to create the needed form.

The motion was tabled until the next meeting. No action taken.

No. 3: Discussion and or action regarding Resolution 2023-01 authorizing the Transit Director to apply for FTA funding. Action required.

Ms. Kreger presented a resolution to request funds for parking lot improvements in the yard, as well as tablets for board members.

Motion (Golding/McGaughey): To approve Resolution 2023-01 authorizing the Transit Director to apply for FTA funding.

Voice Vote: Motion Carries, 6-0 with Mr. Galaviz and Mr. Heck being excused.

No. 4: Discussion and or action regarding the Financial Auditing Services RFP and authorize the Transit Director to issue a notice to proceed. Action required.

Ms. Kreger stated since the Request for Proposal (RFP) was approved, it was sent out to twelve (12) agencies and only one responded, it being Heinfeld & Meech.

Mr. Simonton asked if the auditors were switched out each year.

Ms. Kreger stated yes, every year one partner conducts the main audit but different auditors review the files.

Mr. Simonton agreed stating there should be different auditors reviewing files to stay compliant.

Ms. Kreger stated once it is formalized the procurement packet will be sent out to the Federal Transit Authority (FTA) in order to clear out any outstanding findings.

Mr. Simonton inquired if any increases were incurred.

Ms. Kreger stated yes, a slight increase.

Mr. Matias asked how much the increase was.

Ms. Kreger stated she did not list the increased amount.

Mr. Matias questioned if the motion was for the action or the amount.

Ms. Kreger stated the motion is to award a notice to proceed and create a contract.

Mr. Matias questioned why the amount was not included.

Ms. Kreger stated the fee schedule was on page 54.

Mr. Simonton noted it showed a slight yearly increase.

Mr. Matias asked where the bids were submitted.

Ms. Kreger stated the bids were sent directly to her. She added few companies had questions regarding the RFP but after the answers were provided there was no response that followed.

Mr. McGaughey questioned why so few.

Ms. Kreger stated many companies were not qualified in the transit industry mostly due to the grants.

Motion (Matias/McGaughey): To approve Financial Auditing Services RFP and authorize the Transit Director to issue a notice to proceed

Voice Vote: Motion Carries, 6-0 with Mr. Galaviz and Mr. Heck being excused.

No. 5: Discussion and or action regarding the letter of support for the City of San Luis to apply for Rural Surface Transportation Grant. No action required.

Mr. Heck joined the meeting at 1:48 p.m.

Ms. Kreger presented as contained in the report.

Mr. McGaughey questioned if the letter required any financial impact.

Ms. Kreger confirmed.

No actions required. No action taken.

No. 6: Discussion and or action regarding status of Cocopah Indian Tribe's FY23/24 MOU. No action required.

Ms. Kreger thanked Mr. Heck for completing and submitting the MOU and advised no route cuts would be necessary.

No actions required. No action taken.

No. 7: Discussion and or action regarding YCIPTA Shelter and Bus Stop permit status report. No action required.

Ms. Kreger presented the Cocopah tribe would need to cover the local match amounting of \$3940.74 to cover the cost of the bus stops the have requested.

Mr. Heck stated the request was submitted for approval.

Mr. Simonton asked how many shelters would be left.

Ms. Kreger stated there would be three (3).

Mr. Heck encouraged other entities who would be interested in purchasing shelters as well.

Ms. Kreger stated one shelter is promised to AWC for their San Luis location.

Mr. Heck advised possibly needing an additional two (2) shelters later.

Ms. Kreger informed that there are two (2) benches missing from their current storage location.

Mr. Simonton questioned where the shelters were being stored.

Ms. Kreger stated the previous location was with City of Yuma but all shelters and benches were verified and moved. She added the price was \$800-900 apiece when originally purchased but are now upward to \$3,000 each.

Mr. Heck inquired if the additional two (2) benches are needed and if the price would reflect the current purchase increase or stay at the originally quoted price.

Ms. Kreger stated the new benches would be purchased with a grant but would require a slight increase due to match qualifications.

Mr. Heck stated that was understandable due to the quality of the benches, along with the current affordability.

Ms. Kreger stated Quail Construction provides an excellent job and price for bench installation.

Mr. Golding informed Mr. Heck about possible funding for discretionary funding from FTA for tribes with a zero percent match.

No actions required. No action taken.

No. 8: Discussion and or action regarding Exhibit A Amendment 13 to the YCIPTA/Quechan MOU for FY2023/2024. Action required.

Ms. Kreger stated the Blue and Turquoise route would be increased per revenue hour to \$157.47. This will increase entity contribution as well.

Motion (Matias/McCaughey): To approve Exhibit A Amendment 13 to the YCIPTA/Quechan MOU for FY2023/2024.

Voice Vote: Motion Carries,7-0 with Mr. Galaviz being excused.

PROGRESS REPORTS:

NO. 1: Operations Manager Report/Maintenance Update– Shane Bollar, General Manager – RATP Dev. *No action required.*

Mr. Bollar informed the Board that Maintenance Manager Rick Lapa will be retiring in October or September after two (2) years of service.

Mr. Simonton stated he spoke with Ms. Kreger regarding concerns due to the lack of maintenance while Mr. Lapa was on an extended leave. He added there were certain items were not addressed and liquidated damages. Mr. Simonton inquired if that would continue with the new maintenance manager as well.

Mr. Bollar stated the liquidated damages were at the fault of the Genfare equipment and the supplier not due to maintenance.

Ms. Kreger clarified the liquidated damages were due to the Maintenance Manager being gone and no one knowing what to do for so long delaying repairs.

Mr. Simonton questioned if Mr. Bollar had a plan to prevent these instances.

Mr. Bollar stated yes, finding someone who is experienced and knowledgeable in running a successful shop is the plan.

Mr. Golding asked what plan B is if Mr. Lapa decides to leave before anticipated. He questioned who would be in charge and reassure that all things will get done on time.

Mr. Bollar stated there is a maintenance supervisor who will be trained by Mr. Lapa. He will be trained in ordering parts and doing paperwork. He added he himself would take a more active role in the maintenance department although that is not his specialty, until a new hire is found.

Mr. Simonton questioned if the position was advertised.

Mr. Bollar stated yes, it is posted on Linked In, and they are also offering a relocation package as an incentive.

Mr. Simonton asked if there was an opportunity to bring someone from a different branch.

Mr. Bollar explained most people with the required experience and qualifications are usually already in a favorable position and not likely to leave it. He added it would be more of an entry-level position but the contract language does not call for that qualification.

Mr. McGaughey inquired if significant events would normally be included in the monthly reports such as accidents and breakdowns.

Mr. Bollar stated normally no. He added there have been several accidents with signs and fixed objects. He stated there are many minor incidents that the drivers continue to train on but the most significant event is Mr. Lapa injuring his wrist.

Mr. Simonton stated possibly adding incident reports to the monthly review so comparisons can be made on any progress reported.

Mr. Bollar agreed stating he was going to include a report of going on 62 days without an incident but was notified that a sign was hit so he removed the report.

Mr. Simonton stated those are comments that would be of interest to the Board.

No actions required. No action taken.

NO. 2: Transit Director Report – Shelly Kreger, YCIPTA Transit Director. *No action is required.*

Ms. Kreger presented Chona Medel has left YCIPTA and the front staff has taken over several duties. She added the financial position has been posted with a modified posting compared to

the previous one. Ms. Kreger stated there was only one finding to take care of from the audit report.

Mr. Simonton questioned when the lot was purchased.

Ms. Kreger stated it was in 2020.

Mr. Matias inquired about the purpose of the purchase.

Ms. Kreger stated it was for a future maintenance and operations facility. She added it is 18 acres which would include a maintenance shop, dispatch training area, bus fueling, and washing area. She explained the local match is pending to complete the project.

Mr. Matias asked what the purpose and cost of the appraisal.

Ms. Kreger stated it was conducted as per FTA requirements and cost for the appraisal was \$2,500 and the appraisal review was another \$2,300.

Mr. Matias stated the property looks bare.

Ms. Kreger stated the property does have a house on it, which is in good shape aside from signs of trespassing. She added that \$125,000 is being included in a grant request to purchase fencing for the property.

Mr. Matias implied tearing it down would be better.

Ms. Kreger stated nothing could be removed or destroyed on the property without completing the National Environmental Policy Act (NEPA) process.

Mr. Golding inquired what the cost difference would be between completing the NEPA process compared to the demolition amount.

Ms. Kreger stated it would take months and months to complete the NEPA process requiring a scope and plan, which she does not have at the time.

Mr. Golding stated an environmental assessment is not needed for the facility yet due to not having a plan for it. He added an environmental assessment would be done solely for the demolition of the unit.

Mr. Matias implied permission for demolition is usually needed from the city.

Ms. Kreger stated it is owned by FTA hence the need to complete the process. Ms. Kreger explained a new concept design also included in the report, for the area of 4th Ave & 19th St.

No Action Taken. No Action Required.

No. 3: Transit Ridership Report – Carol Perez, Transit Operations Manager. *No action required.*

Ms. Perez presented her report as contained in member's packet.

Mr. Golding implied ridership numbers are almost to pre-pandemic levels.

Ms. Perez stated it is very close.

No Action Taken. No Action Required.

**No. 4: Financial Report – Chona Medel, Financial Services Operations Manager.
*Will be provided at the meeting. No action is required***

Ms. Kreger presented the financial report as contained in member's packet due to Ms. Medel no longer being with YCIPTA.

Mr. Simonton questioned who was on the Financial Sustainability Committee.

Ms. Kreger named; Mr. McGaughey, Mr. Simonton, and Mr. Velez.

Mr. Simonton requested to reconvene and meet to discuss some concerns. He stated Ross Poppenberger from AWC mentioned AWC no longer being part of the YCIPTA Board of Directors, he hopes to discuss this and prevent losing another entity. Mr. Simonton inquired if Mr. Matias would assume the vacant spot Mr. Velez left open on the Sustainability Committee.

Ms. Kreger stated that would be a decision the board would need to take.

Mr. Golding stated that seat is appointed depending on the person, not the entity.

Mr. Simonton stated he believed another member should be added.

Mr. Golding inquired if that would be added to the next meeting.

Mr. Simonton agreed adding it is not on the agenda. He continued discussion on next budget amount should be started as well.

Mr. Matias inquired about how routes are determined or configured.

Ms. Kreger stated that preceded her.

Mr. Matias questioned what procedure is taken when changes are needed.

Mr. Golding explained there is an operations committee.

Ms. Kreger stated other agencies conduct studies with software that conducts reports of changes needed.

Mr. Simonton asked for clarification on what agencies.

Ms. Kreger clarified transit agencies.

Mr. Simonton questioned when the last time those analyses were done.

Ms. Kreger stated it was gone on the short-range transit plan.

Mr. Golding stated around two (2) years ago. He added if there are concerns on the current route plans, they should be brought to the entity for discussion. He continued explaining any changes or additional services that would be needed to conduct any planning or changes, funding should be sought out by those inquiring.

Mr. Matias explained possible route changes would be of interest to the City of San Luis due to all its recent changes. He stated it would be a low-cost high-impact change.

Mr. Golding added those changes even if minor could dramatically change the route timing and would need to be investigated while conducting the short-range transit plan.

Mr. Matias questioned who those suggestions be brought in front of.

Ms. Kreger stated it could be a committee as well as an agenda item to discuss as with the previous changes to the Brown Route and NightCat.

Mr. Matias stated he would investigate possible changes, discuss with his committee, and then bring forward his findings.

Mr. Golding suggested studying the short-range transit plan currently set in place.

Ms. Kreger stated she would email the plan to Mr. Matias.

Mr. Golding added it is also located on the website.

No Action Taken. No Action Required.

SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS:

September 25, 2023

ADJOURNMENT

There being no further business to come before the Authority in regular session, the meeting was adjourned at 2:24 p.m.

YUMA COUNTY INTERGOVERNMENTAL TRANSPORTATION AUTHORITY

Adopted this _____, 2023. Agenda Item _____.

Lorena Sanchez, Board Secretary



Yuma County Intergovernmental Public Transportation Authority

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October 23, 2023

Discussion and Action Item 1

To: Yuma County Intergovernmental Public Transportation Authority
Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action to update the principal office location in Article II, Section 2.2 of the YCIPTA 3rd Amended & Restated By-Laws

Requested Action: Staff recommends that the YCIPTA Board of Directors approve to update the principal office location in Article II, Section 2.2 of the YCIPTA 2nd Amendment to the 2nd Amended & Restated By-Laws.

Background and Summary: Staff is requesting that the Board address Article II, Section 2.2 of the YCIPTA 2nd Amendment to the 2nd Amended & Restated By-Laws. The address that is currently listed as the principal address is the Yuma County Administration building located at 198 S. Main St. The address needs to be updated to our actual principal address which is 2715 E. 14th St., Yuma, AZ 85365.

Financial Impacts: N/A

Budgeted: N/A

Recommended Motion: Staff recommends that the YCIPTA Board of Directors approve to update the principal office location in Article II, Section 2.2 of the YCIPTA 3rd Amended & Restated By-Laws.

Legal Counsel Review: Yes

Attachments: YCIPTA 2nd Amendment to the 2nd Amended & Restated By-Laws

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Shelly Kreger, Transit Director

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:



Shelly Kreger
Transit Director

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Shelly Kreger, Transit Director

**SECOND AMENDMENT TO THE SECOND AMENDED AND RESTATED BYLAWS
OF
THE YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION
AUTHORITY**

The YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY, a corporate body and political subdivision of the State of Arizona ("YCIPTA"), Board of Directors duly noticed and held in Yuma, Arizona, a regular meeting on the 23th day October, 2023. Pursuant to the provisions of Article VIII of the Bylaws of the YCIPTA, which were initially adopted on August 22, 2011, and subsequently amended and restated on May 29, 2012 and June 23, 2014, as amended (collectively, the "Bylaws"), at such meeting, by a majority vote, the Board of Directors adopted the following resolutions amending the Bylaws as follows:

RESOLVED, Section 2.2 of Article II be, and it is hereby, deleted and replaced in its entirety as follows:

"The principal office of YCIPTA shall be at 2715 E. 14th Street, Yuma, AZ 85365. YCIPTA may have such other offices as the Board of Directors may designate or as the business of YCIPTA may require from time to time."

Except as amended herein, the provisions of the Bylaws of the YCIPTA shall remain in full force and effect.

DATED this ____ day of _____, 2023.

YUMA COUNTY INTERGOVERNMENTAL
PUBLIC TRANSPORTATION AUTHORITY

Jay Simonton, Chairman

ATTEST:

Ian McGaughey, Secretary



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October 23, 2023

Discussion and Action Item 2

To: Yuma County Intergovernmental Public Transportation Authority
Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action regarding appointment of third member to
the Financial Sustainability Committee.

Requested Action: Staff recommends that the YCIPTA Board of Directors
appointment of third member to the Financial Sustainability Committee.

Background and Summary: During the Board meeting on August 28, 2023 the
Board requested this item to be placed on the agenda since the departure of Ralph
Velez. This committee is a three member committee.

Financial Impacts: N/A

Budgeted: N/A

Recommended Motion: Staff recommends that the YCIPTA Board of Directors
appointment of third member to the Financial Sustainability Committee.

Legal Counsel Review: N/A

Attachments: N/A

For information regarding this agenda item, please contact Shelly Kreger via email
to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:

Shelly Kreger

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October 23, 2023

Discussion and Action Item 3

To: Yuma County Intergovernmental Public Transportation Authority
Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action regarding the FY23-24 Marketing Plan.

Requested Action: N/A

Background and Summary: During the Transit Directors review for 2023 the Board approved the new Performance measures and Goals for 2023. In section 3 Increase Ridership Through Marketing Efforts & Technology Enhancements it states “provide a marketing strategy by no later than October 1, 2023.” Attached to this staff report is our proposed Marketing Plan for FY2023/2024. Also attached is the expenditures from January 1, 2023 to September 31, 2023.

YCIPTA will be purchasing a costume portraying “Ryder” to be used in community events promoting YCAT.

Financial Impacts: Approximately \$500.00 for the costume.

Budgeted: Yes

Recommended Motion: N/A

Legal Counsel Review: N/A

Attachments: Marketing Plan, marketing expenses and picture of costume.

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Approved for submission:



Shelly Kreger
Transit Director

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Shelly Kreger, Transit Director

YCAT Marketing Plan - FY 2023-24

Presented by Big Cat Advertising
October 16, 2023

Overview:

Yuma County Intergovernmental Transportation Authority (YCAT) aims to enhance its brand visibility and increase ridership to pre-pandemic levels by implementing a comprehensive marketing plan. The plan will focus on four key strategies: paid advertising, social media, events, and partnerships with local non-profits. Additionally, a separate revenue stream, specifically bus exterior advertising, should be explored. These strategies will work together to create a holistic and engaging marketing campaign.

Paid Advertising:

Objective: Increase awareness of YCAT among the target audience and encourage ridership.

Strategies:

- **Google Ads:** Continue the pay-per-click (PPC) campaign targeting local keywords like "Yuma bus service" and "affordable transportation in Yuma." Continuously optimize the campaign to maximize ROI.
- **Facebook Ads:** Continue the creation and monitoring of engaging ads that target residents, emphasizing the convenience, affordability, and environmental benefits of using the bus service.
- **Radio:** Launch a consistent radio campaign to promote the safety, value, and environmental friendliness of mass transit.

Social Media:

Objective: Build an active online community, engage with passengers, and provide real-time information and updates.

Strategies:

- **Regular Posting:** Post daily updates on Facebook and Instagram, featuring news, route changes, promotional offers, and informative content about the service. *Note: Route Changes, etc., managed by YCAT personnel.*
- **Customer Engagement:** Respond promptly to inquiries, comments, and feedback on social media platforms to establish a strong online presence.
- **User-Generated Content:** Encourage passengers to share their bus experiences and stories, offering incentives like a "Rider of the Month" contest.



Events:

Objective: Enhance community engagement and showcase the benefits of using YCAT. *Note: Press Releases will be created and distributed to support all events.*

Strategies:

- **Community Events:** Sponsor or participate in local events like fairs, festivals, and community clean-up initiatives to promote the bus service.
- **Rider Appreciation Days:** Organize special events and promotions to reward loyal passengers and attract new riders.
- **Route Tours:** Offer free guided tours of the bus routes to familiarize potential passengers with the service.
- **Incorporate Ryder Mascot into Event marketing:** Purchase life-sized costume for patron interaction.

Partnerships with Local Non-Profits:

Objective: Build a positive reputation by aligning with local non-profit organizations.

Strategies:

- **Cause-Related Marketing and Co-Branded Promotions:** Collaborate with non-profits to support causes that resonate with the community, such as donations to Food Banks, Warm-Clothing Drives, and Pet Supplies.
- **Event Participation:** Partner with non-profits for co-hosted events, using their network to promote the bus line and its benefits.

Measurement and Evaluation:

To ensure the success of this marketing plan, key performance indicators (KPIs) will be monitored regularly:

- **Website and Social Media Analytics:** Track website traffic, click-through rates, and engagement metrics on social media platforms.
- **Customer Feedback:** Collect and analyze customer feedback and reviews to assess satisfaction levels.
- **Ridership Data:** Monitor changes in ridership numbers and patterns.



Budget:

Allocate an appropriate budget for each strategy based on their potential ROI, ensuring a balance between traditional and digital marketing efforts.

Paid Advertising:

- **Google Adwords:** Continue current monthly spend of: \$350
- **Facebook Ad:** Continue current monthly spend of \$250
- **Radio:** Launch campaign of \$700 per month. This would include both English and Spanish stations. This would replace the current allocation devoted to digital display advertising.
- **Ryder Costume:** \$500-\$600 (Adult Size)

Monthly Agency Retainer and Other Fees:

- **Retainer:** \$300
- **Social Media Ad/Content Curation and Reporting:** \$600
- **Google Adwords Campaign Optimization and Reporting:** \$175
- **Agency Placement Fees:** 12.5% (non-profit rate)

Additional Revenue Opportunity:

We recommend that exterior bus advertising be explored within the scope of local ordinances. Big Cat will assist in developing a pricing schedule and production logistics.

Conclusion:

This marketing plan for YCAT outlines a comprehensive approach to attract riders through paid advertising, social media, events, and partnerships with local non-profits. Regular analysis and adjustments will be critical to achieving the desired objectives, ultimately driving growth and success for the bus service in Yuma, Arizona.



**Yuma County Intergovernmental Public Transportation Auth.
 Transactions by Account**

		As of September 30, 2023					
<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>	
32000 · Unrestricted Net Assets							
06/30/2023				21,925.93		21,925.93	
Total 32000 · Unrestricted Net Assets				<u>21,925.93</u>	0.00	<u>21,925.93</u>	
50300 · Services							
50302 · Advertising							
07/31/2023	CM23JUL09		Reclassify Advertising to 5311	1,243.28		1,243.28	
08/31/2023	SK23AUG08		Reclassify Advertising to 5311	1,428.63		2,671.91	
01/01/2023	35366	Russell's Guides, Inc.	January 2022 Advertising	419.90		3,091.81	
01/01/2023	7227	Indeed	December 2022 Sponsored Jobs	238.82		3,330.63	
01/31/2023	7344	Big Cat Advertising	January 2023 Advertising	2,803.11		6,133.74	
02/01/2023	35380	Russell's Guides, Inc.	February 2023 Advertising	419.90		6,553.64	
03/01/2023	35378	Russell's Guides, Inc.	March 2023 Advertising	419.90		6,973.54	
02/28/2023	6843	San Luis News	January and February 2023 Advertising	442.85		7,416.39	
01/29/2023	8729	Linked In	Premium Subscription Renewal(Monthly)	75.88		7,492.27	
02/28/2023	7363	Big Cat Advertising	February 2023 Advertising	2,031.01		9,523.28	
03/31/2023	177532	Yuma Sun	FY 2023-2025	245.52		9,768.80	
04/01/2023	35385	Russell's Guides, Inc.	April 2023 Advertising	419.90		10,188.70	
01/31/2023	CM23JAN09		Reclassify Advertising to 5311		1,550.93	8,637.77	
Total 50302 · Advertising				<u>10,188.70</u>	<u>1,550.93</u>	<u>8,637.77</u>	
Total 50300 · Services				<u>10,188.70</u>	<u>1,550.93</u>	<u>8,637.77</u>	
TOTAL				<u>32,114.63</u>	<u>1,550.93</u>	<u>30,563.70</u>	





Yuma County Intergovernmental Public Transportation Authority

2715 East 14th Street, Yuma, AZ 85365-1900, Telephone: 928-539-7076

Fax: 928-783-0309, email: info@ycipta.az.gov, Web: www.ycipta.az.gov

October 23, 2023

Discussion and Action Item 4

To: Yuma County Intergovernmental Public Transportation Authority
Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action regarding adding an additional loop on the Yellow 95/Orange 2.

Requested Action: N/A

Background and Summary: It was brought to our attention on October 16, 2023 by ADOT that Greyhound was stating that YCIPTA was no longer providing a “meaningful connection” with their service. There were two elements that were involved in this issue. First element was that Greyhound had the wrong information regarding three of the time connections, stating that our schedule was not meeting their time points. The second element was the evening connection in which there in fact was not a “meaningful connection” anymore. This was due to the cancellation of the NightCat last year.

Greyhound was going to pull our in-kind funding for our 5311 rural funding. Greyhound asked if YCIPTA would adjust our schedule to receive the match, or if they will be using another source of match.

Staff provided ADOT with the schedule showing the correct time points for the first issue of concern and also a proposed new schedule for the evening connection. This would consist of one additional loop on the Yellow 95/Orange 2 that will allow for that evening connection with Greyhound. Adding approximately an hour and a half of revenue service.

YCIPTA is more than willing to add this additional loop to continue to receive this in-kind funding. Losing the funding would be a detriment to YCIPTA and our customers. This funding for last FY22-23 was \$474,240. This amount is always

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Shelly Kreger, Transit Director

an overmatch and not all of it can be used. YCIPTA usually can use about \$350,000.

As of October 19th I have not received work from ADOT. I did reach out today and received an email back stating that they had not heard anything except that Greyhound asked them to resubmit our route data and include the new additional loop.

Financial Impacts: To be determined.

Budgeted: Yes

Recommended Motion: N/A

Legal Counsel Review: N/A

Attachments: New route schedule

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:



Shelly Kreger
Transit Director

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Shelly Kreger, Transit Director

Yellow Route 95 - Highway 95 South				Orange Route 2 - Colleges/East Yuma					
Northbound from San Luis to Downtown Yuma Transit Center Via 4th Avenue						Eastbound from Downtown Yuma Transit Center to Colleges			
		San Luis	Gadsden	Somerton	Yuma				
		Willam Brook @ B Street	Main Street @ 5th Avenue	Main Street @ Across State Avenue	West Yuma Transfer Hub on 26th Street near Walmart (DEPART)	Downtown Yuma Transit Center (Gila Street @ 3rd Street) (DEPART)	12th Street @ Yuma Palms Regional Center behind Harkins Theaters	Greyhound	Arizona Western College/ Northern Arizona University/ University of Arizona (ARRIVE)
		464	152	157	465	394	014		068
95-1					5:56 AM	6:20 AM	6:25 AM	TO 7AM	6:50 AM
95-2	95	6:09 AM	6:18 AM	6:29 AM	6:56 AM	7:20 AM	7:25 AM	FROM 7AM	7:50 AM
95-2	95	6:06 PM	6:15 PM	6:26 PM	6:56 PM	7:15 PM	7:20 PM	TO 730 PM	
Orange Route 2 - Colleges/East Yuma					Yellow Route 95 - Highway 95 South - Southbound from Downtown Yuma Transit Center to San Luis Via 4th Avenue				
Westbound from Colleges to Downtown Yuma Transit Center					Yuma		Somerton	Gadsden	San Luis
	Route	Arizona Western College/ Northern Arizona University/ University of Arizona (DEPART)	Castle Dome Avenue @ Yuma Palms Parkway (Greyhound/ Target)	Greyhound	Downtown Yuma Transit Center (3rd Street @ Gila Street) (DEPART)	West Yuma Transfer Hub on 26th Street near Walmart (DEPART)	Main Street @ State Avenue (Somerton City Hall)	Main Street @ 4th Avenue	Willam Brook @ B Street
		068	001		008	034	131	136	464
95-1	2	6:57 AM	7:22 AM	FROM 7AM	7:32 AM	7:56 AM	8:16 AM	8:25 AM	8:39 AM
95-4	2	5:57 PM	6:22 PM	TO 730 PM	6:32 PM	6:56 PM	7:16 PM	7:25 PM	7:39 PM
95-4	2		7:43 PM	FROM 730 PM	7:48 PM	8:06 PM	8:26 PM	8:35 PM	8:49 PM



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October 19, 2023

Discussion and Action Item 5

To: Yuma County Intergovernmental Public Transportation Authority Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action regarding YCIPTA Shelter and Bus Stop permit status report

Requested Action: N/A

Background and Summary: Cocopah did purchase an additional shelter this last month located at Centre Ave across from Kwapa Apartments.



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Shelly Kreger, Transit Director

Financial Impacts: Refund of local match \$3,940.74

Budgeted: N/A

Recommended Motion: N/A

Legal Counsel Review: N/A

Attachments: N/A

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:



Shelly Kreger, Transit Director

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Shelly Kreger, Transit Director



Monthly YCIPTA Board Meeting Report RATP Dev

Shane Bollar GM RATP Dev USA

10/19/2023

This monthly report is intended to summarize any operations, maintenance, management, finance, or other actions that fall outside of normal operations for YCAT public transit.

- Safety Update: We've had three accidents since the last board meeting; one was preventable while the other two were non-preventable. The preventable accident was a rear-end collision that resulted in five reported passenger injuries - one of whom was taken for medical attention. The impacted vehicle was towed, but the injury isn't believed to be serious. The operator responsible for the accident was found to be negligent and, unfortunately, we had to terminate their employment. The two accidents involving our buses were caused by other vehicles. The first was a sideswipe collision, and the second was a rear-end collision.
- Special Events: **Mayors' Bike Ride**- On Saturday, October 21st, we will be shuttling the participants from San Luis City Hall to the Civic Center City Hall. **Bridget's Gift Event**- On the evening of Saturday, October 21st we will have 2 buses shuttling after hours between the Cocopah Casino and the Cocopah Speedway.
- Maintenance Manager Opening Update: We currently have 1 candidate that our recruiter is high on. We are going over the job details to make sure the interest aligns and then we will move on to the interview stage.



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Transit Directors Report

- Staffing update
- Interview with KYMA regarding the free rides for Indigenous Peoples Day on October 9th.
- Yuma Sun interview that was on the front page of the Sunday paper on September 24, 2023. "A successful YCAT".
- Carol and David and I attended APTA Transform conference. 11,000 people in attendance with such a variety of learning sessions. This Expo is the Worlds largest public transportation showcase.
- Provided transportation for the YMPO during their Arizona Rural Transportation Summit's evening to the Prison.
- Out for surgery: I will be having knee surgery on the 27th. I will be out of the office for maybe two weeks but I am set up to work from home during this time.

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Shelly Kreger, Transit Director



August 2023 - YCAT

The following information is based on the services and analyses performed by Solutions for Transit for YCIPTA for the month of August 2023.

Solutions for Transit completed its monthly review and sent a final review document to YCIPTA staff on September 18, 2023.

OPERATIONS

Fixed Route

Following are the actual miles and hours reported by the contractor vs. scheduled:

	Reported	Scheduled	Difference
Revenue Hours	3,092.5	3,081.2	11.3
Total Hours	3,397.0	3,395.5	1.6
Revenue Miles	65,035	64,909	126
Total Miles	72,347	72,289	58
Passengers per Revenue Hour		11.1	
Passengers per Revenue Mile		0.5	

Demand Response

Following are the actual miles and hours reported by contractor:

Revenue Hours	312.3
Total Hours	404.4
Revenue Miles	4,773
Total Miles	7,238
Average Weekday Revenue Hours	12.3
Passengers per Revenue Hour	2.0
Passengers per Revenue Mile	0.1

OPERATIONS DATABASE

Analysis of Contractor Invoice Data for Accuracy: Solutions for Transit reviewed the entries using a 5% tolerance to determine if the entries need to be corrected or commented. The Over/Under Report represents the **77** entries outside of the tolerance that were adequately commented to explain the difference. All others outside the tolerance were corrected. There were **5** unreported roadcalls.

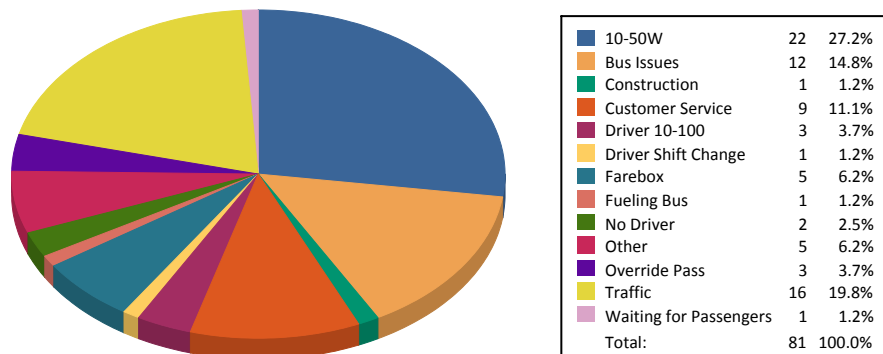
These errors were corrected before we submitted a final review to YCIPTA for billing authorization purposes.

Late to First Stop: There were **176** occurrences where the operator was late to the first stop by 5 minutes or more, resulting in **2 hours and 11 minutes** of delayed service.

Logging Out Early: There were **17** occurrences where the operator logged off before the end of revenue service totaling **6 hours 56 minutes** of unaccounted revenue time.

Delays: During the month of August, **81** delays were reported by the contractor. The average delay was **17** minutes. The delays are broken down as follows:

Delays by Category



Customer Comments: During the month of August, **8** complaints were called in. Of these the contractor followed up on **8**. In addition, **0** commendations were called in.

MAINTENANCE

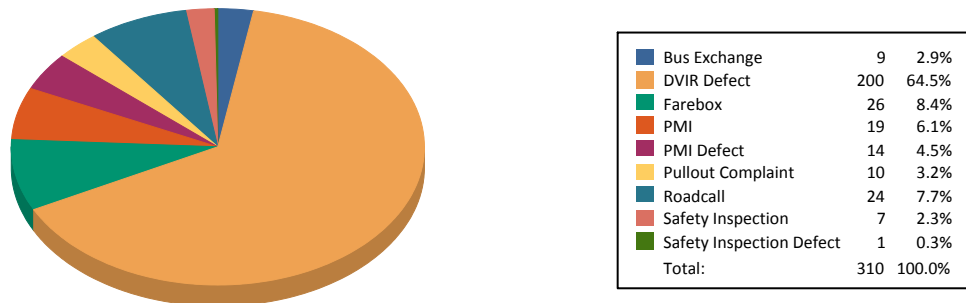
PMIs Completed: There were **19** PMIs completed during the month of August. Of these, **0** were completed late based on the information entered into The Reporting Solution.

Roadcalls: There were 33 roadcalls/bus exchanges for the month of August.

- o **26** of these are roadcalls as defined by NTD (the bus did not complete its scheduled service)
- o **3,157** miles between roadcalls as defined by NTD
- o The industry standard for miles between roadcalls is 6,000 miles

Work Orders Created:

Work Orders by Type



Open Work Orders:

There were **65** open work orders.

REPORTS

Monthly Reports: The following Monthly Reports are attached:

- o Fixed Route Operating Summary - Systemwide
- o Ridership and Fares
- o Miles and Hours by Route
- o On Call Operating Summary
- o PMIs Completed

IT SUPPORT

Back-up: Solutions for Transit is backing up the data entered into The Reporting Solution daily. It is being placed on the Solutions for Transit home server in Lodi.



OPERATING SUMMARY - Systemwide Fiscal Year 2024

Systemwide

	Quarter			YTD
	Jul-23	Aug-23	Qtr Total	
Weekday Ridership	19,868	32,408	52,276	52,276
Saturday Ridership	2,183	1,790	3,973	3,973
Total Ridership	22,051	34,198	56,249	56,249
Weekday Revenue Hours	2,493.3	2,887.3	5,380.7	5,380.7
Saturday Revenue Hours	258.3	205.2	463.5	463.5
Total Revenue Hours	2,751.6	3,092.5	5,844.2	5,844.2
Weekday Total Hours	2,730.9	3,167.5	5,898.5	5,898.5
Saturday Total Hours	288.5	229.5	518.0	518.0
Total Hours	3,019.5	3,397.0	6,416.5	6,416.5
Weekday Revenue Miles	52,927	60,854	113,781	113,781
Saturday Revenue Miles	5,212	4,181	9,393	9,393
Total Revenue Miles	58,139	65,035	123,174	123,174
Weekday Total Miles	58,245	67,587	125,832	125,832
Saturday Total Miles	5,935	4,760	10,695	10,695
Total Miles	64,180	72,347	136,527	136,527
# Operating Weekdays	20	23	43	43
# Operating Saturdays	5	4	9	9
# Total Operating Days	25	27	52	52
Avg Weekday Ridership	993.4	1,409.1	1,215.7	1,215.7
Avg Saturday Ridership	436.6	447.5	441.4	441.4
Avg Daily Ridership	882.0	1,266.6	1,081.7	1,081.7
Wkday Ridership/Rev Hr	8.0	11.2	9.7	9.7
Sat Ridership/Rev Hr	8.5	8.7	8.6	8.6
Avg Weekday Rev Hours	124.7	125.5	125.1	125.1
Avg Saturday Rev Hours	51.7	51.3	51.5	51.5
Avg Weekday Rev Miles	2,646	2,646	2,646	2,646
Avg Saturday Rev Miles	1,042	1,045	1,044	1,044



RIDERSHIP AND FARES

Period: 8/1/2023 to 8/31/2023

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	680	293	0	57	24	259	173	17	0	47	1	0	16	0	14	970	28	51	3	61	0	2,630
Green 4	358	290	0	119	104	685	336	5	0	28	1	0	37	0	40	232	89	703	16	67	0	3,027
Green 4A	275	213	0	89	57	434	187	70	0	34	0	0	43	3	16	217	80	629	18	71	1	2,347
Blue 5	245	98	0	75	62	298	253	0	0	26	0	0	23	1	3	19	23	1	19	64	0	1,127
Purple 6	328	206	0	88	55	249	132	0	0	75	0	0	21	6	10	88	1,435	33	66	76	0	2,726
Gold 8	30	21	28	22	7	33	61	1	0	3	0	0	0	1	2	85	0	4	0	4	0	270
Silver 9	40	9	1	2	0	5	32	4	0	0	0	0	0	0	0	676	1	2	0	20	0	771
Turquoise 10	136	5	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	144
Yellow 95	8,010	5,577	0	710	209	1,610	2,326	186	0	261	2	0	95	4	148	1,338	279	401	49	326	0	21,156
Grand Total:	10,102	6,712	29	1,164	518	3,574	3,500	283	0	474	4	0	235	15	233	3,625	1,935	1,824	171	690	1	34,198

REVENUE:

Total Revenue: \$32,766.41
 Unclassified Revenue: \$843.78
 As a % of Total: 2.58%



TOTAL MILES AND HOURS BY ROUTE August 2023

Route	Revenue Hours	Non-Rev Hours	Total Hours	Revenue Miles	Non-Rev Miles	Total Miles
Orange Route 2	385.5	46.0	431.5	7,250	324	7,574
Brown Route 3						
Green Route 4	309.0	14.8	323.8	5,126	251	5,377
Green Route 4A	251.5	17.3	268.8	4,413	232	4,645
Blue Route 5	266.3	9.3	275.7	6,584	193	6,777
Purple Route 6	536.5	38.0	574.5	11,820	849	12,669
Gold Route 8	70.7	39.8	110.5	2,148	1,078	3,226
Silver Route 9	52.3	41.8	94.1	1,708	1,140	2,848
Turquoise Route 10	70.0	9.9	79.9	3,124	181	3,305
Yellow Route 95	1,150.6	87.6	1,238.2	22,862	3,064	25,926

Totals for August 2023			
Total Hours	3,397.03	Total Miles	72,347
Revenue Hours	3,092.52	Revenue Miles	65,035
Non-Revenue Hours	304.52	Non-Revenue Miles	7,312



OPERATING SUMMARY - On-Call Fiscal Year 2024

	Quarter			YTD
	Jul-23	Aug-23	Qtr	
Weekday Ridership	459	562	1,021	1,021
Saturday Ridership	17	54	71	71
Total Ridership	476	616	1,092	1,092
Weekday Revenue Hours	231.7	283.8	515.5	515.5
Saturday Revenue Hours	43.2	28.5	71.7	71.7
Total Revenue Hours	274.9	312.3	587.2	587.2
Weekday Total Hours	301.3	367.8	669.1	669.1
Saturday Total Hours	55.0	36.6	91.6	91.6
Total Hours	356.2	404.4	760.6	760.6
Weekday Revenue Miles	3,276	4,160	7,436	7,436
Saturday Revenue Miles	936	613	1,549	1,549
Total Revenue Miles	4,212	4,773	8,985	8,985
Weekday Total Miles	4,988	6,344	11,332	11,332
Saturday Total Miles	1,389	894	2,283	2,283
Total Miles	6,377	7,238	13,615	13,615
# Operating Weekdays	20	23	43	43
# Operating Saturdays	5	4	9	9
# Total Operating Days	25	27	52	52
Avg Weekday Ridership	23.0	24.4	23.7	23.7
Avg Saturday Ridership	3.4	13.5	7.9	7.9
Avg Daily Ridership	19.0	22.8	21.0	21.0
Wkday Ridership/Rev Hr	2.0	2.0	2.0	2.0
Sat Ridership/Rev Hr	0.4	1.9	1.0	1.0
Avg Weekday Rev Hours	11.6	12.3	12.0	12.0
Avg Saturday Rev Hours	8.6	7.1	8.0	8.0
Avg Weekday Rev Miles	164	181	173	173
Avg Saturday Rev Miles	187	153	172	172



PMIs COMPLETED

Period: 8/1/2023 - 8/31/2023

Bus #	Interval	Mileage at Previous PMI	Mileage at PMI	Miles Since Last PMI	On-Time	PMI
122	4000 miles	298,605	302,228	3,623	On Time	A-9
133	4000 miles	73,795	77,414	3,619	On Time	A-2
147	4000 miles	93,902	97,519	3,617	On Time	C
203	6000 miles	257,331	262,743	5,412	On Time	A-6
204	6000 miles	240,652	246,089	5,437	On Time	A-6
205	6000 miles	234,972	240,481	5,509	On Time	A-3
206	6000 miles	209,513	215,109	5,596	On Time	A-3
207	6000 miles	74,161	79,579	5,418	On Time	A-6
208	6000 miles	50,292	55,716	5,424	On Time	A-3
209	6000 miles	68,244	73,842	5,598	On Time	A-5
210	6000 miles	51,151	56,593	5,442	On Time	A-3
211	6000 miles	62,301	67,722	5,421	On Time	A-4
212	6000 miles	50,546	55,994	5,448	On Time	A-3
250	6000 miles	67,222	72,639	5,417	On Time	A-5
300	4000 miles	196,653	200,608	3,955	On Time	C
303	4000 miles	81,410	85,167	3,757	On Time	A-9
350	4000 miles	143,803	147,633	3,830	On Time	A-3
350	4000 miles	147,633	151,661	4,028	On Time	A-4
1101	4000 miles	111,335	115,101	3,766	On Time	A-4

PMIs Completed: 19

On Time: 19 100.0%

Early: 0 0.0%

Late: 0 0.0%

Note: "On Time" is based on mileage not days.



RIDERSHIP AND FARES

Period: 8/1/2022 to 8/31/2022

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopa	Vista	WC	Bikes	Guides	
Orange 2	787	379	0	37	23	277	146	16	0	30	0	0	12	3	42	894	40	75	4	60	0	2,761
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green 4	340	242	0	77	82	499	230	23	0	10	3	0	24	11	201	89	83	422	4	13	0	2,336
Green 4A	208	238	0	53	55	341	58	16	0	21	1	0	1	17	50	106	38	213	5	17	1	1,416
Blue 5	232	140	0	63	54	348	120	0	0	22	0	0	57	0	35	4	49	1	41	110	3	1,125
Purple 6	268	172	0	69	57	201	54	4	0	28	0	0	43	8	12	39	802	37	30	55	0	1,794
Gold 8	54	27	3	22	4	17	5	12	0	4	0	0	6	1	2	84	1	39	10	22	0	278
Silver 9	58	12	0	2	0	3	30	0	0	2	0	0	0	0	8	454	3	1	0	12	0	573
Turquoise 10	142	2	0	0	0	1	0	0	0	2	0	0	0	0	0	0	1	0	1	1	0	148
Yellow 95	6,670	4,246	0	562	300	1,472	1,458	195	0	368	3	0	104	35	126	1,049	257	166	45	318	0	17,011
Grand Total:	8,758	5,458	3	885	575	3,159	2,101	266	0	487	7	0	247	75	476	2,719	1,274	954	140	608	4	27,441

REVENUE:

Total Revenue: \$27,667.42
 Unclassified Revenue: \$814.91
 As a % of Total: 2.95%



RIDERSHIP AND FARES

Period: 8/1/2023 to 8/31/2023

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopa	Vista	WC	Bikes	Guides	
Orange 2	680	293	0	57	24	259	173	17	0	47	1	0	16	0	14	970	28	51	3	61	0	2,630
Green 4	358	290	0	119	104	685	336	5	0	28	1	0	37	0	40	232	89	703	16	67	0	3,027
Green 4A	275	213	0	89	57	434	187	70	0	34	0	0	43	3	16	217	80	629	18	71	1	2,347
Blue 5	245	98	0	75	62	298	253	0	0	26	0	0	23	1	3	19	23	1	19	64	0	1,127
Purple 6	328	206	0	88	55	249	132	0	0	75	0	0	21	6	10	88	1,435	33	66	76	0	2,726
Gold 8	30	21	28	22	7	33	61	1	0	3	0	0	0	1	2	85	0	4	0	4	0	270
Silver 9	40	9	1	2	0	5	32	4	0	0	0	0	0	0	0	676	1	2	0	20	0	771
Turquoise 10	136	5	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	144
Yellow 95	8,010	5,577	0	710	209	1,610	2,326	186	0	261	2	0	95	4	148	1,338	279	401	49	326	0	21,156
Grand Total:	10,102	6,712	29	1,164	518	3,574	3,500	283	0	474	4	0	235	15	233	3,625	1,935	1,824	171	690	1	34,198

REVENUE:

Total Revenue: \$32,766.41
 Unclassified Revenue: \$843.78
 As a % of Total: 2.58%



RIDERSHIP AND FARES

Period: 9/1/2022 to 9/30/2022

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopa	Vista	WC	Bikes	Guides	
Orange 2	677	352	0	54	22	268	105	16	0	28	1	0	26	15	58	1,339	29	88	10	35	0	3,078
Green 4	329	277	0	82	89	511	271	25	0	15	1	0	21	4	224	82	96	579	5	34	0	2,606
Green 4A	234	233	0	51	45	273	83	20	0	16	0	0	6	4	117	143	69	375	7	25	0	1,669
Blue 5	193	160	1	57	49	324	158	0	0	22	0	0	71	1	43	23	31	8	21	56	0	1,140
Purple 6	284	160	0	55	64	153	68	3	0	31	0	0	49	10	15	21	814	59	14	68	0	1,786
Gold 8	44	25	15	21	5	19	6	0	0	2	0	0	2	0	0	121	0	16	5	16	0	261
Silver 9	86	18	0	16	2	13	59	2	0	1	0	0	0	0	14	1,091	0	3	2	48	0	1,305
Turquoise 10	166	2	0	2	5	0	0	0	0	6	2	0	1	5	0	0	0	0	1	1	0	189
Yellow 95	6,248	4,468	4	442	231	1,313	1,750	234	0	372	2	0	112	40	241	1,404	229	389	53	318	3	17,475
Grand Total:	8,262	5,695	20	780	512	2,874	2,500	300	0	493	6	0	288	79	712	4,224	1,268	1,517	118	601	3	29,510

REVENUE:

Total Revenue: \$26,485.47
 Unclassified Revenue: \$710.04
 As a % of Total: 2.68%



RIDERSHIP AND FARES

Period: 9/1/2023 to 9/30/2023

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopa	Vista	WC	Bikes	Guides	
Orange 2	613	408	0	49	20	326	284	15	0	36	0	0	6	0	10	1,672	29	92	5	57	0	3,560
Green 4	416	304	0	119	117	721	334	7	0	49	0	0	35	8	11	289	113	824	6	75	1	3,347
Green 4A	268	265	0	72	44	433	131	73	0	43	1	0	43	1	10	296	81	840	23	54	0	2,601
Blue 5	248	156	0	104	57	343	231	0	0	31	0	0	35	11	0	35	51	0	6	47	1	1,302
Purple 6	309	218	0	89	24	242	160	1	0	104	1	0	35	0	7	108	1,523	41	29	62	0	2,862
Gold 8	20	23	33	10	23	26	22	1	0	0	1	0	1	0	2	108	0	1	2	2	0	238
Silver 9	49	56	0	6	0	6	73	5	0	0	0	0	0	1	2	1,444	1	0	0	37	0	1,643
Turquoise 10	182	2	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	2	4	0	186
Yellow 95	7,360	5,203	1	586	232	1,702	2,439	152	0	299	2	0	130	17	55	1,896	343	410	36	304	0	20,826
Specials	0	0	0	0	0	0	0	0	0	25	0	0	0	0	0	0	0	0	0	0	0	25
Grand Total:	9,465	6,635	35	1,035	517	3,800	3,674	254	0	588	5	0	285	38	97	5,848	2,141	2,208	109	642	2	36,590

REVENUE:

Total Revenue: \$31,441.10
 Unclassified Revenue: \$680.84
 As a % of Total: 2.17%