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## Heart of Iowa Regional Transit Agency

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You are hereby notified that HIRTA Board of Directors will meet  
FEBRUARY 24, 2011 – 9:30 a.m.  
DES MOINES INTERNATIONAL AIRPORT, CONFERENCE ROOM 3

Posted by   
Julia Castillo, Executive Director

### TENTATIVE AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of February 10, 2011 Minutes**
- V. **Receive December 2010 Financial Report (Attachment 1)**
- VI. **Board Chair appointment of HIRTA Committees (Executive, Finance, Policy and Personnel)**
- VII. **Executive Directors Report**
  - Provider Statistic Analysis FY2009 to FY2010 (Exhibit 1)
- VIII. **Action Items: (Page 2)**
  - A. Old Board Minutes on Tapes and/or Floppy Disks
  - B. Develop HIRTA Policy on Fare Increase and Service Reductions
- IX. **Discussion Items: (Page 3)**
  - A. Insurance Coverage for HIRTA Vehicles: With option to take action
  - B. Houck Advertising for Bus Advertising: With option to take action
- X. **Informational Items**
  - A. Parking at Airport
- XI. **Other Items of Interest**
  - A. Monthly/Quarterly Report Status
  - B. Suggestions/Comments
- XII. **Public Comment**
- XIII. **Adjournment/Next Meeting Date: March 24, 2011, at 9:30 a.m.**

The Heart of Iowa Regional Transit Agency (HIRTA) Board of Director Meeting's are open to all individuals regardless of disability. Any person with a disability requiring a reasonable accommodation to participate in a Board of Directors Meeting should contact the HIRTA Office at (515) 256-5680 at least two business days prior to the Board of Directors Meeting.

**VIII - ACTION ITEMS:**

**A. Old HIRTA Board Minutes on cassette tapes and/or floppy disks**

There are boxes of old HIRTA board cassette tapes and floppy disks in the HIRTA office taking up space. We no longer have equipment available to play either of these types of tapes. We could use our current shredding company, SHRED-IT, to destroy the tapes/disks.

NOTE: We do have hard copies of all Board Minutes.

**REQUESTED ACTION**

Approve the proper destruction of HIRTA Board recordings stored on cassette tape and/or floppy disk.

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**B. Develop HIRTA Policy on Fare Increase and Service Reductions.**

As a regulation of the Iowa Office of Public Transit, Transit Agencies are required to have a policy on how to handle Fare and Service Changes. The regulation, as stated in the Transit Manager Handbook, is as follows:

**Fare and Service Changes - Public Comment**  
FTA requires that each large urban transit operator have a locally developed process to solicit and consider public comment before raising a fare or carrying out a major reduction of transit service. OPT has a similar requirement for small urban and regional transit systems.

The transit system is expected to have a written policy that describes the public comment process on increases in the basic fare structure and on major service reductions. The policy should provide an opportunity for a public hearing or public meeting for any fare increase or major service reduction, should describe how such meetings will be conducted, and how the results of such meetings will be considered in the process of changing fares and service. A public meeting is not mandatory; however, an opportunity for a public meeting in order to solicit comments must be given. While the requirement is limited to fare increases and major service reductions, it is good public policy to receive public input for any significant fare or service changes.

The OPT has stated the policy needs to have a specific definition of "major reduction in service". For example would this mean a 5% reduction in revenue miles or a 25% reduction in revenue miles before a Public Meeting for comment is required.

**REQUESTED ACTION**

Request the Policy committee work with the Executive Director to develop a Fare and Service change policy to be brought back to the HIRTA Board meeting March 24, 2011 for Board approval.

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## **IX – DISCUSSION ITEMS:**

### **A. Insurance Coverage for HIRTA Vehicles**

Previous HIRTA Board member, Howard Pothoven, asked Dan McKay, President of McKay Insurance Agency in Marion County to contact HIRTA and request the opportunity to “bid” our Insurance Coverage. We have used Holmes Murphy as our Insurance Broker the past 7 years.

Does the HIRTA Board wish to have Insurance Coverage bid out this year, or continue using Holmes Murphy? If you want it put out for bid, a motion is needed to instruct the HIRTA Executive Director to shop insurance rates and bring back by April 24, 2011 Board meeting for approval.

If HIRTA Board wishes to stay with Holmes Murphy, no action is needed.

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### **B. Houck Advertising**

Offers a complete program for Transit Agencies, including:

- Marketing advertising to local and national businesses and advertising agencies.
- Full-service sign design, printing, and installation.
- Billing, collection, and reporting of advertising revenue.

They have over 90 years experience in transit advertising.

There are several Transit Agencies in Iowa who use their services, for both Fixed Route and Paratransit vehicles.

Everything is handled through Houck Advertising, from selling the space, to installation, to repairs, to collecting the payment.

In checking with 2 Iowa Transit Agencies that use this service, they both stated, Tom Houck does an excellent job in selecting appropriate advertising, and weeds out any inappropriate or questionable advertising. They both spoke highly of the installation, repairs and removal of ads and stated Tom does an excellent job in keeping advertising on the buses, and rarely do the buses sit blank.

He was recommended by CyRide, as well as, Cedar Rapids (used on both Fixed and Paratransit buses). Houck Transit Advertising services 28 transit systems in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, and Wisconsin

This would allow all providers to receive some additional funds through Advertising without having to put any work in to finding advertising.

Is this something the Board and Providers would be interested in having HIRTA pursue?

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