

MINUTES
CITY TRANSIT TRUST SPECIAL MEETING
JUNE 10, 2014 - 6:00 P.M.
NEW CITY HALL, COUNCIL CHAMBERS/AUDITORIUM

The meeting was called to order at 6:05 p.m. by Fred L. Fitch, Chairman. Notice of meeting and agenda were posted on the City Hall notice board as required by law.

ROLL CALL

PRESENT: Bob Morford, Keith Jackson, Rosemary Bellino-Hall, Jay Burk (arrived @ 6:10 p.m.), Dwight Tanner, Jr., Richard Zarle, Stanley Haywood, Doug Wells.

ABSENT: None

ALSO PRESENT: Bryan Long, City Manager; Frank V. Jensen, City Attorney; Traci Hushbeck, City Clerk, COL Glen A. Waters, Fort Sill Liaison.

CONSIDER APPROVAL OF MINUTES OF CITY TRANSIT TRUST MEETING OF MAY 27, 2014.

MOVED by Wells SECOND by Haywood to approval of minutes of City Transit Trust meeting of May 27, 2014. AYE: Morford, Jackson, Bellino-Hall, Tanner, Zarle, Haywood, Wells. NAY: None. MOTION CARRIED.

BUSINESS ITEMS:

1. Consider approving the text and graphics of the proposed interior bus advertising poster submitted by Media Impact Advertising on behalf of CSL Plasma. Exhibits: One proposed poster.

Gary Rushing, LATS General Manager, stated CSL Plasma, represented by Media Impact Advertising, would like to enter into an advertising contract to display two interior bus advertising posters inside fourteen LATS buses, for a total of 28 posters. The Transit Trust advertising rate for two posters per bus (28 in total) is \$90.00 per month. The term would be for three months. CSL Plasma will pay for all costs associated with the design and installation of the interior posters. Revenue generated for the Trust by this agreement would be \$270.

MOVED by Haywood SECOND by Wells to approve the text and graphics of the proposed interior bus advertising poster submitted by Media Impact Advertising on behalf of CSL Plasma. AYE: Morford, Jackson, Bellino-Hall, Tanner, Zarle, Haywood, Wells. NAY: None. MOTION CARRIED.

2. Consider setting the date of July 8, 2014, to hold a public hearing and consider a fare increase for Lawton Area Transit System. Exhibits: Fares from other transit systems.

Rushing stated in accordance with the approved Public Participation Plan (PPP), LATS will use the PPP and a public hearing when a fare increase or significant change in the method of fare payment is being considered. LATS has not increased fares since 2008. It is time to examine the fares being charged. Although the revenues from fares have increased due to increased ridership, the revenues are not keeping pace with the rising operating costs. A fare increase is part of the FY 14-15 budget. All comments and recommendations given through the PPP shall be given careful, thoughtful consideration. Because there are a number of ways the public can comment on a proposed fare change, all comments shall be assembled into one package for presentation to the Trust for consideration before deliberating. LATS will utilize several means to communicate the potential of a fare increase to both LATS clients and the general

public. Such means will include public service announcements on radio, seat-drop cards, notices on buses and at the downtown transfer center, and a newspaper notice. The proposed increase in regular fare is \$0.25 for a total of \$1.50, and the proposed increase in reduced fare is \$0.15 for a total of \$0.75. No change in the cost of passes is recommended at this time. If the regular fare is increased to \$1.50, the paratransit fare will increase to \$3.00 (twice the amount of a regular fare).

MOVED by Haywood SECOND by Wells to set the date of July 8, 2014, to hold a public hearing and consider a fare increase for Lawton Area Transit System. AYE: Morford, Jackson, Bellino-Hall, Burk, Tanner, Zarle, Haywood, Wells. NAY: None. MOTION CARRIED.

There being no further business, the meeting adjourned at 6:10 p.m. upon motion, second and roll call vote.

FRED L. FITCH, CHAIRMAN

ATTEST:

TRACI L. HUSHBECK, SECRETARY