



# City of Longview

Cowlitz Transit Authority  
Agenda  
RiverCities Transit

## Minutes Cowlitz Transit Authority

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Wednesday, April 9, 2014

4:00 PM

Longview Council Chambers

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### 1. Call To Order

The meeting was called to order by McDaniel at approximately 4:05 pm in the Longview Council Chambers.

### 2. Roll Call

**Present:** 3 - Todd McDaniel, Rick Roberson and Dennis Weber

**Late Arrival:** 1 - Tom Hutchinson

**Excused:** 3 - Mary Jane Melink, Gary Schimmel and Anthony Harris (nonvoting member)

#### Staff Present

Corey Aldridge, City of Longview  
Brad Windler, City of Longview  
Michael Wagner, City of Longview  
Jeff Cameron, City of Longview  
Cindi Ross, City of Longview

#### Others Present

Betsy DeSpain, Paratransit Services  
Amy Asher, CWCOG

### 3. Constituent Comments

None.

### 4. Consideration of Minutes for March 12, 2014

On a motion by Roberson, seconded by Weber, the minutes of the regular meeting on March 12, 2014, were unanimously approved.

### 5. Consent Calendar

A motion was made by Roberson, seconded by Weber, approving all items on the consent calendar as though acted on individually. The motion carried unanimously.

March 2014 Annual Ridership

March 2014 Fixed Route Ridership

March 2014 Paratransit Ridership

February 2014 County Treasurer's Report

February 2014 CTA Fund Balance

## **6. Consideration of Invoices**

On a motion by Roberson, seconded by Weber, all invoices were approved for payment. The motion carried unanimously.

Columbia Security, April 2014 - \$520.00

City of Longview, May 2014 - \$406,763.36

City of Kelso - \$493.63

TCF Architecture, Feb 2014 - \$11,908.38

City of Longview Accounting Service 2011-2012 - \$5,383.00

Jesse Conway Invoice - \$219.00

## **7. Consideration of Master Plan Study Final Report**

A motion was made by Weber and seconded by Roberson to approve the Master Study Final Report with a correction to the annual service hours on Table 8A, which carried unanimously.

## **8. Manager's Report**

Aldridge said sales tax revenue for the first two months of 2014 is up 15.1% compared to 2013. Weber asked if there was any unusual commercial or construction activity that may account for the one-time increase or is this a steady increase. Aldridge suggested that it could have been a result of a good holiday season, though it is too early to know if the trend will continue.

Ridership for January, February, and March increased compared to 2013.

The bus advertising contract with Lamar expires at the end of May. Lamar has decided not to renew the contract as they have decided to focus on transit systems with 75 or more buses. They have offered to extend the current

contract on a monthly basis through the end of the year, while the Board determines how to proceed. Staff will bring the contract extension and possible options before the Board at the next meeting in May. Weber asked about the rules against political advertising on the buses and wanted to know if this still in place. Weber wondered if First Amendments rights require CTA to allow advertising on the buses for political candidates. Aldridge stated the current policy has restrictions on types of advertising, though he was not sure if political advertisements were restricted under the policy. Weber said it is an attractive way to advertise with the routes going through the neighborhoods. Weber asked if there was support from the Board to change the policy, as it could generate revenue if people choose to advertise their campaign. Hutchinson inquired about the policy and Aldridge replied he did not have the policy in front of him, but knows there are some restrictions. McDaniel commented we are a public agency and wondered if other cities advertise on other public vehicles. Weber said if challenged, the courts would likely rule out any prohibition against political advertising. Weber suggested the board should review this policy next month. Aldridge said in the three years he has been with the City of Longview, he has not had any requests or questions from Lamar about this subject. Aldridge stated that Lamar will not be selling any new advertising at this point. McDaniel suggested we have legal counsel look at the policy. Aldridge said staff would contact Jesse Conway, CTA legal counsel, and have him look at it.

Aldridge will be sending out the budget projections for 2014 - 2019 to the board.

Weber said the Master Plan provides some parameters for some choices that need to be made. He mentioned the Board has not decided on that and would like to know what the time line is for making a decision. Aldridge said the next step is for TCF to do the environmental study on the potential properties to determine if they meet the requirements for federal funding. Aldridge will be contacting the Federal Transit Administration to set up a meeting to discuss the plans and to see if there are any available funds to use towards the plan. Hutchinson asked if the contract amendment approved at the last meeting included pre-design work. Aldridge concurred that was correct. No further questions or discussions were made.

## 9. Adjournment

There being no further business to come before the Board, the meeting was adjourned at approximately 4:25 p.m.

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Cindi Ross, Clerk of the Authority

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Todd McDaniel, Chairman