



**MISSOULA URBAN TRANSPORTATION DISTRICT  
BOARD OF October 25, 2018  
MUTD CONFERENCE ROOM, 1221 SHAKESPEARE STREET**

*Approved December 13, 2018*

**Members Present**

Amy Cilimburg, Chair  
Jesse Dodson, Vice-Chair  
Anna-Margaret Goldman, Secretary  
Martin Blair, Treasurer  
Don MacArthur  
Andrea Davis

**Members Absent**

Doug Odegaard

**Staff**

Corey Aldridge, General Manager  
Dorothy Magnusen, Fin. & Admin Mgr  
Elizabeth Wehling, CSR  
Vince Caristo, Project Mgmt Specialist

**Guests**

Tom O'Connor, Citizen  
Teresa Zortman, Citizen  
Arianna Milani, Citizen

**Call to Order and Roll Call**

Cilimburg called the meeting to order at 12:05 p.m. Roll call was taken.

**Changes or Additions to Agenda**

None

**Public Comment on Items Not on the Agenda**

None

**General Manager's Report**

The Downtown Master Plan update has begun. Transportation is a large part of the development and change of the Downtown area. MUTD Board and Staff will play a vital role in advocating for how crucial transit is to growth of the City, so that its importance is recognized in the final Plan.

Ninja Mike's presence in the Transfer Center Retail Space has drastically changed the environment of the Transfer Center in a positive way. The overhang that is above the exterior order window does not provide cover, which causes snow and rain to fall into the ordering area. Staff is working to fix this issue before snow arrives.

The Facilities Master Plan project is expected to start at the beginning of November. The initial meetings will be centered around the course of action that the plan is intended to take. Staff would like the Boards input on some details on the Plan, and are hopeful that the Plan will be completed by August 2019.

Windfall has been working on a paint scheme for the electric Proterra buses. These designs will be brought to the Planning Committee next month for final selection.

MUTD Staff and Territorial Landworks, MUTD's consultant, met with the City Engineering Staff to review proposed bus stop locations for the Bus Stop Master Plan. Staff is glad to have met with the City and that helpful information was given on both sides.

TischlerBise, MUTD's Impact Fee Consultant, let Staff know what the development projections entailed. The fee structure will be put together once Staff and TischlerBise is comfortable with the projections. This is planned to be an agenda item for next month's Planning Committee meeting.

Scooter and Bike Sharing programs are planned to come to Missoula by next spring. Staff is working on potential conflicts this could cause with MUTD service.

Mountain Line's Strategic Plan was presented at a TPCC/TTAC meeting on October 4, and also at the Miller Creek Neighborhood Council meeting on October 16. The presentations showed Staff that sharing the Plan with more organizations will assist with addressing the public transit needs of the community.

### **Minutes of September 20, 2018**

Blair made a motion to approve the minutes of September 20, 2018, seconded by MacArthur. The motion carried unanimously.

### **August 2018 Financial Statements and Ridership Reports**

Blair gave the Financial Statements and Ridership Reports for August 2018. The Facilities Capital Project is fully funded at \$2,400,000 and the Fleet Replacement Reserve is partially funded at \$4,170,753. Monthly contributions from operations is \$14,585 and \$14,198 from Phase II funding. Phase II Operating Funding is fully funded at \$1,021,385. The total net position is \$16,491,307, including Unrestricted funds of \$3,058,164. The August 2018 net change sits at \$156,312 compared to August 2017 at \$31,363. Expenses are 2.5% less than budget.

Fixed Route Ridership is at 141,592 for August 2018, a 10,201 increase from 2017. Paratransit is at 2,802 for August 2018, a 933 increase from 2017. Senior Van is at 407 rides for August 2018, a 185 decrease from August 2017.

Dodson made a motion to receive the August 2018 Financial Statements and Ridership Reports, seconded by Davis. The motion carried unanimously.

### **Advertising Policy**

Aldridge discussed amendments made to MUTD's existing Advertising Policy. The current Policy is very basic and the new Advertising Policy is more in depth as to what is and is not allowed on the bus and bench back advertising. Discussion ensued about certain parts of the new Policy and changes that could be made at a later time if issue arose.

MacArthur made a motion to approve the Advertising Policy for MUTD facilities and vehicles, with changes made by Staff, seconded by Davis. The motion carried unanimously.

### **Exterior Advertising Contract**

Caristo gave an overview of the Exterior Advertising Contract, an advertising agreement between Missoula Broadcasting Company and MUTD for exterior advertising services. Since 2015, Mountain Line has had an agreement for exterior advertising with the Missoulian, which expired on June 20, 2018. An RFP was released on August 3, and three new proposals were received. All three had overlooked a certain aspect of advertisement application that caused the Missoulian to rescind their proposal.

After reviewing the two remaining applicants, the evaluation committee decided that Missoula Broadcasting Company would provide the best scope of work. Missoula Broadcasting has offered the following compensation to MUTD for exterior advertising: 35% of net advertising revenue or a minimum monthly guarantee of \$4,000 per month, which will increase by \$400 each year, and \$29,382 of in-kind radio advertising across four local radio stations. This contract, after Board approval, will begin on November 1, 2018.

Blair made a motion to authorize the General Manager to execute a revenue contract with Missoula Broadcasting Company for exterior bus advertising services, seconded by Goldman. The motion carried unanimously.

### **Strategic Messaging Contract**

Caristo discussed the contract between MUTD and M+R Strategic Services, a consulting group that Staff has worked with for many years on media relations, brand maintenance and community engagement. They have a considerable amount of historic knowledge about operations at Mountain Line, which staff determined to be a good justification for a sole source contract extension. M+R will be contracted to help with Financial Structuring, Community Engagement, Media and Brand Maintenance, and Ongoing Strategic Messaging.

Dodson made a motion to authorize the General Manager to execute a one-year contract with the firm M+R Strategic Services, Inc., for the strategic services in an amount not to exceed \$36,000, seconded by MacArthur. The motion carried unanimously, with Goldman abstaining.

### **Disposal of Obsolete Fareboxes**

Aldridge discussed the fareboxes that are currently in storage from being removed from the fleet buses after Zero-Fare began. These fareboxes are now obsolete, and if Mountain Line were to return to collecting fares, the boxes would need to be replaced. The company the fareboxes were purchased from, Genfare, is offering \$100 per returned box.

Blair made a motion to approve the disposal of obsolete fareboxes, seconded by Dodson. The motion carried unanimously.

### **Adjournment**

The meeting adjourned at 1:48 p.m.  
Submitted by Elizabeth Wehling