

MINNESOTA VALLEY TRANSIT AUTHORITY  
Regular Board Meeting  
May 19, 2016 – 4:30 p.m.  
Burnsville Bus Garage

**Board Members Present:**

Bill Droste, Rosemount  
Gary Hansen, Eagan  
Tom Lovelace, Apple Valley  
Steve Albrecht, Burnsville  
Michael Luce, Shakopee  
Mike McGuire, Prior Lake  
Lisa Freese, Scott County

**Others Present:**

Luther Wynder, Executive Director  
Bill Forbord, Schmitt and Sons  
Joe Morneau, Dakota County TWG  
Josh Feldman, Eagan TWG  
Jen Lehmann, Planning Manager  
Heather Aagesen-Huebner, Met Council  
Kyle Klatt, Rosemount TWG  
Jane Kansier, Senior Project Manager  
Lois Spear, Finance Officer  
Nick Bishop, Accountant  
Heidi School, Contracts/Procurement  
Robin Selvig, Customer Relations Manager  
John Arvidson, Schmitt and Sons

**I. Call to Order**

The meeting was called to order at 4:31 p.m. by Vice Chair Bill Droste. A quorum was present.

**II. Public Comments**

There were no public comments.

**III. Approval of Agenda**

Motion by Gary Hansen and seconded by Steve Albrecht to approve the agenda. Motion carried.

**IV. Consent Agenda**

Motion by Michael McGuire and seconded by Steve Albrecht to approve the Consent Agenda. Note, the April meeting minutes were updated as Joe Morneau did not vote on the REACH purchase. A roll-call vote followed.

Gary Hansen – Aye

Steve Albrecht – Aye

Tom Lovelace – Aye

Bill Droste – Aye

Mike McGuire – Aye

Michael Luce – Aye

Motion carried.

**V. Old Business**

Jane Kansier presented information regarding a grant opportunity available to the MVTA via the Federal Transit Administration (FTA). MVTA is applying for funds to procure Arboc low-floor buses to replace the cutaways that were part of the Shakopee Circulator Fleet. The Met Council will submit the application on behalf of the MVTA. It is expected that recipients of funding will be announced in the fall.

**VI. New Business**

*None*

**VII. Committee Reports**

*A. STA Legislative Update*

Luther Wynder reported that he spent May 9 at the Capitol and met with Rep. Masin, Wills, Halverson and Albright. He noted that Rep. Albright would like the MVTA to consider service to special events such as the Renaissance Festival.

The STA Board will meet on Wednesday, May 25 to discuss the end of session and the Demonstration Project.

Gary Hansen also noted that Luther was introduced at an Eagan City Council meeting and all went well. He also reported that TAB met this morning and as part of the meeting they adjourned to ride the A-Line BRT on Snelling Avenue.

## VIII. Board and Staff Reports / Updates

### A. MVTA Board

Mike McGuire reported about a meeting with RiverSouth (Cities of Prior Lake, Shakopee, Mystic Lake, Canterbury, Renaissance Fair and ValleyFair) where there were negative comments about MVTA. The following week, McGuire, Councilor Luce, Bill Reynolds (Shakopee) and Frank Boyles met with Luther Wynder and Jane ~~Victorey~~ <sup>Kansior</sup> to discuss RiverSouth and other transit issues.

### B. MVTA Staff

#### 1. Demonstration Project – Shakopee Service Update

Jen Lehmann provided information about the MVTA's efforts to create a new demonstration project providing suburb-to-suburb service. She asked Councilmember McGuire to keep MVTA informed of any comments such as those from the RiverSouth Board.

She noted that MVTA has identified four employers and has had positive meetings with them: Mystic Lake, Amazon, Shutterfly and Imagine! Print Solutions. The employers have been open to provide "last-mile" shuttles from Marshall Road Transit Station. In addition to transit service between the Mall of America and Shakopee via Burnsville Transit Station, vanpools may also be part of the mix. MVTA's concept along with a concept from SouthWest Transit will be presented to the STA Board on May 25. Additionally, Luther Wynder has been in communication with Deb Barber about what funding might be available from the Met Council. The employers have also expressed willingness to provide a financial stake in the service but without specific information about how much might be needed, they have been reluctant to make a specific commitment. The current price tag for the MVTA service is \$2.8 million and for the SouthWest service is about \$500,000. There is about \$1.8 million remaining of the \$2 million legislative commitment to the Suburban Transit Providers.

#### 2. Performance Management Update

Luther Wynder reviewed the Performance Management update he provided in the packet. He noted that performance management includes process improvement and results in continuous improvement. MVTA staff will present their areas monthly and a monthly report will be provided to the Board. Staff is currently determining the metrics that should be used to measure each area. He reviewed Farebox Recovery and discussed why it has dropped to 23.3 percent in 2015. MVTA also learned this week that Metro Transit's farebox recovery is less than 25 percent, so this is a regional if not national issue. He finished by reviewing next steps, which includes establishing goals and objectives, functions to evaluate and determine appropriate indicators, collecting and tabulating data, analyzing the indicators, presenting the results, taking corrective action as necessary, monitor results and report to the Board.

#### 3. Marketing Update

Robin Selvig provided a marketing update, mentioning community outreach activities that are taking place on a regular basis. She mentioned that MVTA will be transitioning away from traditional advertising in telephone books to social media and other more creative solutions. She presented part of the new marketing "look" with the MVTA "loves" each of our cities and a new tagline "let us drive you." Then, she covered some of the key elements of the 2016 marketing plan, including creating a "getting to know you" Video, buses in local parades, Direct marketing to residents of the MVTA service area and possibly collar cities, Direct Mail to University of

Minnesota students, faculty and staff, State Fair activities and a Stuff the Bus campaign near year end supporting the local food shelves.


**IX. Adjournment**

Motion by Steve Albrecht and seconded by Mike McGuire to adjourn the meeting at 5:20 p.m. Motion carried.

**Minutes Prepared By: Robin Selvig**

**Next Regular Meeting Scheduled: FIFTH Wednesday - June 29, 2016, 4:30 p.m. Burnsville Bus Garage, 11550 Rupp Dr., Burnsville, MN.**

All regularly scheduled Board meetings will be held on the **FOURTH** Wednesday of the month at the posted time and location unless otherwise notified except the meetings in March and August will be held on the **FIFTH** Wednesday.

Approved by:  Date: 6/29/2016