

NANTUCKET REGIONAL TRANSIT AUTHORITY

20 R South Water Street

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ADVISORY BOARD

Minutes of the Meeting of September 21, 2016. The meeting took place in the Community Room of the Nantucket Police Station, 4 Fairgrounds Road, Nantucket, MA 02554. Members of the Board present were: Jim Kelly, Robert DeCosta, Matt Fee, Rick Atherton, and Dawn Hill Holdgate. Absent was Karenlynn Williams. Chairman Kelly opened the meeting at 6:01 p.m.

Public Comment. There was no public comment.

Approval of Minutes for the March 23, 2016; April 13, 2016 and June 22, 2016 Meetings. The minutes were approved by unanimous consent.

Presentation and Discussion – Year Round Bus Service Study Phase II – Fare Policy Review and Development of Innovative Funding Options – Progress Report. Jill Cahoon from AECOM presented the fare policy review and development of innovative funding options. Innovative funding options include the implementation of managed parking, increases fares, and other options that would require state legislation that included an increase in the embarkation fee, community benefit and parking benefit district, applying taxes and fees. Other sources of revenue and funding mechanisms include long-term partnerships, collaboration with non-profits and employer incentives. Managed parking revenues potential revenues range from \$350,000-\$700,000 depending on days, hours and price. Increasing the embarkation fee revenue potential could be \$236,642. The current fare policy was presented. Fare policy goals include: a simple fare policy with consistent base fares with easy increments as the current structure is, administration and enforcement must be easy for drivers, administrator and managers and the customer, cashless fares, and equitable. Fare increases over a ten year timeframe include: alternating fare increases by media type, one large fare increase, two smaller fare increases of fifty cents over the ten year period, five smaller fare increases of ten cents to twenty-five cents. A sample ten year potential revenue slide was shown. Fare collection technologies that included operational as well as passenger benefits were presented. Fare collection technologies could include contactless smart cards, contactless bank cards, mobile payments and wearables. Mr. Atherton comments that longer routes would pay more and that a fare increase with increased service would be more palatable. Mr. DeCosta commented that fares be looked at route by route, was not in favor of paid parking and that funding year round service benefits the community instead of funding the Ferry Connector that doesn't benefit the community only off island contractors. Ms. Holdgate commented that it seems reasonable to double fares but it needs to be looked at, it needs to be less

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expensive than taxis and Uber. Managed parking with the lots the town owns needs to be talked about in the future and put together with this and from a business standpoint paid parking makes sense. Mr. Fee commented that managed parking shouldn't be taken off the table and that there are other considerations like increasing the embarkation fee and that the increase in sales tax can't be discounted the need is more than \$200,000. Mr. Kelly commented that funding for transit services should be done through fare increases and that paid parking used for other transportation items not just transit.

Other Business. There being no other business before the board the meeting was unanimously adjourned at 6:40 p.m.

Approved: March 15, 2017