Call to order
Greg Johnson, Chair, called the Public Transit Advisory Board (PTAB) meeting to order at 3:50 p.m. and made introductory comments.

1. **August Operations Report**
   Eric Meyerson provided a report on the ridership statistics of Sioux Area Metro for the last few months. PTAB asked if we have ever had 1 million people ride in one year. Staff said that 1 million riders have occurred for the past couple of years when combining it with paratransit riders. This year SAM is on pace for 1 million riders for just the fixed-route system. It was suggested that perhaps SAM should market that fact if and when it occurs.

2. **Approval of September 24, 2012, PTAB Meeting Minutes**
   Deb Nelson made a motion to accept the August 27th, 2012, PTAB meeting minutes. Erik Gaikowski seconded the motion. The motion passed unanimously.

3. **Public input on non-agenda items:**
   Charles Santee asked to make sure that the public knows that PTAB is cancelled. Charles said that Route 3 drivers go through yellow lights during their runs and this seems very dangerous. Charles also said that 11th and Minnesota and the 11th and Prairie bus stops are too crowded and people do not move out of the way when he is getting off the bus. Lastly, Charles asked that changes be made to the bus stop just north of 41st and Shirley to improve the safety for people crossing the street to get from one bus route stop to another bus route stop.
Kristen Willey provided comments to PTAB that she has been riding paratransit since 1990 and has concerns with the changes to the Evening Demand Service. The service was cut from 4 bus routes to 3 bus routes recently because of budget issues and she feels that should be a policy change that should be brought to the public before moving forward with that decision. The cuts have made it difficult for her to reserve a ride recently and will make it even more difficult in the future.

4. **Transit Fare Analysis**
   Sam Trebilcock provided the Board with background and history of fares for both fixed-route and paratransit systems. Fares have not been raised since 1995. Sam went through a draft report that was provided as part of the mail-out. Some of the questions that the board asked included:
   - How many monthly passes are purchased by social service agencies?
   - Is there any way to breakdown how many times persons are using their monthly passes? (to see how much it costs them per trip)
   - Can you provide in the fare comparison table hours and days of service for each? Also, square miles of service area? Also, ridership?
   - What is the risk for services if we don’t increase fares soon?
   - What is gained, if anything, if we increase fares?
   - Are there other revenue sources that we should be looking at through FTA and others?
   - At what point should we be looking at a Transit Authority, if ever?
   This item was informational.

5. **Transit Space Needs Study**
   Sam Trebilcock informed PTAB that a Study to look at the space needs of the office and bus barn facility as 6th and Weber is underway. URS Corporation from Omaha is the consultant and will be providing alternatives and cost estimates for the best way to expand the storage and offices for the future needs of Sioux Area Metro. A draft study will be available for PTAB’s review for the January meeting. This item was informational.

6. **Reports:**
   a. **Transit Marketing Committee**
      Randy Hartman provided a report about the last meeting of the Transit Marketing Committee. Randy said that the marketing committee is looking for new ways to market transit and has provided some good suggestions for SAM to look at. This year additional money was added to the budget for marketing to help implement some of these ideas. This item was informational.

7. **Other Business:**
   No other business was offered.

8. **Adjournment**
   Julie Johnson Dresbach made a motion to adjourn and Deb Nelson seconded the motion. Greg Johnson adjourned the meeting at 5:00 p.m.