

Cape Ann Transportation Authority
Board Meeting
March 28, 2022
10:00am

Attendance: Mayor Greg Verga, Mitch Vieira Laurel Eisenhauer, Tony Marino, Liz O'Connor, Felicia Webb, Price Armstrong and Jackie LaFlam, Joseph Domelowicz (late arrival)

This meeting was conducted remotely through Go to Meeting.

Called to order by Mayor Verga at 10:00

Roll Call: Gloucester, Rockport, Essex, Ipswich, Hamilton (late arrival)

There were no public comments

Approval of February 14, 2022 minutes

Motioned by Mayor Verga

Moved by Tony Marino

Seconded by Laurel Eisenhauer

Roll Call Vote – unanimous in favor

Advisory Board Disabled and Rider Representatives

Felicia discussed the position description for the Disabled and Rider Representatives and the responsibility for each. CATA has never advertised for these voluntary positions before. CATA can advertise online and put a post on the CATA Facebook page and CATA website to see if it can generate any interest. Mayor Verga commented that Gloucester and the other communities can share CATA's facebook post to help generate interest as well.

Fare Proposal Presentation & Discussion

Felicia provided a brief background on the fare proposal presentation. CATA updated the Comprehensive Regional Transit Plan (CRTP), starting in fall 2019. As part of that process, CATA solicited and received public comments, several of which were about CATA's fare structure, the two zones, and the variety of fares. As a result of recommendations included in the CRTP, CATA contacted Price Armstrong (Cambridge Systematics, previously AECOM) for assistance in conducting a fare analysis. Felicia introduced Price to present the fare analysis performed and resulting recommendations.

Price provided background on the project and the recommendations from the CRTP including the elimination of the two zone system, simplifying the fares for ease of use, and adopting new technologies for fare collection. Price went over the existing two zone fare structure and the differences in the seasonal fares. Price then provided the proposed new fare structure, which would eliminate the two zones so that fixed route would be \$1.00 full fare and \$0.50 reduced

fare, all DAR and ADA trips would be \$2.00 one-way, the mall fare structure would be standardized, the seasonal fare structures would match those of the regular fixed route, and the Dialysis/Medical Bus Pass costs would be adjusted. The estimated financial impact was presented, which would be a loss of \$7,619 using FY19 ridership (adjusted).

Felicia provided the next steps in the fare proposal process which would be a public meeting in April, a presentation of the updated fare proposal to the Advisory Board in May, and a vote by the Advisory Board to accept/reject/modify the proposal. If approved, the fare adjustment would go into effect at the end of June 2022.

Mayor Verga made the motion that the CATA Advisory Board vote to begin the Public Participation process for the fare proposal as presented at the March 28, 2022 CATA Advisory Board meeting.

Moved by Tony Marino

Seconded by Mitch Vieira

Roll Call Vote – unanimous in favor

Mayor Greg Verga motioned to adjourn at 10:25am

Moved by Tony Marino

Seconded by Mitch Vieira

Roll Call Vote – unanimous in favor