RESOLUTION - ACTION REQUESTED 2016-270

MEETING: June 14, 2016

TO: The Board of Supervisors

FROM: Steve Dahlem, County Counsel

RE: Annual Agreement Between County and YARTS JPA

RECOMMENDATION AND JUSTIFICATION:
Approve an Agreement with Yosemite Area Regional Transportation System (YARTS) Joint Powers Authority (JPA) to Continue Providing Public Transit Services; and Authorize the Chairman of the Board of Supervisors to Sign the Agreement.

The Agreement is for Transportation Services Between Merced Junior College and Mariposa County; Public Transit Commuter Services to Employees of Yosemite National Park and Businesses Near the Park; Transit Commuter Services to Mariposa Residents Traveling to Work Centers in Merced County; Maintain Connectivity with Intercity Transportation Providers in Merced County (Amtrak, Greyhound, and Merced County “The Bus”); to Provide Transit Service Options for Visitors Traveling to Mariposa County and Yosemite National Park; and to Provide Transit Service Options for Visitors Traveling Along the Highway 41 Corridor to Yosemite National Park.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board has approved this Agreement annually since May of 2000. This year is the first year that the Highway 41 corridor has been included.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve the agreement. Some Mariposa residents and visitors may not have transportation options to Merced, Mariposa and/or Yosemite, which could negatively affect their employment and Mariposa tourism.

FINANCIAL IMPACT:
$191,000; Funding for this Agreement is from Local Transportation funds and there is no impact to the General Fund.

ATTACHMENTS:
YARTS-County Annual Agt (DOC)
Exhibit A - YARTS OWP - 2016-2017 (DOCX)
YARTS Summer 2016 140 Schedule-Exhibit B (PDF)

CAO RECOMMENDATION
Requested Action Recommended
RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]
MOVER: Kevin Cann, District IV Supervisor
SECONDER: Marshall Long, District III Supervisor
AYES: Rosemarie Smallcombe, Marshall Long, Kevin Cann, John Carrier
EXCUSED: Merlin Jones
CONTRACT FOR SERVICES

This Contract made this 14th day of June, 2016 between:

COUNTY: Mariposa County Public Works Department
4639 Ben Hur Road
Mariposa, CA 95338

and

CONTRACTOR: Yosemite Area Regional Transportation System
369 W. 18th Street
Merced, CA 95340

ARTICLE I. TERM OF CONTRACT

1.01 Contract Term: This Contract shall become effective on July 1, 2016, and shall terminate on June 30, 2017, unless terminated in accordance with the provisions of Article 7 of this Contract.

ARTICLE 2. INDEPENDENT CONTRACTOR STATUS

2.01 Independent Contractor: It is the expressed intention of the parties that Contractor is an independent Contractor and not an employee, agent, joint venturer or partner of County. Nothing in this Contract shall be interpreted or construed as creating or establishing the relationship of employer and employee between County and Contractor or any employee or agent of Contractor. Both parties acknowledge that Contractor is not an employee for state or federal tax purposes. Contractor shall retain the right to perform services for others during the term of this Contract.

2.02 Contractor Qualifications: Contractor warrants that Contractor has the necessary experience and technical skills to provide services under this Contract.

2.03 Contract Management: Contractor shall report to the Public Works Director who will review the activities and performance of the Contractor and administer this Contract.
ARTICLE 3. SERVICES TO BE PERFORMED BY CONTRACTOR

3.01 **Scope of Services:** Contractor shall provide public transit services to and from Mariposa County as set forth in the schedules marked Exhibits "A" and "B" attached hereto.

No additional expenses will be incurred unless approved in advance in writing by the County stating the dollar value of the services, the method of payment, and any adjustment in contract time. All such services are to be coordinated with County and the results of the work shall be monitored by the Public Works Director or his/her designee. However, the means by which the work is accomplished shall be the sole responsibility of the Contractor.

3.02 **Method of Performing Services:** Contractor will determine the method, details, and means of performing the above-described services including measures to protect the safety of the traveling public and Contractor’s employees. County shall not have the right to, and shall not, control the manner or determine the method of accomplishing Contractor’s services.

3.03 **Employment of Assistants:** Contractor may, at the Contractor’s own expense, employ such assistants as Contractor deems necessary to perform the services required of Contractor by this Contract. County may not control, direct, or supervise Contractor’s assistants or employees in the performance of those services.

Contractor assumes full and sole responsibility for the payment of all compensation and expenses of these assistants and for all state and federal income tax, unemployment insurance, Social Security, disability insurance and other applicable withholdings.

ARTICLE 4. COMPENSATION

4.01 **Compensation:** In consideration for the services to be performed by Contractor, County agrees to pay Contractor in proportion to the services satisfactorily performed in the not to exceed amount of One Hundred Ninety-One Thousand Dollars ($191,000.00). The total sum to be paid to Contractor includes all labor, materials, travel and other expenses to be incurred by Contractor in the performance of the services described herein. Payment shall be made upon submission of a formal claim approved by the appropriate official of the County as follows:

[ ] Total sum to be paid upon completion of services.

or

[ ]
Incremental payments based on the following schedule:

County shall pay to Contractor for the transit services provided herein, the total sum of One Hundred Ninety-One Thousand Dollars ($191,000). County shall pay the above sum quarterly, in advance, with the first payment being due on the 1st day of July, 2016, in the amount of Forty-Seven Thousand Seven Hundred Fifty Dollars ($47,750) and payments thereafter being due on the 1st day of October, 2016; 1st of January, 2017; and the 1st day of April, 2017, each in the amount of Forty-Seven Thousand Seven Hundred Fifty Dollars ($47,750).

4.02 Expenses: Contractor shall be responsible for all costs and expenses incident to the performance of services for County, including but not limited to, all costs of materials, equipment, all fees, fines, licenses, bonds or taxes required of or imposed against Contractor and all other of Contractor’s costs of doing business. County shall not be responsible for any expense incurred by Contractor in performing services for County.

ARTICLE 5. OBLIGATIONS OF CONTRACTOR

5.01 Tools and Instrumentalities: Contractor will supply all tools and instrumentalities required to perform the services under this Contract. Contractor is not required to purchase or rent any tools, equipment or services from County. County shall not provide working space, supplies, materials or other such support to Contractor in the performance of the services and tasks as described herein.

5.02 Indemnification: Contractor shall indemnify and hold County harmless against any and all liability imposed or claimed, including attorney’s fees and other legal expenses, arising directly or indirectly from any act or failure of Contractor or Contractor’s assistants, employees or agents, including all claims relating to the injury or death of any person or damage to any property. Contractor agrees to maintain a policy of liability insurance in the minimum amount of One Million Dollars ($1,000,000) to cover such claims or in an amount determined appropriate by the County Risk Manager. Contractor shall furnish a certificate of insurance evidencing such insurance and naming the County as an additional insured for the above-cited liability coverage prior to commencing work. It is understood that the duty of Contractor to indemnify and hold harmless includes the duty to defend as set forth in Section 2778 of the California Civil Code. Acceptance by County of insurance certificates and endorsements required under this Contract does not relieve Contractor from liability under this indemnification and hold harmless clause. This indemnification and hold harmless clause shall apply to any damages or claims for damages whether or not such insurance policies shall have been determined to apply. By execution of this Contract, Contractor acknowledges and agrees to the provisions of this Section and that it is a material element of consideration.
5.03 General Liability and Automobile Insurance: During the term of this Contract Contractor shall obtain and keep in full force and effect a commercial, general liability and automobile policy or policies of at least $1,000,000 combined limit for bodily injury and property damage; provided that the County, its officers, employees, volunteers and agents are to be named additional insureds under the policies, and that the policies shall stipulate that this insurance will operate as primary insurance for work performed by Contractor and its sub-contractors, and that no other insurance effected by County or other named insureds will be called on to cover a loss covered thereunder. The General Liability insurance shall be provided by an ISO Commercial General Liability policy, with edition dates of 1985, 1988, or 1990. The County will be named as an additional insured using ISO form CG 2010 1185 or the same form with an edition date no later than 1990, or in other form satisfactory to County.

5.04 Certificate of Insurance: Contractor shall complete and file with the County prior to engaging in any operation or activity set forth in this Contract, certificates of insurance evidencing coverage as set forth in paragraphs 5.02 and 5.03 above and which shall provide that no cancellation or expiration by the insurance company will be made during the term of this Contract, without thirty (30) days written notice to County prior to the effective date of such cancellation.

5.05 Workers' Compensation: During the term of this Contract Contractor agrees to provide workers' compensation insurance for Contractor's employees and agents and agrees to hold harmless and indemnify County for any and all claims arising out of any injury, disability, or death of any of Contractor's employees or agents.

5.06 Public Employees Retirement System (CalPERS): In the event that Contractor or any employee, agent, or subcontractor of Contractor providing services under this Contract is determined by a court of competent jurisdiction or the Public Employees Retirement System (CalPERS) to be eligible for enrollment in CalPERS as an employee of the County, Contractor shall indemnify, defend, and hold harmless County for the payment of any employee and/or employer contributions for CalPERS benefits on behalf of Contractor or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of County.

5.07 State and Federal Taxes: As Contractor is not County’s employee; Contractor is responsible for paying all required state and federal taxes. In particular:

a. County will not withhold FICA (Social Security) from Contractor’s payments;

b. County will not make state or federal unemployment insurance contributions on behalf of Contractor;
c. County will not withhold state or federal income tax from payment to Contractor;

d. County will not make disability insurance contributions on behalf of Contractor;

e. County will not obtain workers’ compensation insurance on behalf of Contractor.

5.08 Contractor's Books and Records: Contractor shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services or expenditures and disbursements charged to the County for a minimum of three (3) years, or for any longer period required by law, from the date of final payment to the Contractor. Any records or documents required to be maintained shall be made available for inspection, audit and/or copying at any time during regular business hours, upon oral or written request of the County.

5.09 Assignability of Contract: It is understood and agreed that this Contract contemplates personal performance by the Contractor and is based upon a determination of its unique personal competence and experience and upon its specialized personal knowledge. Assignments of any or all rights, duties or obligations of the Contractor under this Contract will be permitted only with the express written consent of the County.

ARTICLE 6. OBLIGATIONS OF COUNTY

6.01 Cooperation of County: County agrees to comply with all reasonable requests of Contractor and to provide access to all documents as permitted by law necessary to the performance of Contractor's duties under this Contract.

6.02 Assignment: Neither this Contract nor any duties or obligations under this Contract may be assigned by County without the prior written consent of Contractor.

ARTICLE 7. TERMINATION OF CONTRACT

7.01 Termination on Occurrence of Stated Events: This Contract shall terminate automatically on the occurrence of any of the following events:

1. Bankruptcy or insolvency of Contractor;

7.02 Termination by County for Default of Contractor: Should Contractor default in the performance of this Contract or materially breach any of its provisions, County, at
County’s option, may terminate this Contract by giving written notification to Contractor.

7.03 Termination of Funding: The parties acknowledge that the nature of government finance is unpredictable and that the rights and obligations set forth in this Contract are necessarily contingent upon the receipt and/or appropriation of the necessary funds. In the event that funding is terminated, in whole or in part, for any reason, at any time, this Contract and all obligations of County arising from this Contract shall be immediately discharged. County agrees to inform Contractor no later than thirty (30) calendar days after County determines, in its sole judgment, that funding will be terminated and the final date for which funding will be available.

ARTICLE 8. GENERAL PROVISIONS

8.01 Notices: Any notices to be given hereunder by either party to the other may be effected either by personal delivery in writing or by mail, registered or certified, postage prepaid and return receipt requested. Mailed notices shall be addressed to the parties at the addresses appearing in the introductory paragraph of this Contract, but each party may change the address by written notice in accordance with this paragraph. Notices delivered personally will be deemed communicated as of actual receipt; mailed notices will be deemed communicated as of two (2) days after mailing.

8.02 Entire Agreement of the Parties: This Contract supersedes any and all contracts, either oral or written, between the Parties hereto with respect to the rendering of services by Contractor for County and contains all the covenants and contracts between the Parties with respect to the rendering of such services in any manner whatsoever. Each Party to this Contract acknowledges that no representatives, inducements, promises, or contracts, orally or otherwise, have been made by any Party, or anyone acting on behalf of any Party, which are not embodied herein, and that no other contract, statement, or promise not contained in this Contract shall be valid or binding. Any modification of this Contract will be effective only if it is in writing signed by the Party to be charged and approved by the County as provided herein or as otherwise required by law.

8.03 Partial Invalidity: If any provision in this Contract is held by a court or competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

8.04 Attorney’s Fees: If any action at law or in equity, including an action for declaratory relief, is brought to enforce or interpret the provisions of this Contract, the prevailing Party will be entitled to reasonable attorney’s fees, which may be
set by the court in the same action or in a separate action brought for that purpose, in addition to any other relief to which that Party may be entitled.

8.05 Conformance to Applicable Laws: Contractor shall comply with the standard of care regarding all applicable federal, state and county laws, rules and ordinances. No discrimination shall be made by Contractor in the employment of persons who work under this contract because of race, color, national origin, ancestry, disability, sex or religion of such person.

8.06 Waiver: In the event that either County or Contractor shall at any time or times waive any breach of this Contract by the other, such waiver shall not constitute a waiver of any other or succeeding breach of this Contract, whether of the same or any other covenant, condition or obligation.

8.07 Governing Law: This Contract and all matters relating to it shall be governed by the laws of the State of California and County of Mariposa and any action brought relating to this Contract shall be held exclusively in a state court in the County of Mariposa.

Executed in Mariposa, California, on the date and year first above written.

**CONTRACTOR:**

Yosemite Area Regional Transportation System

By: [Signature]

Marjie Kirn, Executive Director
Yosemite Area Regional Transportation Systems

Date: 5/9/16

**COUNTY:**

County of Mariposa

By: [Signature]

John Carrier, Chair
Mariposa County Board of Supervisors

Date: 6-15-16

**APPROVED AS TO FORM:**

[Signature]

Steven W. Dahlem
County Counsel
# TO YOSEMITE VALLEY

**HWY 140 Schedule – May 9 to Sept. 30, 2016**

<table>
<thead>
<tr>
<th>Area Bus Stop</th>
<th>Run 1</th>
<th>Run 2</th>
<th>Run 2a</th>
<th>Run 3</th>
<th>Run 3a</th>
<th>Run 4</th>
<th>Run 5</th>
<th>Run 6</th>
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<td>115 Courthouse (M Street)</td>
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<td>121 Roadside Rest</td>
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<td>125 KOA Campground</td>
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<td><strong>EL PORTAL</strong></td>
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<td>• Visitor Center</td>
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_Schedule Notes:_

- **Schedule times** shown indicate approximate departure. Delays of up to 15 minutes may occur due to traffic or weather conditions.
- **Run 1** does _not_ operate on weekends or holidays (Memorial Day, July 4, Labor Day).
- **Courtesy Drops:** YARTS will drop passengers at non-scheduled stops within the Yosemite area (such as trailheads) where it is safe for the bus to stop.
- **YARTS** does not serve _Merced College or UC Merced_ on weekends or holidays.
- **Bus Delayed?** Check for service delays on Facebook at www.facebook.com/rideyarts

_Dear Passengers,_

This schedule is subject to change. Accidents, weather conditions, and traffic congestion may cause delays or detours. Please call 209-388-9589 for the most up-to-date information.

_YARTS_ 209-388-9589 / 877-989-2787  WWW.YARTS.COM

_Public Transit to Yosemite_
# TO MERCED

**HWY 140 Schedule – May 9 to Sept. 30, 2016**

<table>
<thead>
<tr>
<th>Area Bus Stop</th>
<th>Run 7 Weekday</th>
<th>Run 8a</th>
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<th>Run 12</th>
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<td>YOSEMITE VALLEY (Connect to free Yosemite Valley Shuttles)</td>
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</tr>
<tr>
<td>107 Merced Mall (Target)</td>
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<td>—</td>
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<td>—</td>
</tr>
<tr>
<td>105 Merced College</td>
<td>7:46</td>
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<td>—</td>
<td>—</td>
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<tr>
<td>103 UC Merced</td>
<td>7:58</td>
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</tr>
<tr>
<td>101 Merced Airport</td>
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<td>—</td>
</tr>
</tbody>
</table>

**SCHEDULE NOTES:**

- **Schedule times shown indicate approximate departure.** Delays of up to 15 minutes may occur due to traffic or weather conditions.
- **Run 7 does not operate on weekends or holidays (Memorial Day, July 4, Labor Day).**
- **Courtesy Drops: YARTS will drop passengers at non-scheduled stops within the Yosemite area (such as trail heads) where it is safe for the bus to stop.**
- **YARTS does not serve** **Merced College or UC Merced on weekends or holidays.

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**Public Transit to Yosemite**

**YARTS** 209-388-9589 / 877-989-2787  WWW.YARTS.COM

**REQ = Request stop.** Bus only stops when requested by a passenger on the bus, or when a passenger is visibly waiting at a bus stop.

**— = No service to this timepoint.** Run 1 & Run 7 DO NOT operate on weekends or holidays. **PM times shown in boldface type.**
## HWY 140 Ticket Prices

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
<th>MERCED</th>
<th>CATHEYS VALLEY</th>
<th>MARIPOSA</th>
<th>MIDPINES</th>
<th>EL PORTAL</th>
<th>YOSEMITE VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MERCED</td>
<td>Round-trip</td>
<td>—</td>
<td>$6 ($4)</td>
<td>$12 ($8)</td>
<td>$12 ($8)</td>
<td>$18 ($13)</td>
<td>$25 ($18)</td>
</tr>
<tr>
<td></td>
<td>One-way</td>
<td>—</td>
<td>$3 ($2)</td>
<td>$6 ($4)</td>
<td>$6 ($4)</td>
<td>$9 ($7)</td>
<td>$13 ($9)</td>
</tr>
<tr>
<td>CATHEYS VALLEY</td>
<td>Round-trip</td>
<td>$6 ($4)</td>
<td>—</td>
<td>$6 ($4)</td>
<td>$6 ($4)</td>
<td>$12 ($8)</td>
<td>$18 ($13)</td>
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<td></td>
<td>One-way</td>
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<td>$3 ($2)</td>
<td>$3 ($2)</td>
<td>$6 ($4)</td>
<td>$9 ($7)</td>
</tr>
<tr>
<td>MARIPOSA</td>
<td>Round-trip</td>
<td>$12 ($8)</td>
<td>$6 ($4)</td>
<td>—</td>
<td>$2 ($2)</td>
<td>$6 ($4)</td>
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<tr>
<td></td>
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<td>$3 ($2)</td>
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<td>$1 ($1)</td>
<td>$3 ($2)</td>
<td>$6 ($4)</td>
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<tr>
<td>MIDPINES</td>
<td>Round-trip</td>
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<td>$6 ($4)</td>
<td>$2 ($2)</td>
<td>—</td>
<td>$6 ($4)</td>
<td>$12 ($8)</td>
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<td>One-way</td>
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<td>$3 ($2)</td>
<td>$1 ($1)</td>
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<td>$3 ($2)</td>
<td>$6 ($4)</td>
</tr>
<tr>
<td>EL PORTAL</td>
<td>Round-trip</td>
<td>$18 ($13)</td>
<td>$12 ($8)</td>
<td>$6 ($4)</td>
<td>—</td>
<td>—</td>
<td>$7 ($5)</td>
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<tr>
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<td>One-way</td>
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<td>$6 ($4)</td>
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<td>—</td>
<td>—</td>
<td>$4 ($3)</td>
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<tr>
<td>YOSEMITE VALLEY</td>
<td>Round-trip</td>
<td>$25 ($18)</td>
<td>$18 ($13)</td>
<td>$12 ($8)</td>
<td>$12 ($8)</td>
<td>$7 ($5)</td>
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<tr>
<td></td>
<td>One-way</td>
<td>$13 ($9)</td>
<td>$9 ($7)</td>
<td>$6 ($4)</td>
<td>$6 ($4)</td>
<td>$4 ($3)</td>
<td>—</td>
</tr>
</tbody>
</table>

Fares in italics ($) are for seniors (62+) and children (12 and younger) and persons with disabilities.

## Connections

### Shuttle Services

- In Yosemite National Park ([nps.gov/Yosemite](https://nps.gov/Yosemite))
  - Yosemite Valley Shuttle (Free)
  - El Capitan Shuttle (Visitor Center – Free)
  - Tuolumne Meadows Hikers’ Bus (Reservation required – Fee charged)

### Other Yarts Routes

- **YARTS Route 41 (year round)**
  - Daily service between Yosemite Valley Visitor Center, Wawona, Fish Camp, Oakhurst, Coarsegold and Fresno.

### Intercity Transit Connections

- **YARTS Service to Mammoth Lakes, Fresno and Sonora.**
  - Connect at Yosemite Valley Visitor Center ([www.yarts.com](https://www.yarts.com), 209-388-9589 or 877-989-2787)
- **Amtrak – Merced Station** ([www.amtrak.com](https://www.amtrak.com))
- **Greyhound – Merced TRANSPO Station** ([www.greyhound.com](https://www.greyhound.com))
- **Boutique Air – Merced Airport** ([www.boutiqueair.com](https://www.boutiqueair.com))

## Connections

### Local Transit Connections

- **The Bus – Merced** ([www.mercedthebus.com](https://www.mercedthebus.com), 209-725-3813)
- **Mariposa County Transit** ([www.mariposacounty.org](https://www.mariposacounty.org), 209-966-7433)

## Ticket Sales

### Buy Tickets on Bus

Tickets can be purchased from the driver using cash (US$), MasterCard or Visa. To expedite boarding, please have exact change or debit/credit card for payment. Fare boxes DO NOT make change. No bills larger than $20.00 accepted.

### Family Friendly Fares

One child 12 or younger, rides free with each paying adult. Additional children ride for the discount fare.

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209-388-9589 / 877-989-2787 / WWW.YARTS.COM
COMPREHENSIVE PLANNING

610 YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM (YARTS) MANAGEMENT ACTIVITIES

Purpose:

The Yosemite Area Regional Transportation System (YARTS) Joint Powers Authority (JPA) contracts with Merced County Association of Governments (MCAG) to provide management, planning, and administrative services to the transit system, including oversight of all of the day-to-day operations of the transit system.

Discussion:

Entering its 17th year of operation in May of 2016, YARTS provides an alternative to driving in the Yosemite region for travelers and locals. It operates year round on the Hwy 140 corridor between Merced and Yosemite National Park, through Mariposa County and during the summer, June through September, on the Hwy 120/395 corridors between Yosemite Valley and Mono County destinations and between Tuolumne County destinations and Yosemite Valley. Starting in May of 2015, through contract with the Fresno Council of Governments (FCOG), YARTS now also operates year-round on Hwy 41 between Fresno and Yosemite National Park.

Tasks:

610 – Management, Administration and Planning

Provide administration functions to the YARTS Joint Powers Authority (JPA) Board and the YARTS Authority Advisory Committee (AAC), at the direction of the YARTS Board.

- Prepare the YARTS Overall Work Program
- Prepare agendas for the YARTS Board and the AAC
- Work with Board Chair on items to be agendized
- File notices of Public Hearings as needed
- Staff Board and AAC meetings and facilitate video conferencing as needed
- Record and prepare the minutes from Board and AAC meetings
- Implement and coordinate Board directives
- Maintain the YARTS accounting records
- Prepare financial updates for the Board and the AAC for each regular meeting or at least quarterly
- Contract for and complete an annual audit
- Prepare and administer the approved YARTS budget
- Identify, apply for, and administer grants to fund operating and capital projects
- Administer YARTS contracts and agreements and do billing for same, I.E. Amtrak, NPS, VIA, Greyhound, Fresno COG
- Monitor service contractor performance
File required state and federal reports
Implement on-board rider satisfaction survey annually, typically during the busier visitor season
Annually review the operating schedules and demand by run. Recommend changes as needed
Contract for liability and property insurance coverage
Participate in Social Services Transportation Advisory Committee meetings in the three member counties
Maintain working relationships with elected and appointed state and federal officials, Yosemite National Park management, Park Concessionaire management, Amtrak, Greyhound, environmental organizations and member-county staff
Continue to work with the County of Tuolumne, TCTC, on the service on Hwy 120 between Tuolumne County destinations and Yosemite NP.
The YARTS Short Range Transit Plan has annual action items. Those items are to be brought to the Board for direction. Implement provisions of the Short Range Transit Plan (SRTP) as directed by the YARTS Board of Commissioners
Prepare and distribute a Manager's Update to the Board members and other stakeholders, regularly to keep stakeholders aware of management activities between Board meetings
Maintain YARTS-owned property, i.e. replacing broken glass at shelters as needed, clean and remove graffiti and stickers from shelters, review maintenance on YARTS-owned buses with contractor
Under written agreement with the National Park Service, work with Yosemite NP to establish temporary "summer peak demand" service in Tuolumne, Mono and Mariposa/Merced Counties. This project includes working with locals in each project county to determine their priorities and preferences, writing schedules, preparing and distributing marketing materials, and attending regular bi-weekly (phone) meetings with park staff to evaluate and direct the effort.
Participate in CalACT legislative meetings (phone) to stay current on legislation that effects rural public transit and attend CalACT semi-annual meetings for professional growth and improvement
Work with the Board to establish the appropriate number of vehicles in the YARTS-owned fleet
Seek funding from the most advantageous source to purchase buses to grow the YARTS-owned fleet to the level directed by the Board

The current Short Range Transit Plan (SRTP) will complete its 5-year life in 2016 and, by rule, it must be replaced. The following will take place during the 2016-2017 fiscal year:
• Secure grant funding to prepare the SRTP
• Secure the services of a consultant through an RFP process
• Prepare a new 5-year SRTP for approval by the YARTS Board

621 – Fresno COG Contract

• Perform all work necessary to complete the 2-year startup project as specified in a Caltrans Transit Planning Grant and spelled out in a contract between YARTS and FCOG.
• Administer the requirements of the agreement between YARTS and the Fresno Council of Governments (FCOG) for the provision of public transit on Hwy 41 between Fresno and
Yosemite National Park as specified in a Memorandum of Understanding (MOU) between YARTS and FCOG.
- Coordinate regularly with FCOG project manager.
- Provide timely billing, as specified in the agreements, to FCOG seeking reimbursement for work performed in their behalf.
- Prepare a quarterly financial report to FCOG

615- Outreach and Marketing

Provide outreach and marketing efforts to promote ridership.
- Schedules - Create, distribute and install seasonal schedules and brochures, and other promotional materials, as needed
- Administer all aspects of the YARTS marketing budget from identifying funding sources through approving the payment of invoices
- Ticket vendors – Administer ticket sales through contracted vendors; includes distribution of tickets, review of sales reports, and collections of revenue
- Public Information – Prepare and distribute news releases to media contacts as appropriate
- Create and place advertising in appropriate venues,
- Public Appearances – seek opportunities for and make public speaking and other appearances where possible to market the transit service
- Maintain the YARTS web site and continue the ongoing remodel/update of the site
- Sustain the social media marketing efforts
- Maintain YARTS presence on Google Transit
- Respond to rider comments and complaints
- Maintain a good working relationship with the Gateway Partners organization
- Conduct “Fam Tours” for media and local stakeholders annually
- Maintain contact with tour operators who use YARTS in their business plans;
- Build and/or retain strong relationships with connecting transit providers; Greyhound, Amtrak, Great Lakes Air, Horizon Air, ESTA, Merced Co. “The Bus”
- Under written agreement with the Park Service, conduct marketing efforts toward public use of the “peak period” expanded transit service during the summer months.