



Yuma County Intergovernmental Public Transportation Authority

2715 East 14th Street, Yuma, AZ 85365-1900, Telephone: 928-539-7076

Fax: 928-783-0309, email: info@ycipta.az.gov, Web: www.ycat.az.gov

NOTICE AND AGENDA OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS FOR THE YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Board of Directors of the Yuma County Intergovernmental Public Transportation Authority ("YCIPTA") and to the general public that the Board of Directors will hold a meeting on:

MONDAY, August 24, 2026 – 1:30 PM

**Yuma County Department of Development Services – Aldrich Hall
2351 West 26th Street -- Yuma, AZ, 85364**

Pursuant to A.R.S. § 38-431.05, notice is hereby given to the members of the Yuma County Intergovernmental Transportation Authority (YCIPTA) and to the general public that YCIPTA as part of its regular meeting will hold a meeting open to the public as noted above.

Unless otherwise noted, meetings held at the above location are open to the public.

The Board of Directors may vote to go into executive session during the noticed meeting concerning any of the agenda items mentioned below. If authorized by the requisite vote of the Directors, the executive session will be held immediately after the vote and will not be open to the public. The executive session, if held, will be at the same meeting location set forth above. The discussion may relate to confidential matters permitted pursuant to A.R.S. §§ 38-431.03(A)(1)-(9). The Chairman or other officer shall instruct the persons present at the executive session regarding the confidentiality requirements of the Open Meeting Laws.

Pursuant to the Americans with Disabilities Act, reasonable accommodation requests may be made by contacting the Transit Director at 928-539-7076, ext 101 (TTY/TDD - Arizona Relay Service 711). Requests should be made as early as possible to allow time to arrange the accommodation.

Yuma County Intergovernmental Public Transportation Authority Board Of Directors

Louie Galaviz – Chairman – City of Somerton, Vacant – Vice Chairman – Cocopah Tribe

Czarina Gallegos – Sec/Treas – Arizona Western College, Jay Simonton – City of Yuma,

Ian McGaughey – Yuma County, Brian Golding Sr. – Quechan Tribe

Richard Marsh – Town of Wellton, Lizeth Servin – City of San Luis

Shelly Kreger, Transit Director

The agenda for the meeting is as follows:

CALL TO ORDER

PLEDGE OF ALLEGIANCE

CALL TO PUBLIC: The public is invited to speak on any item or any area of concern that is within the jurisdiction of the YCIPTA Board of Directors. The Board is prohibited by the Arizona Open Meeting Law from discussing, considering, or acting on items raised during the call to the public, but may direct the staff to place an item on a future agenda. Individuals are limited to a five-minute presentation.

CONSENT CALENDAR: The following items listed under the Consent Calendar will be considered as a group and acted upon by one motion with no separate discussion, unless a board member so requests. In that event, the item will be removed for separate discussion and action.

1. Adopt the June 1, 2026 and June 17, 2026 regular session minutes. Action required. Pg. 4

DISCUSSION & ACTION ITEMS:

1. Introduction to Mr. Scott Holcomb, Dickinson Wright, PLLC. No action required.
2. Discussion and or action regarding the Arizona Western College 5th Amendment to the Memorandum of Understanding with YCIPTA for the Provision of Transportation Funding. Action required. Pg. 9
3. Discussion and or action regarding the analysis of Green Route 4B. Carol Perez, Assistant Dir. Of Transit Services presenting summary. No action required. Pg. 13
4. Discussion and or action regarding the YCIPTA Board Retreat. Action may be required. Pg. 22
5. Discussion and or action regarding the YCIPTA Marketing Strategy. Action may be required. Pg. 23
6. Discussion and or action regarding NFC Tags – Potential Uses. Carol Perez, Assistant Dir. Of Transit Services presenting. No Action required. Pg. 35

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Shelly Kreger, Transit Director

PROGRESS REPORTS:

1. Operations Manager Report/Maintenance Update– Anabel Teran, General Manager, RATP Dev. *No action required.* Pg. 38
2. Transit Director Report – Shelly Kreger, YCIPTA Transit Director. *No action is required.* Pg.48
3. Transit Operations Manager Report – David Garcia, Transit Operations Manager. *No action required.* Pg. 48
4. Brand Ambassador Report – Kirt Manuel. Brank Ambassador. *No action required.* Pg. 55
5. Financial Report – Adrian Ortiz, Accounting Clerk I. *No action is required.* Pg. 58

Upon vote of the Directors, the Chairman recesses the Regular Session and convenes Executive Session.¹

EXECUTIVE SESSION:

1. Discussion and consultation with legal counsel for legal advice and with legal counsel and designated representatives of YCIPTA related to negotiation of an agreement for a potential line of credit.
A.R.S. § 38-431.03(A)(3) & (4).

Chairman adjourns Executive Session and reconvenes Regular Session.

DISCUSSION & ACTION ITEMS:

7. Discussion and/or action regarding a potential line of credit.

SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS:

September 28, 2026

Agenda items:

ADJOURNMENT

Yuma County Intergovernmental Public Transportation Authority Board Of Directors
Louie Galaviz – Chairman – City of Somerton, Vacant – Vice Chairman – Cocopah Tribe
Czarina Gallegos – Sec/Treas – Arizona Western College, Jay Simonton – City of Yuma,
Ian McGaughey – Yuma County, Brian Golding Sr. – Quechan Tribe
Richard Marsh – Town of Wellton, Lizeth Servin – City of San Luis

Shelly Kreger, Transit Director

The Yuma County Intergovernmental Public Transportation Authority (YCIPTA) met in a Regular Board Meeting session on Monday, June 1st, 2026, at the Yuma County Department of Development Services, Aldrich Hall; 2351 West 26th Street, Yuma, AZ 85364. Mr. Galaviz called the meeting to order at 1:30 p.m.

Members Present:

Louie Galaviz/City of Somerton/Chairman
Arturo Durazo Sr./Cocopah Tribe/Vice Chairman
Ian McGaughey/Yuma County
Jay Simonton/City of Yuma
Brian Golding Sr./Quechan Tribe
Lizeth Servin/City of San Luis

Members Absent:

Czarina Gallegos/Arizona Western College/Sec/Treas
Richard Marsh/Town of Wellton

Other Present:

Shelly Kreger/YCIPTA/Transit Director
David Garcia/YCIPTA/Transit Operations Manager
Adriana Ortiz/YCIPTA/Accounting Clerk I
Omar Chavez/YCIPTA/Clerk I
Anabel Teran/RATP Dev/General Manager

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by Mr. McGaughey.

CALL TO ORDER

No public presence, no action needed.

CONSENT CALENDAR:

No. 1: Adopt the April 27, 2026 regular session minutes. Action required.

Motion (McGaughey/Servin): To approve the item as presented.

Voice Vote: Motion carries, 6-0 with Ms. Gallegos and Mr. Marsh being excused.

DISCUSSION & ACTION ITEMS:

No. 1: Discussion and or action regarding the following, Action required.

- FY 26-27 Quechan Indian Tribe/YCIPTA MOU Exhibit A, Amend. #16
- FY 26-27 EICTS MOU 11th Extension and Amendment
- FY 26-27 Exhibit A – EICTS Operations and Business Plan

Ms. Kreger presented the report as contained in the Member packet.

Mr. Simonton enquired if there are any significant changes.

Ms. Kreger stated the change being the cost per operating hour, and the 5 percent of members contribution.

Motion (McGaughey/Durazo): To approve the item as presented.

Voice Vote: Motion carries, 6-0 with Ms. Gallegos and Mr. Marsh being excused.

No. 2: Discussion and or action regarding the response for the Legal Services RFP. Action required.

Ms. Kreger presented the report as contained in the Member packet, and stated receiving two bids from Benesch, Shadle & White, PLC and Dickinson Wright PLLC.

Ms. Kreger stated Dickinson Wright PLLC has previously worked with other transportation agencies, no training would be required.

Mr. Simonton stated having his scoring sheet available.

Mr. Simonton stated Dickinson Wright PLLC is impressive, has higher rates, and the experience YCIPTA is looking for.

Mr. Golding stated he reviewed the proposal, shadowing Mr. Simonton's comment.

Motion (McGaughey/Golding): To approve the item as presented.

Voice Vote: Motion carries, 6-0 with Ms. Gallegos and Mr. Marsh being excused.

No. 3: Discussion and or action regarding the Extension of Contract Term to the Agreement for the Provision of General Public Fixed-Route and Demand Response Services with RATP Dev. This is to extend the contracted period of services through the end of FY2026/2027, June 30, 2027. Action required.

Ms. Kreger presented the report as contained in the Member packet.

Motion (Golding/Simonton): To approve the item as presented.

Voice Vote: Motion carries, 6-0 with Ms. Gallegos and Mr. Marsh being excused.

No. 4: Discussion and or action regarding the Request for Consent to Transaction from On Target Media. Action required.

Ms. Kreger stated that On Target Media, Inc. (Lerner and Rowe Injury Attorneys) is being rebranded to Atticor Group, LLC.

Motion (McGaughey/Simonton): To approve the item as presented.

Voice Vote: Motion carries, 6-0 with Ms. Gallegos and Mr. Marsh being excused.

No. 5: Discussion and or action regarding the FY23-25 Transportation Development Act (TDA) Triennial Performance Audits for the Quechan Tribe and YCAT(YCIPTA). No action required.

Ms. Kreger stated the Quechan Tribe must go through The Triennial Performance Audit to evaluate the Transit Development Act with YCIPTA.

Mr. Galaviz enquired if there were any findings.

Ms. Kreger stated there was a recommendation action for YCIPTA. The recommendation includes that YCIPTA explore expanding its staffing to better accommodate increasing reporting requirements.

No action required. No action taken.

No. 6: Discussion and or action regarding the YCIPTA Board Retreat and Agenda items. Action may be required.

Ms. Kreger informed board members about the retreat and welcomed any suggestions from board members.

Mr. Galaviz enquired to Ms. Kreger to send all board members the date to block out calendar.

No action required. No action taken.

No. 7: Discussion and or action regarding upcoming Member Entity projects that could interfere with YCAT bus routes. Action may be required.

Ms. Kreger stated to members if there are any upcoming events, or maintenance if YCIPTA can be informed to avoid any routes interruptions.

No action required. No action taken.

PROGRESS REPORTS:

No. 1: Operations Manager Report/Maintenance Update– Anabel Teran, General Manager, RATP Dev. No action required.

Ms. Teran presented the report as contained in the Member packet.

No action required. No action taken.

No. 2: Transit Director Report – Shelly Kreger, YCIPTA Transit Director. No action is required.

Ms. Kreger presented the report as contained in the Member packet.

No action required. No action taken.

No. 3: Transit Operations Manager Report – David Garcia, Transit Operations Manager. No action required.

Mr. Garcia presented the report as contained in the Member packet.

Mr. Garcia stated the YCIPTA new website went live on May 6th, 2026. The old website is still up, and Mr. Manuel will monitor all the information to the new website, no previous information will be lost.

Mr. Garcia stated X (formally known as Twitter) is being used to roll out updates via Swiftly, eventually updates will be rolled over to Facebook.

Mr. Garcia stated there will be a temporary shelter in the current temporary downtown transit station.

Ms. Servin stated that Ms. Gallegos and her met with a college group of students who are doing research on transit needs in South County. Ms. Servin enquired about the service van.

Ms. Kreger stated that it is the vanpool program with Commute with Enterprise.

Ms. Servin enquired on YCIPTA offering a presentation to show Arizona Western College students how to use the website and obtain transit information.

Ms. Kreger stated that is something that can be done.

No action required. No action taken.

No. 4: Brand Ambassador Report – Kirt Manuel. Brank Ambassador. No action required.

Due to Mr. Manuel being absent, Mr. Garcia presented the report as contained in the Member packet.

No action required. No action taken.

No. 5: Financial Report – Adrian Ortiz, Accounting Clerk I. No action is required.

Ms. Ortiz presented the report as contained in the Member packet.

No action required. No action taken.

SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS:

The next meeting has been scheduled for July 27, 2026.

There being no further business to come before the Authority in Regular Session, the meeting was adjourned at 2:12 p.m.

YUMA COUNTY INTERGOVERNMENTAL TRANSPORTATION AUTHORITY

Adopted this _____, 2026, Agenda Item _____.

Omar Chavez, Board Secretary

The Yuma County Intergovernmental Public Transportation Authority (YCIPTA) met in a Special Board Meeting session on Wednesday, June 17th, 2026, via Zoom. Mr. Galaviz called the meeting to order at 10:07 a.m.

Members Present:

Louie Galaviz/City of Somerton/Chairman
Ian McGaughey/Yuma County
Richard Marsh/Town of Wellton
Lizeth Servin/City of San Luis
Brian Golding Sr./Quechan Tribe

Members Absent:

Arturo Durazo Sr./Cocopah Tribe/Vice Chairman
Jay Simonton/City of Yuma
Czarina Gallegos/Arizona Western College/Sec/Treas

Other Present:

Shelly Kreger/YCIPTA/Transit Director
David Garcia/YCIPTA/Transit Operations Manager
Omar Chavez/YCIPTA/Clerk I

CALL TO ORDER

No public presence, no action needed.

DISCUSSION & ACTION ITEMS:

**No. 1: Discussion and or action regarding the award of the Vanpool Contract.
Action required.**

Ms. Kreger presented the report as contained in the Member packet.

Motion (Golding/McGaughey): To approve the item as presented.

Voice Vote: Motion carries, 5-0 with Mr. Durazo, Mr. Simonton, and Ms. Gallegos being excused.

There being no further business to come before the Authority in Regular Session, the meeting was adjourned at 10:11 a.m.

YUMA COUNTY INTERGOVERNMENTAL TRANSPORTATION AUTHORITY

Adopted this _____, 2026, Agenda Item _____.

Omar Chavez, Board Secretary



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August 17, 2026

Discussion and Action Item 2

To: Yuma County Intergovernmental Public Transportation Authority Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action regarding Fifth Amendment to the Memorandum of Understanding between Arizona Western College and YCIPTA for the Provision of Transportation Funding

Requested Action: Staff recommends that the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) Board of Directors approve the Fifth Amendment to the Memorandum of Understanding between Arizona Western College and YCIPTA for the Provision of Transportation Funding.

Background and Summary: During the January 22, 2024, meeting the Board approved to amend the membership dues to AWC to match the amount collected for the FY24-25 based on the transportation fee collected with three (3) year evaluation.

This is the third year of the evaluation period, July 1, 2026 through June 30, 2026. Enrollment will be evaluated and if a change is required it will be done in the next amendment.

Financial Impacts: N/A

Recommended Motion: Staff recommends that the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) Board of Directors approve the Fifth Amendment to the Memorandum of Understanding between Arizona Western College and YCIPTA for the Provision of Transportation Funding.

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Shelly Kreger, Transit Director

Legal Counsel Review: N/A

Attachments: AWC – YCIPTA 5rd Amendment to MOU.

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:



Shelly Kreger, Transit Director

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Shelly Kreger, Transit Director

**FIFTH AMENDMENT TO MEMORANDUM OF UNDERSTANDING BETWEEN THE
YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION
AUTHORITY AND ARIZONA WESTERN COLLEGE FOR THE PROVISION OF
TRANSPORTATION FUNDING**

This Third Amendment (“Amendment”), is made and entered into this 1st day of **July 2026** (“Effective Date”), by and between YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY, a political subdivision of the State of Arizona (“YCIPTA”), ARIZONA WESTERN COLLEGE, a community college district (“AWC”). The terms “Party” or “Parties” shall mean YCIPTA, AWC, or both of them as appropriate.

WITNESSETH:

WHEREAS, YCIPTA and AWC are parties to that certain Memorandum of Understanding dated July 22, 2015 for a public transit route for AWC (“MOU”) attached hereto and incorporated by this reference as though fully set forth herein as Exhibit “A”; and

WHEREAS, The Parties amended the MOU on July 1, 2020 (“First Amendment”) attached hereto and incorporated herein as Exhibit “B”; and

WHEREAS, The Parties amended the MOU on July 1, 2022 (“Second Amendment”) attached hereto and incorporated herein as Exhibit “C”; and

WHEREAS, The Parties amended the MOU on July 1, 2023 (“Third Amendment”) attached hereto and incorporated herein as Exhibit “D”; and

WHEREAS, the Parties desire to further amend the MOU subject to the terms and conditions of this Amendment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. That particular paragraph in the MOU, which is sixth from the top of the agreement and previously amended in the First Amendment as Paragraph 6 of the MOU, and further amended in the Second Amendment of the MOU is hereby deleted and is hereby replaced with the following:

That AWC shall contribute funding as follows: AWC shall provide ***SEVENTY-EIGHT THOUSAND, TWO HUNDRED TEN DOLLARS AND ZERO CENTS (\$78,210.00)*** to YCIPTA, payable in two equal installments to YCIPTA. The first installment shall be due **July 1, 2026** the second installment shall be due **January 1, 2027**. This contribution will allow all students, except students residing in La Paz County, to ride YCAT buses unrestricted free of charge by showing an official AWC ID card with a current semester sticker. AWC may sell semester bus pass stickers to AWC employees, faculty, and students at a rate of \$6.00 per semester.

Such funds shall be credited to the membership fees due and owing by AWC to YCIPTA for the concurrent fiscal year.

2. That particular paragraph in the MOU, which is seventh from the top of the agreement is hereby deleted and is hereby replaced with the following:

Beginning with the fiscal year starting July 1, 2027 annually during the budgeting process, AWC and YCIPTA shall meet to determine if an increase in the transportation fee is necessary. Any transportation fee increase shall be approved by the AWC Governing Board and YCIPTA Board of Directors and take effect the following fall semester after the start of the fiscal year beginning on July 1;

3. Other than as specifically provided in this Amendment, all terms and provisions of the MOU are hereby ratified and confirmed, and shall remain in full force and effect without modification. This Amendment may be executed in any number of counterparts, each of which when so executed and delivered shall be deemed an original, but such counterparts, when taken together, shall constitute but one and the same document. An electronically signed Amendment shall have the same effect as an original.

IN WITNESS WHEREOF, the Parties hereto have executed this Amendment on the day and year first above written.

**YUMA COUNTY INTERGOVERNMENTAL
PUBLIC TRANSPORTATION AUTHORITY**

By: _____
Shelly Kreger, Transit Director

ARIZONA WESTERN COLLEGE

By: _____
Printed Name: Czarina Gallegos
Title: V.P. Finance and Administrative Services



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August 24, 2026

Discussion and Action Item 3

To: Yuma County Intergovernmental Public Transportation Authority -
Transit Operations and Planning Subcommittee
From: Carol Perez, Assistant Director of Transit Services
Subject: Analysis of Green Route 4B

Requested Action:

No staff recommended action at this time. This report is an informational update regarding the implementation of Green Route 4B and the resulting improvement in on-time performance.

Background and Summary:

Effective Monday, March 23, 2026, Green Route 4A was discontinued and replaced with Green Route 4B. Green Route 4A previously served generally the same area as Green Route 4 but operated in the opposite direction. Green Route 4 operated clockwise, while Green Route 4A operated counterclockwise.

The previous Green Route 4A alignment included additional left turns and service to Catalina Drive at the “Big Curve.” These operational traits contributed to ongoing on-time performance issues and occasional route overlaps.

Service Change

To improve service reliability without reducing service, Green Route 4A was discontinued and replaced with Green Route 4B. Green Route 4B operates clockwise, consistent with Green Route 4, while continuing service to Arizona Avenue and 24th Street.

Green Route 4 remains largely unchanged. Service to Catalina Drive at the “Big Curve” is now provided on a request-only basis.

Service Frequency and Customer Impact

With the new configuration, the two routes are scheduled to provide more evenly spaced service, with buses arriving approximately every 30 minutes. This change

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Shelly Kreger, Transit Director

is intended to improve customer experience and reduce the impact of missed buses at the transit hub.

Performance Results

The on-time performance results indicate a substantial improvement following implementation of Green Route 4B.

Route	Analysis Period	On-Time Stops	Late Stops
Green Route 4A	January 2026 – March 2026	26%	70%
Green Route 4B	April 2026 – June 2026	66%	30%

Based on the analysis provided, Green Route 4A recorded 26% on time stops and 70% late stops from January through March 2026. Following implementation of Green Route 4B, the route recorded 66% on time stops and 30% late stops from April through June 2026.

The analysis also includes systemwide comparisons using the same performance data. Overall system ridership was trending downward during the period reviewed, which was identified as expected in the second quarter as many students no longer ride at the end of the second quarter.

Ridership Analysis

For purposes of comparison, ridership for Green Route 4 and Green Route 4B was combined. This approach was used because passengers have the option of riding either route, in addition to the fact that the two routes serve generally the same service area. Combining the routes provides a more equitable comparison of ridership before and after the service change.

	Jan 2026	Feb 2026	Mar 2026	April 2026	May 2026	June 2026
4/4B	4,033	3,978	4,277	3,991	3,802	3,167
Systemwide	34,199	33,217	40,153	32,233	28,998	26,351

Subcommittee

Staff met with the Transit Operations and Planning Subcommittee to present the Green Route 4B analysis. Mr. Golding was the subcommittee member in attendance. Mr. Golding expressed concern regarding systemwide on-time performance and decrease in ridership in Green Route 4B in comparison to ridership for Green Route 4A.

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Summary

The replacement of Green Route 4A with Green Route 4B was implemented to improve service reliability without reducing service. The revised alignment and scheduling provide more evenly spaced service between Green Routes 4 and 4B, while maintaining service to key areas. The on-time performance data reviewed for April through June 2026 shows a notable improvement compared with the January through March 2026 performance of Green Route 4A. Although ridership from 4A to 4B is down in the second quarter, this is expected for this time of year and is seen in the systemwide ridership trend as well.

Staff will continue to monitor route performance and ridership trends to evaluate the effectiveness of the service change and identify any additional operational adjustments that may be warranted.

Attachments: Maps and Charts

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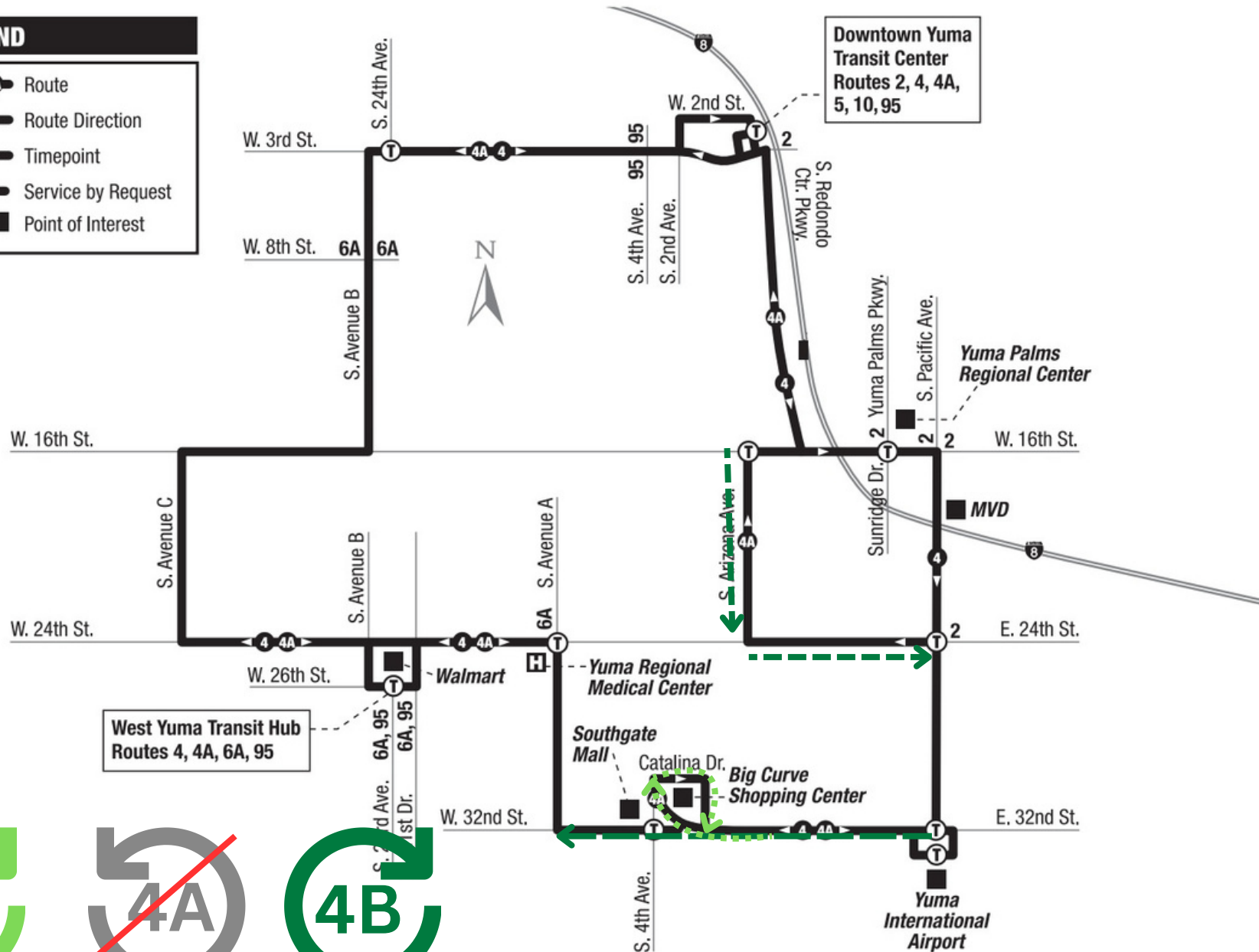
Shelly Kreger, Transit Director

Green Route 4 - Central Yuma Circulator via Pacific Avenue – Route Map

Green Route 4A - Central Yuma Circulator via Avenue B – Route Map

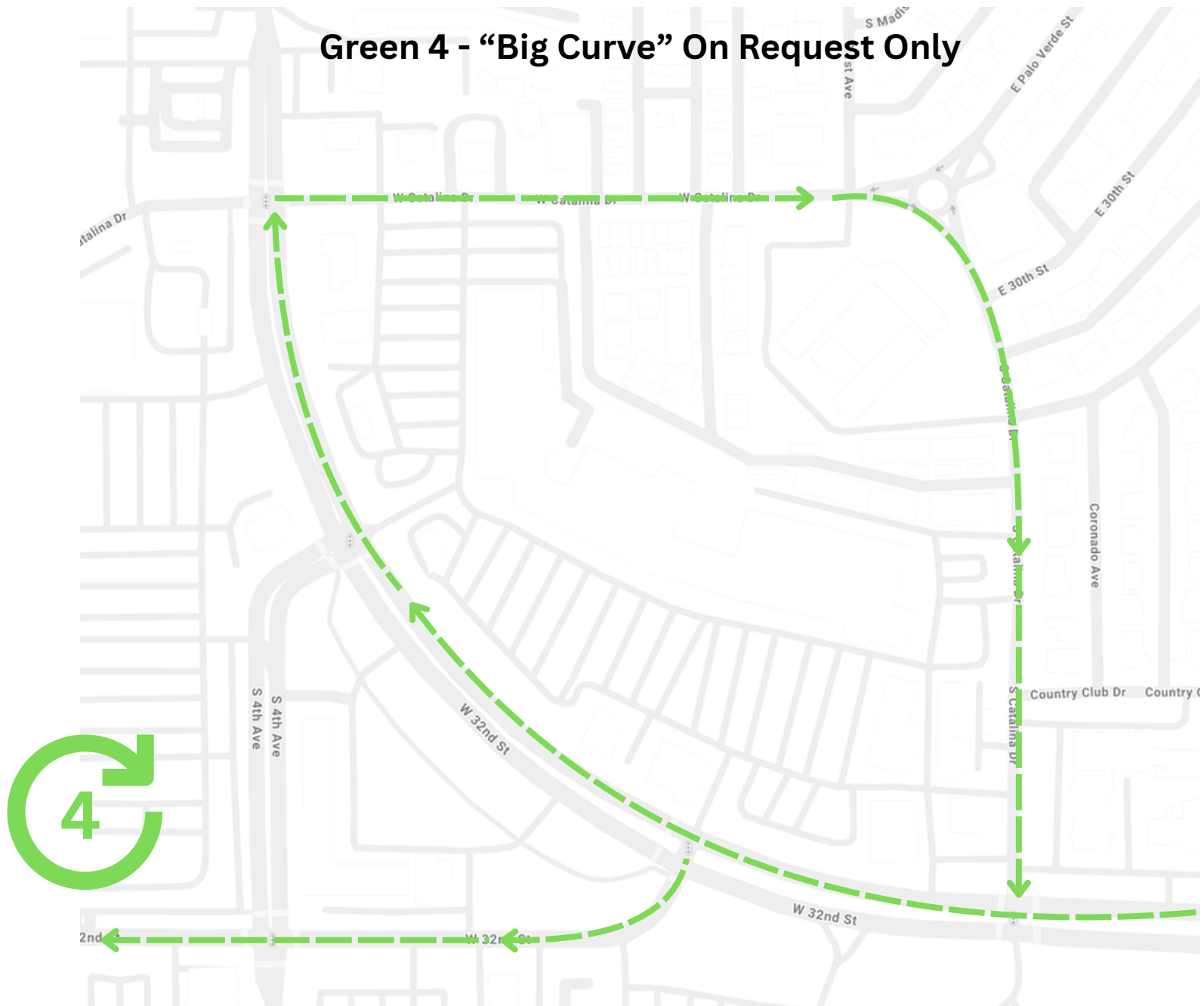
LEGEND

- Route
- Route Direction
- Timepoint
- Service by Request
- Point of Interest

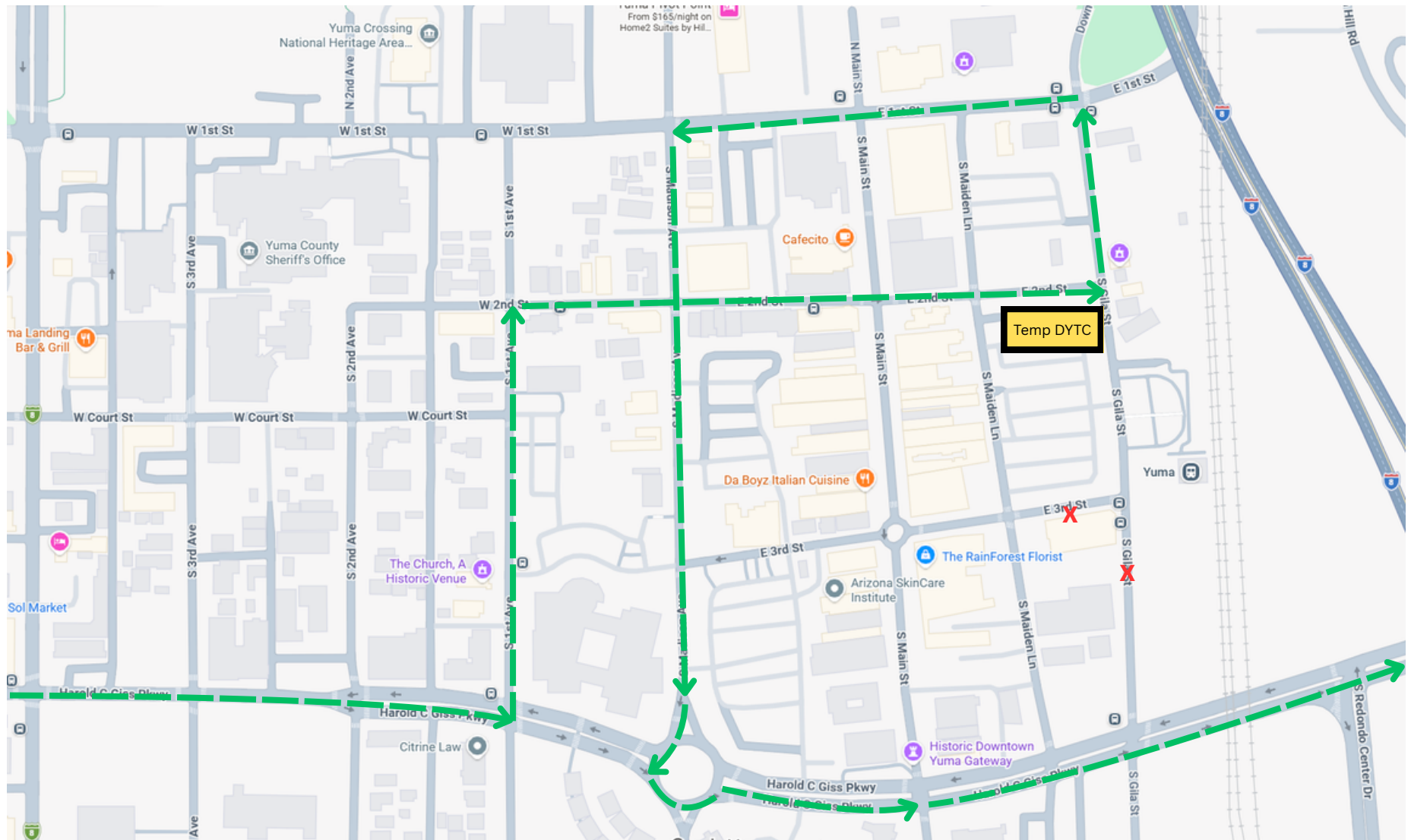




Green 4 - “Big Curve” On Request Only



Green 4



Green Routes 4 & 4B - Central Yuma Circulator

Clockwise Loop from West Yuma Transfer Hub to Downtown Yuma Transit Center

Monday thru Saturday

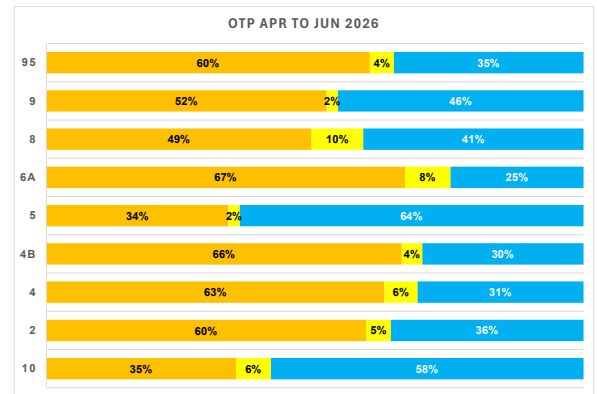
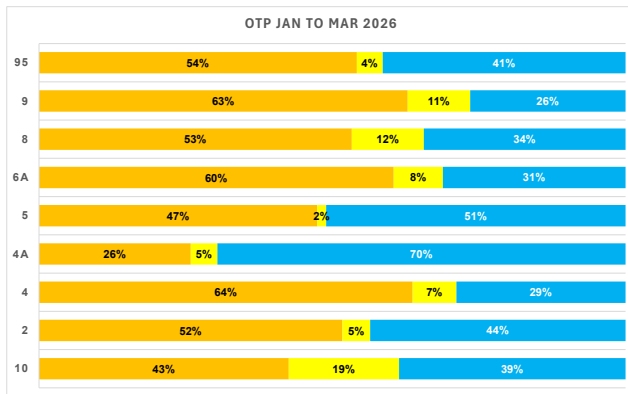
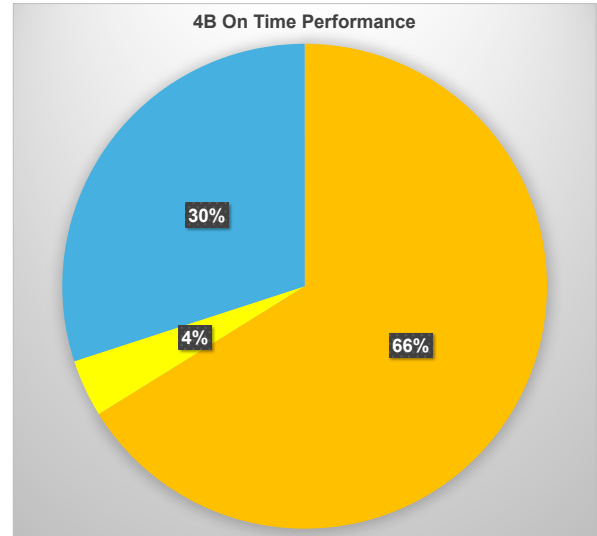
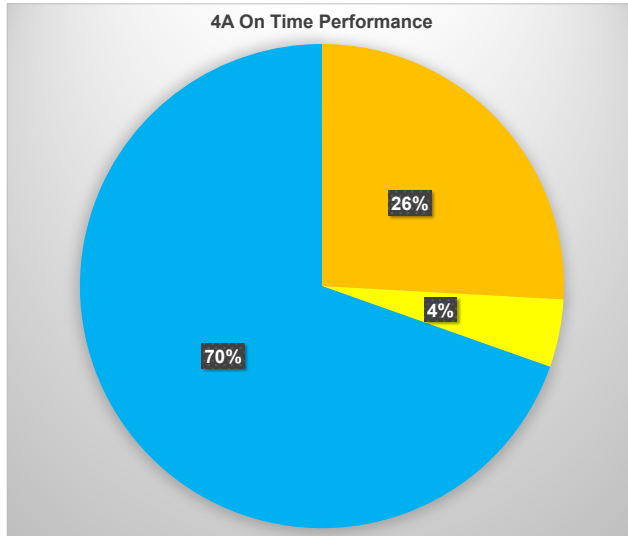
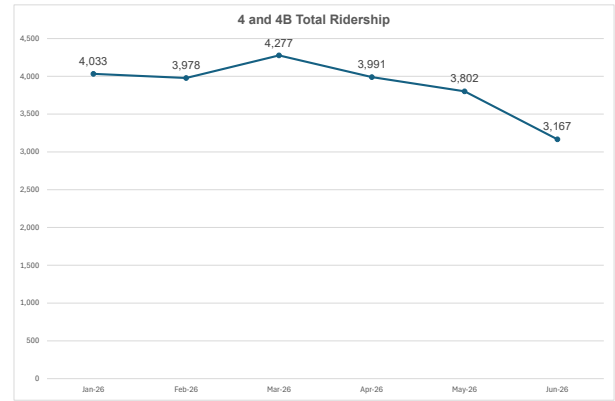
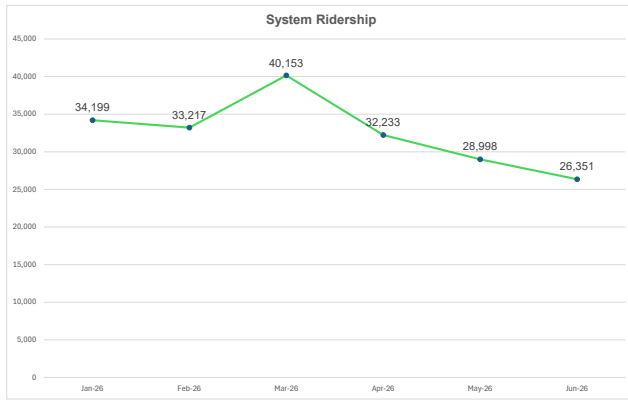
Yuma

	West Yuma Transfer Hub on 26th Street near Walmart	3rd Street @ 24th Avenue	Downtown Yuma Transit Center (3rd Street @ Gila Street)	Arizona Ave@ 16th Street	16th Street @ Sunridge Drive (across from Yuma Palms Regional Center)	Pacific Avenue @ East 24th Street	Yuma International Airport *On Request Only	32nd Street @ Pacific Avenue	Catalina Drive *On Request Only	24th Street @ Avenue A (Onvida Regional Medical Center)	West Yuma Transfer Hub on 26th Street near Walmart
4B	-	-	6:48 AM	6:55 AM	-	6:59 AM	-	7:04 AM	-	7:15 AM	7:18 AM
4	6:53 AM	7:06 AM	7:18 AM	-	7:25 AM	7:29 AM	7:32 AM	7:34 AM	7:38 AM	7:45 AM	7:48 AM
4B	7:23 AM	7:36 AM	7:48 AM	7:55 AM	-	7:59 AM	8:02 AM	8:04 AM	-	8:15 AM	8:18 AM
4	7:53 AM	8:06 AM	8:18 AM	-	8:25 AM	8:29 AM	8:32 AM	8:34 AM	8:38 AM	8:45 AM	8:48 AM
4B	8:23 AM	8:36 AM	8:48 AM	8:55 AM	-	8:59 AM	9:02 AM	9:04 AM	-	9:15 AM	9:18 AM
4	8:53 AM	9:06 AM	9:18 AM	-	9:25 AM	9:29 AM	9:32 AM	9:34 AM	9:38 AM	9:45 AM	9:48 AM
4B	9:23 AM	9:36 AM	9:48 AM	9:55 AM	-	9:59 AM	10:02 AM	10:04 AM	-	10:15 AM	10:18 AM
4	9:53 AM	10:06 AM	10:18 AM	-	10:25 AM	10:29 AM	-	10:34 AM	10:38 AM	10:45 AM	10:48 AM
4B	10:23 AM	10:36 AM	10:48 AM	10:55 AM	-	10:59 AM	11:02 AM	11:04 AM	-	11:15 AM	11:18 AM
4	10:53 AM	11:06 AM	11:18 AM	-	11:25 AM	11:29 AM	11:32 AM	11:34 AM	11:38 AM	11:45 AM	11:48 AM
4B	11:23 AM	11:36 AM	11:48 AM	11:55 AM	-	11:59 AM	-	12:04 PM	-	12:15 PM	12:18 PM
4	11:53 AM	12:06 PM	12:18 PM	-	12:25 PM	12:29 PM	-	12:34 PM	12:38 PM	12:45 PM	12:48 PM
4B	12:23 PM	12:36 PM	12:48 PM	12:55 PM	-	12:59 PM	1:02 PM	1:04 PM	-	1:15 PM	1:18 PM
4	12:53 PM	1:06 PM	1:18 PM	-	1:25 PM	1:29 PM	1:32 PM	1:34 PM	1:38 PM	1:45 PM	1:48 PM
4B	1:23 PM	1:36 PM	1:48 PM	1:55 PM	-	1:59 PM	2:02 PM	2:04 PM	-	2:15 PM	2:18 PM
4	1:53 PM	2:06 PM	2:18 PM	-	2:25 PM	2:29 PM	2:32 PM	2:34 PM	2:38 PM	2:45 PM	2:48 PM
4B	2:23 PM	2:36 PM	2:48 PM	2:55 PM	-	2:59 PM	3:02 PM	3:04 PM	-	3:15 PM	3:18 PM
4	2:53 PM	3:06 PM	3:18 PM	-	3:25 PM	3:29 PM	-	3:34 PM	3:38 PM	3:45 PM	3:48 PM
4B	3:23 PM	3:36 PM	3:48 PM	3:55 PM	-	3:59 PM	4:02 PM	4:04 PM	-	4:15 PM	4:18 PM
4	3:53 PM	4:06 PM	4:18 PM	-	4:25 PM	4:29 PM	4:32 PM	4:34 PM	4:38 PM	4:45 PM	4:48 PM
4B	4:23 PM	4:36 PM	4:48 PM	4:55 PM	-	4:59 PM	5:02 PM	5:04 PM	-	5:15 PM	5:18 PM
4	4:53 PM	5:06 PM	5:18 PM	-	5:25 PM	5:29 PM	5:32 PM	5:34 PM	5:38 PM	5:45 PM	5:48 PM
4B	5:23 PM	5:36 PM	5:48 PM	-	-	-	-	-	-	-	-
4	5:53 PM	6:06 PM	6:18 PM	-	6:25 PM	6:29 PM	6:32 PM	6:34 PM	6:38 PM	6:45 PM	6:48 PM
4	6:53 PM	7:06 PM	7:18 PM	-	-	-	-	-	-	-	-

Saturday schedule

- No Service at that time

* On Request Only - Call (928) 783-2235, option 1, 30 minutes prior or ask Bus Operator





Yuma County Intergovernmental Public Transportation Authority

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August 17, 2026

Discussion and Action Item 4

To: Yuma County Intergovernmental Public Transportation Authority Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action regarding the YCIPTA Board Retreat.

Requested Action: TBD

Background and Summary: Staff is preparing for the YCIPTA Board Retreat. The retreat will be held on September 8, 2026 at 12:00 p.m. and the location will be the new Yuma County Board of Supervisors auditorium. All Board members, except for Richard Marsh, has accepted the meeting request.

The main discussion of this retreat will be regarding the current budget, financial sustainability and route structure. Given the amount of time that will be taken up discussing the financial aspects of the agency, staff is suggesting that we hold another Board Retreat later in the year.

Financial Impacts: N/A

Recommended Motion: TBD

Legal Counsel Review: N/A

Attachments: N/A

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:

Shelly Kreger, Transit Director

Yuma County Intergovernmental Public Transportation Authority Board Of Directors

Louie Galaviz – Chairman – City of Somerton, Vacant – Vice Chairman – Cocopah Tribe
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Shelly Kreger, Transit Director



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August 17, 2026

Discussion and Action Item 5

To: Yuma County Intergovernmental Public Transportation Authority Board of Directors
From: Shelly Kreger, Transit Director
Subject: Discussion and or action regarding the YCIPTA Marketing Strategy.

Requested Action: Staff recommends that the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) Board of Directors approve the YCIPTA Marketing Strategy.

Background and Summary: At the October 2023 Board meeting a draft of the marketing strategy was presented to the Board. The Board did not approve the plan as there were no measurable targets.

Staff is working in conjunction with BigCat Advertising, our current agency, on a new marketing strategy to expand multilingual marketing program designed to increase awareness and ridership while communicating a larger and equally important story:

YCAT is not simply a bus system. It is an investment in household affordability, workforce mobility and the economic vitality of the region.

The current administration is focusing on three main objectives when it comes to funding transit. Those three objectives are nuclear family, economic development and the reduction of household expenses. Staff feels that this marketing strategy encompasses these objectives.

Financial Impacts: Marketing/Advertising Budget for FY26-27 is \$60,000

Recommended Motion: Staff recommends that the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) Board of Directors approve the YCIPTA Marketing Strategy.

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Ian McGaughey – Yuma County, Brian Golding Sr. – Quechan Tribe
Richard Marsh – Town of Wellton, Lizeth Servin – City of San Luis

Shelly Kreger, Transit Director

Legal Counsel Review: N/A

Attachments: YCIPTA Marketing Strategy

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:



Shelly Kreger, Transit Director

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Richard Marsh – Town of Wellton, Lizeth Servin – City of San Luis

Shelly Kreger, Transit Director

YCAT 2026–27 Marketing Strategy Proposal

Prepared for: Yuma County Intergovernmental Public Transportation Authority

Prepared by: Big Cat Advertising

Executive Summary

For more than two decades, Yuma County Area Transit (YCAT) has provided an essential transportation connection for residents throughout Yuma County and the surrounding region. Today, YCAT serves communities including Yuma, San Luis, Somerton, Wellton, the Cocopah and Quechan reservations, unincorporated Yuma County communities, and destinations in eastern Imperial County.

For 2026–27, Big Cat Advertising proposes an expanded, multilingual marketing program designed to increase awareness and ridership while communicating a larger and equally important story:

YCAT is not simply a bus system. It is an investment in household affordability, workforce mobility and the economic vitality of the region.

The proposed campaign will build upon YCAT's existing marketing efforts with an integrated mix of search, social media, television, radio, podcast and streaming advertising.

Our strategy will focus on three core messages:

- 1. YCAT Saves Families Money**

Affordable public transportation can help Yuma County households reduce the significant costs associated with owning, operating and maintaining a vehicle.

- 2. YCAT Connects People to Opportunity**

Reliable transportation provides access to jobs, schools, healthcare, shopping and essential services—helping residents participate more fully in the local economy.

- 3. YCAT Makes Taxpayer Dollars Work for Yuma County**

Investment in public transportation supports economic activity, workforce participation and mobility while providing an affordable transportation resource available throughout the region.



The Opportunity

YCAT already provides a valuable public service. The marketing opportunity is to make that value more visible.

Rather than focusing communications primarily on routes, schedules and the mechanics of riding the bus, the 2026–27 campaign will increasingly answer a more compelling question:

"What does YCAT do for me—and for my community?"

That shift allows YCAT to communicate simultaneously with current riders, prospective riders, families, employers, taxpayers and community leaders.

The goal is to position YCAT as both a **practical transportation choice** and an **important piece of Yuma County's economic infrastructure**.

Strategy 1: YCAT Helps Lower Household Transportation Costs

Transportation is one of the largest expenses in an American household budget. For a family maintaining two vehicles, the combined costs of payments or depreciation, insurance, gasoline, maintenance, registration and repairs can consume a substantial portion of household income.

YCAT provides families with another option.

A regular YCAT one-way fare is currently \$2, while a 31-day unlimited pass is \$60. Discount fares are also available for qualifying seniors, students and persons with disabilities. This creates a powerful marketing opportunity.

From "Ride the Bus" to "Keep More of Your Paycheck"

The campaign can demonstrate how using YCAT for even a portion of a household's transportation needs can reduce:

- Gasoline purchases
- Vehicle mileage
- Maintenance and repair costs
- Parking and commuting expenses
- The need for a second household vehicle in some circumstances

The strongest financial benefit occurs when transit allows a household to avoid purchasing or maintaining an additional vehicle.

AAA's 2025 *Your Driving Costs* study estimated the average cost of owning and operating a new vehicle at approximately **\$11,577 per year, or \$965 per month.**

By comparison, twelve months of regular YCAT 31-day passes would cost **\$720 per year.**

We would not suggest that every YCAT rider can eliminate a vehicle or save the full difference. Instead, the campaign can use this comparison to demonstrate an important principle:

Every trip taken on YCAT can be a trip that doesn't put additional miles, gasoline and wear on the family car. And for some households, reliable transit can help make one less vehicle possible.

Potential Consumer Messaging:

Your second car might be a bus.

\$60 a month can take you a long way.

Less money at the pump. More money for everything else.

Work. School. Shopping. Appointments. YCAT connects your family for less.

These messages transform YCAT from something residents may perceive as transportation "for someone else" into a practical household financial tool.

Strategy 2: YCAT Supports Economic Development

Public transportation is also economic infrastructure.

A strong regional transportation system helps connect workers with employers, students with education, patients with healthcare and customers with businesses.

For Yuma County, this is particularly important because YCAT's service area connects multiple cities, communities, educational institutions and employment centers across a geographically large region.

Connecting Employees and Employers

Transportation can be a barrier to employment. YCAT helps expand the geographic area from which businesses can draw workers while giving residents access to employment opportunities beyond their immediate neighborhoods.

This creates a direct economic-development message:

YCAT helps Yuma County get to work.

The benefit extends beyond individual riders. When employees can reliably reach their jobs, local employers benefit from a larger and more accessible workforce.

Keeping Household Dollars in the Local Economy

Money that families do not have to spend on transportation can be available for other necessities and discretionary purchases—from groceries and housing to restaurants, entertainment and local services.

In this way, affordable mobility can help increase household purchasing power.

Connecting People to Education

YCAT also connects residents with educational opportunities. Students and employees at participating educational institutions can currently ride YCAT at no charge with qualifying identification.

Connecting residents with education and workforce training helps strengthen Yuma County's long-term labor force and economic competitiveness.

Strategy 3: Demonstrating Stewardship of Taxpayer Dollars

An important component of the 2026–27 communications strategy will be demonstrating that public transportation is an **investment with measurable community returns**, rather than simply an expense.

National research from the American Public Transportation Association demonstrates the broader economic impact of transit investment. APTA's 2026 economic analysis estimates that every **\$1 billion invested in public transportation generates approximately \$5 billion in long-term economic value**, while supporting employment, worker income and tax revenue.

The national numbers should not be presented as a specific calculation of YCAT's economic impact without a Yuma-specific economic analysis. They do, however, provide credible context for explaining why communities invest in public transportation.

For YCAT, taxpayer stewardship can be communicated in practical, local terms:

One public transportation investment delivers multiple community benefits.

It provides mobility for residents while simultaneously:

- Connecting employees to workplaces
- Expanding employers' access to workers
- Connecting students to education and workforce training

- Providing transportation to medical care and essential services
- Helping households reduce transportation expenses
- Supporting mobility for seniors and persons with disabilities
- Connecting communities throughout Yuma County
- Supporting economic activity and household purchasing power

The marketing strategy will help YCAT communicate these benefits more consistently to both riders and non-riders.

2026–27 Marketing Approach

The proposed media strategy combines broad-reach traditional media with highly targeted digital advertising.

A bilingual and culturally relevant approach will be used where appropriate to effectively reach Yuma County's English- and Spanish-speaking audiences.

Search / Performance Max

Transition the existing search engine marketing program to Google's Performance Max platform, allowing YCAT advertising to reach prospective riders across multiple Google properties, including Search, YouTube, Display, Gmail, Maps and Discover.

Campaigns can target high-intent transportation needs including:

- Getting to work
- Transportation to school
- Bus routes and schedules
- Transportation between Yuma County communities
- Affordable transportation
- Transportation to appointments and services

Facebook & Instagram

Continue development of organic and paid social media content, with an increased emphasis on storytelling and real-world benefits.

Content will balance practical rider information with broader messages such as:

- "Where can \$2 take you?"
- Household savings
- Rider stories
- Employee/workforce connections
- Student transportation
- Community destinations
- "Did You Know?" YCAT facts
- Taxpayer/community value

- Paid advertising will include both English and Spanish messaging.

Television

A sustained television presence will provide broad community awareness and reinforce YCAT's role as a regional public resource.

The proposed television campaign includes approximately **69 spots per month** across FOX, ABC5, Telemundo and CW6, allowing for a mix of English, Spanish and Spanglish creative.

Television will be particularly valuable for the broader brand messages:

YCAT Saves Families Money.

YCAT Connects Yuma County.

YCAT Helps Keep Our Economy Moving.

Spanish-Language Radio

Approximately **80 spots per month** on Radio Amigo 95.9 will provide consistent reach into Yuma County's Spanish-speaking community.

Messaging can rotate between practical ridership information and household affordability, employment, and community-benefit themes.

Podcast & Streaming Audio

Podcast and streaming advertising extend YCAT's reach to audiences increasingly consuming media on demand.

Proposed placements provide substantial monthly audio inventory with opportunities for both English- and Spanish-language messaging.

Proposed Monthly Marketing Investment

Marketing Activity	Monthly Investment
Agency Retainer	\$300
SEM / Performance Max Management	\$205
SEM Media	\$400
Facebook/Instagram Content & Ad Creation	\$600
Facebook/Instagram Media	\$300
Television	\$1,700
Spanish-Language Radio	\$700
Podcast/Streaming	\$250
Media Placement Fee	\$418.75
Estimated Monthly Investment	\$4873.75
Estimated Annual Investment	\$58,485.00

The proposed plan significantly broadens YCAT's media reach while maintaining a diversified mix of digital, social, television, radio, and streaming channels.

Measuring Success: Key Performance Indicators

The 2026–27 marketing program will establish measurable Key Performance Indicators (KPIs) to evaluate campaign performance, audience engagement and, ultimately, the campaign's contribution to increased awareness and use of YCAT services.

Because ridership is influenced by factors beyond marketing—including service levels, route changes, economic conditions and seasonal travel patterns—the program will distinguish between **marketing performance KPIs** and **organizational outcome KPIs**.

Where historical data is available, performance will be measured against the previous 12-month period. For new channels or metrics without an established baseline, the first 60–90 days of the campaign will establish a benchmark from which subsequent performance will be measured.

Proposed 2026–27 KPI Targets

KPI	2026–27 Target	What It Tells Us
Website Traffic	+10–15% year-over-year	Increased awareness and interest in YCAT services
Route & Schedule Page Visits	+10% year-over-year	Whether advertising is generating meaningful rider consideration
Trip Planning / High-Intent Website Actions	+10% year-over-year	Whether users are moving from awareness toward actual trip planning
Google Search / Performance Max Click-Through Rate	4%+ for Search; channel benchmarks for PMax	Effectiveness of digital messaging in generating action
Paid Search Conversions	+10–15% over established baseline	Growth in valuable actions such as route, schedule and trip-planning activity
Social Media Reach	+15% year-over-year	Growth in the number of people exposed to YCAT messaging
Social Media Engagement	+10% year-over-year	Whether YCAT content is resonating with the community
Paid Social Click-Through Rate	1%+	Effectiveness of Facebook/Instagram advertising in generating interest
Video Completion Rate	70%+ for :15 video / 50%+ for :30 video	Whether viewers are staying engaged with YCAT's message
Digital/Streaming Audio Completion Rate	85%+	Whether podcast and streaming audiences hear the complete message
Campaign Reach/Frequency	Monitor monthly; target 3+ exposures among reachable audiences during major campaign periods	Whether residents are seeing/hearing the message often enough to remember it
Overall Ridership	Target +3–5% year-over-year*	The ultimate organizational outcome the marketing program is designed to support
Pass Sales	Target +3–5% year-over-year, where measurable*	Indicator of repeat usage and rider commitment

Ridership and pass sales are organizational outcome measures and may be affected by service levels, route changes, fares, economic conditions, seasonal patterns and other factors outside the marketing program.

Beyond Clicks and Impressions: Measuring Public Value

Because an important goal of the campaign is to increase public understanding of YCAT's economic and household value, we recommend establishing several additional benchmarks during the 2026–27 year.

A brief rider/community survey could establish baseline awareness and then measure changes in perceptions such as:

- **Awareness:** Percentage of respondents who are familiar with YCAT and the communities it serves.
- **Affordability:** Percentage who recognize YCAT as a way to reduce household transportation costs.
- **Economic Value:** Percentage who agree that YCAT helps connect Yuma County residents with jobs, education and essential services.
- **Taxpayer Value:** Percentage who agree that public transportation provides value to the broader community, including people who may not personally use YCAT.

Once baseline results are established, a reasonable first-year goal would be a **5–10 percentage-point improvement** in awareness of YCAT's household and community economic benefits among surveyed audiences.

Reporting to the Board

Big Cat recommends providing YCAT with a concise **quarterly marketing scorecard** showing results against the established KPIs.

The scorecard would identify each primary metric as:

On Target | Needs Attention | Exceeding Target

In addition to performance data, quarterly reporting would identify which messages, audiences and media channels are producing the strongest results so that the campaign can be adjusted throughout the year.

At the end of the 12-month campaign, YCAT will have measurable data to answer three important questions:

1. **Did we reach more Yuma County residents?**
2. **Did we motivate more people to actively explore and use YCAT services?**

3. Did we improve public understanding of YCAT's value to households, the economy and taxpayers?

This approach provides YCAT's Board with clear measures of accountability while giving staff and Big Cat actionable information to continually improve campaign performance.

Recommended Campaign Platform

The unifying message for the coming year should be simple:

YCAT: A Smart Ride for Yuma County.

Under that umbrella, the campaign can tell three complementary stories:

For Families

More places to go. Less money getting there.

For the Economy

Connecting people to jobs. Connecting businesses to people.

For Taxpayers

One transportation investment. Benefits across our community.

Together, these messages allow YCAT to promote ridership while building broader public understanding of why public transportation matters—even among Yuma County residents who may never personally ride the bus.

Conclusion

The proposed 2026–27 marketing strategy represents more than an expansion of YCAT's advertising program.

It is an opportunity to redefine how the community sees YCAT.

YCAT provides affordable transportation for individual riders, but its impact extends much further. It connects communities, supports families, expands access to employment and education, helps employers reach workers, and provides mobility to residents who might otherwise have limited transportation options.

The recommended campaign will make those benefits visible.

YCAT doesn't just move buses. It moves people, opportunity, and Yuma County forward.



Yuma County Intergovernmental Public Transportation Authority

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August 24, 2026

Discussion and Action Item 6

To: Yuma County Intergovernmental Public Transportation Authority Board of Directors
From: Carol Perez, Asst. Director of Transit Services
Subject: NFC Tags – Potential Uses

Requested Action: This report is provided for informational purposes to introduce and identify potential uses Near Field Communication (NFC) being evaluated by YCIPTA staff.

Background: Near Field Communication (NFC) is a short-range technology that allows a smartphone to receive information by being held close to a small electronic tag. It works much like a QR code, except the user taps their phone near the tag instead of opening the camera and scanning the code.

NFC tags are small, inexpensive, require no batteries, and can be incorporated into signs, promotional items among other materials. A tag can direct a smartphone to a website, contact information, phone number, document, map, online form, or other digital resource.

Common uses include contactless payments, digital business cards, product information, advertisements, access systems, equipment identification, and links to websites or online forms.

Potential YCIPTA Uses

Virtual Business Cards: Staff could use NFC tags on cellphone cases, keychains, or other materials. A person could tap the tag to open a digital business card containing the employee's name, title, phone number, email, etc. and an option to save the contact information.

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Shelly Kreger, Transit Director

Bus Shelter Information: NFC tags could complement the existing QR codes at YCIPTA shelters. Riders would have the option to scan the QR code or tap the NFC tag to access the Rider Guide, YCIPTA website, schedules, service information, or other resources. NFC would provide an additional option rather than replace the existing QR codes or printed materials.

Shelter Advertising: NFC could potentially be offered as an enhancement for shelter advertisers. A customer could tap an advertiser's tag to visit a website, view a promotion or menu, obtain directions, initiate a phone call, or open contact information that can be saved to the phone. This could add an interactive component to traditional shelter advertising.

Operations: Other applications to be evaluated include linking NFC tags for vehicle maintenance information, instructions, staff training tools, or other frequently used resources.

Benefits and Considerations

NFC tags are inexpensive, require no power source, and can provide quick access to information. When tags link to webpages, the online information can be changed without replacing the physical tag.

NFC does have limitations. It requires a compatible smartphone and would not serve individuals without smartphones. Device compatibility varies, internet access may be required for linked information, and users must generally confirm actions such as placing a call or saving contact information. Public installations would also require consideration of accessibility, weather resistance, vandalism, cybersecurity, link maintenance, and advertiser content.

NFC is therefore best viewed as an additional communication tool rather than a replacement for existing tools.

Staff will continue evaluating costs, security, compatibility, durability, and potential applications to determine where NFC technology could provide practical value to YCIPTA, its riders, advertisers, and community partners.

Financial Impacts: Minimal. Based on the potential uses currently being considered, any associated costs are expected to be absorbed within the existing operational budget.

Budgeted: N/A

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Shelly Kreger, Transit Director

Recommended motion: N/A

Legal Counsel Review: N/A

Attachments: N/A

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:



Shelly Kreger, Transit Director

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Shelly Kreger, Transit Director



Monthly YCIPTA Board Meeting Report RATP Dev

Anabel Teran GM RATP Dev USA
August 19, 2026

This monthly report summarizes operations, maintenance, management, finance, or other actions outside of normal YCAT public transit operations.

- **Safety Update:** We had one (1) at-fault accident on 7/10/26. Our driver attempted a right turn from NB 1st Ave onto 2nd Street and struck a parked vehicle. June 29 & July 30, we had no at-fault accidents.
 - Since transitioning to Motive, our drivers have had a great Safety Score.
 - July 6 – Aug 2 safety score 98.
 - July 13 – Aug 9 safety score 99.
 - Last 4 weeks safety score 99.
 - The top 5 behaviors impacting our score are: Stop Sign violation, Distraction, Hard braking, hard cornering, and speeding.
- **Operations update:** No missed routes since our last meeting.
- **Staffing level update:** We are looking for one full-time and one part-time driver.
 - Maintenance department is fully staffed.
 - Utility department is fully staffed.
 - Will be looking for a dispatcher.
 - Interviewed for Maintenance Manager.
- **Maintenance Update: Maintenance Manager Matthew Richardson**
 - June Preventive Maintenance (PM) – 82% on time, 17.6% early
 - July Preventive Maintenance (PM) – 93% on time, 6.7% early
 - Long-Term Out-of-Service Vehicles:
 - 300 – Was sent back to Ford – will need another engine (7th)
 - 301 – Needs an engine replaced.



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Transit Directors Report (July-August)

- **Activities**

- Meeting with Cocopah Indian Tribe re budget 6/9/26
- Meeting with One AZ Credit Union
- Meeting with Czarina Gallegos – AWC ID's – Presentations to students
- Meeting with BigCat Advertising
- Transit Operations and Planning Subcommittee
- Various routing software agencies regarding OnCall scheduling
- Meetings with Shane Bollar regarding maintenance issues
- Financial Sustainability Subcommittee meeting
- Preparing the 5307 grant to be submitted
- Working with ADOT on reimbursement issues
-

Yuma County Intergovernmental Public Transportation Authority Board Of Directors

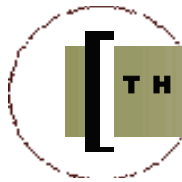
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Shelly Kreger, Transit Director



July 2026 - YCAT

The following information is based on the services and analyses performed by Solutions for Transit for YCIPTA for the month of July 2026.

Solutions for Transit completed its monthly review and sent a final review document to YCIPTA staff on August 10, 2026.

OPERATIONS

Fixed Route

Following are the actual miles and hours reported by the contractor vs. scheduled:

	Reported	Scheduled	Difference
Revenue Hours	3,086.8	3,059.6	27.2
Total Hours	3,368.3	3,359.8	8.5
Revenue Miles	64,872	64,094	778
Total Miles	71,574	71,733	(159)
Passengers per Revenue Hour		8.1	
Passengers per Revenue Mile		0.4	

.33 hours of revenue service run for YPD special event.

Demand Response

Following are the actual miles and hours reported by contractor:

Revenue Hours	316.3
Total Hours	393.7
Revenue Miles	4,323
Total Miles	5,766
Average Weekday Revenue Hours	12.9
Passengers per Revenue Hour	1.9
Passengers per Revenue Mile	0.1

OPERATIONS DATABASE

Analysis of Contractor Invoice Data for Accuracy: Solutions for Transit reviewed the entries using a 5% tolerance to determine if the entries need to be corrected or commented. The Over/Under Report represents the **109** entries outside of the tolerance that were adequately commented to explain the difference. All others outside the tolerance were corrected. There were **3** unreported roadcalls.

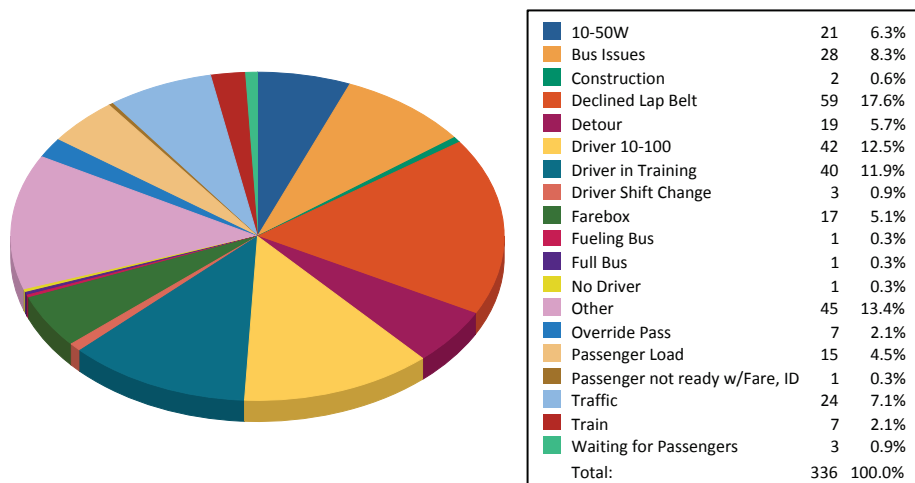
These errors were corrected before we submitted a final review to YCIPTA for billing authorization purposes.

Late to First Stop: There were **108** occurrences where the operator was late to the first stop by 5 minutes or more, resulting in delayed service.

Logging Out Early: There were **18** occurrences where the operator logged off before the end of revenue service.

Delays: During the month of July, **336** delays were reported by the contractor. The average delay was **18** minutes. The delays are broken down as follows:

Delays by Category



Customer Comments: During the month of July, **4** complaints were called in. Of these the contractor followed up on **4**. In addition, **0** commendations were called in.

MAINTENANCE

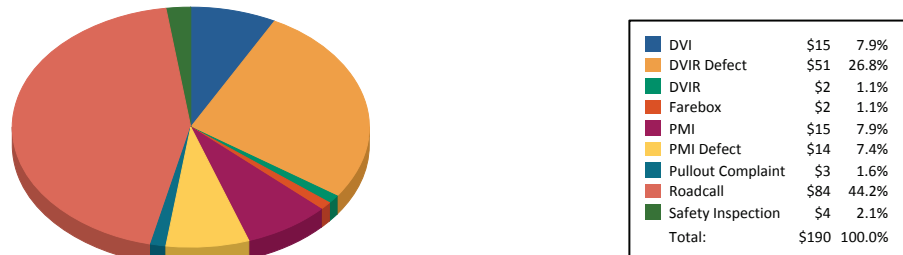
PMIs Completed: There were **15** PMIs completed during the month of July. Of these, **0** were completed late based on the information entered into The Reporting Solution.

Roadcalls: There were 84 roadcalls/bus exchanges for the month of July.

- o **50** of these are roadcalls as defined by NTD (the bus did not complete its scheduled service)
- o **2,273** miles between roadcalls as defined by NTD
- o The industry standard for miles between roadcalls is 6,000 miles

Work Orders Created:

Work Orders by Type



Open Work Orders:

There were **99** open work orders.

REPORTS

Monthly Reports: The following Monthly Reports are attached:

- o Fixed Route Operating Summary - Systemwide
- o Ridership and Fares
- o Miles and Hours by Route
- o On Call Operating Summary
- o PMIs Completed

IT SUPPORT

Back-up: Solutions for Transit is backing up the data entered into The Reporting Solution daily. It is being placed on the Solutions for Transit home server in Lodi.



OPERATING SUMMARY - Systemwide Fiscal Year 2027

Systemwide		Quarter		YTD
		Jul-26	Qtr Total	
	Weekday Ridership	23,784	23,784	23,784
	Saturday Ridership	1,304	1,304	1,304
	Total Ridership	25,088	25,088	25,088
	Weekday Revenue Hours	2,931.5	2,931.5	2,931.5
	Saturday Revenue Hours	155.7	155.7	155.7
	Total Revenue Hours	3,087.2	3,087.2	3,087.2
	Weekday Total Hours	3,196.3	3,196.3	3,196.3
	Saturday Total Hours	172.8	172.8	172.8
	Total Hours	3,369.1	3,369.1	3,369.1
	Weekday Revenue Miles	61,669	61,669	61,669
	Saturday Revenue Miles	3,209	3,209	3,209
	Total Revenue Miles	64,878	64,878	64,878
	Weekday Total Miles	67,933	67,933	67,933
	Saturday Total Miles	3,654	3,654	3,654
	Total Miles	71,587	71,587	71,587
	# Operating Weekdays	23	23	23
	# Operating Saturdays	3	3	3
	# Total Operating Days	26	26	26
	Avg Weekday Ridership	1,034.1	1,034.1	1,034.1
	Avg Saturday Ridership	434.7	434.7	434.7
	Avg Daily Ridership	964.9	964.9	964.9
	Wkday Ridership/Rev Hr	8.1	8.1	8.1
	Sat Ridership/Rev Hr	8.4	8.4	8.4
	Avg Weekday Rev Hours	127.5	127.5	127.5
	Avg Saturday Rev Hours	51.9	51.9	51.9
	Avg Weekday Rev Miles	2,681	2,681	2,681
	Avg Saturday Rev Miles	1,070	1,070	1,070



RIDERSHIP AND FARES

Period: 7/1/2026 to 7/31/2026

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	690	286	0	50	16	207	92	10	0	24	0	0	1	0	1	143	52	0	2	44	0	1,572
Green 4	381	341	0	92	103	479	129	8	0	28	0	0	1	1	1	105	113	5	17	93	0	1,787
Green 4A	189	201	0	66	70	343	135	13	0	14	0	0	1	1	3	49	110	2	12	20	0	1,197
Blue 5	344	141	0	83	42	313	74	8	0	34	1	0	0	3	0	5	124	0	5	34	1	1,172
Purple 6	300	268	0	64	64	179	121	16	0	35	0	0	1	1	0	42	1,903	6	47	57	0	3,000
Gold 8	31	39	10	7	23	28	0	0	0	1	0	0	0	2	0	26	2	0	0	5	0	159
Silver 9	9	2	0	0	0	2	0	0	0	0	0	0	0	0	0	16	0	0	0	0	0	29
Turquoise 10	205	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	3	13	0	207
Yellow 95	7,051	4,250	0	654	350	1,747	459	108	0	383	1	0	8	33	3	433	447	17	103	422	1	15,944
Specials	0	0	0	0	0	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0	21
Grand Total:	9,200	5,528	10	1,016	668	3,298	1,010	163	0	521	2	21	12	41	8	819	2,751	30	189	688	2	25,088

REVENUE:

Total Revenue: \$29,721.08
Unclassified Revenue: \$1,002.97
As a % of Total: 3.37%



TOTAL MILES AND HOURS BY ROUTE July 2026

Route	Revenue Hours	Non-Rev Hours	Total Hours	Revenue Miles	Non-Rev Miles	Total Miles
Orange Route 2	379.4	46.0	425.4	7,128	312	7,440
Brown Route 3						
Green Route 4	304.4	15.5	320.0	4,977	227	5,204
Green Route 4A	253.1	13.6	266.6	4,296	157	4,453
Blue Route 5	269.1	11.0	280.0	6,448	184	6,632
Purple Route 6	531.8	38.5	570.3	11,722	779	12,501
Gold Route 8	70.3	38.2	108.5	2,050	982	3,032
Silver Route 9	27.6	21.6	49.2	925	684	1,609
Turquoise Route 10	82.0	11.1	93.1	3,526	200	3,726
Yellow Route 95	1,169.1	86.0	1,255.2	23,800	3,177	26,977
Specials	0.3	0.6	0.9	6	7	13

Totals for July 2026

Total Hours	3,369.15	Total Miles	71,587
Revenue Hours	3,087.18	Revenue Miles	64,878
Non-Revenue Hours	281.97	Non-Revenue Miles	6,709



OPERATING SUMMARY - On-Call Fiscal Year 2027

		Quarter		YTD
		Jul-26	Qtr	
	Weekday Ridership	565	565	565
	Saturday Ridership	35	35	35
	Total Ridership	600	600	600
	Weekday Revenue Hours	295.7	295.7	295.7
	Saturday Revenue Hours	20.6	20.6	20.6
	Total Revenue Hours	316.3	316.3	316.3
	Weekday Total Hours	367.0	367.0	367.0
	Saturday Total Hours	26.7	26.7	26.7
	Total Hours	393.7	393.7	393.7
	Weekday Revenue Miles	3,978	3,978	3,978
	Saturday Revenue Miles	345	345	345
	Total Revenue Miles	4,323	4,323	4,323
	Weekday Total Miles	5,280	5,280	5,280
	Saturday Total Miles	486	486	486
	Total Miles	5,766	5,766	5,766
	# Operating Weekdays	23	23	23
	# Operating Saturdays	3	3	3
	# Total Operating Days	26	26	26
	Avg Weekday Ridership	24.6	24.6	24.6
	Avg Saturday Ridership	11.7	11.7	11.7
	Avg Daily Ridership	23.1	23.1	23.1
	Wkday Ridership/Rev Hr	1.9	1.9	1.9
	Sat Ridership/Rev Hr	1.7	1.7	1.7
	Avg Weekday Rev Hours	12.9	12.9	12.9
	Avg Saturday Rev Hours	6.9	6.9	6.9
	Avg Weekday Rev Miles	173	173	173
	Avg Saturday Rev Miles	115	115	115



PMIs COMPLETED

Period: 7/1/2026 - 7/31/2026

Bus #	Interval	Mileage at Previous PMI	Mileage at PMI	Miles Since Last PMI	On-Time	PMI
134	4000 miles	104,930	108,344	3,414	Early	A-5
147	4000 miles	112,254	115,866	3,612	On Time	B
202	6000 miles	323,687	329,661	5,974	On Time	C
203	6000 miles	424,812	430,242	5,430	On Time	A-3
204	6000 miles	356,697	363,214	6,517	On Time	A-3
205	6000 miles	350,280	356,116	5,836	On Time	A-6
206	6000 miles	343,287	349,402	6,115	On Time	A-2
208	6000 miles	242,343	248,779	6,436	On Time	A-4
209	6000 miles	212,387	218,185	5,798	On Time	A-6
210	6000 miles	238,537	244,780	6,243	On Time	A-3
250	6000 miles	188,451	194,122	5,671	On Time	C
251	6000 miles	154,700	160,682	5,982	On Time	A-4
302	4000 miles	216,597	220,594	3,997	On Time	A-6
303	4000 miles	148,893	152,618	3,725	On Time	A-6
351	4000 miles	325,691	329,736	4,045	On Time	A-1

PMIs Completed: 15

On Time: 14	93.3%
Early: 1	6.7%
Late: 0	0.0%

Note: "On Time" is based on mileage not days.



Yuma County Intergovernmental Public Transportation Authority

2715 East 14th Street, Yuma, AZ 85365-1900, Telephone: 928-539-7076

Fax: 928-783-0309, email: info@yumaycat.gov, Web: www.yumaycat.gov

Transit Operations Report

- Total ridership for May 2026 was 28,998 passengers
 - Ridership is down from May 2025 ridership of 32,465 passengers
- Total ridership for June 2026 was 26,351 passengers
 - Ridership is up from June 2025 ridership of 24,399 passengers
- Total ridership for July 2026 was 25,046 passengers
 - Ridership is down from July 2025 ridership of 25,080 passengers
- I attended the Regional Mobility Committee meeting at the YMPO.

Yuma County Intergovernmental Public Transportation Authority Board Of Directors

Louie Galaviz – Chairman – City of Somerton, Arturo Durazo – Vice Chairman – Cocopah Tribe

Czarina Gallegos – Sec/Treas – Arizona Western College, Jay Simonton – City of Yuma,

Ian McGaughey – Yuma County, Brian Golding Sr. – Quechan Tribe

Richard Marsh – Town of Wellton, Lizeth Servin – City of San Luis

Shelly Kreger, Transit Director



RIDERSHIP AND FARES

Period: 5/1/2026 to 5/31/2026

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	560	265	0	42	17	221	101	15	0	22	0	0	6	0	0	313	25	9	11	51	0	1,596
Green 4	318	415	0	87	121	600	189	45	0	31	0	1	12	0	142	342	106	165	8	32	0	2,574
Green 4A	171	139	0	50	52	319	122	21	0	22	0	0	34	4	5	73	68	148	7	22	0	1,228
Blue 5	374	177	0	82	54	319	132	19	0	49	0	0	20	2	3	24	103	0	3	72	0	1,358
Purple 6	360	236	0	65	42	161	146	14	0	29	0	0	24	1	4	53	1,667	47	50	68	1	2,849
Gold 8	23	32	8	7	23	33	6	1	0	2	0	0	3	1	0	51	1	3	0	7	0	186
Silver 9	20	45	0	4	0	3	28	0	0	2	0	0	2	0	1	300	4	9	0	25	0	418
Turquoise 10	257	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	258
Yellow 95	7,590	5,360	0	594	305	1,611	834	204	0	272	0	0	101	8	9	951	393	299	104	429	0	18,531
Grand Total:	9,673	6,669	8	931	615	3,267	1,558	319	0	429	0	1	202	16	164	2,107	2,367	680	183	711	1	28,998

REVENUE:

Total Revenue: \$31,576.41
Unclassified Revenue: \$878.17
As a % of Total: 2.78%



RIDERSHIP AND FARES

Period: 5/1/2025 to 5/31/2025

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	594	286	1	58	30	232	173	15	0	20	0	126	7	1	2	620	29	32	13	68	0	2,225
Green 4	380	356	1	81	95	500	364	14	0	104	0	2	11	24	17	241	86	421	2	34	0	2,696
Green 4A	260	335	0	79	69	347	174	13	0	40	1	0	28	14	16	170	75	290	31	48	0	1,911
Blue 5	333	116	0	105	49	325	281	1	0	27	0	1	24	3	0	29	98	3	27	100	0	1,395
Purple 6	379	225	0	59	54	169	86	35	0	51	0	1	10	2	7	54	1,344	42	35	63	0	2,518
Gold 8	21	20	4	5	17	27	4	5	0	0	0	0	0	0	0	74	2	23	0	2	0	198
Silver 9	43	59	0	1	1	3	67	10	0	1	0	1	3	3	1	461	14	29	0	24	0	697
Turquoise 10	155	1	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	1	9	0	161
Yellow 95	8,288	5,729	0	705	275	1,777	1,531	151	0	356	2	78	88	21	16	896	402	348	77	310	0	20,663
Grand Total:	10,454	7,127	6	1,093	590	3,380	2,680	244	0	604	3	209	171	68	59	2,545	2,050	1,188	186	658	0	32,465

REVENUE:

Total Revenue: \$33,850.95
Unclassified Revenue: \$990.68
As a % of Total: 2.93%



RIDERSHIP AND FARES

Period: 6/1/2026 to 6/30/2026

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	472	172	0	45	9	222	80	12	0	20	0	0	1	0	0	197	37	0	7	39	0	1,267
Green 4	335	316	0	87	106	535	185	17	0	33	0	0	1	0	28	128	113	12	19	46	0	1,896
Green 4A	163	203	0	62	51	363	157	27	0	17	0	0	1	0	1	60	131	35	7	16	0	1,271
Blue 5	336	166	0	79	32	308	118	0	0	35	2	0	2	0	0	8	147	1	6	46	0	1,234
Purple 6	310	267	0	61	48	199	190	9	0	29	0	0	2	0	0	43	2,452	24	63	72	0	3,634
Gold 8	25	48	8	9	15	31	2	0	0	0	0	0	0	0	0	39	5	0	0	3	0	174
Silver 9	13	6	0	0	0	0	10	0	0	0	0	0	0	0	0	35	1	0	0	11	0	65
Turquoise 10	270	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	2	24	0	277
Yellow 95	7,149	4,515	0	670	302	1,607	610	114	0	319	0	1	21	27	5	585	556	27	109	509	3	16,508
Specials	0	0	0	0	0	0	0	0	0	0	0	27	0	0	0	0	0	0	0	0	0	27
Grand Total:	9,071	5,693	8	1,013	563	3,265	1,352	179	0	460	2	28	28	27	34	1,095	3,442	99	213	766	3	26,351

REVENUE:

Total Revenue: \$29,513.60
Unclassified Revenue: \$759.73
As a % of Total: 2.57%



RIDERSHIP AND FARES

Period: 6/1/2025 to 6/30/2025

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	600	247	0	56	23	239	107	18	0	15	0	1	11	2	1	294	28	6	9	77	0	1,648
Brown 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green 4	420	280	0	79	95	438	232	23	0	17	0	0	8	0	1	134	86	33	13	30	0	1,846
Green 4A	236	233	0	55	78	356	127	15	0	32	0	1	17	6	0	87	78	45	24	28	0	1,366
Blue 5	275	88	1	76	18	253	179	9	0	46	0	0	12	11	1	18	58	3	47	81	1	1,047
Purple 6	292	213	0	90	55	232	30	9	0	44	2	1	7	2	1	31	1,425	26	35	46	0	2,460
Gold 8	24	16	8	4	14	30	12	3	0	1	0	0	0	0	1	20	2	0	2	12	0	127
Silver 9	12	2	0	0	0	1	7	5	0	0	0	0	0	0	0	24	5	0	1	10	0	56
Turquoise 10	172	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	11	0	174
Yellow 95	7,005	4,023	0	625	195	1,536	908	94	0	220	2	8	67	18	1	533	333	94	109	317	0	15,662
Specials	0	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	13
Grand Total:	9,036	5,102	9	985	478	3,085	1,602	176	0	377	4	24	122	39	6	1,141	2,015	207	240	612	1	24,399

REVENUE:

Total Revenue: \$28,455.40
Unclassified Revenue: \$757.96
As a % of Total: 2.66%



RIDERSHIP AND FARES

Period: 7/1/2025 to 7/31/2025

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	522	205	0	69	25	246	98	7	0	11	0	0	9	3	0	285	22	5	18	56	0	1,507
Green 4	405	345	0	63	118	505	180	5	0	62	1	0	11	0	0	116	160	35	16	28	1	2,006
Green 4A	207	228	0	30	82	311	150	2	0	25	0	1	32	7	5	83	83	39	27	21	2	1,285
Blue 5	297	113	1	104	16	237	259	3	0	45	0	0	28	3	1	3	74	0	23	63	0	1,183
Purple 6	276	238	0	81	55	222	91	11	0	41	0	0	6	1	5	25	1,541	3	62	48	0	2,596
Gold 8	27	17	8	9	19	38	13	10	0	1	0	0	0	1	0	26	0	1	2	21	0	162
Silver 9	19	0	0	0	0	0	0	0	0	1	0	0	0	0	2	28	6	0	0	0	0	56
Turquoise 10	185	1	0	1	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	13	0	189
Yellow 95	7,354	4,140	0	584	229	1,539	916	105	0	234	2	0	115	15	4	417	389	25	127	343	0	16,068
Specials	0	0	0	0	0	0	0	0	0	13	0	15	0	0	0	0	0	0	0	0	0	28
Grand Total:	9,292	5,287	9	941	544	3,098	1,707	143	0	435	3	16	201	30	17	983	2,275	108	275	593	3	25,080

REVENUE:

Total Revenue: \$29,231.20
Unclassified Revenue: \$771.70
As a % of Total: 2.64%



RIDERSHIP AND FARES

Period: 7/1/2026 to 7/31/2026

Route	Cash Fares			Day Passes Sold		Passes Accepted				Free				Special Revenues					Statistics			Total Pax
	Basic Cash	Disc Cash	Deviations	Day Passes	Disc Day	Day Passes	31-Day Passes	10 Ride Passes	Single-Ride	< 5 & PCAs	Greyhound	Promo	On Call ID	Aztec	YPIC	Colleges	Cocopah	Vista	WC	Bikes	Guides	
Orange 2	690	286	0	50	16	207	92	10	0	24	0	0	1	0	1	143	52	0	2	44	0	1,572
Green 4	374	336	0	89	102	473	123	8	0	28	0	0	1	1	1	99	113	4	17	91	0	1,752
Green 4A	189	201	0	66	70	343	135	13	0	14	0	0	1	1	3	49	110	2	12	20	0	1,197
4	7	5	0	3	1	6	6	0	0	0	0	0	0	0	0	6	0	1	0	2	0	35
Blue 5	344	141	0	83	42	313	74	8	0	34	1	0	0	3	0	5	124	0	5	34	1	1,172
Purple 6	300	268	0	64	64	179	121	16	0	35	0	0	1	1	0	42	1,903	6	47	57	0	3,000
Gold 8	31	39	10	7	23	28	0	0	0	1	0	0	0	2	0	26	2	0	0	5	0	159
Silver 9	9	2	0	0	0	2	0	0	0	0	0	0	0	0	0	16	0	0	0	0	0	29
Turquoise 10	205	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	3	13	0	207
Yellow 95	7,031	4,237	0	651	349	1,746	457	108	0	383	1	0	8	33	3	432	447	17	103	419	1	15,903
Specials	0	0	0	0	0	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0	21
Grand Total:	9,179	5,515	10	1,013	667	3,297	1,008	163	0	521	2	21	12	41	8	818	2,751	30	189	685	2	25,046

REVENUE:

Total Revenue: \$29,652.58
Unclassified Revenue: \$998.47
As a % of Total: 3.37%



Yuma County Intergovernmental Public Transportation Authority

2715 East 14th Street, Yuma, AZ 85365-1900, Telephone: 928-539-7076

Fax: 928-783-0309, email: info@ycipta.az.gov, Web: www.ycat.az.gov

Brand Ambassador Report

August 13, 2026

Ad program

Bus Wraps

- Bus wraps remain at 100% of available buses fully wrapped, running, and generating revenue.
- We require advertisers to replace vinyl after 12 months to minimize damage to the vehicle finish. The removal and re-installation process took longer than anticipated, but all bus wraps were replaced during May and June. During the installation process, we encountered issues with incomplete materials, unreliable schedules, and poor installation quality, further complicated by bus availability factors. A team returned on July 20-21 and made repairs and adjustments to our satisfaction. Prior to the next production cycle, we will debrief to assess our process and vendor(s), including consideration of alternative providers. Here are photos of examples:



- We assisted advertiser Citrine Law firm for upcoming marketing efforts with one of their two wrapped buses for a video shoot.
- We have improved our method for tracking wrap revenue and vehicle downtime credits. For July, the first month of FY26-27, financial highlights *for wraps* are:

Potential Revenue
(No Downtime)

\$27,125.00

Revenue retained

85.6%

Net Revenue
After Credits

\$23,212.50

Credit as % of potential

14.4%

Yuma County Intergovernmental Public Transportation Authority Board Of Directors

Louie Galaviz – Chairman – City of Somerton, Arturo Durazo Sr. – Vice Chairman – Cocopah Tribe

Czarina Gallegos – Sec/Treas – Arizona Western College, Jay Simonton – City of Yuma,

Ian McGaughey – Yuma County, Brian Golding Sr. – Quechan Tribe

Richard Marsh – Town of Wellton, Lizeth Servin – City of San Luis

Shelly Krueger, Transit Director

Bus Shelters

- All shelter ad locations are assigned to paid ads, in-kind ads, or house ads. The in-kind and house ads are short-term fillers that can be preempted.
- Lerner & Rowe provided materials for updates to their 90+ bus shelter ads, which have been installed by RATP Dev utility staff.
- We were notified about updated ads for the 17 Quechan & Paradise Casinos spots but are still waiting on client artwork.
- A shelter has been placed at the temporary Downtown Yuma Transit Center and prospecting is under way to sell the ads.
- Walmart San Luis shelters remain available. Prospecting continues, and the City of San Luis intends to place in-kind ads there.

Bus Interiors

- Running an interior double ad for two-month campaign for Arizona @ Work Job Fair.

Marketing & Outreach

- **Awareness & Digital Engagement Results:**
 - During June, YCIPTA's digital advertising campaign generated more than 124,000 English- and Spanish-language display impressions.
 - Google Search advertising generated 640 clicks from 3,890 impressions, resulting in a 16.45% click-through rate
 - Facebook boosted content generated 35,100 views and 632 clicks.
 - Total paid media expenditures for the month were \$1,313.11.
- **Marketing Strategy:** Developing an updated marketing plan and campaign with the ultimate goals of increasing ridership and building brand love. We are working with Big Cat and our own ideas to prepare a fresh plan to be presented to the board in October.
- **AWC Explainer:** Produced a temporary explainer video and flyer for the August 15th AWC Student Kickoff. We're leveraging what potential riders already know to help them feel confident using YCAT. The content emphasizes using apps already familiar to most students, e.g. Google Maps and Apple Maps, which now provide full YCAT transit info based on our GTFS data.
- **General Explainer:** Working with local videographer and creative team on a short-film style promotional project to share stories that highlight YCAT's impact and ease of use.

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Website

- New site is live at yumaycat.gov
- The site centerpiece is the real-time bus locator and access to YCAT trip planning and transit info via familiar mobile apps, namely Google Maps and Apple Maps.
- We implemented “privacy and consent” services from Termly.io to help us comply with relevant privacy and personal information regulations, including California’s strict rules.
- We implemented “accessibility” services from Userway.org. These services include identification and remediation of technical impediments that would make the site difficult or impossible to use for disabled visitors.
- We are implementing “redirects” to capture web traffic from the old domain and preserve search rankings. This will activate when we shut down the old site.

Community Engagement

May 7	Az@Work Stay Cool Summer Expo Booth
Aug 31 – Sept 5	YCAT Food Drive 2026 (one can = one ride)
Oct 07	Az@Work Community Job & Education Fair Booth
Oct 14	Somerton Senior Center Health Fair Raffle Donation
Oct 21	YUHSD Community Transition Fair Booth
Oct 24	Mayors’ International Bike Ride Shuttles

Compliance

Maintained regular inspection schedule for bus and bus shelter presentation – cleaning, maintenance, signage, etc.

Recommended Motion. N/A

Legal Counsel Review. N/A

Respectfully submitted,
Kirt Manuel, Brand Ambassador

For information regarding this agenda item, please contact Shelly Kreger via email to: skreger@ycipta.az.gov or call 928-539-7076, extension 101.

Approved for submission:



Shelly Kreger, Transit Director

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Summary Financial Report as of July 31, 2026

1st Bank Yuma Reconciled Account Balances

	As of 07/31/2026	As of 07/31/2025	Difference
Greyhound	7,311.23	5,518.16	1,793.07
General	39,202.01	5,555.40	33,646.61
Payroll	31,380.32	22,598.91	8,781.41
Fare Revenue	86,891.70	4,722.32	82,169.38

Treasurers Account

YC Treasurers	31,847.04	165,897.37	(134,050.33)
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<u>Greyhound Commissions</u>	203.67	175.00	28.67
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<u>Fare Revenue</u>	28,382.15	32,321.80	(3,939.65)
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<u>Accounts Receivable</u>	911,146.47	1,255,268.54	(344,122.07)
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<u>Accounts Payable *</u>	2,122,541.40	1,290,299.55	832,241.85
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*Accounts payable as of 7/31/2026 is \$ 2,122,541.40 which includes February, March, April, May, and June RATP Dev

Yuma County Intergovernmental Public Transportation Auth.
A/R Aging Detail
As of July 31, 2026

9:26 AM
08/13/2026

	Type	Date	Num	Name	Due Date	Class	Aging	Open Balance
Current								
	Invoice	07/01/2026	FY27AWC1st	AWC (c)	07/31/2026	Match Funds		39,105.00
	Invoice	07/01/2026	COS-FY2027	City of Somerton (c)	07/31/2026	Match Funds		63,187.29
	Invoice	07/01/2026	COY-FY2027	City of Yuma (c)	07/31/2026			422,386.17
	Invoice	07/01/2026	CSL-FY2026	City of San Luis (c)	07/31/2026	Match Funds		149,047.96
	Invoice	07/02/2026	OTM-JUN26	On Target Media	08/01/2026	Advertising		19,430.00
	Invoice	07/07/2026	CTPN-063126	Citrine Law	08/06/2026			6.00
	Invoice	07/08/2026	JUN-AD-0630	Project X Media, Inc.	08/07/2026	Advertising		3,410.00
	Invoice	07/08/2026	JUNE-2026	Cord Media	08/07/2026	Advertising		2,730.00
	Invoice	07/08/2026	HOY-JUNE26	Haven of Yuma	08/07/2026			300.00
	Invoice	07/08/2026	CIT-JUNE26	Cocopah Tribe (c)	08/07/2026	Transit Passthrough		38,596.27
Total Current								738,198.69
1 - 30								
	Invoice	07/01/2026	CIT-FY2027	Cocopah Tribe (c)	07/01/2026	Match Funds	30	86,654.96
	Invoice	06/03/2026	MAY-AD-0526	Project X Media, Inc.	07/03/2026	Advertising	28	3,410.00
	Invoice	06/03/2026	MAY-2026	Cord Media	07/03/2026	Advertising	28	2,730.00
	Invoice	06/03/2026	CIT-MAY26	Cocopah Tribe (c)	07/03/2026	Transit Passthrough	28	35,844.74
Total 1 - 30								128,639.70
31 - 60								
	Invoice	05/04/2026	APR-AD-0426	Project X Media, Inc.	06/03/2026	Advertising	58	3,410.00
Total 31 - 60								3,410.00
61 - 90								
Total 61 - 90								
> 90								
	General Journal	06/30/2014	SKFY14 EOY	Genral Journal Entry				-0.01
	General Journal	06/30/2016	SKFY14 EOYR	Genral Journal Entry				0.01
	General Journal	06/30/2018	CM18JUN19	Creative Bus Sales, Inc-A/R				28,242.34
	General Journal	07/01/2018	CM19JUL09	Creative Bus Sales, Inc-A/R				-28,242.34
	Invoice	11/30/2023	FTANOV23-7	FTA	11/30/2023	AZ-2023-001-00	974	32.00
	Payment	01/09/2024	TR#175459-175460	Quechan Indian Tribe (c)				-8.92
	Credit Memo	02/29/2024	FEB24-A4	FTA	02/29/2024	AZ-2023-001-00:Other 3rd Party Contractual Ser	883	-69.00
	Invoice	07/01/2024	CIT FY2025	Cocopah Tribe (c)	07/01/2024	Match Funds	760	80,124.79
	General Journal	07/01/2024	MG24JUL01	Cocopah Tribe (c)		Match Funds		-80,124.79
	Invoice	01/31/2026	QIT-JAN26	Quechan Indian Tribe (c)	03/02/2026	Transit Passthrough	151	40,944.00
Total > 90								40,898.08
TOTAL								911,146.47

Yuma County Intergovernmental Public Transportation Auth.

10:02 AM

A/P Aging Detail

08/13/2026

As of July 31, 2026

	Type	Num	Name	Due Date	Aging	Open Balance
Current						
	Bill Pmt -Check	7944	Alberto Tiznado			-2,000.00
	Bill Pmt -Check	7948	Milton Euhus			-4,400.00
	Bill	792500372	Century Link Business Services	08/11/2026		5.34
	Bill	July 2026	Purchase Power	08/12/2026		60.00
	Bill	CL51712	Sellers Petroleum	08/15/2026		29,154.17
	Bill	0051712-IN	Sellers Petroleum	08/15/2026		1,024.67
	Bill	06OYU26	RATP DEV	08/18/2026		394,573.43
	Bill	189540901072126	Time Warner Cable	08/20/2026		129.99
	Bill	290935	Convergent Printgroup	08/26/2026		64,411.22
	Bill	291520	Convergent Printgroup	08/26/2026		15,130.46
	Bill	289930	Convergent Printgroup	08/26/2026		82,158.99
	Bill	814282	FRUTH GROUP	08/26/2026		187.69
	Bill	9-391-35600	FedEx	08/27/2026		18.77
	Bill	1029841132	Pitney Bowes.	08/27/2026		81.47
Total Current						580,536.20
1 - 30						
	Bill Pmt -Check	7935	Markel Insurance Company			-621.00
	Bill Pmt -Check	7953	MGM Design			-100.00
	Bill Pmt -Check	7955	Russell's Guides, Inc.			-443.30
	Bill	05OYU26	RATP DEV	07/24/2026	7	379,016.22
Total 1 - 30						377,851.92
31 - 60						
	Bill	04OYU26	RATP DEV	06/19/2026	42	397,870.21
Total 31 - 60						397,870.21
61 - 90						
	Bill	03OYU26	RATP DEV	05/28/2026	64	395,489.96
Total 61 - 90						395,489.96
> 90						
	Bill	02OYU26	RATP DEV	04/21/2026	101	370,793.11
Total > 90						370,793.11
TOTAL						2,122,541.40

Yuma County Intergovernmental Public Transportation Auth.
Executive Board P&L
July 2026 through June 2027

	<u>Jul '26 - Jun 27</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense					
Income					
40000 · Intergovernmental					
40700 · Miscellaneous Revenues					
40799-3 · Advertising Sales	89,393.98	562,000.08	-472,606.10	15.91%	562,000.08
40799-4 · Greyhound Commisions - YCIPTA	2,352.97	3,500.04	-1,147.07	67.23%	3,500.04
40799-5 · Interest	604.88	3,000.00	-2,395.12	20.16%	3,000.00
40799-6 · Miscellaneous Revenues	6,650.00	3,500.04	3,149.96	190.0%	3,500.04
40700 · Miscellaneous Revenues - Other	0.00	0.00	0.00	0.0%	0.00
Total 40700 · Miscellaneous Revenues	<u>99,001.83</u>	<u>572,000.16</u>	<u>-472,998.33</u>	<u>17.31%</u>	<u>572,000.16</u>
40900 · Local Funding					
40900-1 · Local Cash Match	0.00	411,735.00	-411,735.00	0.0%	411,735.00
40900-2 · Local Transit Dues	1,091,324.15	992,513.04	98,811.11	109.96%	992,513.04
40900-4 · Contributions Public Entities	53,605.00	120,459.96	-66,854.96	44.5%	120,459.96
40900-5 · Tribal Route Income	147,702.38	970,953.96	-823,251.58	15.21%	970,953.96
Total 40900 · Local Funding	<u>1,292,631.53</u>	<u>2,495,661.96</u>	<u>-1,203,030.43</u>	<u>51.8%</u>	<u>2,495,661.96</u>
41101 · State Grants					
41101-1 · ADOT 5311	0.00	1,869,153.96	-1,869,153.96	0.0%	1,869,153.96
Total 41101 · State Grants	<u>0.00</u>	<u>1,869,153.96</u>	<u>-1,869,153.96</u>	<u>0.0%</u>	<u>1,869,153.96</u>
41300 · Federal Grant Revenue					
41399-1 · FTA 5307	298,970.00	2,259,846.00	-1,960,876.00	13.23%	2,259,846.00
41399-4 · STP Capital Grant	0.00	392,230.92	-392,230.92	0.0%	392,230.92
Total 41300 · Federal Grant Revenue	<u>298,970.00</u>	<u>2,652,076.92</u>	<u>-2,353,106.92</u>	<u>11.27%</u>	<u>2,652,076.92</u>
Total 40000 · Intergovernmental	<u>1,690,603.36</u>	<u>7,588,893.00</u>	<u>-5,898,289.64</u>	<u>22.28%</u>	<u>7,588,893.00</u>
41000 · Charges for Service					
40100 · Fare Revenue					
40101 · YCAT Fares	43,942.55	456,000.00	-412,057.45	9.64%	456,000.00
40190 · On Call Fares	875.00	4,200.00	-3,325.00	20.83%	4,200.00
Total 40100 · Fare Revenue	<u>44,817.55</u>	<u>460,200.00</u>	<u>-415,382.45</u>	<u>9.74%</u>	<u>460,200.00</u>
Total 41000 · Charges for Service	<u>44,817.55</u>	<u>460,200.00</u>	<u>-415,382.45</u>	<u>9.74%</u>	<u>460,200.00</u>

Yuma County Intergovernmental Public Transportation Auth.
Executive Board P&L
July 2026 through June 2027

	Jul '26 - Jun 27	Budget	\$ Over Budget	% of Budget	Annual Budget
Total Income	1,735,420.91	8,049,093.00	-6,313,672.09	21.56%	8,049,093.00
Gross Profit	1,735,420.91	8,049,093.00	-6,313,672.09	21.56%	8,049,093.00
Expense					
50100 · Salaries and Wages					
50102 · Regular Salaries and Wage	50,480.23	438,532.92	-388,052.69	11.51%	438,532.92
50104 · Regular Salaries Paid Leave	2,760.15				
Total 50100 · Salaries and Wages	53,240.38	438,532.92	-385,292.54	12.14%	438,532.92
50200 · Fringe Benefits					
50201 · FICA- SS & Medicare	3,813.30	45,027.96	-41,214.66	8.47%	45,027.96
50202 · ASRS	5,971.64	50,307.96	-44,336.32	11.87%	50,307.96
50203 · Health Insurance	0.00	111,043.92	-111,043.92	0.0%	111,043.92
50204 · FUTA	0.00	2,940.00	-2,940.00	0.0%	2,940.00
50205 · Life Insurance	120.15	975.96	-855.81	12.31%	975.96
50208 · Workers Compensation Ins	621.00	1,500.00	-879.00	41.4%	1,500.00
Total 50200 · Fringe Benefits	10,526.09	211,795.80	-201,269.71	4.97%	211,795.80
50300 · Services					
50301-1 · ADA Paratransit	0.00	257,071.92	-257,071.92	0.0%	257,071.92
50301-2 · Accounting & Audit	0.00	34,992.00	-34,992.00	0.0%	34,992.00
50301-3 · Vanpool Subsidy	0.00	126,000.00	-126,000.00	0.0%	126,000.00
50302 · Advertising	-4,573.45	60,000.00	-64,573.45	-7.62%	60,000.00
50303-1 · Legal Services	0.00	15,999.96	-15,999.96	0.0%	15,999.96
50303-2 · Cash Handel/Payroll Processing	220.82	3,499.92	-3,279.10	6.31%	3,499.92
50303-3 · IT Support/Web Development	4,326.24	24,999.96	-20,673.72	17.31%	24,999.96
50305-0 · Bus Contractor	0.00	4,742,037.96	-4,742,037.96	0.0%	4,742,037.96
50305-1 · Contract Costs	164,617.33	60,999.96	103,617.37	269.87%	60,999.96
50305-2 · Equipment Maintenance	0.00	3,000.00	-3,000.00	0.0%	3,000.00
50305-3 · Office Equip Repair	0.00	2,499.96	-2,499.96	0.0%	2,499.96
50305-4 · Vehicle Repair & Maintance	0.00	124,999.92	-124,999.92	0.0%	124,999.92
50305-5 · Building Repairs & Maintance	0.00	15,000.00	-15,000.00	0.0%	15,000.00
50305-6 · Communications/Radio Service	0.00	24,000.00	-24,000.00	0.0%	24,000.00

Yuma County Intergovernmental Public Transportation Auth.
Executive Board P&L
July 2026 through June 2027

	<u>Jul '26 - Jun 27</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
50305-7 · Grounds Keeping/Pest Control	0.00	499.92	-499.92	0.0%	499.92
50305-8 · Software Updates/Maintenance	8,762.09	105,000.00	-96,237.91	8.35%	105,000.00
50307 · Security Services	102.67	499.92	-397.25	20.54%	499.92
Total 50300 · Services	173,455.70	5,601,101.40	-5,427,645.70	3.1%	5,601,101.40
50400 · Materials and Supplies					
50401 · Fuel, Oil, Lubricants	30,178.84	699,999.96	-669,821.12	4.31%	699,999.96
50499-1 · Office Supplies	212.86	4,999.92	-4,787.06	4.26%	4,999.92
50499-2 · Postage	97.54	999.96	-902.42	9.75%	999.96
50499-3 · Printing	406.08	24,996.00	-24,589.92	1.63%	24,996.00
50499-4 · Misc Materials & Supplies	0.00	1,500.00	-1,500.00	0.0%	1,500.00
Total 50400 · Materials and Supplies	30,895.32	732,495.84	-701,600.52	4.22%	732,495.84
50500 · Utilities					
50501 · Electricity	0.00	15,000.00	-15,000.00	0.0%	15,000.00
50502-1 · Refuse Disposal	332.12	3,600.00	-3,267.88	9.23%	3,600.00
50502-2 · Water - Offices	128.15	1,800.00	-1,671.85	7.12%	1,800.00
50502-3 · Water-Land	0.00	3,000.00	-3,000.00	0.0%	3,000.00
Total 50500 · Utilities	460.27	23,400.00	-22,939.73	1.97%	23,400.00
50600 · Casualty and Liability Insuranc					
50608-1 · Gen Liab Insurance	5,426.00	6,999.96	-1,573.96	77.52%	6,999.96
50608-2 · Prof. Liability Insurance	0.00	6,999.96	-6,999.96	0.0%	6,999.96
50608-3 · Automobile Insurance	6,952.00	6,999.96	-47.96	99.32%	6,999.96
50608-4 · Property Insurance	500.00	600.00	-100.00	83.33%	600.00
Total 50600 · Casualty and Liability Insuranc	12,878.00	21,599.88	-8,721.88	59.62%	21,599.88
50900 · Miscellaneous Expenses					
50901 · Memberships/Dues/Subscriptions	11,440.00	30,000.00	-18,560.00	38.13%	30,000.00
50902 · Travel Expenses	644.17	24,999.96	-24,355.79	2.58%	24,999.96
50906 · Finance Charges/Penalties	5.00	199.92	-194.92	2.5%	199.92
50999-1 · License and Permits	0.00	99.96	-99.96	0.0%	99.96
50999-2 · Training/Education	1,300.00	19,999.92	-18,699.92	6.5%	19,999.92
50999-3 · Other Misc Expense	2,859.84	4,999.92	-2,140.08	57.2%	4,999.92

Yuma County Intergovernmental Public Transportation Auth.
Executive Board P&L
July 2026 through June 2027

	<u>Jul '26 - Jun 27</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
50999-5 · Telephone/Internet	482.02	6,999.96	-6,517.94	6.89%	6,999.96
Total 50900 · Miscellaneous Expenses	16,731.03	87,299.64	-70,568.61	19.17%	87,299.64
51200 · Leases and Rentals					
51212-1 · Building Lease	8,800.00	54,000.00	-45,200.00	16.3%	54,000.00
51212-2 · Leases Rental Equipment	0.00	399.96	-399.96	0.0%	399.96
51212-4 · Lease	4,000.00	0.00	4,000.00	100.0%	0.00
Total 51200 · Leases and Rentals	12,800.00	54,399.96	-41,599.96	23.53%	54,399.96
51600 · Capital Outlay					
51600-3 · Buildings/Mutli Modal Center	0.00	0.00	0.00	0.0%	0.00
51600-5 · Automobiles	0.00	266,551.92	-266,551.92	0.0%	266,551.92
51600-6 · Furniture and Equipment	9,059.05	81,999.96	-72,940.91	11.05%	81,999.96
Total 51600 · Capital Outlay	9,059.05	348,551.88	-339,492.83	2.6%	348,551.88
Total Expense	320,045.84	7,519,177.32	-7,199,131.48	4.26%	7,519,177.32
Net Ordinary Income	1,415,375.07	529,915.68	885,459.39	267.09%	529,915.68
Net Income	<u>1,415,375.07</u>	<u>529,915.68</u>	<u>885,459.39</u>	<u>267.09%</u>	<u>529,915.68</u>