



**VICTOR VALLEY TRANSIT AUTHORITY  
REGULAR MEETING OF  
THE BOARD OF DIRECTORS  
Tuesday, February 18, 2025, 9:30 A.M.**

**Barstow City Council Chambers  
220 East Mountain View Street  
Barstow, CA 92311**

**Victor Valley Transit Authority Board of Directors**

James Noble, Chair, City of Barstow  
Liz Becerra, Vice-Chair, City of Victorville  
Allison Lee, Director, City of City of Hesperia  
Paul Cook, Director, County of San Bernardino  
Dawn Rowe, Director, County of San Bernardino  
Gabriel Reyes, Director, City of Adelanto  
Curt Emick, Director, Town of Apple Valley

**MISSION STATEMENT**

Our mission is to serve the community with excellent public transportation services in terms of quality, efficiency, and responsiveness.

**AGENDA**

The Board of Directors meeting facility is accessible to people with disabilities. If assistive listening devices or other auxiliary aids or services are needed in order to participate in the public meeting, requests should be made through the Clerk of the Board at least three (3) business days prior to the Board meeting. The Clerk's telephone number is 760-948-3262 x102, (voice) or for Telephone Device for the Deaf (TDD) service, begin by calling 711 and provide the VVTA phone number and the office is located at 17150 Smoke Tree Street, Hesperia, CA. This agenda will be available and posted: Friday, February 7, 2025.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

ANNOUNCEMENTS

PUBLIC COMMENTS

This is the time the Board will hear public comments regarding items on the agenda, not on the agenda, or the consent calendar. Individuals who wish to speak to the Board regarding agenda items or during public comments should fill out a comment card and submit it to the Clerk of the Board. Each speaker is allowed three (3) minutes to present their comments. The Board will not remark on public comments; however, each comment will be taken into consideration by VVTA.

CONSENT CALENDAR

Consent Calendar items shall be adopted by a single vote unless removed for discussion by Board member request.

Pg. 9 ***Item #1: Minutes from Regular Meeting of The Board of Directors Conducted January 21, 2025.***

Recommendation: Move for approval.

Presented by: None.

Pg. 19 ***Item #2: Warrants, December, 2024.***

Recommendation: Move for approval.

Presented by: None.

REPORTS

Pg. 25 ***Item #3: Management Reports – Verbal Report from Chief Executive Officer.***

Recommendation: Information item only.

Presented by: Nancie Goff, CEO.

Pg. 37 ***Item #4: Update on Complaints Received Following October Service Changes.***

Recommendation: Information item only.

Presented by: Rod Goldman, Director of Operations.

Pg. 41 ***Item #5: VVTA Marketing and Community Outreach Update.***

Recommendation: Information item only.

Presented by: Chris Ackerman, Senior Marketing Manager.

Pg. 45 ***Item #6: Transit Operations Division, Victor Valley Detail Report.***

Recommendation: Information item only.

Presented by: VVTA Transit Operations Division Victor Valley Detail.

## ACTION ITEMS

- Pg. 49     ***Item #7: VVTA's Disadvantaged Business Enterprise Program and Plan.***  
Recommendation: Approve the VVTA DBE Program and Plan.  
Presented by: Christine Plasting, DBELO.
- Pg. 83     ***Item #8: Award VVTA RFP 2024-08 Security Services.***  
Recommendation: Approve the Award RFP 2024-08 Security Services to Inter-Con Security Systems, LLC, Pasadena CA in the amount of \$1,906,158.00.  
Presented by: Sandye Martinez, Procurement Specialist.
- Pg. 91     ***Item #9: Award VVTA RFP 2025-02 Transit Advertising to Transit Media, Inc., Arnold, CA 95223, for a contract for 2 years with three one-year options to extend.***  
Recommendation: Approve Award of VVTA RFP 2025-02 Transit Advertising to Transit Media, Inc., Arnold, CA 95223, for a contract for 2 years with 3 one-year options to extend.  
Presented by: Christine Plasting, Procurement Manager.

BOARD OF DIRECTORS COMMENTS

CORRESPONDENCE AND PRESS CLIPS

DATE OF NEXT MEETING

Monday, March 17, 2025, at 9:30 AM  
At Victor Valley Transit Authority  
17150 Smoke Tree Street  
Hesperia, CA 92345

ADJOURNMENT