



Northern Arizona Intergovernmental Public Transportation Authority

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Board of Directors Minutes for Wednesday, January 18, 2017

NAIPTA
3773 N. Kaspar Dr.
Flagstaff, AZ 86004

NOTE: IN ACCORDANCE WITH PROVISIONS OF THE ARIZONA REVISED STATUTES THE SUMMARIZED MINUTES OF NAIPTA BOARD MEETINGS ARE NOT VERBATIM TRANSCRIPTS. ONLY THE ACTIONS TAKEN AND DISCUSSION APPEARING WITHIN QUOTATION MARKS ARE VERBATIM.

The Board of Directors met in Regular Session on Wednesday, January 18, 2017 at 10:00 am in the NAIPTA VERA Room, 3773 N. Kaspar Dr., Flagstaff, AZ 86004.

This was a WEB BASED meeting. Members of the Board attended in person, by telephone or internet conferencing. The public was invited to observe and participate in the meeting at the address above.

BOARD MEMBERS PRESENT:

Art Babbott (Chair), Board of Supervisors, Coconino County (by phone) joined at approximately 10:06am;

Scott Overton (Vice Chair), City Council, City of Flagstaff (acting Chair of this meeting);

Eva Putzova, City Council, City of Flagstaff (by phone);

Rich Payne, Director of Residence Life, NAU;

Veronica Hipolito (Secretary), Dean of Students, CCC, designee

**Three of our five Board member seats must be present to constitute a quorum.*

***The City of Flagstaff holds two seats.*

BOARD MEMBERS EXCUSED:

Rich Bowen, Associate Vice President for Economic Development, NAU, alternate;

Matt Ryan, Board of Supervisors, Coconino County, alternate;

Colleen Smith, President, CCC

NAIPTA STAFF IN ATTENDANCE:

Jeff Meilbeck, CEO and General Manager;

Erika Mazza, Deputy General Manager;

Jim Wagner, Operations Director;

Jacki Lenners, Marketing Manager;

Jon Matthies, IT Manager;

Kate Morley, Mobility Planner;

Rhonda Cashman, Clerk of the Board;

Fredda Bisman, NAIPTA Attorney (by WebEx)



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GUESTS PRESENT:

Celia Barotz, City Council, City of Flagstaff, Outgoing Board Member, left at approximately 10:10am;

Josh Copley, City Manager, City of Flagstaff, left at approximately 11:08am;

Karl Eberhard, Interim Parking Manager, City of Flagstaff;

Kendra Edens, Williams Taxi, Coconino County Resident, left at approximately 10:46am;

Shari Peralta, Coconino County Resident, left at approximately 10:46am;

Howadette Violissi, Coconino County Resident, left at approximately 10:46am;

Vince Soqui, Coconino County Resident, left at approximately 10:46am;

Jessica Zachary, Coconino County Public Fiduciary, left at approximately 10:46am;

Joyce R. Browning, Coconino County Citizen Advisory Board, left at approximately 10:46am;

Jim Sedillo, Coconino County Advocates for Human Services, left at approximately 10:46am;

Dorothy Staskey - left at approximately 10:46am

1. CALL TO ORDER -Vice Chair Overton called the meeting to order at 10:00am.
2. ROLL CALL AND INTRODUCTIONS
3. APPROVAL OF MINUTES
 - a. Meeting Minutes 11/16/2016
 - b. Advance Minutes 12/1/2016

Secretary Hipolito moved to approve both the meeting minutes from November 16, 2016 and the Advance minutes from December 1, 2016. Director Payne seconded. There was no discussion. All approved, none opposed. Motion carried.

The Board went back to this item a little later when Chair Babbott joined the meeting by phone. He requested an amendment to the November 16, 2016 minutes. He asked for item #12 related to Mobility Management to reflect that Uber is in Flagstaff. Director Payne moved to amend the minutes as requested and Secretary Hipolito seconded. There was no further discussion. All approved, none opposed. Motion carried.

4. CALL TO THE PUBLIC

Vice Chair Overton explained that the City Council recently made changes to their organizational assignments. Councilor Barotz is no longer on the Board. He thanked her for her service and welcomed Councilor Putzova to the Board. Mr. Meilbeck offered a sincere thank you to Councilor Barotz for her service on the NAIPTA Board. Councilor Barotz said she was really sad to be leaving and thanked staff, as well as our attorney. She mentioned how sensitive we are to people and how much we care at NAIPTA. She said she was proud to be a part of our organization and found the Board to be very effective. Now she moves over to the FMPO in this very important time to address congestion.



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CONSENT ITEMS:

All matters under Consent Agenda are considered by the Board of Directors to be routine and will be enacted by a single motion APPROVING THE CONSENT AGENDA. If discussion is desired on any particular consent item, that item will be removed from the consent agenda and will be considered separately. All items on the Consent Agenda with financial impact have been budgeted.

5. APPROVE 5-YEAR EXTENSION OF THE LEASE AGREEMENT WITH THE CITY OF FLAGSTAFF
-Heather Dalmolin, Administrative Director
Staff recommends the Board of Directors approve the 5-year extension of the Lease Agreement with the City of Flagstaff for the NAIPTA's Comfort Station/Breakroom located near the Downtown Connection Center on Phoenix Ave for a cost not to exceed \$1.00 per year.

6. APPROVE FOURTH AMENDMENT TO TRANSITFARE AND SYSTEMS LTD CONTRACT
-Heather Dalmolin, Administrative Director
Staff recommends the Board of Directors approve the Fourth Amendment to TransitFare and Systems Ltd contract for system upgrades and additional contract capacity for system customization in FY2017, in the amount not to exceed \$56,025.

Director Payne moved to approve items 5 and 6 under the consent agenda. Director Babbott seconded. All approved, none opposed. Motion carried.

DISCUSSION / ACTION ITEMS:

7. PUBLIC HEARING AND COMMENT – COUNTY TAXI VOUCHER PROGRAM
-Jeff Meilbeck, CEO and General Manager
Staff recommends the Board of Directors consider changes to the County Taxi Voucher Program and open a public comment period to conclude April 15, 2017.

Mr. Meilbeck introduced this item and noted the public comment period will be open for 90 days. He referred the Board to the updated staff report handout. In November NAIPTA staff realized there would not be enough funds to meet the increased demand in this program and it has increased even since then. We need to find a way to manage the demand. Options were reviewed. In the short term, we need to get through FY2017. The program is not sustainable long term. There will be a work session one month from today to review ways to solve mobility issues. We will work with the public. There was a brief discussion about the shortfall of funds. Vice Chair Overton moved to open the Public Hearing and open the Public Comment Period until April 15th. Secretary Hipolito seconded. All approved, none opposed. Motion carried. The Public Hearing and 90-day Public Comment Period began at approximately



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10:25am. Several members of the public were in attendance and wished to address the Board.

Ms. Howadette Violissi of Coconino County stated she has been using the Taxi Voucher Program for a number of years. It is nice not to be housebound. She feels sorry for those without access. She would be devastated without it.

Ms. Shari Peralta said she is a disability advocate and she's fighting for the rights of the disabled. The Taxi Voucher Program is very helpful and the drivers offer assistance. She will fight to keep it for Kachina residents. She recommended finding additional funding. Support services organizations may be able to help with funding. This program is an absolute must have service. Perhaps Williams can kick in some funds.

Ms. Kendra Edens of Coconino County is the owner of Williams Taxi. She stated most of her points were already mentioned. She asked what the fiscal year is for the program. Mr. Meilbeck replied it is a combination of the NAIPTA fiscal year, July 1-June 30 and the Federal fiscal year, October 1-September 30. Ms. Edens said her company takes a hit because they accept the value of the voucher, even though the contract allows for them to charge the customer the difference. She asked that we let her know what we need and she will try to help with the City of Williams.

Ms. Joyce R. Browning of Coconino County said she is concerned for people trying to cross High Country Trail if there is no door to door service. There is no place to pick up people along the street. A positive solution is needed so people won't endanger their lives.

Mr. Vince Soqui of Coconino County stated he is a disabled fire fighter and emergency medical technician (EMT). He takes medication for nerve pain. He needs treatments. This service is greatly needed.

Vice Chair Overton recommended members of the public provide information to the Clerk, if they wish to be kept informed. Chair Babbott commented that the Board has a path forward and will explore options. We need to take our time and think outside the norm. We need to find the most effective way to deliver service. He recommended Williams be at the table and other jurisdictions. Vice Chair Overton stated we hope to have something more to share in 90 days. The public hearing was concluded at approximately 10:46am and the members of the public left the meeting.

Vice Chair Overton changed the order of the agenda.

8. TRANSPORTATION PLANNING AND FUNDING UPDATE

-Jeff Meilbeck, CEO and General Manager

The Board may take action, but no recommendation is being made.



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Mr. Meilbeck stated he was expecting City Manager Copley to join us. He has been on the phone. City Manager Copley stated transportation and infrastructure will be high on the Council's goals for the next two years. Infusion of capital dollars will be needed. The roll out of the Regional Transportation (RTP) and public outreach efforts are coming soon. There is the potential of going to the voters in November 2018 for a Transportation Tax Renewal. It will need Council's vote. Council and the public will need to know where those funds plan to go. A Citizen's Advisory Committee will be formed and they will use the goals and the RTP to provide feedback to the Council. He would be happy to hear any comments. Vice Chair Overton stated NAIPTA will need to weigh in. City Manager Copley said we should be pretty well situated, but this will be heavy lifting for our community. There were no other comments or questions.

9. STRATEGIC POLICY AND ANNUAL STRATEGIC WORKPLAN

-Jeff Meilbeck, CEO and General Manager

Staff recommends the Board of Directors consider, revise and adopt an annual Strategic Workplan.

The draft workplan was pulled up on the screen and Mr. Meilbeck reviewed it item by item with the Board. Director Putzova asked Mr. Meilbeck to speak to NAIPTA's role in regional service. She recommended prioritizing, but she needs some context. Mr. Meilbeck stated NAIPTA has some history in Yavapai County with Cottonwood Area Transit (CAT) and Verde Lynx, the commuter service between Sedona and Cottonwood. The recession hit and they decided to leave NAIPTA. Now service in Winslow is being considered, but there are lots of questions like, who pays for it. There may be shared benefits for different member agencies. Director Putzova suggested being prepared if the economy should change and recommended spelling everything out up front. There was no further discussion. Secretary Hipolito moved to approve the strategic workplan as presented. Director Payne seconded. All approved, none opposed. Motion carried.

10. ADVERTISING POLICY

-Jacki Lenners, Marketing Manager

Staff recommends the Board of Directors make no changes to the advertising policy and program for FY2018.

Ms. Lenners reviewed a PowerPoint presentation with the Board. Side of the bus advertising was added a few years ago, and it is moderately successful. The back of the bus advertising has a waiting list. It is the only outdoor advertising in town. We had one response to our Request for Proposal (RFP). We will allow that agency to sell what is not already sold and split the profit 50/50. We have been using the space to promote our programs as well. Other options for advertising could include full wraps, etc. Mr. Meilbeck commended Ms. Lenners. Our advertising revenues are in line with other transit systems in the country. It seems we have the right balance, but the Board may consider changes at any time.



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11. NAIPTA'S 2017 5-YEAR TRANSIT PLAN OVERVIEW

-Erika Mazza, Deputy General Manager

The Board may take action, but no action is needed and no recommendation is being made.

Ms. Mazza reported an RFP was done and Jarrett Walker and Associates were awarded the contract due to the tools and tactics they proposed. A Core Design Advance and debriefings will be held on January 30 and 31. What suits Flagstaff best will be determined. She reviewed the updated timeline overview put on screen. She explained it may vary some on the timing to reach students for public engagement. Technicians are invited to the Advance, but all are welcome at the debriefings.

Vice Chair Overton changed the order of the agenda.

12. COCONINO COUNTY COMMUNITY COLLEGE PILOT PASS PROGRAM

-Jacki Lenners, Marketing Manager

Staff recommends the Board of Directors approve the continuation of the CCC Pilot Pass Program at the current level through FY2018.

Ms. Lenners explained we just finished the first semester of the pilot pass program. We entered into an agreement with CCC last summer to offer this program to all CCC students, faculty and staff. There is a one page overview in the packet. CCC did a phenomenal job on marketing the program. The program period under review is August 15-December 16, 2016. Charts and data are reviewed. CCC passes were used over 25,000 times, 724 passes were used and 687 were student passes. All routes were used. There were 159 unique stops used. Routes 4 (gold) and 14 (brown) run near the Lone Tree Campus. Routes 2 (blue) and 7 (purple) run near the Fourth Street Campus. There was a 39 percent increase in use of the Lone Tree stops and 94 percent of the stops usage was on weekdays. Students are using the passes to get to school. Ms. Becker, our Transit Planner, found approximately 53 students to be actively using transit. This has not solved the parking problem, but it has helped. CCC moved some of their Fourth Street classes to the Lone Tree Campus, so there wasn't a lot we could do about that. The program has been very well received by the students. Some financial information was provided. CCC is paying \$10,000 for the pilot program. Single use day passes at the current rate would cost close to \$17000 and if CCC would have purchased our College passes and they were used twice weekly it would cost close to \$20,000. This program is a great deal for both of us. A CCC parking pass is \$53 for the year right now. There are big picture questions for CCC to address. Budget meetings are happening now. We need more data. Therefore, the recommendation is to continue the current program for another year. Some cost considerations for the future are: shared cost, pay per ride at a discounted rate or a universal pass. The Board was pleased overall with the early success of the program. Secretary Hipolito has heard the program is helpful. CCC staff will survey users this spring to get an understanding of the impact. The budget process is challenging. They will need to figure out sustainability. Vice Chair Overton moved to continue the



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program without changes for another year as presented. Secretary Hipolito seconded. All approved, none opposed. Motion carried.

13. PARKFLAG PILOT PASS PROGRAM

-Erika Mazza, Deputy General Manager

Staff recommends the Board of Directors approve a Pilot Pass Program with ParkFlag, allowing ParkFlag to purchase ecoPasses for individual employees within the Downtown Parking District for a one-year trial period.

Ms. Mazza reported the downtown parking program will be implemented soon and there is concern and consideration for those who may not be able to afford the parking pass. The ecoPass program is offered to employers to purchase bus passes at a discount for their employees to have unlimited use of the Mountain Line system. Mr. Eberhard went to her and Ms. Lenner and they decided to look at the possibilities from a ParkFlag perspective. If the Board approves, the pilot pass program will be in effect for one year. It will be similar to the CCC pilot pass program. Ms. Mazza introduced Karl Eberhard, Interim Parking Manager for the City of Flagstaff. ParkFlag will pay for 100 ecoPasses to start. These will be offered to small employers. Mr. Eberhard said NAIPTA has played an integral part in this program. For ParkFlag, the bus passes will help reduce the demand on parking spaces; however, the long-term goal is to build parking to benefit all. NAIPTA will benefit with increased ridership. He hopes they get a lot more than 100 users of this pilot pass program. Vice Chair Overton stated this seems to be a natural fit. People may rethink their options and choose not to drive their car downtown every day. Glad alternatives are being offered proactively. He hopes there will be lots of requests for the pilot pass program. Director Payne reported that as a long-standing citizen, he knows the struggles the City has had with parking. He is excited about the efforts and direction City Council is taking. He recognized Mr. Eberhard's efforts. He said he felt they are implementing many of the best practices as seen in other cities. And as we become more comfortable with transit, it will be a big solution to our problem. The Board was overall supportive of this program. Vice Chair Overton moved to approve the ParkFlag Pilot Pass Program. Chair Babbott seconded. All approved, none opposed. Motion carried.

14. TAC APPOINTMENTS

-Rhonda Cashman, Clerk of the Board

Staff recommends the Board of Directors consider appointing a Business or Economic Development representative to the TAC and urge each designee or governing body to appoint an alternate member to the TAC, if it has not already been done, per the Rules of Procedure.

Ms. Cashman noted the two candidates for which the Board may appoint a TAC Business or Economic Development Member were included in the packet for their review. There were no comments or questions from the Board, so Vice Chair Overton asked Mr. Meilbeck if he had a recommendation. Mr. Meilbeck recommended consistency. Vice Chair Overton moved to appoint T. Paul Thomas with Northern



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Arizona Leadership Alliance to the NAIPTA TAC. Secretary Hipolito seconded. All approved, none opposed. Motion carried.

15. MEETING CALENDAR REVIEW

-Rhonda Cashman, Clerk of the Board

Staff recommends the Board of Directors review and provide direction regarding the FY2017 and FY2018 meeting dates.

Vice Chair Overton stated the City of Flagstaff has budget hearings on February 15 and 16, so he may not be available for the next meeting. He requested any conflicts with more immediate upcoming meetings be sent to Ms. Cashman, especially for February, March and summer recess.

PROGRESS REPORTS:

16. WINSLOW TRANSIT PLAN

-Kate Morley, Mobility Planner

Ms. Morley reported NAIPTA and Winslow staff will be meeting in Winslow tomorrow to kick off the transit plan. She confirmed the grant is only for planning. There is no agreement to provide service or vehicles at this point.

17. SUMMARY OF CURRENT EVENTS

-Jeff Meilbeck, CEO and General Manager

- Mountain Express Ridership

Mr. Meilbeck said service is going very well. Ms. Mazza stated last year in 17 days of service there were 4600 total passengers, which may have been a bit overinflated. About halfway through the season staff discovered the Automatic People Counters (APCs) were counting some bags and skis. This year our operators are taking manual counts. In 13 days, we have had 4372 riders. The service was expanded to Friday afternoons. Saturday and Sunday service has been robust.

- New Year's Eve Ridership

Mr. Meilbeck reported this service has been very popular. Ms. Lenners stated the service between 5pm – 1:30am had approximately 1700 riders. Ms. Mazza said that is approximately 500 more riders this year and the riders were from all over.

- Community Transportation Association of America (CTAA) Policy Committee

Mr. Meilbeck stated he is on the CTAA Board and he Chairs the Policy Committee. They are looking at new regulations and funding. He will be going to Washington, DC in March. Vice Chair Overton commented that the City will also be sending representatives to Washington, DC in March.



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ITEMS FROM COMMITTEE AND STAFF:

18. SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS

The next Board meeting will be on Wednesday, February 15, 2016 and it will be a WebEx meeting based in Flagstaff in the NAIPTA VERA Conference room, 3773 N. Kaspar Dr., Flagstaff, AZ 86004 at 10am. The public is invited to attend. February agenda items will include but not be limited to the HIPPA Plan, Financial Audit, Public Hearing - County Taxi Voucher Program, Passenger Fares, Quarterly Performance Report and Review Performance Measures. The February agenda will be available for review on NAIPTA's website and at NAIPTA's public posting places (listed on the NAIPTA website) at least 24 hours prior to the meeting, and should be consulted for a list of items that will come before the Board.

19. ADJOURNMENT -Chair Babbott adjourned the meeting at 11:58pm.

Art Babbott, Chair NAIPTA Board of Directors

ATTEST:

Rhonda Cashman, Clerk of the Board



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