



Northern Arizona Intergovernmental Public Transportation Authority

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Transit Advisory Committee Minutes for Thursday, January 5, 2017

NAIPTA Conference Room
3773 N. Kaspar Dr.
Flagstaff, AZ 86004

NOTE: IN ACCORDANCE WITH PROVISIONS OF THE ARIZONA REVISED STATUTES THE SUMMARIZED MINUTES OF NAIPTA TAC MEETINGS ARE NOT VERBATIM TRANSCRIPTS. ONLY THE ACTIONS TAKEN AND DISCUSSION APPEARING WITHIN QUOTATION MARKS ARE VERBATIM. AUDIO RECORDINGS OF NAIPTA TAC MEETINGS ARE ON FILE IN THE NAIPTA CLERK'S OFFICE.

The Transit Advisory Committee met in Regular Session on Thursday, January 5, 2016 at 10am in a WEB BASED meeting. Members of the TAC attended in person, by telephone or internet conferencing. NAIPTA staff were present in the NAIPTA Conference Room, 3773 N. Kaspar Dr., Flagstaff, AZ 86004. The public was invited to observe and participate in the meeting at the address above.

TAC MEMBERS PRESENT:

Erin Stam, Director of Parking and Shuttle Services, NAU, designee (acting chair of meeting);
Shari Miller, Citizen Representative, City of Flagstaff, (WebEx) joined meeting at approximately 10:06am;
Martin Ince, Multi-Modal Planner, FMPO, alternate;
Lucinda Andreani, Deputy Public Works Director, Coconino County, alternate;
Gillian Thomas, Citizen Representative, Coconino County;
Mary Talentinow, Director of Purchasing and Auxiliary Services, CCC, designee
**Five of our eight TAC member seats must be present to constitute a quorum.*

TAC MEMBERS EXCUSED:

Josh Copley, City Manager, City of Flagstaff;
Barbara Goodrich, (Chair), Deputy City Manager, City of Flagstaff, designee;
Cynthia Seelhammer, County Manager, Coconino County;
Todd Madeksza, Government Relations Director, Coconino County, designee;
Paul Wagner, Citizen Representative, City of Flagstaff, alternate;
Dave Wessel, (Vice Chair), Manager, FMPO;
Tim Kinney, Business Representative, Northern Arizona Leadership Alliance

NAIPTA STAFF IN ATTENDANCE:

Erika Mazza, Deputy General Manager;
Heather Dalmolin, Administrative Director;
James Wagner, Operations Director;
Jacki Lenner, Marketing Manager;



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Lauree Battice, Business Manager, arrival at approximately 10:10am;
Jon Matthies, IT Manager;
Anne Dunno, Capital Project Manager;
Kate Morley, Mobility Planner;
Brad Wylam, Planning Intern;
Rhonda Cashman, Clerk of the Board

GUESTS PRESENT: None.

1. CALL TO ORDER -Advisor Stam called the meeting to order at 10:00am.
2. ROLL CALL AND INTRODUCTIONS
3. APPROVE TAC MINUTES FROM 9/1/2016

Advisor Andreani moved to approve the minutes from November 3, 2016. Advisor Talentinow seconded. There was no discussion. All approved, none opposed. Motion carried.

4. CALL TO THE PUBLIC

There were no members of the public in attendance at this meeting.

5. REVIEW OF THE DRAFT BOARD BUSINESS AGENDA

The TAC reviewed the draft board business agenda and discussed staff reports, in order to provide recommendations to the Board. Specific comments and recommendations are noted in these minutes.

a. 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.

- i. 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 NAIPTA's Comfort Station/Breakroom located near the Downtown Connection Center on Phoenix Ave for a cost not to exceed \$1.00 per year.



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ii. 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 \$34,225.

There were no concerns voiced about the consent items.

b. DISCUSSION / ACTION ITEMS:

i. PUBLIC HEARING – 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 February 15, 2017.

Ms. Morley presented this item in Mr. Meilbeck's absence. She reviewed a PowerPoint with TAC members and noted there may need to be a reduction in service due to the budget and a new Federal Transit Administration (FTA) policy. A financial graph for the program was reviewed as well. The word is spreading about the program and each new client may increase the number of vouchers used per month. Currently, there are about 35 clients outside the NAIPTA/FMPO service area in the County. The new FTA Shared Mobility Policy states outlying county area transportation providers need to offer wheelchair accessibility. The Williams area is not in compliance with this policy. City of Flagstaff funds have been pulled for assistance this year. Even if we make the assumption of no client and voucher growth, we are still overbudget. Alternatives were reviewed. We will undertake public outreach efforts. Several phone calls have been received since yesterday. The overall feeling is that service for Williams is not cost effective or sustainable. In the County, there is an aging population which leads to increased demand. The Taxi Voucher Program is much less costly than establishing transit service. There was a recommendation to involve Supervisor Ryan in the Williams discussion. Essentially, the Taxi Voucher Program is not cost effective for long trips in the County. Staff can talk to users and other organizations that can offer service, but ultimately there needs to be a conversation about NAIPTA's role outside our service boundary. Also, the cap and fee structure need to be reviewed.



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ii. 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.

Ms. Mazza presented this item in Mr. Meilbeck's absence. The draft workplan was shown on screen. Ms. Mazza noted members may also send feedback to Mr. Meilbeck via email by next Tuesday. The TAC expressed this draft did an overall good job of capturing the discussion. For #8, there was a question about using the word "Establish" versus "Explore." Also, for #4 "Partner" was recommended in place of "Defer." NAIPTA and the City of Flagstaff are not in competition on this. Ms. Mazza explained regarding the 2018 election, the City will need to take the lead and NAIPTA can play a strong role. Per our Board, we need to not get ahead of the City.

iii. TRANSPORTATION PLANNING AND FUNDING UPDATE

-Jeff Meilbeck, CEO and General Manager

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

Ms. Mazza presented this item in Mr. Meilbeck's absence. She stated this item is related to the Transportation Decision 2018. A PowerPoint slide was shown on screen. She reviewed the steps by year with the TAC. There was a recommendation to change "Construction" to "Implementation" on the slide. There was a question about where the engineering for projects come in. Ms. Mazza responded that specifically for NAIPTA, we have a grant for preliminary engineering and environmental review, and this work is being initiated for the Bus Rapid Transit (BRT) project. Comments from the TAC included the need for a lot of programmatic planning, look at all the options and not have all our eggs in one basket, options to service more populations and recognition that we can't serve everybody.

iv. 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 TAC members. Under the Revenue and Budgets section, Ms. Dalmolin commented that NAIPTA does not budget revenues above anticipated expenses. Ms. Lenners pointed out the Media Kit that was included in the agenda packet if they want to see what we charge for advertising. An advertising list is kept and there is not much turnover of these clients. There is no other large scale outdoor advertising available in Flagstaff, due to the anti-billboard ordinance. Our rear bus ads are always sold



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out. There may not be a level of pedestrian traffic in Flagstaff, as compared to bigger cities, to draw the sale of side of bus ads. We are now using transit vinyl for signage. It works well and is much nicer. When the space is not sold, we promote our own programs. A Request for Proposal (RFP) was done to look at outsourcing to an advertising agency. We had one response. Basically, our revenue would be the equivalent to what it is now. Now we are considering having the national ad agency sell remnant space for a 50/50 split. Since we have no connections outside Flagstaff, this may be helpful. There is now another agency interested in this arrangement as well. We are interested in both firms. There is not a high demand in Flagstaff for this space. We don't currently offer Full Wraps, King Kong, Full Tail or Fusion ads, so we don't cover our branding. She reviewed the options and stated the recommendation is to make no changes and see how things go. There was a question about increasing the pricing on the rear ads since they are the most popular, incentivizing the side of bus ads and possibly offering front of bus ads. Ms. Lenners replied that the price for rear bus ad space goes up incrementally each year and the bike racks on the front of the buses preclude ads in that area. A fair number of ads are sold for the monitors inside the buses, mostly to non-profit agencies at a discount.

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

-Erika Mazza, Deputy General Manager

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

Ms. Mazza reported Jarrett Walker and Associates was awarded a contract through a competitive bid process for our 5-Year Transit Plan. Mr. Walker was the keynote speaker at the Arizona Transit Association conference here in 2013. He is also the author of "Human Transit." His view on transit is dynamic. The Overview Schedule was pulled up on screen and reviewed. The Flagstaff Metropolitan Planning Organization (FMPO) TAC is probably the best group of technicians that we currently have and they have been invited to the core design advance on January 30th and 31st. The schedule may evolve as we proceed. She noted the process of this 5 Year Plan is estimated to take about half the time as it took last time. During the public engagement piece, staff will get out there on the bus and engage with the community. Jarrett Walker just redesigned the Houston transit system and within 3 months their ridership doubled. They will take a zero-based approach for the transit planning process and start from scratch. Advisor Stam voiced a bit of concern about being away from her office for the day and a half at the beginning of the semester, but she plans to be there. The TAC is supportive of the 5-Year Plan and process.



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vi. 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 reported that the City recently reappointed Shari Miller and appointed her alternate Paul Wagner as City Citizen Representatives to the NAIPTA TAC. Advisor Thomas' term will expire tomorrow and the County was contacted months ago, asking for her to be reappointed and for them to consider appointing an alternate for her. Ms. Cashman will follow up with the County on this. The focus of this staff report is for the Board to appoint a new Business or Economic Development member to the TAC. She recapped the process outlined in the Restated Master IGA and the Rules of Procedure in the staff report. Each applicant's information was provided in the agenda packet. The only comment from a TAC member was that Mr. Stigmon has attended some of our advances and shared data that he has access to and it has been helpful. There were no other comments or questions.

vii. 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.

Ms. Cashman noted she included the FY2017 and proposed FY2018 meeting dates in the agenda packet. Each year the March Board meeting falls during the local spring break. The Board can decide to keep the meeting, change it or cancel it. The County Board of Supervisors is usually on recess over spring break, but quorum is still possible without the County member in attendance. Regarding the FY2018 dates, the Board of Directors will have to decide if they prefer a July or August recess. The County Board of Supervisors and the City Council anticipated recess dates are noted in the staff report. The July TAC meeting generally falls close to the 4th of July holiday, which may create an attendance issue. There were no comments from the TAC on this item.

viii. COCONINO 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 stated this program allows all CCC students, faculty and staff to ride all routes without charge to the individual. CCC paid a flat fee for the pilot



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program. NAIPTA and CCC staff met in December to review data and stats. The first quarter data sheet was put up on the screen. The charts and data were reviewed. The parking situation hasn't improved very much at CCC, but they also moved some of their Fourth Street campus classes to the Lone Tree Campus. Things have been going very well with the program. Financial aspects of the program were reviewed. There is definite value to CCC. NAIPTA staff recommends the program continue as is for FY2018 and this summer they will really evaluate all the ridership information and financial considerations of the program with CCC. The budget cycle for both organizations makes it difficult to make any changes right now. Other possible fee structures were mentioned. Ms. Mazza said there were a few goals established for the program. One goal was to increase ridership at the CCC stops by 20 percent and it is already at approximately a 50 percent increase. She is very pleased with the results. CCC's marketing of the program was well done. The TAC was supportive of continuing this program.

ix. 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 fee parking downtown is imminent. Mr. Eberhard at the City is working with all organizations downtown. The plan for the program is to have the ParkFlag division purchase a minimum of 100 ecoPasses for some of the employees who work at establishments downtown who have 50 or less employees, in lieu of the parking pass. It will be monitored similar to the CCC program for a year. The City is considering going back to the full ecoPass program for its employees. A TAC member suggested the addition to the first alternative "recommended" in the staff report. There was a brief discussion about the opportunity for park and rides to assist with the downtown parking situation. People are likely to look for parking near bus stops. Additional options are to advocate with travel training and consciously coordinate calendars to coincide with bus timing. Overall, the TAC was supportive of initiating this program.

c. **PROGRESS REPORTS:**

i. WINSLOW TRANSIT PLAN

-Kate Morley, Mobility Planner



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Ms. Morley stated the kickoff meeting will be on January 19th with the Winslow City Manager and staff to work on the vision and goals of the transit plan. One goal will be to try to coordinate with NAIPTA's 5 Year Plan.

ii. SUMMARY OF CURRENT EVENTS

-Jeff Meilbeck, CEO and General Manager

Ms. Mazza provided this summary in Mr. Meilbeck's absence. Councilmember Eva Putzova will be joining our Board, and serving along with Councilmember Scott Overton, representing the City of Flagstaff. Councilmember Celia Barotz will be moving to the FMPO to serve with Mayor Coral Evans and Councilmember Jim McCarthy. Ridership updates include Mountain Express and New Year's Eve Service. On December 26th, Mountain Express service started between the Downtown Connection Center and the Arizona Snowbowl, as well as up and down the mountain throughout the day. The Arizona Snowbowl is paying for the cost of service, so it is free to riders. We have had a total of 2100 riders so far in the first week and there was possibly an inflated ridership figure of 2500 for the whole season last year. We found that our Automatic People Counters were counting skis and snowboards as people. This year the drivers are doing manual counts. Service is being offered on Friday afternoons, as well as Saturdays and Sundays. They are doing a good job keeping the road cleared for our buses. On New Year's Eve, we had more than 1700 riders. The Arizona Daily Sun published an article yesterday. Ridership seems to be penetrating the tourism market, but there is still more to be done.

ITEMS FROM COMMITTEE AND STAFF:

6. SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS

The next TAC meeting will be February 2, 2017 and 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 Financial Audit, County Taxi Voucher Program, Passenger Fares and the Quarterly Performance Report. 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 TAC.

7. ADJOURNMENT

-Chair Goodrich adjourned the meeting at 11:43am.

Barbara Goodrich, Chair of the NAIPTA Transit Advisory Committee

ATTEST:

Rhonda Cashman, Clerk of the Board



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