



NOTICE AND AGENDA OF PUBLIC MEETING AND POSSIBLE EXECUTIVE SESSION OF THE BOARD OF DIRECTORS (BOD) OF THE NORTHERN ARIZONA INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the Board of Directors (BOD) of the Northern Arizona Intergovernmental Public Transportation Authority (“NAIPTA”) and to the general public that the Board will hold a meeting on:

Wednesday, January 15, 2020  
10:00am  
NAIPTA Training Room  
3825 N. Kaspar Dr.  
(Parking at 3773 N. Kaspar Dr.)  
Flagstaff, AZ 86004

Unless otherwise noted, meetings held in the Conference Room are open to the public. This is a WEB BASED meeting. Members of the Board of Directors may attend in person, by telephone or internet conferencing. Public may observe and participate in the meeting at the address above.

**The Board of Directors may vote to hold an executive session for the purpose of obtaining legal advice from NAIPTA’s attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3). The executive session may be held at any time during the meeting. Executive sessions are not open to the public, pursuant to Arizona Open Meeting Law.**

**Pursuant to the Americans with Disabilities Act, persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the Clerk of the Board of Directors at 928-679-8922 (TTY Service 800.367.8939). Requests should be made as early as possible to allow time to arrange the accommodation.**

The agenda for the meeting is as follows: -pages 1-4

1. CALL TO ORDER
2. ROLL CALL
3. SAFETY MINUTE





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4. APPROVAL OF MINUTES ON 12/18/2019 -pages 5-13
5. CALL TO THE PUBLIC  
The public is invited to speak on any item or any area of concern that is within the jurisdiction of the NAIPTA Board. Comments relating to items on the agenda will be taken at the time the item is discussed. The Board is prohibited by the 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 ITEMS:

There are no items for the consent agenda.

### DISCUSSION / ACTION ITEMS:

6. CONSIDER AN UPDATE TO THE PURCHASING POLICY-pages 14-15  
-Heather Dalmolin, Administrative Director  
Staff recommends the Board of Directors approve an update to the Purchasing Policy to realign purchase levels to recently updated federal limits and to add membership to the list of excluded purchases requiring a purchase order.
7. CONSIDER THE FARE STRATEGIES IMPLEMENTATION PLAN  
-Heather Dalmolin, Administrative Director -pages 16-19  
Staff recommends the Board of Directors approve the Fare Strategies Implementation Plan developed as a result of the Fare Strategies Study.
8. MOUNTAIN LINE ADVERTISING PROGRAM -pages 20-31  
-Jacki Lenner, Marketing and Communications Manager  
The Board may provide direction, but there is no recommendation from staff at this time.
9. CONSIDER FUNDING FOR SERVICE PRIORITIZATION -pages 32-37  
-Erika Mazza, CEO and General Manager  
Staff recommends the Board of Directors provide direction to pursue new funding sources in order to deliver on recently adopted service priorities.
10. UPDATE ON THE FEDERAL TRANSIT ADMINISTRATION TRIENNIAL REVIEW FOR 2020 -pages 38-39  
-Heather Dalmolin, Administrative Director  
The Board may provide direction, but there is no recommendation from staff at this time.



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- 11. CONSIDER AECOM GENERAL CONSULTING SERVICES CONTRACT TASK ORDER MODIFICATIONO -pages 40-43  
-Kate Morley, Development Director  
Staff recommends the Board of Directors increase the valuation of the AECOM General Consulting Services contract by \$124,248 to \$2,491,114 for fiscal year 2020.

## PROGRESS REPORTS:

- 12. MOUNTAIN EXPRESS AND NEW YEAR'S EVE -pages 44-45  
-Jacki Lenner, Marketing and Communications Manager
- 13. UPDATE ON MCCONNELL MULTIMODAL IMPROVEMENTS AND MILTON CAMPUS ENTRY STUDY -pages 46-47  
-Anne Dunno, Capital Project Manager
- 14. DELEGATIONS OF AUTHORITY -pages 48-49  
-Erika Mazza, CEO and General Manager
- 15. CURRENT EVENTS  
-Erika Mazza, CEO and General Manager

## EXECUTIVE SESSION

Executive sessions are closed to the public.

The Board will consider a motion to convene an executive session pursuant to A.R.S. § 38-431.03(A)(3), (4) and (7) for the following purposes:

- 1. Discussion and consultation with Mountain Line’s attorney for legal advice and with Mountain Line’s attorney and designated representatives of Mountain Line in order to consider its position and instruct its representatives regarding negotiations for the purchase or lease of real property. ARS 38-431.03(A)(3), (4) and (7).

Following the conclusion of the Executive Session, the Board will reconvene the public meeting.

## ITEMS FROM COMMITTEE AND STAFF:

### SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS



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The next Board meeting will be February 19, 2020 and will be a WebEx meeting based in Flagstaff in the NAIPTA Training Room, 3825 N. Kaspar Dr., Flagstaff, AZ 86004 at 10am. Parking will be available at 3773 N. Kaspar Dr. The public is invited to attend. February agenda items will include but not be limited to Bus Rapid Transit (BRT) Outreach Update, Possible Fare and August 2020 Service Changes, Revision of the Rules of Procedure and Code of Conduct, Budget – Financial Projections, Quarterly Performance Report, Review Performance Measures, Delegation of Authority Updates, and a Possible Executive Session for the Downtown Connection Center (DCC) Discussion. 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.

**16. ADJOURNMENT**





## Board of Directors Minutes for Wednesday, December 18, 2019

**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, December 18, 2019 at 10:00 am in the NAIPTA Training Room, 3825 N. Kaspar Dr., (Parking at 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:*

Jamie Whelan, (Chair) City Councilor, City of Flagstaff;  
Steve Peru, (Vice Chair) Chief Development and Government Relations Officer, CCC, designee, arrival at approximately 10:03am;  
Art Babbott, Board of Supervisors, Coconino County, left at approximately 11:22am;  
Jim McCarthy, City Councilor, City of Flagstaff;  
Daniel Okoli, Vice President Capital Planning and Campus Operations, NAU, alternate, arrival at approximately 10:12am

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

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

### *BOARD MEMBERS EXCUSED:*

Joanne Keene, (Secretary), Executive Vice President and Chief of Staff, NAU, designee

### *NAIPTA STAFF IN ATTENDANCE:*

Erika Mazza, CEO and General Manager;  
Heather Dalmolin, Administrative Director;  
Jim Wagner, Operations Director;  
Kate Morley, Development Director;  
Jacki Lenner, Marketing and Communications Manager;  
Wade Forrest, Facilities Manager;  
Jon Matthies, IT Manager;  
Lauree Battice, Business Manager;  
Anne Dunno, Capital Project Manager;  
Bizzy Collins, Transit Planner;  
Estella Hollander, Mobility Planner;  
Rhonda Cashman, Executive Assistant and Clerk of the Board;





Mitesh Patel, NAIPTA Attorney, (WebEx)

**GUESTS PRESENT:**

Austin Aslan, City Councilor, City of Flagstaff, (WebEx)

1. CALL TO ORDER -Chair Whelan called the meeting to order at 10:01am.
2. ROLL CALL
3. SAFETY MINUTE

Mr. Forrest reported on the testing recommendations for smoke and carbon monoxide detectors, and he provided holiday decorating safety tips.

4. APPROVAL OF THE MINUTES 11/20/2019:

Vice Chair Peru moved to approve the November 20, 2019 Board meeting minutes. Director Babbott seconded. There was no discussion. All approved, none opposed. Motion carried.

NAME	YES VOTE	NO VOTE
Jamie Whelan	X	
Steve Peru	X	
Art Babbott	X	
Jim McCarthy	X	

5. CALL TO THE PUBLIC

There were no members of the public present.

**CONSENT ITEMS:**

There were no items for the consent agenda.

**DISCUSSION / ACTION ITEMS:**

6. UPDATE ON THE FARE STRATEGIES STUDY

-Heather Dalmolin, Administrative Director

The Board may provide direction, but there is no recommendation from staff at this time.

Ms. Dalmolin shared a very brief update on this topic. She stated she anticipates a recommendation to consider an implementation plan in January. She confirms the consultant did not recommend a change the one-way fare of \$1.25. Vice Chair Peru





asked if the fare changes would impact the budget. Ms. Dalmolin replied that they would, and they would be accounted for in the FY2021 budget. Director Babbott asked what percentage fares are in the operating budget. Ms. Dalmolin explained when the NAU contribution is included in lieu of fares, per the Federal Transit Administration requirement, the farebox return is approximately 24 percent and when it is not included, the farebox return is approximately 17 percent. Director Babbott also asked if there was an incentive to drive ridership utilization at slow times. Ms. Dalmolin stated we don't have peak time fares, as one TAC member suggested, or the opposite to incentivize fares during slower ridership times. Director Babbott said it would be good to look at the lever of fares on how affected at peak or slack demand. There are different strategies to serve different outcomes. Ms. Dalmolin stated she would include that. There were no further questions.

7. UPDATE ON AMERICAN PUBLIC TRANSPORTATION ASSOCIATION'S (APTA'S) PEER REVIEW

-Erika Mazza, CEO and General Manager

The Board may provide direction, but there is no recommendation from staff at this time.

Ms. Mazza reported this was an internal review of our system by three transit organization executives with knowledge of small systems, coordinated by staff at the American Public Transportation Association (APTA). The reciprocity is also nice because they could take some of our best practices to implement at their systems. Their main areas of focus were: Operations, Financial and General Administration. Under Operations, they recommended addressing some organizational structure issues related to clarifying Supervisor and Manager authority and streamlining communication. There is also some disconnect between old and new policies and processes which need to be considered. They really liked our cafeteria plan scheduling options for Operators but thought it may be difficult to keep up with when we grow. They also reviewed recruitment and performance evaluation procedures. More information will be brought back at a later time. They offered good suggestions on providing more timely feedback and feedback on an annual basis regarding pay raises, etc. They gave us a lot to consider. They weren't able to do a deep dive into the Financial piece, but still provided worthwhile feedback on a tax initiative with educational focus, budget efficiency considerations in which the team is spending time reviewing, and partnerships. Our partnership with NAU rose to the top as they all have universities in their cities that offer a type of universal access pass (UPASS) and Ms. Mazza addressed that the team is interested in developing additional partnerships. Under General Administration, they reviewed workloads and meeting efficiencies. She was appreciative of the team, knowing they are all from more established systems. There are different dynamics when trying to grow a system, but we still need to keep work manageable and make sure meetings are productive. Vice Chair Peru mentioned he was impressed by the broad scope of the peer review. Ms. Mazza stated she participated in peer review, as a reviewer, in Ann Arbor, Michigan and she understood





the benefits of the peer review. Director McCarthy commented on this being a win/win for all involved. Chair Whelan noted how staff put themselves in a vulnerable position by taking on this peer review and she appreciated staff doing so to make potential improvements.

**8. UPDATE ON THE BUS RAPID TRANSIT PROJECT**

-Bizzy Collins, Transit Planner

The Board may provide direction, but there is no recommendation from staff at this time.

Ms. Collins stated the Bus Rapid Transit (BRT) project was brought forward to combat congestion, link activity centers, and the ability to offer reliable, convenient transit service. Stakeholders evaluated the BRT corridor alternatives over the last year and have narrowed the options to one alternative in each direction. The criteria were measured by five goals: Enhance, Connect, Develop, Thrive, and Sustain. The top-ranking alternatives in the north section are North Beaver Street going south and North San Francisco Street going north. In the south section, Milton Road and Beulah Boulevard are preferred. Stakeholders recommend these alternatives go to the Arizona Department of Transportation (ADOT) to include in the Milton Corridor Master Plan. Both of our top-ranking alternatives are moving forward in ADOT's Milton Corridor Master Plan Tier 3 Analysis. Chair Whelan asked if shared lanes should be painted differently. Ms. Collins noted that would be considered. Director McCarthy stated that if cars can share the bus only lanes for right turns, that may be more palatable to the public. Ms. Mazza noted bikes can also share the lane. There was a discussion about which alternatives are best for bikes and pedestrians, as well as pros and cons for right side boarding (right lane boarding), left side boarding (center lane boarding) or scissoring. The next steps are targeted outreach and continuing to work with ADOT on the Milton Corridor Master Plan. Other items to consider are bus station locations, termini loops and environmental analysis. Ms. Collins asked if there are any other groups to add to the list for presentations. Chair Whelan suggested student groups and Director Okoli recommended contacting Northern Arizona University's (NAU's) student government. Ms. Collins stated the soonest the BRT would be operational is estimated to be 2023/2024. Outreach needs to be finished and one route agreed upon. Then application for federal funding follows. She is currently meeting with ADOT weekly and looking for balance of modes for the community. Ms. Mazza stated we may need Board assistance to get in front of community groups. Director McCarthy suggested engaging the Sierra Club early. Funding requirements and size of intersections needed were discussed. Director Babbott asked if one of the intersection alternatives could be good for potential light rail in the future and Ms. Collins replied that it could. Vice Chair Peru suggested finding out what the issues have been in Phoenix with light rail, the opportunities and missteps. Ms. Mazza stated there were difficulties for businesses during construction of the light rail; some businesses closed and now the rent is so high some businesses can't stay. Chair Whelan also recommended connecting with the Convention and Visitor's Bureau. There was no further discussion.





9. CONSIDER FUNDING FOR SERVICE PRIORITIZATION

-Kate Morley, Development Director

Staff recommends the Board of Directors provide direction to pursue new funding sources in order to deliver on recently adopted service priorities.

Ms. Morley presented the Future Funding Scenarios Map and the On-Demand Plan Map to visually introduce the discussion. She reviewed the service priorities approved last month based on these plans. She noted the operating costs listed are in today's dollars and they do not account for inflation. She reviewed the current local funding history and new funding alternatives. Per the TAC discussion, transit is stuck, the timing of the next election was questioned, whether we are far enough along in the BRT process was questioned and messaging for a potential ballot initiative has to be focused on education, staff cannot advocate. Vice Chair Peru asked if the BRT is included. Ms. Morley said yes, and one option includes the airport. Operating cost was confirmed, and capital match questioned. Partners may need to help with enhancements along the BRT. Director McCarthy commented that the tax rate is high already. There was a brief discussion about other possible completing ballot initiatives. Director Babbott stated it is already December and time is moving quickly. There should be a discussion of what has changed in the landscape, since we came up short in 2018. There may be a different way to ask questions that wasn't addressed before regarding climate action, emissions, etc. People will make their decision; it doesn't mean we should preclude the ask. Director Aslan felt like there has not been enough of a change to produce support for a tax increase. He asked if some polling can be done. Ms. Mazza stated some money has been set aside for this possibility. In the last go around, there was no new service and the ballot measure failed in the areas south of I-40. Director Babbott noted increasing service may create an operational problem later and he appreciated the alternative service options offered in the On-Demand Plan. There was a discussion about opening other arterials with Lone Tree, and other areas not mentioned in our plans, such as South Fourth Street and future J. W. Powell Boulevard; as well as potential increased voter turnout in 2020 and a potential tax rate amount to request. The consensus of the Board was to have staff do some information gathering and bring it back next month. Ms. Mazza recapped the request for what polling can be done, what we know will be on the 2020 ballot, a reminder of what was bundled in 2018 and what areas did not support Proposition 421 for increased transit frequency. Director Babbott noted the ballot language is probably due in early July.

10. FY2020 AND FY2021 MEETING CALENDAR REVIEW

-Rhonda Cashman, Executive Assistant and Clerk of the Board

Staff recommends the Board of Directors review and provide direction regarding the remaining FY2020 meeting dates and approve the FY2021 meeting dates.

Ms. Cashman noted the January 2<sup>nd</sup> TAC meeting was cancelled due to the holiday week timing and potential difficulty to confirm a quorum. She reviewed the FY2020 dates and asked for feedback particularly related to the March and April Board





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meetings in an attempt to confirm quorum. March 18<sup>th</sup> falls during Flagstaff schools' spring break. Vice Chair Peru stated he would not be available. Chair Whelan, Directors McCarthy and Okoli all confirmed they would be available. It was decided the March meeting would remain as scheduled. The April meeting falls on the final day of the AzTA Conference being held here in Flagstaff this year and many staff will be in attendance, as well as the timing conflict with the Awards Luncheon. There was discussion and a final consensus to move the April 15<sup>th</sup> meeting time to 2-4pm on the same day. Rhonda was asked to send the revised calendar invitation. Due to shortness on time, the FY2021 dates were not discussed, but no conflicts were identified. The summer recess is planned for July and coincides with partner agency recesses.

## 11. CONSIDER APPOINTMENT OF TAC BUSINESS OR ECONOMIC DEVELOPMENT MEMBER

-Rhonda Cashman, Executive Assistant and Clerk of the Board

Staff recommends the Board of Directors consider appointing a Business or Economic Development representative to the TAC, effective January 18, 2020.

Ms. Cashman explained that Northern Arizona Leadership Alliance (NALA) has held the Business or Economic Development Representative seat on the TAC since its inception under the 2013 Restated Master Intergovernmental Agreement (IGA). Mr. Tim Kinney was selected to serve January 2014-2017 and then Mr. T. Paul Thomas was selected to serve January 2017-2020, with Mr. Kinney as his alternate. We have had two organizations submit letters of interest: Mr. T. Paul Thomas with NALA and Ms. Gail Jackson with the Economic Collaborative of Northern Arizona (ECoNA). There was some discussion about the strategic impact and attendance. Ms. Mazza noted she has been asked to serve on the NALA Board of Directors, which would continue the relationship of our organizations in a different way. There was some concern about Ms. Jackson being the interim head of the organization. Thoughts were shared about the merits of another organization gaining an understanding of transit. Chair Whelan moved to appoint Ms. Gail Jackson from ECoNA to serve as the Economic Development Representative to the TAC. Vice Chair Peru seconded. Director Okoli abstained; he stated he is not familiar with the requirements of this position. Otherwise, all were in favor, none opposed. Motion carried.

NAME	YES VOTE	NO VOTE	ABSTAINED
Jamie Whelan	X		
Steve Peru	X		
Jim McCarthy	X		
Dan Okoli			X

In the interest of time, Ms. Mazza asked the Board to consider the Job Order Contracting item before getting into the Employee Satisfaction Survey results report. The Board was supportive of this change to the agenda order.



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**12. CONSIDER THE FIRST AMENDMENT TO CONTRACT FOR RFP 2019-106 JOB ORDER CONTRACTING SERVICES – HORIZONTAL CONSTRUCTION OF TRANSIT FACILITIES ASSOCIATED WITH BUS STOPS**

-Anne Dunno, Capital Project Manager

Staff recommends the Board of Directors: Approve First Amendment to contracts awarded April 17, 2019 to Kinney Construction Services, Inc. (KCS) and SWP Contracting & Paving that amends the contract term to reflect the RFP 2019-106 term.

Ms. Dunno explained there was a clerical error found regarding the contract term and it needs to match the terms within the Request for Proposal (RFP). Director McCarthy moved to approve the first amendment to correct the error. Vice Chair Peru seconded. All approved, none opposed. Motion carried.

NAME	YES VOTE	NO VOTE
Jamie Whelan	X	
Steve Peru	X	
Jim McCarthy	X	
Dan Okoli	X	

**13. EMPLOYEE SATISFACTION SURVEY – SEPTEMBER 2019**

-Erika Mazza, CEO and General Manager

No action is being recommended, but the Board may direct staff on modifications to future Employee Satisfaction Surveys including survey instruments or methodology.

Ms. Mazza reported on seeing the results decrease in several areas. Her sense is that many employees are holding onto the missed promise of up to an 8 percent increase for Operators. She noted Directors do not complete the survey. She reviewed the results and trends. The Leadership Team is actively working on the communication and feedback loop. They are also considering it may be how the question is asked. The Safety Committee can address some concerns. Several comments were received, and they will be addressed in Transit Voice, our monthly employee electronic newsletter. Manager versus Supervisor clarification will be made in future surveys. Vice Chair Peru suggested to make sure staff know they are the organization's most valuable assets. Compensation can be accounted for, but he suggested looking at other dimensions of feedback. Ms. Mazza stated she plans to capitalize on the positive.

**PROGRESS REPORTS:**

**14. UPDATE ON AUGUST SERVICE CHANGES**

-Bizzy Collins, Transit Planner

**15. DELEGATIONS OF AUTHORITY**

-Erika Mazza, CEO and General Manager



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## 16. CURRENT EVENTS

-Erika Mazza, CEO and General Manager

Ms. Mazza asked if the progress report for the delegation of authority was sufficient. The Board had no questions, nor feedback. Ms. Lenners passed out the Mountain Express Schedule and New Year's Eve Coaster. Ms. Morley stated she was excited about the grant for the Downtown Connection Center (DCC) and a wish list was placed on the wall for staff to write down ideas. There is no need for an executive session today. There is no new information to share. We are waiting on a response from the City.

### **EXECUTIVE SESSION - The Executive Session did not take place at this meeting.**

Executive sessions are closed to the public.

The Board considered a motion to convene an executive session pursuant to A.R.S. § 38-431.03(A)(3), (4) and (7) for the following purpose:

1. Discussion and consultation with NAIPTA's attorney for legal advice and with NAIPTA's attorney and designated representatives of NAIPTA in order to consider its position and instruct its representatives regarding negotiations for the purchase of real property. ARS 38-431.03(A)(3), (4) and (7).

### **ITEMS FROM COMMITTEE AND STAFF:**

#### SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS

January/February Working Agenda

The next Board meeting will be January 15, 2020 and will be a WebEx meeting based in Flagstaff in the NAIPTA Training Room, 3825 N. Kaspar Dr., Flagstaff, AZ 86004 at 10am. Parking will be available at 3773 N. Kaspar Dr. The public is invited to attend. January agenda items will include but not be limited to the Procurement/Purchasing Thresholds, Fare Study Implementation Plan, Mountain Line Advertising Program, Mountain Express/New Year's Eve Service Updates, Social and Behavioral Sciences/McConnell and Campus Entry Updates, AECOM Quarterly Update, Grant/Procurement/Signature Delegation of Authority Updates, and a Possible Executive Session for the Downtown Connection Center (DCC) Discussion. The January 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.

## 14. ADJOURNMENT

-Chair Whelan adjourned the meeting at approximately 11:58am.

\_\_\_\_\_  
Jamie Whelan, Chair of the NAIPTA Board of Directors



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ATTEST:

\_\_\_\_\_  
Rhonda Cashman, Clerk of the Board



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**DATE PREPARED:** December 27, 2019

**MEETING DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Heather Dalmolin, Administrative Director

**SUBJECT:** Consider an update to the Purchasing Policy

**RECOMMENDATION:**

**Staff recommends the Board of Directors** approve an update to the Purchasing Policy to realign purchase levels to recently updated federal limits and to add membership to the list of excluded purchases requiring a purchase order.

**BACKGROUND:**

The Board of Directors adopted an updated Purchasing Policy in September of 2019 to allow for Procurement Resolution 2020-110 which delegates procurement authority to the CEO and General Manager. Staff recently learned that purchase limits at the federal level have increased and are proposing an update to the Purchasing Policy accordingly. The federal limit change includes the micro-purchase and small purchase requirements. Staff are recommending that the micro-purchase limit be raised from \$3,500 to \$15,000, as this change reduces staff time spent on each purchase of \$3,500 to \$14,999 and the required paperwork. The change removes the requirement for purchase orders and written quotations. The allowed change to small purchases, increasing limit from \$100,000 to \$250,000 is not allowable under Arizona Revised Statutes and staff is not recommending any change to small purchase limit at this time.

One clerical revision is recommended to improve purchase practices to make them reasonable and ensure efficiency where possible. Current purchasing policy exempts certain purchases from the purchase order process, as the development of a purchase order for these type of procurement decisions is not reasonable. For example, a purchase order is not required for employee health benefits or utilities. Staff is recommending that professional and industry memberships be added to the exclusions, as generally there is no reasonable way to compare a membership with others due to unique nature of professional and industry memberships.

Staff has worked with General Counsel to make and approve these changes, confirming no conflict with other regulatory requirements. If the changes are approved, the Purchasing Policy would be effective as of January 15, 2020. All procurements prior to that date are subject to the prior policy requirements.

**TAC DISCUSSION:**

The January meeting of the Transit Advisory Committee was cancelled.





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## ALTERNATIVES:

- 1) **Approve the updates to the Purchasing Policy (recommended):** The updates allow staff to be efficient in making purchase decisions while following the most up to date federal guidance. The changes remove requirements that add work that don't aid in the procurement decision or benefit to the procurement.
- 2) **Do not approve the updates (not recommended):** This alternative is not recommended as the changes reduce staff time, procurement process time, and remove unnecessary requirements from our processes. As the steps don't offer a benefit to the process, they are superfluous.

## FISCAL IMPACT:

There is no additional fiscal impact directly related to approving the updates to the Purchasing Policy; however, removing these unrequired and unnecessary steps provides an opportunity for efficiency in our procurement office, reducing the impact of growing infrastructure needs in our future.

## APPROVED BY:

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Heather Dalmolin  
Administrative Director

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Erika Mazza  
CEO and General Manager

## ATTACHMENTS:

- 1) Purchasing Policy

-available upon request



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**DATE PREPARED:** December 27, 2019

**MEETING DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Heather Dalmolin, Administrative Director

**SUBJECT:** Consider the Fare Strategies Implementation Plan

## **RECOMMENDATION:**

**Staff recommends the Board of Directors** approve the Fare Strategies Implementation Plan developed as a result of the Fare Strategies Study.

## **RELATED STRATEGIC PLAN GOAL & OBJECTIVE**

Goal:

- ❖ Service Excellence

Objective:

- ❖ Deliver service enhancements that are in line with our 5-year transit plan and make transit an attractive mode choice.

## **BACKGROUND:**

As reported in December 2019, staff have worked with the consulting group, LTK Engineering to review existing fare conditions within our system, evaluate fare solutions amongst peers and within the transit industry as a whole, and develop an Implementation Plan to improve fare collection methods for Mountain Line.

LTK has delivered a revised and finalized Technical Memorandum #3 which concludes all phases of the study and delivers the Fare Strategies Implementation Plan. Highlights of the recommendations include:

- No change to one-way cash fares
- Addition of a stored value card to our pass system
- Addition of online reloading to replace on-vehicle pass purchase/reloads
- Addition of mobile ticketing solution

Actions for future consideration include:

- Fare capping
- Updated ecoPASS (business and residential) rate methodology
- Universal student pass (UPASS) for college students
- Change to definition of 'senior' for reduced fares

The Fare Strategies Implementation Plan identifies action items as high, medium and low priority which aided staff in developing the attached timeline.



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The Fare Strategies Implementation Plan does not trigger Title VI as one-way fare are not being increased; however, staff are recommending engagement of the public and our partners as we move forward with these proposed changes. The full list of recommendations and timeline are attached to this report and staff are asking for Board adoption of the Fare Strategies Implementation Plan.

## TAC DISCUSSION:

The January Transit Advisory Committee meeting was cancelled.

## ALTERNATIVES:

- 1) **Approve the Fare Strategies Implementation Plan (recommended):** The Implementation Plan was developed in coordination with our consultant as a result of the Fare Study. Many of the action items validate the initiatives brought forward by staff and address concerns previously discussed. Mountain Line staff have developed a timeline that addresses the priorities as set by the consultant while observing the time table staff feels prudent to service our customers and community.
- 2) **Do not approve the Implementation Plan (not recommended):** This alternative is not recommended as the plan is the culmination of the Fare Study and many of the action items are necessary to mitigate risks, address fare policies, and positively impact our system. If the Implementation Plan is not approved and additional delays are introduced, Mountain Line won't have time necessary to address urgent concerns in this fiscal year.

## FISCAL IMPACT:

The Fare Strategies Implementation Plan spans roughly 30 months. The immediate action items are included in the FY2020 budget and the fiscal impacts of future items will be evaluated and considered in respective budget cycles.

As fare changes are introduced there are potential impacts to overall fare collection, and staff need additional time to calculate those estimated impacts. Staff will include fiscal impacts in future reports, future budget requests, and within the overall financial plan, ensuring that all changes have a positive result in ridership, fare collection, or service efficiency. For example, fare capping can reduce fares; however, it is anticipated to increase ridership and improve dwell time through more efficient fare collection.

## **APPROVED BY:**

\_\_\_\_\_  
Heather Dalmolin  
Administrative Director

\_\_\_\_\_  
Erika Mazza  
CEO and General Manager

## **ATTACHMENTS:**

1. Fare Strategies Implementation Plan -pages 18-19



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## Summary of Recommendations:

<p><b>Critical: IMMEDIATE</b></p>
<p>Replace practice of on bus loading with an online reloading option. Due Date: Implemented ASAP but no later than June 30, 2020</p>
<p>Immediately implement approved upgrades to the fare collection equipment, online pass sales/reloading and stored value smartcards. Eliminate on-board day pass sales effective ninety days after upgrades are implemented. Due Date: Implement ASAP but no later than June 30, 2020</p>
<p>Raise the price of the monthly pass with respect to the cash fare and Day Pass. Due Date: conduct public process and implement increase with addition of mobile fare payments and Fare Capping</p>
<p><b>High: WITHIN 9-12 MONTHS</b></p>
<p>Develop a real time arrival application that includes mobile fare payment, offering customers a single portal for information, personal scheduling, payment and connecting services. Due Date: Develop or purchase a Realtime arrival app that incorporates mobile fare payment, implement by September 30, 2020.</p>
<p>Assess its fare collection equipment capabilities and consider implementing fare capping. Due Date: Implement with mobile fare payment, implement by September 30, 2020.</p>
<p>Take steps to reduce the payment of cash and the printing of tickets from vehicles, as these will significantly speed operations. Due Date: Implement mobile fare payment by September 30, 2020 – replace paper day passes in buses by Sept 30, 2020.</p>
<p>Do not charge fares for NAU students on Route 10 if at all possible, as it will significantly slow the operation of that service. Due Date: none, no action</p>
<p>To better count passengers via the farebox add / use a farebox key for “short fare/missed fares”. Also train operators about the importance of recording all passengers whether they pay a fare or not. Due Date: Implemented ASAP but no later than June 30, 2020</p>
<p>Revise the EcoPASS program for non-government entities to be based on:</p> <ul style="list-style-type: none"> <li>(1) a target revenue per boarding, such as 70% of the cash fare,</li> <li>(2) multiplied by average boardings per pass for entities purchasing less than 100 passes and a separate average for entities purchasing 100 -1,000 passes. Larger entities would be priced on their use. The price in any year would be based on the average use per pass during the previous year, fee capped at an increase of 10% per year.</li> </ul> <p>Due Date: Create education and marketing materials, implement new rates or phase in new rates by June 30, 2021.</p>
<p><b>Secondary</b></p>
<p>Implement Diamond Fareboxes’ cash-box receivers which allow for dumping of the cashbox contents into a vault-receiver unit. Due Date: Jul 1, 2020 for FY2021 service</p>
<p>Implement a college and university UPASS utilizing the same methodology as the EcoPASS. The target price per boarding would be the same as the EcoPASS or reduced to reflect a student discount. The initial estimated boarding transactions would be based on current pass use. Due Date: June 30, 2021</p>

<b>Future Considerations (no action dates)</b>
Consider implementing "open payments"
When Route 10 is more consistently operated on a headway of 10 minutes or less, implement a separate, headway-based on-time performance metric, such as the percentage of buses arriving between 8 and 12 minutes of the previous bus, when the headway is 10 minutes.
If NAIPTA needs to raise fares in the future, consider increasing the age for senior fares in a way that does not raise the fares for existing riders, perhaps by increasing the age limit by one year each year for 5 years.



## Northern Arizona Intergovernmental Public Transportation Authority

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**DATE PREPARED:** December 10, 2019

**MEETING DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Jacki Lenners, Marketing and Communications Manager

**SUBJECT:** Mountain Line Advertising Program

### **RECOMMENDATION:**

The Board may provide direction, but there is no recommendation from staff at this time.

### **RELATED STRATEGIC PLAN GOAL & OBJECTIVE**

**Goal:**

- ❖ Fiscal Responsibility

**Objective:**

- ❖ Diversify funding sources to reduce dependency on federal funding for ongoing operations.

### **BACKGROUND:**

Mountain Line has sold advertising space on the exterior and interior of its vehicles since the agency's inception. The policy was updated in 2012 to expand revenue options, and again in 2015 when the Board of Directors authorized the sale of King and Queen ads on the sides of the buses (in addition to the Tail ads). The Marketing & Communications Manager is responsible for coordinating the ad sales and contracts and the Fleet Department is responsible for placing and removing the ads.

Historically, the Tail space has been sold out, and there is often a waiting list for that space. Most advertisers signed annual contracts year-after-year and there were very few openings. The space on the sides of the bus has slowly gained popularity, and Mountain Line often uses it to promote its own programs. With annual contracts the Fleet Department very rarely had to change out the ads, so it was not a labor-intensive process.

In order to try and sell the spaces on the sides of the bus, and to attract more regional and national advertisers, Mountain Line entered into an agreement with Houck Transit Advertising in 2017. This contract allowed Houck to sell any remnant space (whatever is available after Mountain Line sells the space) and the proceeds would be split 50/50. This contract expired and did not produce any viable leads (and did not cost anything for Mountain Line). There is an option to renew this contract in the future.

After several years of increased advertising sales revenues, the last few years have been relatively flat.



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Year	Revenue
FY2016	\$83,119
FY2017	\$94,010
FY2018	\$104,036
FY2019	\$105,354
FY2020*	\$53,000

\*Anticipated revenue if no new advertisers are secured.

Most of Mountain Line's annual advertisers have not renewed or have significantly reduced their contracts. They have given a variety of reasons, including budget cuts and the desire to spend more of their budget on online advertising. For the first time in many years, Mountain Line's tail ads are not sold out. Despite efforts to reach out to new advertisers, the spaces are not filling. And when they do fill, the new advertisers are typically signing 1 to 3-month contracts, which causes more staff time for the Fleet Department to add and remove multiple ads.

Mountain Line staff had a conversation with Houck (they handle advertising sales for many small and mid-size transit agencies around the country) about the state of the market and learned:

- We are not alone – declining advertising sales is commonplace. Many of the “tried and true” industries (i.e. health care) are changing and not buying transit ads like they did in the past.
- Mountain Line is generally not as attractive to regional and national advertisers because Flagstaff usually only has one location for a business. For instance, we reached out to Planet Fitness when they opened a location at the Flagstaff Mall, but they declined to advertise with us because there is only one location in Flagstaff.
- Mountain Line pricing is right in line with other similarly size systems.

Moving forward, there are several options for the Board to consider regarding advertising sales:

- **Increase Inventory:** Mountain Line is not likely going to add a significant amount of buses to its fleet, so the only way to increase inventory is to sell more space on the bus. This could include full wraps and/or larger side and tail ads.
  - Pros: This could make Mountain Line more attractive to regional and national advertisers.
  - Cons: This could diminish Mountain Line's branding.
- **Outsource:** Many transit agencies completely outsource their ad sales program and have an agreement with a firm to handle the sales, placement, contracts, etc. Depending on the number of buses in the system, the transit agency and the ad sales firm each receive a percentage of the sales. In a conversation with Houck (if we outsource, Mountain Line would conduct a procurement process), they noted the following:
  - Mountain Line currently generates about \$3,600/bus/year, which is above average for a system conducting sales on its own.
  - In order for Mountain Line to stay at roughly the \$105,000 annual sales, an outside firm would need to generate about \$6,000/bus/year, which is a significant increase.
  - For a fleet of about 30 buses, most firms would operate on a 50/50 split.
    - Pros: Turnkey solution where the firm handles all aspects currently handled by Mountain Line staff, including coordinating the placement of ads by an outside sign company (reducing the burden on Fleet). Potential to bring in more revenue.



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- Cons: There is also a chance of only netting as much revenue as we do today, or potentially less. There is also a stigma about outsourcing sales to a firm outside of Flagstaff.
- **Bus Shelters:** Mountain Line currently does not sell advertising at its bus shelters. This has historically been a gray area with the City of Flagstaff's "off-premise signage" ban, and Mountain Line has not pursued this opportunity. Additionally, Mountain Line's bus shelters are not designed for optimal viewing of signage from vehicular traffic, which would not make the opportunity as attractive. Pros: This is a low-hanging fruit revenue opportunity. Cons: Shelter advertising could be in violation of City code, and the existing shelters are not conducive to displaying advertising.
- **Other Considerations:** There are other new technologies emerging that Mountain Line could consider implementing. This includes items like electronic screens in buses that are used to display rider information and as advertising revenue generators. This technology has a high up-front cost and we would need to consider the return on investment. There is also an option of leaving the program as it currently is and continuing to attempt to grow it organically.

### TAC DISCUSSION:

The January Transit Advisory Committee meeting was cancelled.

### FISCAL IMPACT:

There are a variety of fiscal impacts depending on if/how the advertising program changes.

### SUBMITTED BY:

\_\_\_\_\_  
Jacki Lenners  
Marketing and Communications Manager

### APPROVED BY:

\_\_\_\_\_  
Erika Mazza  
CEO and General Manager

### ATTACHMENTS:

1) Mountain Line Media Kit

-pages 23-31



*Getting you where you want to go*



Driving your message further.

# Bus **ADVERTISING** with **Mountain Line**

**Northern Arizona  
Intergovernmental Public Transportation Authority**

Bus advertising is recognized as one of the most effective forms of outdoor advertising. Used by both local and national advertisers, bus advertising can be tailored to fit almost any budget.

## **Why Advertise on Buses?**

Buses are moving billboards – circulating in the busiest areas of the city. Bus advertising offers exposure to local commuters, drivers and pedestrians. These ‘moving billboards’ are typically displayed on the exterior of the bus and come in a variety of sizes, and high-impact formats to reach your audience. Buses go, where people go!

## **Continuous Exposure:**

Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace all day, every day. This continuity builds familiarity with your brand (Branding), so customers will think of you when making purchasing decisions. Bus ads are great for branding campaigns (which typically run for at least one year), as they are seen by pedestrians and vehicular traffic from multiple directions.

Receive exposure where other out-of-home advertising may be prohibited – ***There are no billboards, or bus stop advertising in the city of Flagstaff.***



2017 - 2018

**MEDIAKIT**

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# A simple guide to advertising on Mountain Line vehicles

## 1 Pick your TARGET MARKET

Ridership averages more than 105,000 riders per month on **Mountain Line** and more than 70,000 on **Mountain Link Route 10** (when Northern Arizona University is in session).

### Flagstaff at a glance

- 2010 Census population - 66,067
- 2015 estimated population - 70,320
- Median household income - \$49,771

### Commercial Sectors

Some of the larger employers in Flagstaff are Northern Arizona University, Flagstaff Medical Center, W.L. Gore & Associates, United States Geological Survey, and the City of Flagstaff.

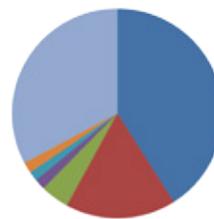
Tourism is a large contributor to the economy, as the city receives more than 4.6 million visitors per year. Grand Canyon National Park South Rim is only 75 miles from Flagstaff.

### Northern Arizona University Flagstaff Campus

- 2016 enrollment - 22,134



### Ridership Demographics



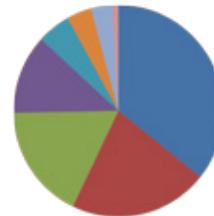
#### Annual Household Income

- Under \$20,000 (41%)
- \$20,000 - \$39,999 (17%)
- \$40,000 - \$59,999 (4%)
- \$60,000 - \$74,999 (2%)
- \$75,000 - \$99,999 (2%)
- \$100,000+ (2%)
- DK/No Response (33%)



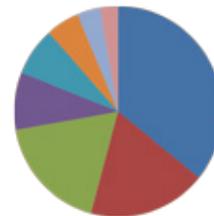
#### Age in Years

- 12 & under (2%)
- 13 - 18 (12%)
- 19 - 24 (20%)
- 25 - 34 (21%)
- 35 - 44 (14%)
- 45 - 64 (23%)
- 65+ (4%)
- No Response (5%)



#### Employment Status

- Full Time (39%)
- Part Time (23%)
- Full Time Student (19%)
- Unemployed (13%)
- Retired (6%)
- Disabled, Not Employed (4%)
- Part Time Student (4%)
- Stay at Home Parent (1%)

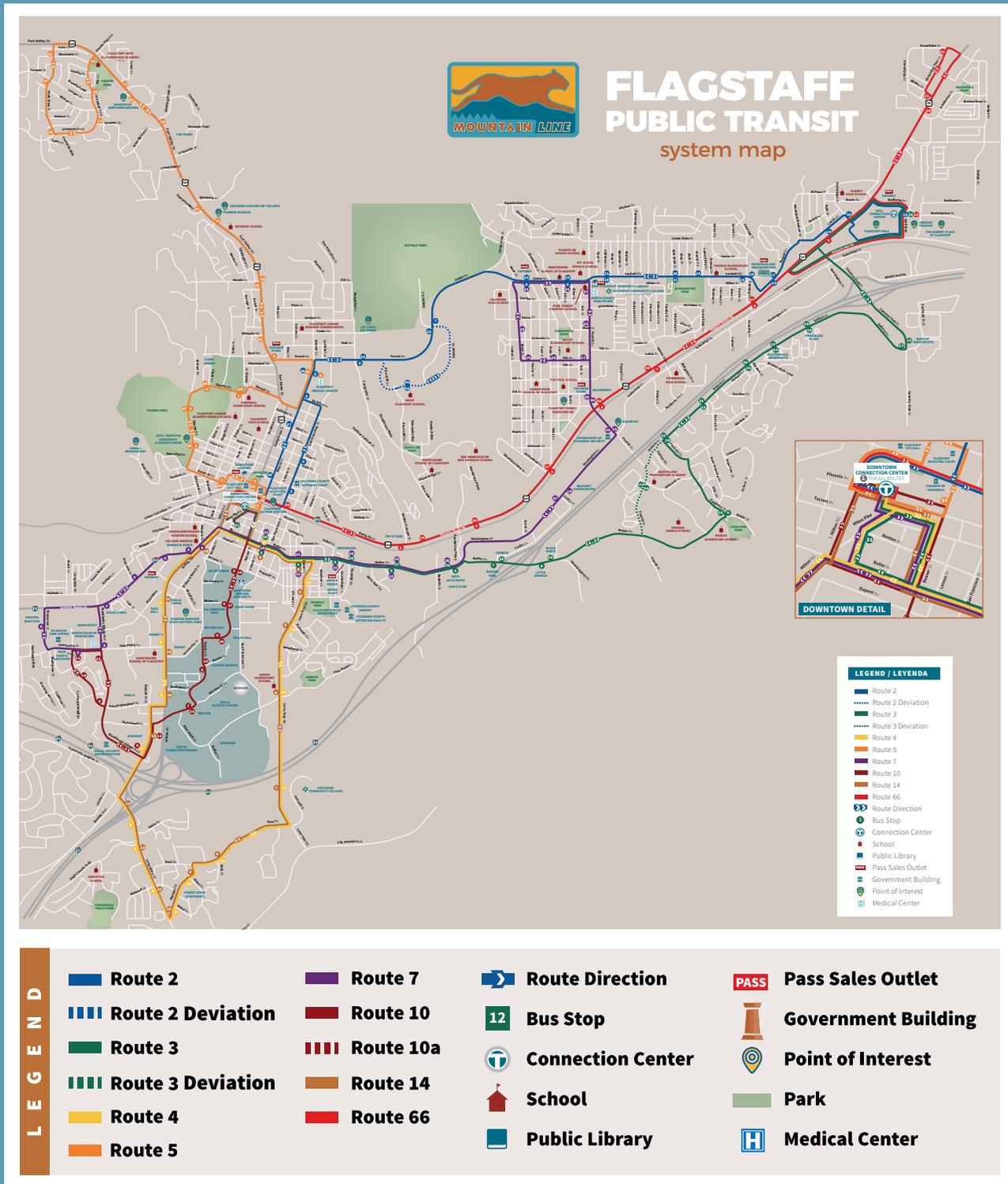


#### Trip Purpose

- Work (36%)
- Shopping (18%)
- Leisure (18%)
- Other (9%)
- College or Vocational School (7%)
- Middle or High School (5%)
- Medical (4%)
- Social Services (3%)

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# Routes through Flagstaff, AZ



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## Mountain Line vehicles

# 2 Pick your **BUS** and **AD PLACEMENT LOCATION**

The **Northern Arizona Intergovernmental Public Transportation Authority** (NAIPTA) operates the **Mountain Line** and **Mountain Link** fixed-route transit systems, and the **Mountain Lift** paratransit systems. These vehicles offer some of the most visible and diverse advertising opportunities in this community.



### **MOUNTAIN LINE Standard Bus**

23-buses; 8-fixed routes; 16-hours per day. Services **Flagstaff's main corridors, business areas, Northern Arizona University campus, neighborhoods, and schools.**

*Note: We cannot guarantee any advertiser a specific route or bus - all buses run different routes each day.*



### **MOUNTAIN LINE - Articulated Bus**

6 buses; The articulated buses are twice the size of a regular bus, and bend like an accordion in the middle. These buses primarily run on **Route 10 (free for NAU students)** from August - May, serving the Woodlands Village area, Northern Arizona University campus, and downtown Flagstaff. During the summer months, the articulated buses can be used on other routes and at special events.



### **MOUNTAIN LIFT Paratransit Service**

8 Vans. Mountain Lift offers paratransit service for persons who are disabled and are unable to use Mountain Line. This is origin-to-destination service, so these vans are on the main roads and in residential neighborhoods.

*Note: Mountain Lift vehicles do not run a specific route. They are used for on-demand response service.*

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Reserve your space today!

## Mountain Line Standard Bus



23-buses; 8-fixed routes; 16-hours per day. Services Flagstaff's main corridors, business areas, Northern Arizona University campus, neighborhoods, and schools.

*Note: We cannot guarantee any advertiser a specific route or bus - all buses run different routes each day.*

**Exterior Advertising:** Each bus has one Tail ad, one Modified Queen ad, and one King ad.

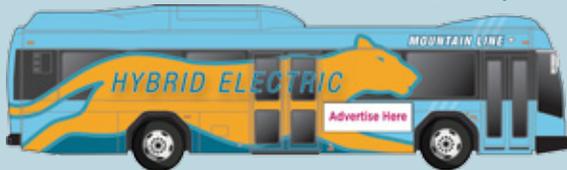


**TAIL (rear of bus):**

Ad space size: 44" w x 21" h  
Impressions/Views: Range of 7,000 to 9,000 per ad per day.

- 1-2 months: \$265 per mo.
- 3-5 months: \$250 per mo.
- 6-11 months: \$235 per mo.
- 12+ months: \$220 per mo.

*Rates based on ONE (1) bus.  
Contact us for rates on multiple location and multiple bus advertising.  
Consecutive month buys required for multi-month discounts.*



**Modified QUEEN (curbside of bus):**

Size: 66" w x 28" h  
Impressions/Views: Range of 6,000 to 8,000 per ad per day.

- 1-2 months: \$265 per mo.
- 3-5 months: \$250 per mo.
- 6-11 months: \$235 per mo.
- 12+ months: \$220 per mo.



**KING (street-side of bus):**

Size: 144" w x 28" h  
Impressions/Views: Range of 6,000 to 8,000 per ad per day.

- 1-2 months: \$265 per mo.
- 3-5 months: \$250 per mo.
- 6-11 months: \$235 per mo.
- 12+ months: \$220 per mo.

**Interior Advertising:** Each bus features "Header" space, which is visible to passengers sitting on the bus. A cost-effective way to reach this valuable captive audience. Ad space is 17" w X 11" h.

**Mountain Line Interior:**  
23 buses, 8-route coverage  
(one printed sign per bus)

	1-2 mo.	3-5 mo.	6-11 mo.	12+ mo.
Interior	\$365	\$340	\$315	\$290

*Rates are per month.*

**Non-profit rate:** 50% discount on all interior advertising.

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# Mountain Line Articulated Bus



The articulated buses are twice the size of a regular bus, and bend like an accordion in the middle. These buses primarily run on **Route 10** from August - May, serving the Woodlands Village area, Northern Arizona University campus, and downtown Flagstaff. During the summer months, the articulated buses can be used on other routes and at special events.

**Exterior Advertising:** This bus has one Tail ad, one Standard ad, and two King ads.



**TAIL (rear of bus):**

Ad space size: 44" w x 21" h  
Impressions/Views: Range of 7,000 to 9,000 per ad per day.

- 1-2 months: \$315 per mo.
- 3-5 months: \$295 per mo.
- 6-9 months: \$275 per mo.

*Contact us for rates on multiple location advertising. Consecutive month buys required for multi-month discounts.*

*Mountain Line articulated buses are primarily active when NAU is in session (late Aug. - early May), although they may be used on other routes and at special events. The maximum contract available for these vehicles is nine months, and we will permit any nine-month advertisers to remain on the bus for the full 12 months.*

**STANDARD (curbside of bus):** Size: 44" w x 21" h  
Impressions/Views: Range of 6,000 to 8,000 per ad per day.



- 1-2 months: \$315 per mo.
- 3-5 months: \$295 per mo.
- 6-9 months: \$275 per mo.

**KING (street-side of bus):** Size: 144" w x 28" h  
Impressions/Views: Range of 6,000 to 8,000 per ad per day.



- 1-2 months: \$315 per mo.
- 3-5 months: \$295 per mo.
- 6-9 months: \$275 per mo.

**Interior Advertising:** Each bus features "Header" space, which is visible to passengers sitting on the bus. A cost-effective way to reach this valuable captive audience. Ad space is 17" w X 11" h.

**Mountain Line  
Articulated Bus Interior:**  
6 buses, Route 10  
(one printed sign per bus)

	1-2 mo.	3-5 mo.	6-11 mo.	12+ mo.
Interior	\$300	\$270	\$240	\$210

*Rates are per month.*

**Reserve your space today!**

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## Mountain Lift Paratransit Service



8 Vans. Mountain Lift offers paratransit service for persons who are disabled and are unable to use Mountain Line. This is origin-to-destination service, so these vans are on the main roads and in residential neighborhoods. Note: Mountain Lift vehicles do not run a specific route. They are used for on-demand response service.

**Exterior Advertising:** These vans have one Tail ad.



**TAIL (rear of Van):**

Ad space size: 44" w x 21" h  
Impressions/Views: Range of  
7,000 to 9,000 per ad per day.

**1-2 months: \$127 per mo.**

**3-5 months: \$120 per mo.**

**6-11 months: \$113 per mo.**

**12+ months: \$106 per mo.**

*Rates based on ONE (1) bus.  
Contact us for rates on  
multiple location and  
multiple bus advertising.  
Consecutive month buys required  
for multi-month discounts.*



**Reserve your space today!**

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## Ad Specifications

# 3 Create your message and produce your advertisement

Ad design advice – **keep it simple.**

Some people will be reading your advertisement from a distance.

- Use as few words as necessary – short and to the point.
- Make sure to use large type.
- Avoid script or flowery type.
- Have a strong and visible call to action – website, phone number, etc.

### EXTERIOR ADS

#### MATERIAL

Avery HP MPI 2121 Transit Vinyl with Avery DOL 2080 Matte overlaminate. Full-color/full-bleed, printed vinyl graphics with an additional matte UV protective overlaminate. Weatherproof and waterproof UV inks must be used. Finished advertisement vinyl is applied directly to the side of the bus.

#### FILE SPECIFICATIONS:

300 dpi, CMYK, all fonts should be outlined before converting file to print ready file. PDF and EPS file preferred. All production files should be submitted directly to the printer.

#### TAIL OR STANDARD SIZE:

Finished size: 44" w x 21" h live area; 41" w x 19.25" h (keep all type and logos within this area).

#### MODIFIED QUEEN:

Finished size: 66" x 28." Live area: 64" x 26." Area outside the live area needs to be a 1" wide white border to provide contrast between your advertisement graphics and the graphics on the side of the bus.

#### KING:

Finished size: 144" x 28." Live area: 142" x 26." Area outside the live area needs to be a 1" wide white border to provide contrast between your advertisement graphics and the graphics on the side of the bus.

*Note: Exterior ad signs will be posted on buses by the start of the contract period. Artwork must be received and approved 15 days prior to the start of the contract period.*

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## Ad Specifications Cont.

### INTERIOR ADS

#### Header

Material – Full-color inkjet print on 10 mil. gloss heavy paper with UV inks and 3 mil. matte over-laminate. Each trimmed to size.

Trim size: 17" w x 11" h

Live area: 16" w x 10" h

(keep all type and logos within this area)

*Note: Header ads will be posted on buses by the start of the contract period. Artwork must be received and approved 10 days prior to the start of the contract period.*

Weekly ad change-outs or other custom servicing – may incur an additional fee.

Send your finished signs to Mountain Line (address below). Finished artwork must be received by Mountain Line five days prior to the start of the contract period.



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## Northern Arizona Intergovernmental Public Transportation Authority

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**DATE PREPARED:** January 3, 2020

**MEETING DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Erika Mazza, CEO and General Manager

**SUBJECT:** Consider Funding for Service Prioritization

### **RECOMMENDATION:**

Staff recommends the Board of Directors provide direction to pursue new funding sources in order to deliver on recently adopted service priorities.

### **RELATED STRATEGIC PLAN GOAL & OBJECTIVE**

**Goal:**

- ❖ Fiscal Responsibility

**Objective:**

- ❖ Expand Mountain Line revenue resources to allow for the full implementation of the 5-year plan, capital plan, and projected increases in costs of providing service.

### **BACKGROUND:**

At the Mountain Line Strategic Advance held on October 3, 2019, staff were directed to bring back to the Board of Directors a proposed Service Prioritization Plan. Staff brought forth a Service Prioritization Plan for enhanced transit services which was adopted by the Board on November 20, 2019. Then, at the December 18<sup>th</sup> NAIPTA Board meeting, staff presented an overview for new funding sources in order to deliver on the recently adopted service priorities. This report builds on the initial funding discussion as the NAIPTA Board requested the following information be brought back for consideration:

- Polling Scope
- 2018 Ballot Language
- Precinct Data
- 2020 local ballot questions

#### Polling Scope

Staff have requested a scope of work from GlobalLocal Vision, the polling agency who has conducted polling for our previous ballot questions. Based on prior contracts, GlobalLocal Vision has presented staff with an initial polling of 400 likely voter survey to better understand voter preferences involving public transit operations within the City of Flagstaff. Polling of 400 likely votes is in line with past survey sizes. This portion of the research can be conducted within the next two months.



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### 2018 Ballot Language

*Proposition 421: Shall the City Council have the authority to amend the Tax Code of the City to levy a transaction privilege/sales tax at a rate of 0.15% (\$0.0015) to be in effect for a period of 11 years beginning July 1, 2019, for increasing public transportation including constructing, acquiring, operating, and maintaining equipment and facilities for more frequent transit service within the City of Flagstaff?*

Mountain Line proposed a transit tax increase (Proposition 421) in the 2018 election. The proposal included a 0.15% sales tax increase (15 cents on a \$100 purchase) which would have provided \$2.9 million new revenue in FY2019 and funded a portion of the service priorities below. NAU would have leveraged the Proposition with a \$500,000 annual commitment to provide a Universal Access Pass.

### Precinct Data and Focus Group Responses

Global Vision provided a Focus Group report to Mountain Line after Proposition 421 was narrowly defeated in 2018. The following information was pulled directly from that report, which is attached for your reference.

A precinct data map with the Mountain Line bus routes was developed to understand geographic levels of support and opposition to Proposition 421 (See map attached). Areas of greatest support corresponded with major bus routes traversing through the election precincts, including Routes 2, 10, 4, 5, 7, 14, and 66. Election precincts with lesser support for Proposition 421 were not as well serviced by Mountain Line, with the exceptions of portions of Routes 2, 3, 4 and 66. Overall, supportive districts were concentrated around the downtown area and tended to be areas with the highest housing density in Flagstaff. Opposition precincts correspond to areas with less housing density and limited access to transit.

Proposition 420, Lone Tree Overpass, was viewed more positively in both focus groups, than raising taxes to increase the frequency of public transit. The Lone Tree Overpass was a specific project that focus group participants could clearly envision. Participants discussed how difficult it is to sometimes go across town in a car. They linked the proposed new overpass with the success of the Fourth Street Overpass in helping the flow of traffic around town. The overpass was easily imagined as a way of alleviating the pressure of traffic congestion created on Milton Road.

Proposition 421 was the second most well remembered of the three transportation propositions. Several focus group participants knew this proposition was about increasing public transit service but were vague on the details. One person said this had to do with increasing bus fares, and another just couldn't remember anything about Proposition 421. Some knew that support for Proposition 421 would translate into more bus frequency. Beyond that, details were hazy. Several people were confused about benefits for NAU students. One person was convinced that NAU was the core focus of the question. In that participant's mind, the question was centrally about encouraging NAU students to take the bus.

### 2020 Local Ballot Questions

At the time of finalizing this staff report, staff has reached out to our partners to better understand what local initiatives may be on the 2020 ballot. At this writing, there is no known measures proposed for CCC, County or FUSD and the City is weighing a housing bond measure, and parks/recreation/open space bond



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measure. It is unknown at this time if there will be additional citizen ballot measures. Ballot questions will be called by the City of Flagstaff in early July.

### FUNDING OPTIONS:

For reference, the current transit tax rate is .295% or .00295, or 29.5 cents on a \$100 purchase. The total FY2019 transit tax revenue, as recently reported by City staff, is \$5,819,983. Additional transit service cannot be supported by these existing revenues, as Mountain Line fully allocates its current revenues to existing services and current capital needs.

Building out Mountain Line's 2019 Service Prioritization Plan (see chart attached) will cost approximately \$4 million annually in operations and \$45 million in capital at today's costs (50% estimated for BRT). Assuming an 80% match for capital projects, the local share would be \$9 million for capital projects. With a .15% tax increase Mountain Line would still need a source of local funds for capital projects and an additional \$2 million annually to deliver the entire 5-Year Transit Plan and Service Prioritization List. Doubling the current tax expects to cover all proposed costs. As of July 2020, the City sales tax will be 9.181% exclusive of the 2% BBB tax.

There are a variety of funding options the Board could pursue to implement these services including sales tax, property tax, or private investment.

With these options in mind, staff have proposed three options for pursuing more public funding to invest in the system.

1. Mountain Line could go forward with a request for a 2020 sales tax initiative of .15% which would fund the highest priority services and/or maintain existing services if congestion or inflation increase.
2. Direct staff to find additional funding partners to fulfill the Service Prioritization Plan. Sources could include property tax; Universal Access Passes; targeted taxes on rental cars; Uber/Lyft services; Impact Fees; funding from key destinations, such as the Flagstaff airport, and private developments.
3. Mountain Line could propose doubling the current transit sales tax rate of .295% to fund the service priorities and create flexibility to adapt to future needs.

### TAC DISCUSSION:

The January meeting of the Transit Advisory Committee was cancelled.

### ALTERNATIVES:

- 1) **Provide direction to pursue a .15% transit tax proposal to the November 2020 ballot:** This is action would fund the highest priority services in the 5-Year Plan and 2019 Service Prioritization Plan. A formal request to the City Council to add the tax to the ballot would be required.
- 2) **Provide direction to pursue other revenue sources in addition to a .15% sales tax initiative**



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**(Recommended):** Mountain Line could go forward with a request for a 2020 sales tax initiative of .15% which fund the highest priority services and seek new funding partners to fulfill the priority list. Sources could include property tax; Universal Access Passes; targeted taxes on rental cars; Uber/Lyft services; Impact Fees; funding from key destinations, such as the Flagstaff airport, and private developments. A formal request to the City Council to add the tax to the ballot would be required.

- 3) **Provide direction to pursue a .295% transit tax proposal to the November 2020 ballot:** Mountain Line could propose doubling the current transit sales tax rate of .295% to fund all of the service priorities and create flexibility to adapt to future needs. A formal request to the City Council to add the tax to the ballot would be required.
- 4) **Do not recommend Mountain Line to seek future funding for service improvements (not recommended):** If not approved, Mountain Line will not fulfill the 2008 tax promise or the 5-Year Plan and service priorities. Mountain Line will continue to have needs for new revenues in order to maintain current level of service due to congestion and increasing costs.

### **FISCAL IMPACT:**

The FY2020 budget includes \$80,399 to explore and pursue a transit tax. From Transportation Decision 2018, Mountain Line expended \$111,234.66, of which \$61,118.97 was reimbursed by the City of Flagstaff for Propositions 419 and 420. Our costs for the 2018 Transit Ballot measure were \$50,045.69. We would look to share resources (to the extent possible), if the Board directs staff to pursue a 2020 transit ballot measure.

### **SUBMITTED BY:**

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Erika Mazza  
CEO and General Manager

### **ATTACHMENTS:**

- 1) Mountain Line 2018 Precinct Data Map with routes - page 36
- 2) Mountain Line 2019 Service Priorities - page 37
- 3) NAIPTA Focus Group Report - separate from packet

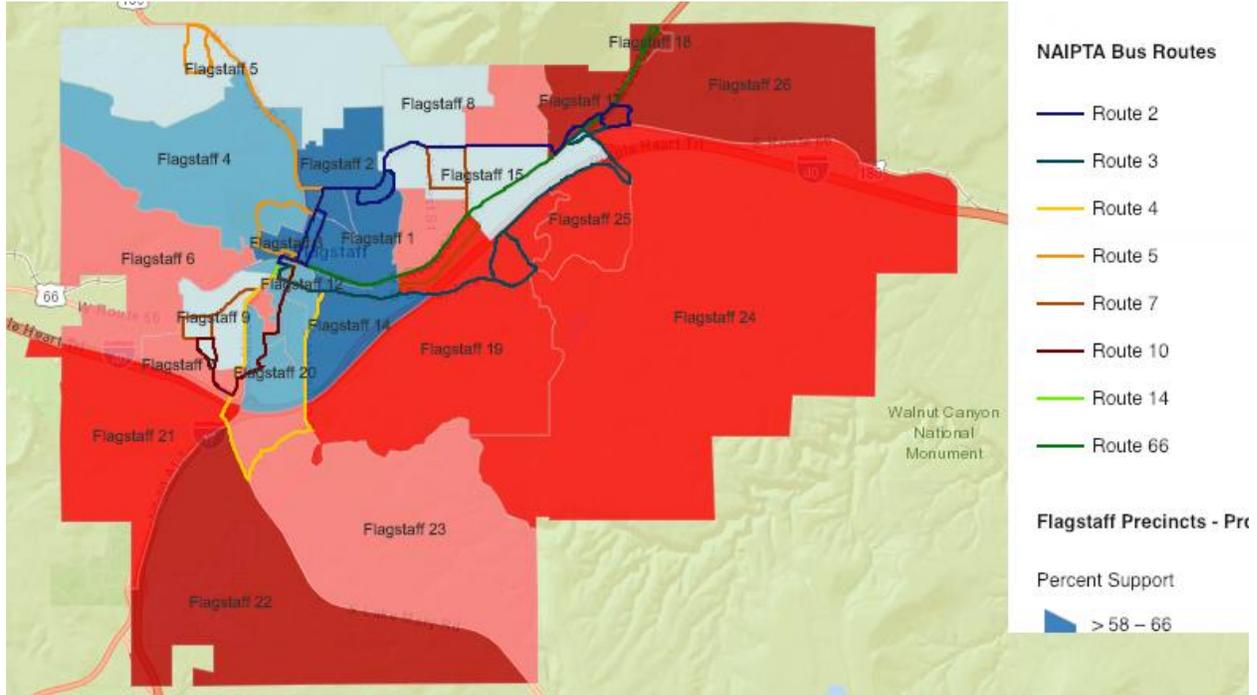


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2018 Precinct Data for Proposition 421



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*Mountain Line Service Priorities*

Rank	Improvement	Cost	Rationale
1	Route 8 Extension	\$192,048	Fulfills 2008 tax promise
2	Route 5 Frequency with On-Demand	\$169,670	Lowest frequency route in the system with high likelihood that increase in service will increase ridership.
3	Route 3 Frequency	\$195,648	High potential ridership increase from 30-minute to 20-minute service; connecting residential with NAU and downtown.
4	Route 66 Frequency	\$199,136	Increased from 30-minute to 20-minute service could attract new riders but unlikely at rate of routes 3 and 5 above.
5	Milton Frequency Airport (including Ponderosa Trails) BRT	\$755,040 \$1,635,764	Ranked after 5-Year Plan frequency improvements, as it's a combination of coverage and frequency. Partner funding for the airport could adjust prioritization.
6	11pm span smoothing with Late Night On-Demand	\$384,630	Late night service is the number 2 request from the community after greater frequency.
7	Saturday Service	\$589,455	Weekend service improvements are the next most commonly asked for improvement. This is considered a frequency increase.
8	University Heights On-Demand	\$298,267	Lower ranking priority as this is a coverage improvement.
9	Country Club On-Demand	\$380,535	Lower ranking priority as this is a coverage improvement.
10	Regional Services	Unknown	Service requests through Regional Policy – initiated from other communities/partners.
Total Operating Costs		\$4,173,965	



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**DATE PREPARED:** December 27, 2019

**MEETING DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Heather Dalmolin, Administrative Director

**SUBJECT:** Update on the Federal Transit Administration Triennial Review for 2020

**RECOMMENDATION:**

The Board may provide direction, but there is no recommendation from staff at this time.

**BACKGROUND:**

Every three years, the Federal Transit Administration completes a review of Mountain Line's programs and policies for compliance with federal regulations. Mountain Line received notice on October 30, 2019 that provided official notification of our Comprehensive Triennial Review in 2020. There are multiple steps to the review process as per the below:

- The desk review: As part of the desk review, staff were provided a Recipient Information Request (RIR) that detailed 19 areas of compliance and named documentation to be provided as evidence of compliance. The RIR was submitted to the reviewer on Dec 24, 2019.
- The site review: The reviewer has scheduled the onsite portion of the review for early May 2020. During the visit, staff will have an opportunity to provide clarifying information regarding submitted documentation, provide tour of facilities and routes, and to address any deficiencies.
- Draft Report: While the reviewer will provide a list of deficiencies or corrective action at the conclusion of the onsite visit, the draft report is due within 30 days of the visit. Staff will have an opportunity to correct deficiencies noted prior to issuance of the draft report.
- Final Report: The final report is due 30 days after Mountain Line responds to the draft report. Upon issuance of the final report, we will have a timeline for correcting all outstanding items.

The last review was completed in 2017 and all correction items were addressed and closed out timely. Some examples of deficiencies corrected are: procedure on how we report on potential ADA capacity constraints on Paratransit service, lack of Responsibility Determination in our procurement process, and missing parts of public comment process.

The final report will be provided directly to the Chair of the Board as well as the CEO and General Manager. This review is the 6<sup>th</sup> review that our Administrative Director has led on behalf our agency.

**TAC DISCUSSION:**

The January meeting of the Transit Advisory Committee was cancelled.





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### **FISCAL IMPACT:**

There is no anticipated fiscal impact related to the Triennial Review. Staff time necessary for responding to the desk review and onsite review is within the regular job duties. Some corrective action may result in fiscal impacts in future years.

### **APPROVED BY:**

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Heather Dalmolin  
Administrative Director

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Erika Mazza  
CEO and General Manager

### **ATTACHMENTS:**

None.



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**DATE PREPARED:** December 13, 2019

**MEETING DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Kate Morley, Development Director

**SUBJECT:** Consider AECOM General Consulting Services Contract Task Order Modification

**RECOMMENDATION:**

**Staff recommends the Board of Directors** increase the valuation of the AECOM General Consulting Services contract by \$124,248 to \$2,491,114 for fiscal year 2020.

**RELATED STRATEGIC PLAN GOAL & OBJECTIVE**

**Goal:**

- ❖ Service Excellence

**Objective:**

- Invest in capital to improve efficiencies and infrastructure to enhance customer-first service delivery.

**BACKGROUND:**

On June 21, 2017, the Board of Directors awarded AECOM Technical Services, Inc. (AECOM) a three-year contract to provide necessary on-call Architectural and Engineering services through a General Consulting Services Contract (RSOQ 2017-400). Based on approval of the Board of Directors, the CEO and General Manager will authorize Task Orders with AECOM that do not exceed the valuation approved by the Board of Directors at the initiation of each local fiscal year. NAIPTA staff presents quarterly updates on existing and pending Task Orders to the Board of Directors. The Board can call for updates or request more information at any time during this contract. This report is meant to fulfill the quarterly update requirement.

Since the last quarterly report, staff have identified the need for an additional sub task for Task Order #14: Kaspar Intersection Project Management for the incorporation of Transit Signal Priority(TSP) into the intersection. The use of TSP is new to both Mountain Line and its partners at the City of Flagstaff (City) and will require the need to establish rules and policies regarding the use of TSP and maintenance of equipment. AECOM has one of the leading TSP experts in the state, who has worked to establish TSP in other Arizona jurisdictions. They will be able to guide both the Mountain Line in the procuring of technology compatible with signals owned by both ADOT and the City and in the development of agreements related to TSP. This sub task is a \$124,248 increase in the value of the contract over what was anticipated at the beginning of the fiscal year and therefore increases the total contract value for the fiscal year by that amount. The increase will be paid for through the Section 5307/5339 grant that was





awarded for the Kaspar Intersection. Staff is confident enough value remains in the grant to complete the construction of the project with this additional expense.

**AECOM Task Orders FY2020:**

To date AECOM has already finished work on Task Orders #1: Winslow Ridership Forecasting, #3: Highway 180 and #5 and #7 related to renovation of headquarters last year. Task Order #9 for Transit Guidelines was closed in December after successful adoption. Task Orders #2 and #4 were previous program management tasks now represented under Task Order #13. Task Order #12, for the new Kaspar Intersection, was never initiated and is going out to bid. AECOM continues to work on the following projects:

**Task Order #6: BRT Project Development**

- The BRT project has determined final alignment and is working with the ADOT Corridor Master Plan (CMP) to make a final determination on the Milton cross section before entering NEPA. Public outreach is also on-going at this time.

**Task Order #8: DCC Selection, Design & Preliminary Engineering**

- AECOM has completed the site selection analysis and is on hold until we have formal approval from the City of Flagstaff to use the site before starting concept design. The Task Order end date is now anticipated as July 2020.

**Task Order #10: NAU Partnership – Milton/Rt 66**

- AECOM has submitted a Traffic Impact Analysis (TIA) to ADOT and is finalizing concept design. The Task Order is anticipated to be complete in February 2020.

**Task Order #11: Bus Stop Amenities (survey/design)**

- No work has been completed under this item to date. Staff propose to move this item to a sub task of Task Order #13 due to its limited use and the costs associated with project management of a separate Task Order. Project tracking would still be available.

**Task Order #13: Initiation of Work / Program Management**

- A survey of the Kaspar Intersection, to give to the competitively procured design professional, was completed. The need to move the survey forward ahead of the design professional was necessary to stay ahead of winter weather.

**Task Order #14: Kaspar Intersection Project Management**

- A scope of work is being initiated for this Task Order and staff are proposing to include managing the incorporation of Transit Signal Priority (TSP) into the intersection along with the development of associated policies and agreements for the use of TSP at the light. Anticipated start date is now January 2020.





Task	Project Name	Start Date	End Date	Source Funds	FY2020 Value	Status Update
#6	Bus Rapid Transit (BRT) Project Development	July 2018	Summer 2020	5307/39	\$1,464,830	Awaiting final Milton cross section from CMP before starting NEPA
#8	DCC Selection, Design & Preliminary Engineering	July 2018	July 2020	5307/39	\$514,230	Preparing for concept design and NEPA
#9	Transit Guidelines	Nov. 2018	Sept. 2019	5311	\$29,006	Complete
#10	NAU Partnership – Milton/Rt 66	Jan. 2019	Nov. 2019	5307/39	\$58,450	Final concept nearing finish
#11	Bus Stop Amenities (survey/design)	On-going		5310/Local	\$50,000	Move to sub task of Task Order #13
#13	Initiation of Work / Program Management	On-going		Varies	\$50,350	On-going
#14	Kaspar Intersection Project Management including TSP sub task	January 2020	Nov. 2020	5307/39	\$224,248	Task Order to be signed in January
<b>New Contract Total FY2020</b>					<b>\$2,491,114</b>	

**TAC DISCUSSION:**

The January meeting of the Transit Advisory Committee was cancelled.

**ALTERNATIVES:**

- 1. Increase the valuation of the AECOM General Consulting Services contract by \$124,248 to \$2,491,114 for fiscal year 2020. (recommended).** This action will create capacity for expert guidance in the development of policies and procedures related to the establishment of TSP as a part of Task Order #14: Kaspar Intersection Project Management and facilitate the coordination of TSP with the Bus Rapid Transit project.
- 2. Do not increase the valuation of the contract (not recommended).** Staff could issue a competitive procurement for professional services to oversee implementation of TSP but will lose efficiencies with the Bus Rapid Transit project that includes TSP design and development and





ensuring the TSP technologies are coordinated. Going out for competitive procurement would diminish efficiencies and ultimately delay the project.

**FISCAL IMPACT:**

The increase in value of the contract will be paid through the 5307/5339 grant for the Kaspar Intersection and is already included FY2020 budget. Staff are confident enough value remains in the grant to complete construction of the intersection. The total valuation of the contract includes all sub-consultant and reimbursable costs. Fees incurred throughout the contract term are aligned with NAIPTA's annually approved budget and funding as awarded through competitive grants or as approved from the local transit tax. All projects are based on fund availability and identified within NAIPTA's Financial Plans.

**SUBMITTED BY:**

**APPROVED BY:**

\_\_\_\_\_  
Kate Morley  
Development Director

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Erika Mazza  
CEO and General Manager

**ATTACHMENTS:**

None.





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## NAIPTA MEMORANDUM

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**DATE:** January 15, 2020  
**TO:** Honorable Chair and Members of the Board  
**FROM:** Jacki Lenners, Marketing & Communications Manager  
**SUBJECT:** Mountain Express and New Year's Eve

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Staff will give an update on Mountain Express and New Year's Eve ridership at the January Board meeting. Here is additional information on the marketing of each program:

### Mountain Express

Mountain Express marketing is done in conjunction with Arizona Snowbowl. Mountain Line is primarily responsible for marketing the service to the local audience, while Arizona Snowbowl has a larger reach and can market to visitors. Marketing activities include: Print and online advertising, paid and organic social media promotion, radio advertising, exterior bus advertising, flyer distribution to Flagstaff area hotels, ski rental shops, and the Visitor Center, and traditional media relations. Artwork example:



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**New Year's Eve**

Mountain Line offers free service all day on New Year's Eve and extended service hours, with the last buses departing downtown around 1:15 a.m. Marketing activities include: Print and online advertising, paid and organic social media promotion, bar coaster distribution in downtown Flagstaff, and traditional media relations. Artwork example:

**2020**  
WE DRIVE  
YOU CELEBRATE

**FREE SERVICE ALL DAY!**  
A New Year's Eve gift from Mountain Line - FREE SERVICE all day and extended service hours. Last buses leave the Downtown Connection Center at 1:15 a.m.

#HAPPYNEWYEAR

mountainline.az.gov/newyears Instagram.com/flgmountainline Facebook.com/FLGMountainLine @FLGMountainLine  
For routes and schedule information call (928) 779-6624



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## NAIPTA MEMORANDUM

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**DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Anne Dunno, Capital Project Manager

**SUBJECT:** Update on McConnell Multimodal Improvements & Milton Campus Entry Study

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The following is the status of two NAU partnership projects:

### 1) McConnell Multi-Modal Improvements

*Background:*

This project will improve transit, pedestrian and bicycle safety and connectivity to minimize congestion and confusion of all modes at the southwest gateway to NAU campus for students, staff and visitors.

*Steps Completed:*

In November 2018, Mountain Line and NAU completed the feasibility study which identified the multi-modal roundabout concept at McConnell Drive and Pine Knoll Drive with improved access at the Social and Behavioral Sciences (SBS) transit hub.

In February 2019, Mountain Line and NAU executed an Intergovernmental Agreement (IGA) to continue the partnership for design phase with Mountain Line's funding commitment not to exceed \$400,000 (\$320,000 federal/\$80,000 local). Mountain Line supports this project because the SBS transit hub is the second busiest stop after the Downtown Connection Center (DCC) and the primary access to high frequency transit linking downtown Flagstaff and Woodlands Village.

Over the spring of 2019, NAU solicited design professional services with Mountain Line oversight. The WLB Group was identified as highest-ranking engineering firm; scoping was completed with total design phase fee, including environmental and post-design phase services, at approximately \$1,000,000.

In September 2019, Mountain Line and NAU presented the project to the Flagstaff Metropolitan Planning Organization (FMPO) Technical Advisory Committee (TAC) to gauge partnership interest for future funding to complete design and construction. FMPO TAC





requested additional information regarding off campus impacts and a Traffic Impact Analysis (TIA) in order to be able to consider support for agency partner funding.

*Status:* NAU will execute the contract with WLB Group and issue notice to proceed (NTP) for Task 1: concept engineering and TIA for approximately \$100,000. This task will provide additional information requested by the FMPO TAC in order to consider funding the project. Project kick-off is anticipated by end of January with an estimated 5-month timeline to complete Task 1. Mountain Line will provide a status to the Board upon completion of Task 1. Mountain Line and NAU intend to bring the project back to the FMPO TAC to review in spring, 2020.

## 2) Milton Campus Entry Study

*Background:* The primary mission of the Milton Campus Entry Study is to determine the feasibility of adding a fourth leg at the intersection of Milton Avenue and W. Route 66 to provide vehicle, transit, bike and pedestrian access to NAU's campus. This project was initiated due to the existing and planned growth along West Route 66, demand for more direct service onto NAU campus and Mountain Line's service priority for the West Route 66 Corridor.

### *Steps Completed:*

In February 2019, Mountain Line and NAU executed a Memorandum of Understanding (MOU) to partner on the study. Mountain Line, as the project manager, proceeded to utilize its General Consulting Services contract with AECOM to conduct the TIA and develop concept layouts for the NAU parcel with guidance from NAU leadership. Using AECOM provided project benefits and efficiencies due to the overlapping nature of work associated with the Bus Rapid Transit study they are also conducting.

### *Status:*

The roadway concept allows for phased development with a transit and utility vehicle service only access onto Knoles Drive located between existing NAU buildings in the short-medium term, with a "T" road connection to Riordan Street that includes bicycle and pedestrian infrastructure. The TIA is under final review by ADOT. Next steps in January are to complete the NAU impacts report and present the final study to NAU leadership and Mountain Line Board of Directors. There is currently no future funding for implementation identified by NAU, Mountain Line, or other local agency partners; however, the study will inform agency decision-making and provide support for future grant opportunities.





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## NAIPTA MEMORANDUM

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**DATE:** January 15, 2020

**TO:** Honorable Chair and Members of the Board

**FROM:** Erika Mazza, CEO and General Manager

**SUBJECT:** Delegations of Authority

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In September 2019, the NAIPTA Board adopted two resolutions that granted additional authorities to the CEO and General Manager. Procurement Resolution 2020-110 allows for the CEO and General Manager to: 1) Authorize and award procurements; and 2) Execute contracts that support projects that are within the approved fiscal year budget, the 10-year financial plan, and which may be related to the approved annual Grant Resolution. The second resolution, Delegation of Authority - Resolution 2020-100, authorizes the CEO and General Manager to authorize and execute agreements for transportation projects with public, non-profit and for-profit agencies for a period not to exceed 5 consecutive years and not to exceed \$100,000 per fiscal year. Both resolutions require Progress Reports to the NAIPTA Board following any such actions.

Additionally, in June 2019, the Board approved the Collective Grant Resolution, Resolution 2019-120, which provided authorization to the CEO and General Manager to execute awards and contracts for federal assistance. This update also includes applications and executions of awards acted upon by the CEO and General Manager.

### **Procurement Resolution 2020-110**

#### *Zero Emissions Bus Transition Plan*

Mountain Line conducted one competitive procurement under Resolution 2020-100. The procurement requested a consultant to develop a Zero Emissions Bus Transition Plan (ZEB Transition Plan). The goal of the ZEB Transition Plan is to conduct a thorough review of existing technologies as related to infrastructure needs, costs, greenhouse gas emissions savings and impacts to local service provision. This information will be used to make a recommendation for which technologies to pursue to the Board of Directors. The ZEB Transition Plan will then provide a detailed implementation plan for that technology. Mountain Line was awarded funding for low and no emissions vehicles in the Bus and Bus Facilities Grant and the future development of the DCC will need to accommodate such technologies, so the timing for the ZEB Transition Plan is critical. The competitive procurement closed on November 27<sup>th</sup> with two vendors submitting. Proposals were very close in score, leading the scoring committee to opt to conduct interviews with both vendors. The interviews were conducted the first week of January. After carefully





weighing the strengths and weaknesses of both proposals and interviews, the recommendation of the scoring committee is to make award of the contract to the Center for Transportation and the Environment (CTE).

### **Delegation of Authority Resolution 2020-100**

#### *Winslow Implementation Intergovernmental Agreement*

Mountain Line has been partnering with the City of Winslow to start a commuter route between Flagstaff and Winslow. An Intergovernmental Agreement (IGA) for the implementation of the service will be presented to the City of Winslow's Council at their meeting on January 14<sup>th</sup> for potential action. This implementation IGA includes the roles and responsibilities for grant management, communication, service planning, and project management. The IGA also includes a reimbursement to Mountain Line for any services rendered during this planning phase should the commuter service not be implemented. As this IGA is only for the implementation of service, there will be a second IGA for service developed, which will include roles and responsibilities for operations, facilities, and marketing once the route is established.

### **Collective Grant Resolution 2019-120**

#### *FTA Section 5339(b) Competitive Award*

Mountain Line received \$17,275,000 in federal funds through the Section 5339 (b) Bus and Bus Facilities grant to construct a new Downtown Connection Center and purchase two zero-emissions vehicles. The zero emissions buses were awarded at an 80/20 split and total \$1,000,000 each. Purchases will be made after the development of the ZEB Transition Plan with procurements taking approximately two years to fulfill. Mountain Line's financial plan includes a set aside of the transit tax for the match required to replace rolling stock. The Downtown Connection Center portion of the award, \$15,675,000 in federal funds, was awarded at a 45/55 split and leverages the existing \$6.6 million dollar grant from ADOT and potential partnership opportunities such as private development and land value.

#### *ADOT Section 5307/5339 Competitive Award*

Mountain Line received notification of an award of \$1,671,390, at an 80/20 split through ADOT's 5307/5339 competitive transit grant program for planning for two new transit facilities. ADOT awarded \$1,421,390 for the design of a joint use bus storage facility on the Northern Arizona University (NAU) campus. This award is at an 80/20 split, and NAU will provide local match of \$284,287. NAU currently operates a fleet of 21 buses on campus and does not have a dedicated storage facility. This on-campus bus storage facility would also accommodate Mountain Line fleet serving campus as well as NAU fleet. This new storage location will reduce the deadhead miles and hours for Route 10 buses and free capacity at the Kaspar Headquarters for additional fleet expansion. The remaining \$250,000 was also awarded at an 80/20 split and will be used to complete a Kaspar Facility Master Plan for Mountain Line's property on Kaspar Dr. that includes the main administrative building, storage/maintenance facilities, and adjacent land. The grant will allow Mountain Line to develop a plan to maximize the utilization of the site, enhance maintenance facilities and accommodate future service expansions.



**February: TAC Meeting is Thurs, 2/6 Board Meeting is Wed, 2/19**

ITEMS:	WHO & WHAT:
Safety Minute	
BRT Outreach Update	Bizzy - D/A
August Service Changes	Bizzy - D/A
Revision of the Rules of Procedure and Code of Conduct	Heather D/Rhonda - D/A
Budget – Financial Projections	Heather D - D/A
Compensation Study Report	Heather D - D/A
Quarterly Performance Report	Heather D - PR
Review Performance Measures	Heather D - PR
Mountain Line How-To Videos	Jacki - PR
Route 2 Increased Frequency Implementation Information Request	Bizzy - PR
Grant/Procurement/Signature Delegation Authority Update	Erika - PR
Current Events	Erika - PR
Possible Executive Session for DCC Discussion	Erika/Jamie
March/April Agenda Calendar	

**March: TAC Meeting is Thurs, 3/5 Board Meeting is Wed, 3/18**

ITEMS:	WHO & WHAT:
Safety Minute	
Financial Audit	Heather D - D/A
Budget – Revenues	Heather D - D/A
Open Public Comment Period for Possible Service Changes	Bizzy - D/A
Polling Data and Next Steps for New Revenues	Erika - D/A
Get on Board Day Proclamation	Jacki - D/A
Grant/Procurement/Signature Delegation Authority Update	Erika - PR
Current Events	Erika - PR
Possible Executive Session for DCC Discussion	Erika/Jamie
April/May Agenda Calendar	