



## Board of Directors Minutes for Wednesday, January 15, 2020

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

The Board of Directors met in Regular Session on Wednesday, January 15, 2020 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; (WebEx), left at 11:40am;  
Art Babbott, Board of Supervisors, Coconino County, 10:05am arrival and left at 11:51am;  
Jim McCarthy, City Councilor, City of Flagstaff;  
Daniel Okoli, Vice President Capital Planning and Campus Operations, NAU, alternate, 10:09am arrival

*\*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;  
Monica Gregg, Operations Coordinator;





# Northern Arizona Intergovernmental Public Transportation Authority

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Rhonda Cashman, Executive Assistant and Clerk of the Board;  
Scott Holcomb, NAIPTA Attorney, (WebEx), joined at 10:06am

**GUESTS PRESENT:**

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

1. CALL TO ORDER -Chair Whelan called the meeting to order at 10:04am.
2. ROLL CALL
3. SAFETY MINUTE

Mr. Forrest reported on mitigation of slips, trips and falls.

4. APPROVAL OF THE MINUTES 12/18/2019:

Director Babbott moved to approve the December 18, 2019 Board meeting minutes. Director McCarthy 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. CONSIDER AN UPDATE TO THE PURCHASING POLICY

-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, modify change limit authorized for CEO and General Manager to align with delegation recently added to our process, and to add membership to the list of excluded purchases requiring a purchase order.



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Ms. Dalmolin noted the procurement resolution was approved recently providing for delegation to the CEO and General Manager under certain criteria. Staff learned of Federal Transit Administration (FTA) changes to micro purchase limits. Staff propose to exclude Memberships from needing a purchase order. It is not necessary to shop memberships for local or transit organizations. Chair Whelan asked if there are state limits for micro-purchases. Ms. Dalmolin responded that there are state limits. It was at the recommendation of our attorney that we incorporate the micro purchase change. There was an increase in the federal sealed bid limit as well, but it exceeds the state limit and cannot be done. Mr. Holcomb confirmed Mountain Line is in compliance with Arizona state law. Director McCarthy moved to approve the purchasing policy update as presented. Director Babbott seconded. There were no other questions. All approved, none opposed. Motion carried.

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

**7. CONSIDER THE FARE STRATEGIES IMPLEMENTATION PLAN**

-Heather Dalmolin, Administrative Director

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

Ms. Dalmolin reviewed the summary of the Fare Strategies Study recommendations. They are divided into priority as Critical: immediate, High: within the next 9-12 months, Secondary and Future Considerations. The Critical category outlined improvements including online pass reloading, implementation of fare collection equipment upgrades and add stored value smartcards, and potentially raise price of monthly pass with respect to maintaining cash fare and day pass. The High category outlined improvements related to our real time arrival app to include mobile fare payment, consider fare collection equipment capabilities regarding fare capping, take steps to reduce payments by cash to reduce dwell time, add farebox key for “short fare/missed fare,” and revise the EcoPASS program for non-government entities. She briefly described the process for implementation of these strategies. Pertaining to moving towards mobile ticketing, Director McCarthy pointed out that not everyone has a smart phone. Director Babbott stated he would not support mandating no cash sales for day passes. Director Okoli mentioned guests to the community may want to pay cash for a day pass and the fact that sometimes smart phones are not usable. Vice Chair Peru agreed with the others and he said he looks forward to the analysis. Councilmember Aslan stated that we cannot leave behind those people that don’t have tech. He brought up Apple’s forced consumer changes. Director Okoli agreed, some customers may be lost if it is forced. Ms. Dalmolin replied that we do not want to lose customers,





our objective is to gain customers. There are people that don't carry cash and we will be discussing the possibility of fare capping in the future. We need to figure out how to implement fare capping for those without tech and who are unbanked. Ms. Mazza stated there are good industry leads and we won't leave those customers behind. There was some discussion on tracking no fare, short fare, what is an open fare and transfers. Ms. Dalmolin stated we don't currently allow transfers and the industry is moving away from transfers in favor of the day pass method. Director Babbott moved to approve the Fare Strategies Implementation Plan. Director Okoli seconded. All approved, none opposed. Motion carried.

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

**8. MOUNTAIN LINE ADVERTISING PROGRAM**

-Jacki Lenner, Marketing and Communications Manager

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

Ms. Lenner reported on the history of our advertising program over the last eight years. It has been turnkey, requiring very little staff time, tail ads were always sold out for years in advance and we had four main clients. A national firm was hired to sell our remnant advertising space, and nothing materialized. Changes are happening in the way organizations advertise and they want to be able to measure results. She now has to reach out to try to sell advertising space. It has turned into a greater staff commitment netting less frequent ads. She is not expecting to meet the advertising revenue goal this fiscal year. Our contract has lapsed with Houck Advertising Agency, but she did get to discuss a few concerns with them. They let her know that Healthcare advertising has decreased nationally, Flagstaff is difficult because there is only one outlet locally versus larger cities, but our pricing is appropriate. Vice Chair Peru agreed and noted Coconino Community College (CCC) is trending toward digital marketing, but bus ads are nice for presence in the community. Ms. Lenner reviewed the alternatives and noted our current advertising revenue is above average for our size system. Director McCarthy does not like the possibility of shelter advertising as it looks like billboards. Chair Whelan suggested targeting our community advertisers to sell community forum packages, maybe membership and rotation of ads. A few things could be tested but keep our Mountain Line brand on the buses. There was a discussion about selling ads on our website (and potentially in the ride guide), but don't make it difficult for customers to navigate. Ms. Lenner confirmed there are advertising guidelines the Board approved years ago and no political ads are allowed. All agreed that our branding is important. She recapped the Board's consensus to engage the





Alliance for ad purchase packages, consider potential for outsourcing, and consider ads in the ride guide and on the website on a small scale.

**9. CONSIDER FUNDING FOR SERVICE PRIORITIZATION**

-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.

Ms. Mazza stated this is a continuation of the new revenue discussion over the last couple months. She brought back the information on four items requested last month to aid in further discussion: Polling Scope, 2018 Ballot Language, Precinct Data, and 2020 Local Ballot Questions. She has contacted Fred Solop with Global Local Visions. He has done previous surveys for Mountain Line. She would like to ask him to do the initial survey of likely voters at a cost of approximately \$14,000, polling count of 400, 5 to 7-minute survey, and results available in less than 2 months. If we proceed with a tax, she recommended going out to bid for an agency to do further polling and an exit poll. Chair Whelan asked if instead of the initial survey, that money could be used to hit hard and cultivate the vote in the areas that did not support our ballot measure in 2018. Ms. Mazza explained the initial survey would be good to get a temperature of voters. The results of the initial surveys have been accurate in the past. Director McCarthy wondered if voters may be more open to a property tax or something else. The 2018 ballot language was reviewed. It was a general list of actions to support more frequent transit service and the leverage of NAU funds was only mentioned in the publicity pamphlet. Staff acknowledged we were not very clear or specific in our ask, as compared to Proposition 420, for the Lone Tree bridge. Chair Whelan stated the voters want us to be clear. Ms. Mazza showed the precinct maps and the areas were discussed. She also showed statistics on the demographics of the voters and voter support of all transportation propositions from 2008 to present. As for the other potential 2020 local ballot questions: CCC has none, Flagstaff Unified School District (FUSD) has none, except for Governing Board appointments, the County is unknown at this time and the City is weighing a housing bond measure and a Parks and Recreation open space bond measure. It is unknown at this time if there will be any citizen-initiated ballot measures. Ballot questions will be called by the City of Flagstaff in early July. The alternatives were reviewed. There was a lengthy discussion. Ms. Mazza made a recommendation to start with the initial polling survey of likely voters and come back with those results in March for an in-depth work session. Overall, the Board was supportive of polling. Director Babbott conveyed the need for a frequency versus coverage discussion and development of a strategy. Ms. Mazza understood and will begin with the survey, then schedule a work session to follow receipt of results.

**10. UPDATE ON THE FEDERAL TRANSIT ADMINISTRATION TRIENNIAL REVIEW FOR 2020**

-Heather Dalmolin, Administrative Director

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





Ms. Dalmolin reported the Triennial Review process has started. It is a review for compliance with the Federal Transit Administration (FTA) requirements. The pre-site document submission was done by December 20, 2019. Nineteen areas are being reviewed and 206 documents were electronically submitted. The site visit is scheduled for May 5-6, 2020 and includes follow up on submitted documents, review of funds drawdown, maintenance, procurement records, riding buses and a tour of the facility. This will be her 5<sup>th</sup> review for Mountain Line. The draft report will be due May 5, 2020 and available to staff at the end of the site review. Staff have 30 days to respond. The final report should be received within 60 days and will include all corrective action needed, along with due dates. Deficiencies found and corrected before the site visit, will not be included in the draft report.

**11. CONSIDER AECOM GENERAL CONSULTING SERVICES CONTRACT TASK ORDER MODIFICATION**

-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.

Ms. Morley explained the request for an increase in the Kaspar Intersection Task Order is due to adding signal priority to the scope of work. AECOM has an expert in this area. She reviewed the status of projects corresponding to each task order. Director McCarthy moved to approve the increase as presented. Director Babbott seconded. There was no discussion. All approved, none opposed. Motion carried.

NAME	YES VOTE	NO VOTE
Jamie Whelan	X	
Art Babbott	X	
Jim McCarthy	X	
Dan Okoli	X	

**PROGRESS REPORTS:**

**12. MOUNTAIN EXPRESS AND NEW YEAR'S EVE**

-Jacki Lenner, Marketing and Communications Manager

Ms. Lenner provided a brief report on the ridership of both events. Director Babbott requested the Mountain Express information to communicate to the public. Ms. Lenner will follow up with him. Chair Whelan asked who is responsible for Mountain Express marketing. Ms. Lenner stated it is a shared effort and she specified what each organization is doing to promote this service. As for New Year's Eve service, we were on par from last year with our extra late-night service.

**13. UPDATE ON MCCONNELL MULTIMODAL IMPROVEMENTS AND MILTON CAMPUS ENTRY STUDY**

-Anne Dunno, Capital Project Manager





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No report at meeting.

#### 14. DELEGATIONS OF AUTHORITY

-Erika Mazza, CEO and General Manager

Ms. Mazza updated the Board on Winslow Commuter Service. Their City Council and staff are stepping back and we don't know why yet. She will provide further information when it is known. There were no questions about this or other items in this report.

#### 15. SUMMARY OF CURRENT EVENTS

-Erika Mazza, CEO and General Manager

Ms. Mazza reported the Downtown Connection Center is moving forward and there should be more information to share in February. Staff had a great meeting with Deputy City Manager Dille this week. We will not hold the executive session today. Ms. Hollander noted Mountain Line has maintained our Silver Bike Friendly Business status.

### **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

February/March Working Agenda

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 August 2020 Service Changes, Revision of the Rules of Procedure and Code of Conduct, Budget – Financial Projections, Fare Strategies: Fare Capping, Financial Plan Update, Quarterly Performance Report, Review Performance Measures, Mountain Line How-To Videos, Downtown Vision Update, Job Order Contracting (JOC) Task Order Update/Bus Stop Amenities Update, Delegation of Authority Updates, and a Possible Executive Session for the



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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.

**14. ADJOURNMENT** -Chair Whelan adjourned the meeting at approximately 11:52am.

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Jamie Whelan, Chair of the NAIPTA Board of Directors

ATTEST:

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Rhonda Cashman, Clerk of the Board



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