

MINUTES OF THE TRANSIT ADVISORY COMMITTEE OF THE CITY OF COOLIDGE

A public meeting of the City of Coolidge Transit Advisory Committee was convened on **Wednesday, April 25, 2018, 3:30 p.m.** at the **Coolidge Transit Facility, 395 W. Palo Verde Avenue, Coolidge, Arizona**

Present at the meeting were the following members:

Olivia Guerrero, Chair	Kim Rodriguez	Lynn Parsons
Claudia Salinas	Vallarie Woolridge	

Absent were:

2 Vacant positions

Staff and public present were:

Ernest Feliz, City of Coolidge Grants Coordinator
Gilbert Lopez, Development Services Director
Gabe Garcia, City of Coolidge Finance Director
Erik Heet, City of Coolidge Administrative Assistant
Mike Meyer, City of Coolidge Transit Manager

CALL TO ORDER

Chair Guerrero called the meeting to order at 3:37 pm.

APPROVAL OF MINUTES

Member Vallarie Woolridge moved to approve the minutes; Member Lynn Parsons seconded. Minutes passed on a 5/0 vote.

REPORTS

1a. 2018 Grant Application for 5311 funds

Staff provided an update on the new 5311 grant application for Transit funds. A conference call has occurred between Transit staff and Arizona Department of Transportation (ADOT) staff regarding the application. ADOT staff noted there was a drop in ridership in the Coolidge Transit System and that three additional communities had submitted for 5311 Transit funds. ADOT staff explained that these two dynamics would likely result in a decrease in funding for the Coolidge Transit System.

A discussion on improving ridership ensued. Member Kim Rodriguez suggested meeting with seniors to promote ridership. Chair Olivia Guerrero stated that the Transit System should consider becoming a vendor at the Pinal County Resource Roundup in June. It was also suggested that Transit staff work with the various senior citizen centers to promote the Transit system and provide technical assistance on riding the system.

1b. CART and Cotton Express Route Temporary Changes due to Construction

Staff explained that the temporary route change for CART did not appear to have had caused significant problems with stop times in the Casa Grande area. The route change was made necessary by construction along McCartney Road, which is expected to continue through the summer. Mr. Meyer explained that construction along Washington Street in Coolidge is having a minor impact on the Red Route of the Cotton Express.

1c. Transit Ridership Information

Information was provided to TAC members on transit ridership. Mr. Heet provided information on the amount of riders getting on and off at various stops for the months from November through March. There also was a discussion on how the Free Mondays in March promotion impacted ridership. There was a small increase in ridership from the month before. Member Woolridge noted that more people rode Transit during the free Mondays in March than those who rode for free during the Free Fridays in February promotion. It also was noted that Central Arizona College had Spring Break in the middle of the Free Mondays promotion and there was a drop in ridership on the Monday of that week. TAC members appeared to agree that the March promotion had a positive effect on ridership.

1d. Budget and Expenditures

Mr. Heet provided financial information to members. He stated that transit expenditures were on track at this point and there is no concern that Transit will have enough funds to continue operating the rest of the budget year.

Member Parsons asked whether there was enough funding for marketing, if needed. Mr. Heet said he thought there was, and funds could be transferred from another area if more marketing funds were needed.

Member Parsons stated she was concerned about turnover with Transit staff. Mr. Lopez explained that base salaries for Transit staff had been increased in order to be more competitive with other area busing systems such as the area schools.

Chair Guerrero asked who pays for staff training. Mr. Meyer explained that drivers are required to obtain their Commercial Driver's License (CDL) and any additional training required by Arizona Department of Transportation (ADOT) is done in-house.

BUSINESS

1a. Marketing Ideas

Members brainstormed several ideas for increasing ridership, particularly among senior citizens.

1b. Future Promotional Possibilities

Member Woolridge suggested having a promotion for Free Mondays in May and Chair Guerrero reiterated her earlier suggestion of participating in the Pinal County Resource Roundup on June 1. Member Parsons suggested seeking a Central Arizona College intern to assist in marketing efforts.

1d. TAC membership

Mr. Feliz explained that Brian Sebastian, who had been sworn in as a new TAC member at the February meeting, had contacted him and said he could not stay on and had to resign. This leaves the TAC short by two members. Mr. Feliz said he would try to see if a Central Arizona College student or a Pinal County employee who uses the Central Arizona Regional Transit (CART) system might be interested.

2a. Discussion with Central Arizona College

Mr. Feliz said he had made contact with Angela Askey, the Director of Public Relations and Marketing for Central Arizona College (CAC). Mr. Feliz said he was trying to get

more input from CAC on how to increase ridership among their students. CAC student ridership had been higher in the past than it is now. Mr. Feliz said he would be working with Ms. Askey to distribute a survey to CAC students. Mr. Feliz asked members to send potential survey questions to him that he could forward to Ms. Askey.

2b. Pinal County Regional Transportation Authority Update

Mr. Lopez reported on progress by the Pinal County Regional Transportation Authority (RTA). A recent half-cent sales tax was approved by Pinal County voters, and some of the funds raised by the tax will go toward public transportation in Pinal County. Mr. Lopez is attending meetings where public transportation funding is discussed. Several other communities have also expressed an interest in using RTA funds to develop transit system and Mr. Lopez stated that the City of Coolidge will make every effort to ensure its Public Transit System receives the funding that was previously agreed to by Pinal County.

CALL TO BOARD

No comments.

CALL TO THE PUBLIC

No comments.

NEXT MEETING DATE

The next meeting was set for 3:30 p.m. Wednesday, June 27, 2018.

ADJOURNMENT

Motion to adjourn made by Member Parsons and seconded by Member Woolridge.
Motion passed 5/0. Meeting adjourned at 5:02 p.m.

DATED this 13th day of June 2018 – City of Coolidge



Ernest Feliz, Grant Coordinator