

## 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, February 28, 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	Brian Sebastian	Lynn Parsons
Claudia Salinas	Vallarie Woolridge	

Absent were:

Kim Rodriguez, Member  
1 Vacant position

Staff and public present were:

Ernest Feliz, City of Coolidge Grants Coordinator  
Norma Ortiz, City of Coolidge City Clerk  
Gabe Garcia, City of Coolidge Finance Director  
Erik Heet, City of Coolidge Administrative Assistant

**NOTE:** Prior to the start of the meeting, the oath of office was administered to new Transit Advisory Committee members Claudia Salinas and Brian Sebastian by City Clerk Norma Ortiz.

### CALL TO ORDER

Chair Guerrero called the meeting to order at 3:40 pm.

### APPROVAL OF MINUTES

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

### REPORTS

1a. 2018 Grant Application for 5311 funds

Staff provided a brief explanation of the new grant application for Transit funds. The funding for the new grant would remain about the same as that of the current grant. Highlights included an increase in the base pay for drivers to accommodate the increase in minimum wage, the purchase of two new vehicles and purchase of cameras to be installed in the buses. Mr. Garcia added the new grant is similar to the current grant in that it is for a two-year cycle.

1b. CART Board meeting February 15, 2018

Staff spoke briefly about the Central Arizona Regional Transit (CART) Board meeting. Mr. Feliz noted the only stake holder in attendance at the meeting besides Coolidge was Pinal County. Most of the meeting involved discussion regarding ridership issues.

1c. CART Route Temporary Change due to Construction

Staff explained that a temporary route change for CART had to be implemented due to construction on McCartney Road. The route change did not change any stop locations

and it did not have a significant effect on stop time in the Casa Grande area. Construction is expected to continue through the summer.

#### 1b. 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 three months from November through January. Data showed that most riders got on and off at the City of Coolidge Transit Station, Pinal County Courts Complex in Florence, Casa Grande Banner Medical Center and Central Arizona College. The lowest amount of riders boarding were at the following stops: Coolidge Martin Valley, Florence at Orlando and Stewart streets and the Florence Town Hall complex. The lowest number of riders getting off the bus for those three months were at Martin Valley, Florence Town Hall complex and Florence Adamsville and Main streets.

Mr. Feliz explained this information was being gathered in an attempt to determine whether stops should be eliminated due to lack of riders getting on or off. Member Parsons suggested that Arizona@Work, 318 N. Florence St., Casa Grande should be considered as a stop. Staff will look into the viability of this suggestion.

#### 1c. Budget and Expenditures

Mr. Heet provided financial information to members. He projected that if transit expenditures continued on the current pace, there would be a balance remaining at the end of the year.

### **BUSINESS**

#### 1a. Coolidge Transit Plan 2016

Members were asked if they had any questions regarding Chapter 6 of the plan. There were no questions.

#### 2a. Marketing Ideas

Staff presented information on a promotion dubbed "Free Fridays in February." The promotion offered free transportation to riders on the fixed CART and Cotton Express routes. Staff stated that this promotion did not benefit Central Arizona College riders because the campus is closed on Fridays. For this reason, a promotion would be offered in March to give free rides on Mondays. Thus far, staff had not seen a significant increase in ridership during the free ride days.

Member Parsons suggested that staff make an additional effort to publicize the promotion, including providing information to the Coolidge Chamber of Commerce, Florence Chamber of Commerce and Central Arizona College. Member Parsons also suggested having a workshop on marketing in the future.

#### 2b. Discussion on Monthly Pass fares for CART/Cotton Express.

Suggestions offered regarding monthly passes included entering people who purchase a monthly pass into a drawing for door prizes and offering discounts to senior citizens who purchase monthly passes.

#### 2c. Future purchases of buses

Staff explained two new buses were being ordered under the current grant. One new bus would go on the CART route and the other would be placed into service on the Cotton Express.

2d. TAC membership.

Member Parsons stated she thought Ruben Felix still wanted to be a TAC member. Mr. Feliz said he would check with him. The term for Mr. Felix had expired at the end of December 2017.

2e. Transit personnel wage information

Mr. Feliz stated the Coolidge City Council had passed a wage increase for drivers in order to accommodate the state increase in the minimum wage. Beginning March 3, wages for four of the lowest paid drivers would increase to \$12.32 per hour.

**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, April 25, 2018.

**ADJOURNMENT**

Motion to adjourn made by Ms. Woolridge and seconded by Ms. Parsons. Motion passed 5/0. Meeting adjourned at 4:45 pm.

DATED this 19th day of April 2018 – City of Coolidge

  
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**Ernest Feliz, Grant Coordinator**