

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 June 27, 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	Lynn Parsons
Claudia Salinas	Vallarie Woolridge

Absent were:

Kim Rodriguez and 2 Vacant positions

Staff and public present were:

Ernest Feliz, City of Coolidge Grants Coordinator
Gilbert Lopez, Development Services 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 3:36 pm.

APPROVAL OF MINUTES

Member Lyn Parsons moved to approve the minutes; Member Claudia Salinas seconded. Minutes passed on a 4/0 vote.

REPORTS

1a. 2018 Grant Application for 5311 funds

Staff explained that funding had been announced for the new 5311 grant application for Transit funds. A reduction in funding had been hinted during a previous conference call with Arizona Department of Transportation (ADOT), and Transit funds were reduced by about \$100,000 in the new grant cycle. The Federal award for FY18-19 is \$683,712. Combined with the required local match, the Transit budget will be \$1,016,572.41. Mr. Feliz added that Transit was updating its Title VI (civil rights) information as required by the US Department of Transportation.

1b. CART and Cotton Express Routes

Mr. Feliz explained that the Central Arizona Regional Transit (CART) system would be undergoing a route change. At this time, the route loops are set up to stop at the Greyhound bus stop in Casa Grande within an hour of the arrival of the Greyhound bus. This was due to the belief that it was required to be there at that time. Staff has since been told by ADOT that CART buses must arrive at the Greyhound stop within two hours of the arrival of a Greyhound bus in order to meet schedule requirements. This information will allow CART more flexibility in scheduling its routes, ultimately leading to the addition of one more loop to the route and reducing the amount of time CART takes to run most of its current routes. The Town of Florence also has expressed an interest in having a stop at the mental health center on Adamsville Road. There had been a stop there before when the location served as a hospital. Mr. Feliz noted that Pinal County and Florence had indicated an interest in the placement of bus stop shelters at stops in

Casa Grande and Florence. Transit staff will work on ordering shelters and placing them at requested locations. Mr. Feliz also explained that CART and Cotton Express routes have been temporarily altered due to road construction along the routes of both systems.

1c. Greyhound Bus Stop Issues

Mr. Feliz explained that the City of Casa Grande had denied a request to approve the current location of the Greyhound Bus stop. Mr. Feliz stated that Coolidge had expressed an interest in having the bus stop in Coolidge, but Greyhound would prefer to keep it in Casa Grande to maintain its schedule times. Mr. Feliz said ADOT, Greyhound and the City of Casa Grande are all working together to relocate the bus stop in Casa Grande.

1d. Transit Ridership Information

Information was provided to TAC members on transit ridership. Mr. Heet provided an analysis of top ridership days for each month, noting that ridership appeared to be the highest about the third day of each month.

1e. Budget and Expenditures

Mr. Heet gave an overview of expenditures to date. He stated that Transit is operating within its budget and expected that will continue for the remainder of the fiscal year, which will end September 30.

BUSINESS

1a. Marketing Ideas

Staff explained that the next promotion would offer free rides on all routes during the month of July. Member Parsons asked staff to send information on the promotion to the Coolidge Chamber of Commerce. Staff noted that any monthly passes purchased in June would be honored through the month of July and into August. Promotional fliers are being handed out to apartment complexes and key businesses along the bus routes. Mr. Feliz noted that senior driver Melanie Osoy had recently won a state driving competition and had been invited to Pittsburgh to participate in a national competition.

1b. Future Promotional Possibilities

Mr. Lopez told TAC members the Transit system was working to develop advertising to be placed on bus windows, and was looking for a firm that could place the ads on the buses. Member Parsons said a new business was coming to Coolidge that could likely provide this service and would pass along the information to Transit staff. Chair Guerrero stated senior centers in Pinal County are promoting ridership and working to educate seniors on how to use public transit systems whenever possible.

1c. Survey of CAC Summer students

Mr. Feliz explained that an online survey had recently been dispensed by Central Arizona College to its students. He expected survey results sometime in July.

1d. TAC membership

Mr. Feliz explained that TAC is short two members right now. With one member absent for this meeting, there was barely enough members attending for a quorum. Chair Guerrero asked about the review process for potential members and it was indicated that the review process is not as stringent as it had been in the past. Chair Guerrero indicated there were a couple of persons who would make good members and said she

would make contact with them to see if they were interested in joining the committee. Member Parsons requested information on membership requirements that she could provide to the Chamber of Commerce.

2a. Election of Vice Chair

Mr. Feliz noted that since Ruben Felix had resigned from the TAC there was no vice chair and asked that the position be filled. After discussion, Member Parsons nominated Vallarie Woolridge to serve as vice chair. Chair Guerrero seconded the nomination and it was passed 4/0.

2b. Discussion with Central Arizona College

In response to a question, Mr. Meyer explained that construction at Central Arizona College does add time to the bus route because CART buses must drive through to the back end of the campus and observe slow speeds that include going over several speed bumps.

2c. Pinal County Regional Transportation Authority Update

Staff is continuing to track the progress of a voter-approved tax as it is being challenged in court. Tax revenue would be used to improve transportation in Pinal County. A portion of the revenue would go toward funding public transit systems, including the City of Coolidge Transit system.

2d. Eloy and Casa Grande Transit Committee Updates

Mr. Lopez explained that Casa Grande is still working on possibly developing a transit system. He said Coolidge is keeping track of progress by Casa Grande and Eloy and considering potential ways to collaborate with either of the two communities. Mr. Heet explained that Eloy is looking at route options for its potential transit system and is surveying the community. Member Parsons stated it is important for communities to develop partnerships in public transit. Mr. Heet said that creating a regional transit system is favored by the Federal Transit Administration, which provides funding for systems like the ones run by Coolidge.

CALL TO BOARD

No comments.

CALL TO THE PUBLIC

No comments.

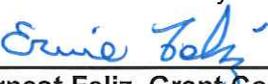
NEXT MEETING DATE

The next meeting was tentatively set for 3:30 p.m. Wednesday, August 29, 2018.

ADJOURNMENT

Motion to adjourn made by Member Parsons and seconded by Vice Chair Woolridge. Motion passed 4/0. Meeting adjourned at 5:05 p.m.

DATED this 15th day of August 2018 – City of Coolidge



Ernest Feliz, Grant Coordinator