

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 **Thursday, October 12, 2017, 4 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
Dave Nulton

Lynn Parsons
Vallarie Woolridge

Absent were:

Rueben Felix, Vice Chair
Kim Rodriguez, Member
1 Vacant position

Staff and public present were:

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

CALL TO ORDER

Chair Guerrero called the meeting to order at 4:05 pm.

APPROVAL OF MINUTES

Chair Guerrero asked the Committee members if they had the chance to review the minutes. No comments or revisions were noted. Mr. Dave Nulton motioned to approve the minutes; Ms. Lynn Parsons seconded. Minutes passed on a 4/0 vote.

REPORTS

1.a. Proposed CART Route and Schedule change

Staff gave a presentation on a route and schedule change for Central Arizona Regional Transit (CART). He explained the change was necessary because of a change made by Greyhound Bus Lines to its bus stop location. Greyhound's stop had been at Florence Boulevard and Pinal Avenue in Casa Grande, but it changed the location of the stop to 2012 N. Trell Road. Mr. Lopez explained that CART is required to provide a stop at Greyhound as part of its funding agreement, and the CART route needed to be changed accordingly. Staff explained the new route and schedule would take effect October 30. Before the new route could go into effect, it had to be publicized for 30 days, and a public hearing had to be held to allow for comment on the proposed route change. Mr. Feliz stated the hearing had been held October 11 at Coolidge City Council Chambers and no members of the public attended. The proposed change was posted in the Coolidge Transit facility, transit buses two websites with CART information and other strategic locations. He also said there had been no comment on the proposed route change from the public. Mr. Nulton asked whether anyone had noticed whether there were lengthy wait times for bus riders traveling the CART route. Mr. Meyer explained the wait times are related to the need to arrive at the Greyhound bus stop at a certain time.

1.b. Transit Ridership Information

Mr. Heet presented ridership information to TAC members. He said ridership for Cotton Express showed an increase in June, and CART ridership is lower overall this year. Revenue for CART ridership was down 20 percent in the last year, Mr. Heet reported. Chair Guerrero asked if ridership would meet its projected goal for the year. Staff advised it was still gathering information on ridership for the year that ended September 30 and would provide the information once it was compiled.

1.c. Budget and Expenditures

Mr. Heet presented transit budget and expenditure information. Chair Guerrero thanked staff for providing information on budget and expenditures.

Mr. Lopez provided Committee members with information on the Pinal Regional Transportation Plan, which was approved by the Pinal Regional Transportation Authority in June. Staff provided handouts related to the plan and information on an election set for Nov. 7 regarding funding to implement the transportation plan. The plan includes construction for new roads, improvements on existing roads and funding for public transit.

BUSINESS

1.a. Coolidge Transit Plan 2016

Mr. Feliz shared with the Committee that Chapter 5 of the Transit Plan focuses on Marketing. He reviewed the strengths, weaknesses, opportunities and threats (SWOT) analysis for both the Cotton Express and CART, stating there were many similarities for both. Staff and Committee members discussed various methods to reach out to the community such as providing a presence at community events. Mr. Heet provided some insight into the potential for using social media to increase ridership. Mr. Feliz advised the Committee that the next chapter of the plan to be reviewed is Chapter 6 which focuses on Funding & Governance.

2.b. Update/repair of digital signs

Mr. Nulton asked whether the digital signs inside the transit buses were operable, and if so, they needed to be updated to provide the correct date, time and temperature.

2.c. Freezing of Bus fares

Mr. Lopez said there is no consideration to raise fares at this time. As part of the discussion, Ms. Woolridge said that while it is important to keep fares at a reasonable rate to best serve the people who use the transit system, raising rates should occur if it's necessary to continue the transit operation.

2.d. Reduction of fares for seniors/veterans

There was discussion on whether monthly pass rates could be reduced for senior and/or veterans. Mr. Nulton and Chair Guerrero expressed an interest in seeing fares reduced for this population. Staff said it may not be possible to single out a certain population for a reduced fare, but would research the issue and report back to the Committee.

2.i. Wage/benefit survey Transit personnel

Mr. Nulton expressed an interest in seeing a wage and benefit survey for Transit personnel. He said he would like to see pay increases for Transit personnel. Staff will research the issue and report back to the Committee.

CALL TO BOARD

No comments.

CALL TO THE PUBLIC

No comments.

NEXT MEETING DATE

The next meeting is scheduled for December 19, 2017.

ADJOURNMENT

Motion to adjourn made by Ms. Parsons and seconded by Ms. Woolridge. Motion passed 4/0. Meeting adjourned at 5:14 pm.

DATED this 17th day of November 2017 – City of Coolidge

Ernest Feliz, Grant Coordinator

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