

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 August 29, 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:

Vallarie Woolridge, Vice Chair	Lynn Parsons
Claudia Salinas	Kim Vandenberg

Absent were:

Chair Olivia Guerrero and 2 Vacant positions. Vice Chair Woolridge ran the meeting

Staff and public present were:

Ernest Feliz, City of Coolidge Grants Coordinator
Erik Heet, City of Coolidge Administrative Assistant
Mike Meyer, City of Coolidge Transit Manager

CALL TO ORDER

Vice Chair Woolridge called the meeting to order at 3:38 pm.

APPROVAL OF MINUTES

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

REPORTS

1a. 2018 Grant Application for 5311 funds

Mr. Feliz noted that Title VI information had been updated and approved by Arizona Department of Transportation. The Federal award for FY18-19 is \$683,712. Combined with the required local match, the Transit budget will be \$1,016,572.41.

1b. CART and Cotton Express Routes

Mr. Feliz explained that the Central Arizona Regional Transit (CART) system would be adding a stop at Horizon Health in Florence and reducing wait times at some stops, which will allow CART to increase the number of times it can get to each stop on a given day.

1c. Greyhound Bus Stop Issues

Mr. Feliz stated he had recently spoken to a Greyhound representative about the possibility of relocating its bus stop in Casa Grande and he was told there was no place else that wanted a Greyhound bus stop. The previous location at a Chevron station on Trell Road had been denied approval by the Casa Grande City Council. Member Vandenberg expressed concern regarding the possibility of having the Greyhound bus stop eliminated in Casa Grande. Member Vandenberg said her organization has assisted military veterans by arranging to have them ride Greyhound to either return home or visit family and/or loved ones. She stated she would speak to Casa Grande City Manager Larry Rains to discuss possible options for finding another location for Greyhound to stop in Casa Grande. The Central Arizona Regional Transit (CART) system receives a certain amount of funding by having a stop linked to the Greyhound

Bus Stop. Eliminating the stop in Casa Grande would mean loss of a significant portion of CART funding. 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 stated that ridership for the past three months (May, June, July) was higher this year than for the same three months in the previous year. Staff believes this could be due to the free rides promotion offered in July. Mr. Heet also noted that Coolidge holds Kids Camp activities in June, and youth participants are transported on Cotton Express buses. Member Parsons asked if staff could track whether the ridership increase carries over into August. Mr. Meyer explained that current construction at Central Arizona College (CAC) forces buses to drive slowly through the campus, which can discourage ridership. Staff noted that since classes have begun at the college, ridership in the area seems to have picked up. Mr. Meyer said that in past years ridership by CAC students and staff has fluctuated throughout the year.

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. He explained the current grant will end at that time, and funding cannot be carried over into the next budget year. Staff will work to purchase several items before the end of the budget year, including bus stop signs, paint for the transit station and marketing materials.

1f. Seal Coat Project

Mr. Feliz explained that the Transit Station will undergo a seal coat project in early September.

BUSINESS

1a. Marketing Ideas

Staff explained that the next promotion would be a free ride coupon that would run in area newspapers through September. The coupon would be good through the end of October so people with monthly passes would be able to take advantage of the offer.

1b. Future Promotional Possibilities

Member Parsons asked if there had been any progress on obtaining free advertising on bus windows. Mr. Feliz said he has been unable to work on this project due to time constraints. Member Vandenberg suggested that Transit buses be entered into Veterans Day parades in Casa Grande (Nov.3) and Coolidge (Nov. 10). Staff also stated it would try to have a booth at the Getting Arizona Involved in Neighborhoods night in Coolidge Oct. 25. Member Parsons suggested we provide postings to the City of Coolidge's Library and Parks and Recreation departments.

1c. Survey of CAC Summer students

Mr. Feliz provided information about a recent survey that was dispensed to Central Arizona College earlier in the summer. There were 28 responses. Overall, responses provided were as expected. Respondents wanted to see buses run more frequently, travel to the Phoenix area and provide service on Saturdays. Funding is not available to do either. Other respondents indicated they had never hear of CART, and the hours for

transport were not convenient. It was suggested that the survey be offered again during the fall semester. Some students had provided e-mails and Mr. Feliz said he would try to follow up with them.

1d. TAC membership

Mr. Feliz said he had spoken to a community member about potentially becoming a Transit Advisory Committee member. That individual said she would like to attend the next TAC meeting before deciding whether to apply for membership.

NEW BUSINESS

2b. Pinal County Regional Transportation Authority Update

Mr. Feliz said a ruling against the voter-approved tax that to raise funds for transportation in Pinal County is being appealed, but the appeal will likely not be considered until 2019. A portion of the revenue for the tax would have gone toward funding public transit systems, including the City of Coolidge Transit system.

CALL TO BOARD

Member Vandenberg stated her name had recently changed to Vandenberg from Rodriguez. Staff made note of the change. No comments.

CALL TO THE PUBLIC

No comments.

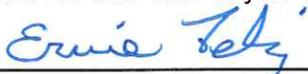
NEXT MEETING DATE

The next meeting was tentatively set for 3:30 p.m. Wednesday, October 24, 2018.

ADJOURNMENT

Motion to adjourn made by Member Parsons and seconded by Member Salinas. Motion passed 4/0. Meeting adjourned at 4:49 p.m.

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



Ernest Feliz, Grant Coordinator