

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 **Tuesday, December 19, 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 (via telephone) Lynn Parsons
Dave Nulton 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 4:15 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 explained the new CART schedule had been implemented as of October 30, 2017.

1.b. Transit Ridership Information

Information was provided to TAC members on transit ridership. Staff reported that ridership is down from previous years and explained that more information on how staff is addressing ridership issues would be provided later in the agenda.

1.c. Budget and Expenditures

Mr. Heet explained that the ADOT system for updating and entering budget information had been closed shortly after the Federal budget year closed in September and had not been reopened. Budget information would be provided at a future meeting after the system is reopened.

BUSINESS

1.a. Coolidge Transit Plan 2016

Members were asked if they had any questions regarding Chapter 5 of the plan. No questions were asked. Mr. Feliz explained that Chapter 6 dealt with governance of the transit system. Members received copies of Chapter 6 to review.

2.a. Marketing ideas

Mr. Heet explained he had done some research on other transit systems to get some ideas on how the City of Coolidge Transit system could be marketed. He said he spent some time looking at Yavapai Regional Transit (YRT) system in the Prescott area because it more closely represented the size and scope of the Coolidge Transit system. Mr. Heet said one of the promotions YRT had was allowing anyone to ride the bus for free during the month of December. Since it was already December, it was understood that Coolidge could not offer the same promotion to riders.

Mr Nulton said when the Central Arizona Regional Transit (CART) system first started, it offered free rides on Fridays. Members appeared to like the idea of offering a similar promotion and when Mr. Heet suggested a promotion called "Free Fridays in February", members readily agreed. Staff said it would take care of the details in implementing the promotion. All rides would be free on Fridays in February, except for demand and deviated riders.

Ms. Parsons asked whether Central Arizona College students are offered passes to ride the transit system. Mr. Meyer said they are offered free passes, but it does not appear that the usage is very high.

There was discussion on the possibility of offering free transit passes and whether it would be possible to determine whether those passes were being used. Staff explained it is difficult to track the use of passes since they are not returned after they are used. Mr. Lopez said one possibility to track the use of free passes would be through bar coding.

There also was discussion regarding other transit that do not charge to ride the transit system. Chairman Guerrero said she would like to discuss the issue further at a future meeting.

2.b. Installation of Internal Cameras

Mr. Lopez said the City of Coolidge is in discussion with a vendor regarding the installation of cameras in transit buses. He stated costs would depend on how sophisticated a system is installed. Mr. Nulton said a video system should be able to record and monitor activities inside the buses, as well as outside. Mr. Lopez replied he would prefer a system that could monitor activity in real time, but that dead zones along the bus routes would hinder the ability to be effective. Staff explained funding for cameras would be sought in the next grant application, set for 2018.

2.c. Bus Shelters

There was a brief discussion on bus shelters. No recommendations were made.

2.d. 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.

2.e. TAC membership.

It was announced that Mr. Nulton would be leaving the Transit Advisory Committee due to a conflict he had participating on the City of Coolidge Industrial Development Authority

Board. Residents can only serve on one board or commission for the city. Staff thanked Mr. Nulton for his service on the TAC.

2.f. Wage/benefit survey Transit personnel

Mr. Guerrero said a wage and benefit survey for Transit personnel was in progress and a report would be provided at a future meeting.

CALL TO BOARD

No comments.

CALL TO THE PUBLIC

No comments.

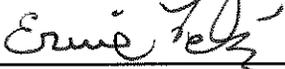
NEXT MEETING DATE

The next meeting was to be scheduled at a later date.

ADJOURNMENT

Motion to adjourn made by Ms. Parsons and seconded by Mr. Nulton. Motion passed 4/0. Meeting adjourned at 4:57 pm.

DATED this 26th day of February 2018 – City of Coolidge



Ernest Feliz, Grant Coordinator

DRAFT