

MEETING MINUTES
MARICOPA ASSOCIATION OF GOVERNMENTS
TRANSIT COMMITTEE

February 13, 2014
Maricopa Association of Governments; Ironwood Room;
302 N. 1st Avenue, Suite 200
Phoenix, Arizona

MEMBERS ATTENDING

*ADOT: Nicole Patrick Avondale: Kristen Sexton	*Paradise Valley: Jeremy Knapp Peoria: Maher Hazine, Vice Chair
*Buckeye: Andrea Marquez Chandler: Dan Cook for RJ Zeder	Phoenix: Ken Kessler for Maria Hyatt Queen Creek: Muhamed Youssef for Chris Anaradian
El Mirage: Jorge Gastelum Gilbert: Leslie Bubke	*Scottsdale: Madeline Clemann, Chair Surprise: David Kohlbeck
Glendale: Matthew Dudley for Cathy Colbath	#Tempe: Robert Yabes
*Goodyear: Cato Esquivel Maricopa: David Maestas	*Tolleson: Chris Hagen Valley Metro: Ben Limmer for Wulf Grote
Maricopa County DOT: Mitch Wagner Mesa: Jeff Martin for Jodi Sorrell	Youngtown: Grant Anderson

*Members neither present nor represented by proxy. + - Attended by Videoconference
- Attended by Audioconference

OTHERS PRESENT

Eileen Yazzie, MAG Marc Pearsall, MAG Alice Chen, MAG DeDe Gaisthea, MAG Margaret Boone, MAG Teri Kennedy, MAG	Jill Dusenberry, Coolidge Wendy Miller, Phoenix Tyler Besch, URS Jen Pyne, URS
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1. Call to Order

The meeting was called to order at 10:07 a.m. by Vice Chair Hazine. He welcomed everyone in attendance and announced that a quorum was present. He noted that one member was joining the meeting by teleconference; Robert Yabes of Tempe. Vice Chair Hazine asked if there were any public comment cards, and there being none, proceeded to the next item on the agenda.

2. Approval of Draft January 9, 2014 Meeting Minutes

Vice Chair Hazine asked if there were any comments or corrections to the Draft January 9, 2014 meeting minutes. Hearing none, he called for a motion. Mr. Martin moved to approve the motion, Mr. Kessler seconded, and the motion passed unanimously. Vice Chair Hazine then proceeded to the next item on the agenda.

3. Call to the Audience

Vice Chair Hazine stated that he had not received any request to speak cards from the audience and moved onto the next item on the agenda.

4. Transit Program Manager's Report

Vice Chair Hazine invited Eileen Yazzie of MAG to brief the Committee with the Transit Program Manager's Report.

Ms. Yazzie noted that she had three items to present. She explained that MAG had commissioned a transportation survey throughout the month of December with guidance and assistance from the Transportation Policy Committee. She noted the survey was launched to target high-efficacy voters, meaning voters that had participated in three of the past five elections. She added that the purpose was to gauge their temperature on increasing taxes and fees related to transportation related improvements. She said that the data and survey results indicated that they were currently not supportive of new taxes or fees for transportation. The highest yes votes within the survey were garnered for extending the existing ½ cent transportation sales tax, at 53%, with the next highest support for raising developer fees, at 42%. From there, on a variety of options, it dropped into the twenty percent range, with many undecided votes.

She added that the study revealed that 78% of the respondents highly agreed that the transportation system was vital to the economy. The survey also reported that overall support for transit was positive (expansion of bus and rail), but that maintaining our existing roadway and freeway network was of utmost importance. She stated that an large, joint public education campaign from Valley Metro and MAG was requested in order to promote the value of transit and transportation in relation to the Valley's economic health. She said that at this point, there was not a Prop 500 campaign in the near future due to the results of this survey, but that the TPC would be working in the coming months to provide guidance on next steps. Brief discussion followed. She also noted that she would followup with the Transit Committee in the coming months.

She noted that Ken Kessler and DeDe Giashea would release 5310 program applications would be available from City of Phoenix and MAG during the week. She concluded by welcoming MAG's new Transit Planner III, Ms. Julie Walker, who would be joining the agency during the month.

Vice Chair Hazine thanked Ms. Yazzie for her report and moved onto the next item on the agenda.

5. Job Access Reverse Commute

Chair Clemann invited Ms. Alice Chen and Ms. DeDe Gaisthea of MAG to present on the Job Access Reverse Commute agenda item.

Ms. Chen thanked the committee and noted that the item was on the agenda for possible action. She then began her presentation by explaining the JARC programming guidelines process and noted that three meetings had been hosted by MAG. The Working Group #1 met on January 23, 2014 to discuss program goals, eligibility and funding framework. Working Group #2 met on January 30, 2014 for funding amounts and evaluation criteria, Working Group #3 met on February 6, 2014 to discuss the evaluation criteria and evaluation process.

She stated that she would present an overview of the items, changes and goals that came out of those three meetings. She explained that consistent with the need to improve access for low-income persons to jobs and job-related services, there were no recommended changes for eligibility or operating. She also discussed new routes; extensions; enhanced frequency; modification of existing routes and additional late night and weekend fixed-route service. She also noted that to avoid limiting thinking outside of the box, there were no constraints on the applications. She noted that the JARC eligible activities may be found in the FTA Circular C9050.1.

Ms. Chen continued by explaining other facets of the program. The transit-related aspects of bicycling (such as adding bicycle racks to vehicles to support individuals that bicycle a portion of their commute or providing bicycle storage at transit stations or other locations as identified in coordinated plan); information technology (GIS, ITS, GPS etc.) and dispatch systems; promotion, marketing, and pass programs; local car loan programs that assist individuals in purchasing and maintaining vehicles for shared rides; travel training, travel assistance, and other forms of facilitating use of fixed-route and mobility management projects.

She then discussed funding and operating scenarios, with two years guaranteed funding for non-grand fathered routes. She added that an agency may reapply for one additional year for extenuating circumstances and currently grand fathered routes. Non-profit agencies were exempted from this rule, with demonstration of success. For non-operating, there would be two, one year guaranteed funding periods, and the agency re-applying after two years with demonstration of its success. She noted that the funding amounts were \$30,000 minimum and \$200,000 maximum funding requests, with \$400,000 maximum for a multi-agency applications.

Ms. Chen then detailed the evaluation criteria for scoring, where a target population served (equaled 30% weight) in the Human Services Coordination Transportation Plan. The stipulation also required participation in Transportation Ambassadors Program (TAP). Coordination and outreach (equaled 30% weight), with increased due diligence, contacting business or social services directly for input and letters of support (two minimum) from stakeholders including businesses, non-profits and/or social services. She added that performance indicators (equaled 20% weight) and featured cost/benefit, desired outcome, performance evaluation methodologies, and sustainability. The program/service may continue after initial two-year JARC funding for operating projects and project readiness. The last scoring criteria was to meets program intent (equaled 20% weight), program goals and objectives and serves as example of a best practice. She added that the presentation may include three slides/5 minute discussion, a question and answer session (up to 7 minutes). She stated that the

evaluation team would consist of the transit working group, plus Chair and Vice-Chair of Elderly and Persons with Disabilities Transportation Committee and that the next Call for Projects would occur in Spring 2014 (March/April). She also cited an example of the Clear Creek County Dept of Human Services as a best practice project.

Ms. Chen then reviewed the Preliminary Call for Projects time line and that there was a little room to permit more time for the application process: 2/13/2014 - Transit Committee recommends inclusion of expanded JARC elements in MAG Programming Guidelines for Federal Transit Formula Funds; March 2014 - Applications made available to member agencies; April 2014 - Applications due to MAG Offices; May 2014 - Evaluation Committee meets/Project Interviews; 6/12/2014 - Transit Committee recommends list of projects to Regional Council for approval; and finally July 30, 2014 - Regional Council Approves list of projects for inclusion in the FY2013-2018 Transportation Improvement Plan. She noted that the item was on the agenda for information, discussion and possible recommended approval of the update to the MAG Regional Programming Guidelines for Federal Transit Formula Funds.

Vice Chair Hazine thanked Ms. Chen and Ms. Gaisthea for their presentation and asked if there were further questions or comments regarding the agenda item.

A discussion occurred between Ms. Gaisthea, Mr. Cook, Ms. Chen and Ms. Yazzie on the Human Services Coordination Transportation Plan and the need to provide service to the most vulnerable and needy, such as seniors and disabled. Mr. Cook also inquired on the weighting of the scoring for the application process. He was concerned with some of the scoring percentages and funding being linked with the required participation in the Transportation Ambassadors Program (TAP), as not all agencies may be able to participate due to staff or time. He believed that the projects should be weighted on their merits, not participation in the TAP. Vice Chair Hazine, Mr. Dudley, Mr. Youssef and Mr. Anderson discussed the value, pros and cons of participation in the TAP. Mr. Anderson also asked if the senior population would qualify for funds other than JARC, as seniors are using transit for something other than employment. Mr. Kessler noted that the FTA JARC requirements were for low-income job access. Ms. Yazzie noted that the intent of the program was to help the small markets, those who have no alternative where the larger operators are unable to provide service. Mr. Cook reiterated his support for a more qualitative weighting system, rather than quantitative as good projects may be overlooked simply because of a few points in a scoring system based on hours of participation. Ms. Chen then further discussed the performance indicators. Discussion followed.

Vice Chair Hazine called for a motion with the revised language. Mr. Cook moved for approval of the recommendation, with the exception of the elimination of required participation in the Transportation Ambassadors Program (TAP) as a weighted factor. Mr. Youssef seconded and the motion passed with one opposing vote from the Town of Gilbert.

Vice Chair Hazine asked if there were further questions or comments regarding the agenda item. Hearing none, he moved onto the next item on the agenda.

6. Pinal County Transit Overview

Vice Chair Hazine welcomed and invited both Mr. David Maestas of the City of Maricopa and Mrs. Jill Dusenberry of the City of Coolidge to jointly present to the Committee. Mr. Maestas, Program Manager for the City of Maricopa Express Transit System (COMET) presented on existing services, vision and planned service improvements. Ms. Dusenberry, Coolidge Assistant City Manager, presented an overview of the development, current operation, and vision for the future of the Central Arizona Regional Transit (CART) System.

Mr. Maestas began by detailing the area served by the City Of Maricopa Express Transit (COMET). He showcased the growth of the area, with a background of demographics, namely that the population was 1,040 in 2000 U.S. Census, while the population in 2014 was approximately 46,000. He noted that the regarding educational levels; High School Graduates: 98%; Some college: 23%; Associate's Degree: 14%; Bachelor's Degree or higher: 46%; and Master's Degree or Doctorate: 20%. He also explained that the mean household income is \$68,226, with the highest percentage of population works in professional services, manufacturing or healthcare. He explained that 79% of those working, work outside of the City of Maricopa limits, thus a large commute market. He further explained the implications of demographics, and noted that Maricopa residents had a lower propensity to use public transportation, thus equaling a tendency for less community support for public transportation (except those commuters who use the service.) He said that there was a heavy propensity and reliance on Valley Metro Vanpools to commute to Phoenix Metro area jobs.

He then explained the existing transit service in the City of Maricopa. He added that current Demand Response service from Monday through Friday, 9am-5pm, was operating with FTA Section 5311 funding and was operating using contract service. He added that on Tuesdays, there was service to Chandler Regional Hospital and on Thursdays, service to Casa Grande Regional Medical Center. There was no local service on those days and fares for local service was \$1 one way, with Regional Service pegged at \$3 per round trip. He then explained that existing ridership was a small cadre of loyal riders who ride often. They were mostly retirees, disabled or medical patients. He noted that the system was not capturing the college student rider market at the desired level, as the service hours don't work to align with student schedules. He added that it was also not capturing the job commuter market-hours don't work. He summarized by noting that in 2013, the Maricopa service provided 2,695 trips, both locally and regionally.

Mr. Maestas then discussed new transit demand within the community and area. He said that Central Arizona College opened a new Maricopa campus, where 475 students currently were enrolled with a plan to expand capacity to expand to 900 students. The Pinal County Public Health's Maricopa Clinic recorded 2,147 visits from Maricopa residents in 2013. Those clientele had a higher propensity to use public transportation, so additional clinic services are planned. The new Maricopa Multi generational Center was built south of the Union Pacific Railroad (UPRR) tracks that bisect the city, but a majority of residential neighborhoods are north of the UPRR tracks. He noted that a proposed and currently funded SR-347 grade separation and improved sidewalks will better connect the two areas. He said that demand is very high despite doing virtually no marketing today.

He then explained the proposed new services. Maricopa was requesting three minivans in FY14/15 5311 budget, as the minivans were more efficient for one-two passenger trips. They were also requesting funding for two additional part time drivers and introducing fixed route five days per

week, two hours in a.m., two hours in the p.m. to better target college student and job commuter markets. Maricopa was also introducing local service on Tuesdays and Thursdays and introducing shuttle service to and from the new Maricopa Multi generational Center in June and July. The plan called for all services to remain open to the general public, but the fixed route would have ¼ mile deviations. He added that all proposed improvements were subject to final approval of the Maricopa City Council.

He stated that the philosophy of perceptions of transit was changing. He added the need to transition to more cost-efficient fixed route, but that the required bus stop infrastructure was not yet in place, and the Maricopa population was accustomed to curbside service. He noted that an immediate change to fixed route service may be too drastic, and the limited fixed route would begin the population's orientation toward fixed route service. He concluded by discussing long term improvements such as establishing a connection to the Central Arizona Regional Transit System (CART); which would effectively connect Maricopa to most of west-central Pinal County. He also added that the results of the MAG Southeast Valley Transit Study would provide further data on the feasibility of connection to the Valley Metro System.

Chair Hazine thanked Mr. Maestas for his presentation and then asked Ms. Dusenberry to continue with her presentation on regional transit services for Cotton Express and Central Arizona Regional Transit – CART. Ms. Dusenberry explained that the City of Coolidge Transit Department had operated the local service known as Cotton Express since 1990. She said they were also the operator for the regional service, Central Arizona Regional Transit – CART, since it was established in July 2010. She continued by adding that the Cotton Express was effectively a local deviated fixed route, with a fare set at \$1.25 one way, \$2.50 day pass, with an option for a \$45.00 per month pass. In regards to paratransit, the fare was \$1.50 one way, \$3.00 day pass, with an option for a \$40.00 per month pass. The Cotton Express and paratransit service operate from 7 am to 8 pm, Monday thru Friday, with an average of 23,000 trips per year for the last 5 years.

Ms. Dusenberry noted that in regards to Regional Transit, in 2011 a Pinal County Transit Study noted sufficient transit demand existed between Florence and Maricopa to warrant rural-regional service. The City of Coolidge initiated a regional pilot project (Florence to Casa Grande) in July 2010 and the regional transit effort was unified in June 2011. Further, the Regional Transit Partnership was solidified in June 2011, with Coolidge, Pinal County, Florence and Central Arizona College forming an IGA for shared funding with the he IGA providing for the local match. The current CART service averages 25,000 trips per year, with 45-50 percent of riders Central Arizona College (CAC) students. She noted that for Regional Transit operations, the City of Coolidge was the service operator & applicant for CART operations and budget, oversight, and the CART Board, She added that in 2014, the service is operating with three dedicated regional buses, two buses were used each day; with one reserve bus as spare ratio. The regional bus cycles approximately every two hours between Florence and Casa Grande.

She continued by noting potential future partners for enhanced service in the area. The Sun Corridor MPO formed last Summer and the City of Casa Grande became the recipient of 5307 funding. While Casa Grande had been invited to join CART, they had declined participation in the past due to funding. She noted that regional service would continue under 5311 funding and a potential linkage with City of Maricopa transit services being pursued. She concluded that for vision and planning, the strategy was to grow the service slowly and carefully to ensure sustainability with hopes to be

the link for communities to the proposed ADOT Intercity Passenger Rail service. Vice Chair Hazine again thanked Mr. Maestas and Mrs. Dusenberry for their presentations and asked if there were further questions or comments regarding the agenda item.

Ms. Yazzie complimented Ms. Dusenberry for her system and the transit and O&M facilities that Cotton Express and CART have built. She even noted that the main transit station in downtown Coolidge features an indoor air-conditioned lobby for passengers. ADOT Transit and ARRA had worked together a few years ago to make those a reality. Mr. Anderson inquired if Eloy was a partner in the system, but Ms. Dusenberry replied that due to cost, they were not participating. She noted that Eloy does use 5310 funds for their senior van program. Mr. Anderson congratulated her on the success of their system. Mr. Kessler inquired if Casa Grande would join the transit IGA with some of their funding allocation. The community had declined to participate at this time, but there is hope the new Sun Corridor MPO would help build momentum.

Vice Chair Hazine asked if there were further questions or comments regarding the agenda item. Hearing none, he moved onto the next item on the agenda.

7. Quarterly (now Semiannual) Status Report on Federal Grant Activity

Vice Chair Hazine introduced Mr. Ken Kessler of the City of Phoenix Transit Department. He advised as Phoenix is the Designated Recipient of federal transit funds, that Mr. Kessler and his staff were available to answer committee questions for the Quarterly/now Semiannual Status Report on Federal Grant Activity ending with December 31, 2013. Vice Chair Hazine asked if there were any questions or comments on the agenda item. Hearing no further comments, Vice Chair Hazine proceeded to the next item on the agenda.

8. Request for Future Agenda Items

Vice Chair Hazine asked the members of the Committee if there were any issues that they would like added as future agenda items.

Mr. Martin of Mesa requested an update at a future meeting on Valley Metro and MAG's proposed public education and campaign highlighting the need and value of transit and transportation in the Valley.

Vice Chair Hazine asked the members of the Committee if there were any additional issues that they would like added as future agenda items. Hearing no further comments, Vice Chair Hazine proceeded to the next item on the agenda.

9. Next Meeting Date

Vice Chair Hazine thanked those present and announced that the next meeting of the MAG Transit Committee would be held on Thursday, March 13, 2014 at 10:00 a.m. in the MAG Ironwood Room. There being no further business, Vice Chair Hazine adjourned the meeting at 11:34 a.m.