

FINAL MEETING MINUTES
MARICOPA ASSOCIATION OF GOVERNMENTS
TRANSIT COMMITTEE

September 11, 2014

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

MEMBERS ATTENDING

#ADOT: Nicole Patrick

Avondale: Kristen Sexton

#Buckeye: Andrea Marquez

Chandler: Jason Crampton for RJ Zeder

*El Mirage: Jorge Gastelum

Gilbert: Kristin Myers

Glendale: Debbie Albert

Goodyear: Cato Esquivel

#Maricopa: David Maestas

Maricopa County DOT: Suparna Dasgupta

Mesa: Jodi Sorrell

*Paradise Valley: Jeremy Knapp

Peoria: Stuart Kent as Proxy

Phoenix: Maria Hyatt, Vice Chair

Queen Creek: Mohamed Youssef

Scottsdale: Madeline Clemann, Chair

Surprise: Martin Lucero for David Kohlbeck

#Tempe: Robert Yabes

*Tolleson: Chris Hagen

Valley Metro: John Farry for Wulf Grote

Youngtown: Grant Anderson

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

OTHERS PRESENT

Eileen Yazzie, MAG

Marc Pearsall, MAG

Margaret Boone, MAG

Alice Chen, MAG

DeDe Gaisthea, MAG

Teri Kennedy, MAG

Julie Walker, MAG

Christine McMurdy, Goodyear

Ken Kessler, Phoenix

Ted Mariscal, Phoenix

Ratna Korepella, Scottsdale

David Kohlbeck, Surprise

Dawn Coomer, Valley Metro

Abhi Dayal, Valley Metro

Alvin Livingstone, AECOM

Deron Lozano, URS

1. Call to Order

The meeting was called to order at 10:06 a.m. by Vice Chair Hyatt. She welcomed everyone in attendance and announced that a quorum was present. She noted that four members were joining the meeting by teleconference: Nicole Dailey of ADOT, Andrea Marquez of Buckeye, David Maestas of Maricopa and Robert Yabes of Tempe. Vice Chair Hyatt asked if there were any public comment cards, and there being none, proceeded to the next item on the agenda.

2. Approval of Draft July 10, 2014 Meeting Minutes

Vice Chair Hyatt inquired if there were any comments or corrections to the Draft July 10, 2014 Minutes. Hearing none, she called for a motion on the Draft July 10, 2014 Minutes. Mr. Grant Anderson of Youngtown moved to approve the motion, Mr. Mohamed Youssef of Queen Creek seconded, and the motion passed unanimously. Vice Chair Hyatt then proceeded to the next item on the agenda.

3. Call to the Audience

Vice Chair Hyatt stated that she 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 Hyatt invited Eileen Yazzie of MAG to brief the Committee with the Transit Program Manager's Report. Ms. Yazzie noted that she had a brief update with four items for the Committee. She began by stating that over the past Summer, MAG's Ms. Margaret Boone had presented on the Strategic Transportation Safety Plan (STSP). She noted that Wulf Grote, Maria Hyatt and a few others participated in a working group which was tasked to develop STSP practices that would improve safety related to the region's transportation system, particularly bicycle, pedestrian and transit access. She said that in October both she and Ms. Boone would be presenting on the STSP findings, proposals and practices that would require input and commitment from local agencies to implement, specifically around bus stop, station areas, intersections and capital improvements.

She then advised that the FTA had issued a new notice regarding a small source of discretionary funding for TOD planning. She noted that MAG and Valley Metro would be investigating the notice at RTAG in the coming week on how to proceed, as well as possibly soliciting participation from Shannon Scutari, director of Sustainable Communities Collaborative, on her views and advice regarding specific needs within the MAG Region. Ms. Yazzie then offered her thanks to the member agencies for their participation in the Transit Standards and Performance Measures (TSPM), and stated that comments were due during the week to Mr. Scott Miller of HDR. She closed by saying that any bus stop changes information needed to be sent to Alicia Becker of Valley Metro so that they could be included for the October service change database. Ms. Yazzie completed her report.

Vice Chair Hyatt thanked Ms. Yazzie for her report and asked if there were any further questions or comments regarding the agenda item. Hearing none, she moved onto the next item on the agenda.

5. Amendments to the FY 2014- 2018 Transportation Improvement Program – FY 14 and FY 15 Job Access and Reverse Commute Project Listings

Vice Chair Hyatt then invited Ms. Alice Chen, MAG Transit Planner, to present a followup report on Amendments to the FY 2014- 2018 Transportation Improvement Program – FY 14 and FY 15 Job Access and Reverse Commute Project Listings. Vice Chair Hyatt noted that the item was on the agenda for action and possible approval.

Ms. Chen explained that she did not have a PowerPoint presentation for the agenda item, but that Attachment One was now a revised version that was available for the members to review the JARC listings. She explained that the item was on the agenda for recommended approval. She noted that the item was related to the discussions that the members had previously at both the May and July Transit Committee meetings. She said that the rankings and priority funding were approved by Regional Council on August 27th for FY2014-15. As per federal regulation, all projects receiving Federal Transit Administration funds must be included in a currently approved Transportation Improvement Program (TIP) in order for the grantees to be able to draw-down funding.

She noted that there was a only minor change within the handout regarding Route 60 for the City of Glendale. In this case with endorsement from City of Phoenix, the City of Glendale was made the lead agency for funding on this project due to it being awarded only partial funding for FY14-15, and thus could receive lower funding depending on what was made available by the FTA in 2015. She added that after Transit Committee, the JARC Project Listings item would ascend through the normal MAG Committee process, with Management, TPC and Regional in the coming months. She concluded with a reminder for the grantees of the JARC program. She added that since these monies were awarded in a competitive process, beyond FTA reporting, there would additional reporting requirements for MAG and documentation being made available to the member agencies in the coming months. Ms. Chen completed her report.

Vice Chair Hyatt thanked Ms. Chen for her report and asked if there were any questions or comments regarding the agenda item. Mr. Farry of Valley Metro referred to previous discussions and inquired if there was still a plan to go back and look at the JARC review criteria and process in the future. Ms. Chen replied that the MAG agency members would indeed review the process again, most likely beginning in January 2015 due to timing constraints of the Fall season. She also noted that a discussion of Avondale/Goodyear UZA funds would also need to commence soon.

Vice Chair Hyatt asked if there were any further questions or comments regarding the 2014-18 TIP/JARC Project Listings agenda item. Hearing none, she called for a motion on the agenda item. Ms. Kristin Myers of Gilbert moved to approve the motion, Mr. Martín Lucero of Surprise seconded, and the motion passed unanimously. Vice Chair Hyatt then proceeded to the next item on the agenda.

6. Regional Transportation Demand Management (TDM) Plan Update

Vice Chair Hyatt then invited Ms. Julie Walker, MAG Transit Planner, to present on the Regional Transportation Demand Management (TDM) Plan Update. Ms. Yazzie briefly introduced Ms. Walker and her background and experience with regional transit as well as transportation demand management. She explained that the TDM Plan was an in-house joint project between MAG and Valley Metro, with input from a variety of regional stakeholders.

Ms. Walker began by explaining to the members of the Transit Committee that she was the Project Manager for the Regional TDM Plan. She also introduced Dawn Coomer from Valley Metro Commute Solutions, as she was the Deputy Project Manager for the Regional TDM Plan. She noted that they both welcomed the thoughts and comments of the Transit Committee on what was presented today, as well as during the course of the plan's development. The presentation was organized into the following sections; What is TDM and why is it important; TDM Examples; Why a TDM Plan; and TDM Plan Details.

She began by giving a brief overview of some definitions. TDM means Transportation Demand Management, which was an umbrella term for the strategies that improve the efficiency of the transportation system by increasing person trips without increasing vehicle trips. She further explained that the modes of travel most commonly associated with TDM were: transit, vanpool, carpool, biking and walking. However, she added that TDM was also associated with other travel options such as compressed work weeks and other alternative work schedules and with tele-work. The most basic component of TDM was communicating travel options to commuters and other travelers and encouraging them to try them. She added that the information about those options may be distributed through education, promotional campaigns, marketing and incentives or other forms of encouragement.

Ms. Walker then explained that MAG was developing this Regional TDM plan due to a variety of rationale, namely increasing congestion and that the region had limited ability to add to the system's capacity. Despite the recession, the MAG region was still growing, and not only in population and employment, but also in traffic and congestion. She added that according to the RTP, the number of congested freeway miles would increase by 99% by 2035, and the number of congested arterial streets would increase by 355% by 2035.

She then explained that the current TDM efforts would focus mostly on work trips, specifically trips with employers who are required by Maricopa County to implement TDM programming. She added that there was a Maricopa County ordinance that required employers and schools with over 50 employees or students of driving age to create a travel reduction plan and to adopt travel reduction measures with the goal of achieving a 60% drive-alone rate. She continued that the ordinance stipulated that they were also required to administer a survey each year to see how they're progressing toward their goals.

Ms. Walker mentioned that most of the Transit Committee members had probably seen the great mapping efforts that MAG Information Services – Anubhav's group – had done showing where employees live and work. These maps were based off of this survey data, but that it was the minority

share of the work trips in the region – reflecting that only about 20% of the region’s trips were affected by this law. She stated that TDM’s focus could be broadened to include more work trips from, for example, smaller employers, as well as other kinds of trips: school trips and special event trips, for example, are good candidates for TDM. She also said that in addition, TDM’s current focus on employers who were required to implement TDM programming yielded a 77% drive-alone rate, leaving plenty of room to try and interest more people in travel options. TDM programming required partnerships and coordination among several stakeholders: Maricopa County, Valley Metro Commute-Solutions, Cities, Employers, ADEQ, etc. She then referred to a graphic that showed the TDM programs’ many different components, and many different partners sponsoring them.

She continued by reiterating that the goals of the Regional TDM Plan were to respond to changing transportation and technological conditions (system expansion, congestion growth, demographic changes, real-time information applications, etc) with strategies that are data-driven and measurable (as required by new federal standards.) She said that the Regional Transportation Demand Management plan expected outcomes were: expand existing services, targeted marketing to areas with limited transit, customized strategies for different locations, strategy for shared vehicles to provide short-distance trips to transit hubs, strategies for special events and other non-commute trips, develop and apply performance measures, find an increased role for more TDM partners such as cities, define the need for additional commuter information services, and create an action plan identifying roles and funding.

Ms. Walker then reviewed the tasks and schedule calendar for the project: refine scope of work - July 2014, purpose and need - July 2014, define system deficiencies - November 2014, literature review - November 2014, stakeholder meetings - November 2014, goals, objectives, and measurements - April 2015, recommendations - June 2015, implementation plan - July 2015, and study record I - August 2015. She also explained that stakeholder outreach would consist of meetings over 1-2 months with the advisory group, which included MAG, Valley Metro, Maricopa County and Capitol Rideshare. She noted additional outreach to MAG and Valley Metro Committees, transportation coordinators, major employers, Association for Commuter Transportation Valley of the Sun Chapter, and commuters. Ms. Walker completed her report.

Vice Chair Hyatt thanked Ms. Walker for her report and asked if there were any questions or comments regarding the agenda item.

Ms. Debbie Albert of Glendale inquired about the Trip Reduction Survey maps developed by MAG Information Services and wondered if those maps only reflected those employers who were required to participate in the TRP. Ms. Walker did agree in that the origin/destination maps only reflected data from a minority of employers in the region who participate. Ms. Coomer replied that only about 35% of employers within Maricopa County were involved with the TRP law. Ms. Walker added that MAG did have information about the other 65% of employers, but not to the level of detail as reflected in the TRP. Ms. Albert followed up by asking if MAG collected any additional information on those businesses not involved with the TRP. Ms. Yazzie replied that through the Information Services Department there was one dedicated staff member tasked with updating the employer database for the entire MAG Region as well as job-center mapping and different private data-sets.

Ms. Yazzie said that she could return at a future meeting with a more complete description of the attributes of how the employer database is maintained and updated. Ms. Walker noted that there was an annual TDM survey performed by Valley Metro Commute Solutions aimed at a cross section commuters whether or not they were affected by TRP ordinance, as well as Valley Metro's onboard surveys, a MAG special events survey and a new MAG activity based model in the future.

Chair Clemann of Scottsdale inquired if the TDM Plan would be aligning regional marketing efforts for trip reduction. Ms. Walker replied yes and referenced a 2012 study that was commissioned by ADOT in order to review reduction of single-occupancy vehicle travel in the Tucson and Phoenix regions. The study's number one recommendation was social marketing and individual marketing in order to encourage transit, carpooling or vanpooling or alternative means. She added that Valley Metro Commute Solutions also tracked the efficacy of marketing efforts and their overall effect on results. Brief discussion followed. Chair Clemann noted that Scottsdale had been at a deficit in being able to locate all of the businesses that would benefit from schedule or service changes in a timely manner. Ms. Yazzie replied that Valley Metro had been doing an amazing job with the resources that they have in trying to get the transit message out to employees. Mr. Farry of Valley Metro encouraged the cities to reach out Valley Metro Commute Solutions and underscored the value of partnering with Valley Metro staff, in order to help communicate transit alternatives to commuters and the employers that may not be hearing about the benefits of transit.

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

7. Semiannual Status Report on Federal Grant Activity

Vice Chair Hyatt introduced Mr. Ken Kessler of the City of Phoenix Transit Department. She advised that Phoenix was the Designated Recipient of federal transit funds, and that Mr. Kessler and his staff were available to answer committee questions for the Semiannual Status Report on Federal Grant Activity ending with June 30, 2014. Vice Chair Hyatt asked if there were any questions or comments on the agenda item. Hearing no further comments, she proceeded to the next item on the agenda.

8. Request for Future Agenda Items

Vice Chair Hyatt asked the members of the Committee if there were any issues that they would like added as future agenda items. Chair Clemann noted that much discussion had occurred regarding MAG modeling. She was curious of the committee could have a presentation on the MAG modeling process and how to make it more useful and accurate for transit agencies. Specifically, how local jurisdictions could use the results to begin a circulator route. Chair Clemann also introduced Ms. Ratna Korepella as the new Scottsdale transit planner. Mr. Anderson asked for a presentation to learn more about the Avondale-Goodyear UZA and how both it and the Phoenix-Mesa UZA coordinate their efforts. Hearing no further comments, Vice Chair Hyatt proceeded to the next item on the agenda.

9. Next Meeting Date

Vice Chair Hyatt thanked those present and announced that the next meeting of the MAG Transit Committee would be held on Thursday, October 9, 2014 at 10:00 a.m. in the MAG Ironwood Room. There being no further business, Vice Chair Hyatt adjourned the meeting at 10:40 a.m.