

# Minutes City of Tempe Transportation Commission February 14, 2012

Minutes of the City of Tempe Transportation Commission held on Tuesday, February 14, 2012, 7:30 a.m., at the Transportation Center Don Cassano Community Room, Tempe, Arizona.

#### (MEMBERS) Present:

Matthew Garcia, Ben Goren, Pam Goronkin, Charles Huellmantel, Marcellus Lisotta, Phillip Luna, Catherine Mayorga, Melody Moss, Gary Roberts, Steven Saiz, Peter Schelstraete, David Strang

#### (MEMBERS) Absent:

Susan Jones, Sue Lofgren, German Piedrahita

## **City Staff Present:**

Joe Clements, Jason Hartong, Shelley Hearn, Dana Janofsky, Greg Jordan, Mike Nevarez, Shelly Seyler, Sue Taaffe.

#### **Guests Present:**

Terry Gruver (INFRACONSULT); Alex Albert (INFRACONSULT); Mario Diaz (Valley Metro RPTA); Jim Wright (Valley Metro RPTA); Patrick Murphy (Off Madison Ave)

David Strang called the meeting to order at 7:32 a.m.

#### Agenda Item 1 – Public Appearances

None

#### Agenda Item 2 – Approval of Minutes

Commissioner Strang called to approve. Pam Goronkin made a motion to approve the Transportation Commission Minutes from November 8, 2011; Commissioner Charles Huellmantel seconded the motion. All approved except Commissioners Goren, Lisotta and Moss who arrived later. The following minutes were approved:

Transportation Commission Meeting Minutes – November 8, 2011

#### Agenda Item 3 – Commission Business

Introduced by Commissioner Strang.

Commissioner Saiz nominated Charles Huellmantel for the position of chair. Commissioner Huellmantel accepted. Commissioner Goronkin seconded the motion. All approved except Commissioners Goren, Lisotta and Moss who arrived later. Catherine Mayorga nominated Commissioner Goronkin for the

position of Vice Chair. Commissioner Goronkin accepted. Charles Huellmantel seconded the motion. All approved except Commissioners Lisotta and Moss who arrived later.

#### Agenda Item 4 – Bike Hero Award Nominations

Presented by Sue Taaffe.

Commissioner Schelstraete said they are all great and looking for someone who has changed the community like last year's winner Eric Iwersen.

Commissioner Schelstraete made a motion to select Patricia Berning as the winner. Charles Huellmantel seconded. All approved except Commissioners Goren, Lisotta and Moss who arrived later.

Sue Taaffe added that Patricia has been an active supporter of both Tour de Tempe and Bike to work.

### Agenda Item 5 – Media Plan

Sue Taaffe presented the following:

Tempe is Motion has a \$50,000budget for FY2012/13. Key messages outlined in TIM marketing plan include: bike events and public meetings, youth transit pass and ASU U-Pass programs, Adopt-A-Path and Street programs, riding the bus and light rail, and bike safety and education.

Patrick Murphy presented the following:

Identified the key audiences are ASU students, Tempe High School Students and Tempe Residents and Professionals.

Media strategy is to intercept potential users of Tempe City Transit at home and on the go using the most efficient media.

Mr. Murphy discussed media timing, bus riders media habits, the media selection criteria, and the media tactics and the budget breakdown which include Online/Mobile, School newspapers/Community Bulletins, Light Pole Banners, and Tempe Opportunities.

Commissioner Peter Schelstraete is unfamiliar with Facebook PPC and asked do you pay for every click. Mr. Murphy stated yes and it is under \$1 per click. Commissioner Gary Roberts asked if Facebook PPC track who is clicking. Mr. Murphy said that it will give demographic and snapshot information regarding the responsiveness of the ads.

## Agenda Item 6 – Transit Fund Update

Greg Jordan presented.

We are currently in year 2 of a 3 year balancing plan.

The structural deficit has been reduced from \$15 million through budget cuts to \$2.8 million. Although there have 24% cuts in service boardings are the same and ridership has increased.

To balance the budget the following strategies have been identified:

Regional fare increase; Federal funding for preventative maintenance; Tempe-RPTA Bus Unifications; Bus contract cost reductions; Light Rail budget reductions; Dial-a-Ride cost reductions; Orbit fare; Bus service changes by efficiency improvement, system restructuring, general reduction and strategic

expansion. The options are under development and will be made public on February 19, 2012. The Commission will get an in depth review at the next Commission meeting.

Commissioner Charles Huellmantel asked if a full fare for the Orbit would mean a reimbursement for the fare. Greg replied yes that the fare would generate more Tempe gets from the larger pie.

Commissioner Ben Goren asked if it was an option was being looked at for pass holders to be free and a fare for non-pass holders. Greg replied yes. Commissioner Goren also asked if the fare would be forever for just to help the current budget deficit. Greg replied that it could be temporary, but once you start to charge it usually set unless the Commission and Council do away with it.

Commissioner Gary Roberts asked if small park-n-rides would be protected or go away. Greg replied that it would need to be looked at further.

## Agenda Item 7 – Regional Fare Policy

Mario Diaz, Chief Marketing Officer at Valley Metro presented.

In October 2010 a Fare Policy Committee made up of 15 cities and towns. The focus was to look at proposed fare changes for local bus and light rail service, express/RAPID bus service, rural route service, and ADA paratransit.

The farebox recovery target was established by the Valley Metro Board is 25%. The other 75% is local and state funded. The chart presented shows a recovery of 23.6% in 2011 and a projected forecast of 22.2% in 2016.

80% of all Transit Agencies have been forced to implement fare increases or service cuts due to flat or decreased funding.

A public input program ran from November 14, 2011 through January 4, 2012. There were new stories, advertisements, and public outreach.

Public input summary shows that the level on interest regarding the proposed fare change is less than that of the previous fare policy change in 2009. 30% of the respondents are neutral or strongly support the proposed fare change.

The proposed changes are:

- To increase the 1-ride fare by \$.25. The change increases the price of all fare types because they are based on the 1-ride fare.
- Maintain existing pricing rules
- Eliminate the 3-day pass
- Introduce a 15-day pass
- Simplify the rural route fare structure to a flat dare of \$4 per one-way trip (\$2 reduced fare)
- Revise the fare policy to consider fare changes every 3 years to maintain the 25% fare recovery target (requires public involvement and Board approval)

The schedule for the changes is:
February –April – Consideration by both Valley Metro Boards
March-June – implement and test new fare tariff
July 1 – launch new fare policy

Commissioner Marcellus Lisotta asked in the increase will meet the 25% target for 3 years. Mr. Diaz said it will above 25% in year 1 then at 3 years it will be just below then it would be time to kick in a new rate.

Commission Matt Garcia asked if he could see the breakdown of increase per service. Mr. Diaz said that he doesn't have that information but the 25% fare recovery is an average of cities. For example Phoenix is at 25% and Gilbert is lower at 17-18%.

Commissioner Phillip Luna asked what the impact to revenue is for other cities. Mr. Diaz explained that an all-day pass is 40%, but there was no increase from 1994-2009 and no process so now we are behind and need to catch up and our 1 day is very low compared to other cities. Greg added that Express service has premiums. Mr. Diaz stated that the last increase raised all fares by 20% and 40% on express.

Commissioner Goren stated that it is important for the public to understand that the target of 25% is only 25% of the actual cost.

Greg asked the Commission if they are in support of the fare policy revisions. Gary Roberts made a motion to support the fare policy revisions. Charles Huellmantel seconded. All approved.

# Agenda Item 8 – East Valley Dial-A-Ride

Jim Wright of Valley Metro RPTA presented.

The Board of Directs for RPTA authorized staff to Request Proposals to solicit a paratransit service broker for the East Valley Dial-a-Ride.

#### Goals were to:

- 1. Have the proper vehicle for the need
- 2. Private sector capital
- 3. Utilize a brokerage model with one contact and 1 firm call center to subcontract services
- 4. Find a true across the valley solution

Prospers were required to utilize up to 3 subcontracted service delivery provider and at least one no-profit organization. The RFP gave 3 service options the proposers could select. Option A was a straight brokerage; Option B the contractor directly provides up to 50% of service; Option C the contractor directly provides up to 75% of the service.

8 proposals were received from 5 firms and evaluated by a panel. There were 3 rounds of assessment and points were awarded by the panel for each option received.

Total Transit Option B was selected as the best value solution. They would provide all capital equipment and fuel during the contract. They did not need future capital. Total Transit will utilize smaller more fuel efficient vehicles. RPTA will save approximately \$1.9 million in replacement vehicle capital costs with an overall estimated \$3 million total cost savings in FY2013. The contract award was approved and will begin July 1, 2013.

Commission Gary Roberts asked if the two firms that were eliminated were asked to any oral discussions. Mr. Wright said they were not. Commissioner Melody Moss asked who the target customer was. Mr. Wright those who are approved through an assessment for eligibility at 4600 E Washington.

### Agenda Item 9 - Orbit Bus Replacement

Jason Hartong presented.

The majority of vehicles are approaching the end of their usable lifespan. Staff has begun the process of selecting and procuring replacement vehicles for Orbit service. The desired vehicle features include service proven vehicle, low life-cycle cost, neighborhood friendly appearance, quiet operation, propulsion system, and fare collection provisions. The available vehicle configurations are light duty (cutaway), medium duty (diesel only and 30' only), and heavy duty. Although other versions due exist since federal funds are used we must adhere to Buy America.

Greg Jordan stated that there is an available grant for a heavy duty prototype and would run it in service on a test basis to see how the community feels and have the public weigh in at a public involvement process.

Commissioner Gary Roberts asked how the neighborhoods would perceive a 30' bus and if there would be new driver training. Jason responded that the buses maneuver ok through the neighborhoods and that the drivers would only need basic familiarization training.

Commissioner Steven Saiz asked if it would be tested through different routes. Greg answered yes and there would be extensive outreach.

Commissioner Roberts asked about the larger buses operating at lower speeds if they would overheat. Jason stated that all buses we have are tested for our climate at 125 degrees.

Commissioner Peter Schelstraete asked if we have looked to rebuilding motors. Jason responded that the light duty has had body and chassis issues and that some have had engines rebuilt, but only sell at auction at \$5700 each and Heavy duty at \$2700.

#### Agenda Item 10 - Future Agenda Items

Discuss meeting dates and times

Meeting adjourned at 9:06am

The Commission's next regular meeting will be held Tuesday, March 20, 2012 at 7:30 a.m. in the Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.