



# Agenda

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**TRANSIT ADVISORY BOARD MEETING  
TUESDAY, JANUARY 24, 2012  
5:00 PM – 7:00 PM  
SANTA FE TRAILS FACILITY  
2931 RUFINA STREET**

CALL TO ORDER  
ROLL CALL  
APPROVAL OF AGENDA  
APPROVAL OF MEETING MINUTES: DECEMBER 6, 2011

PUBLIC COMMENT

DISCUSSION ITEMS:

1. REPORT ON SYSTEM RIDERSHIP: SANTA FE TRAILS AND SANTA FE RIDE
2. REPORT ON SANTA FE RIDE PROGRAM: RIDERSHIP GROWTH, STAFFING ADJUSTMENTS, AND PUBLIC RELATIONS EFFORTS
3. UPDATE ON SANTA FE PLACE AND SHERIDAN STREET TRANSIT CENTER PROJECTS
4. UPDATE ON AVL SYSTEM PROCUREMENT AND GOOGLE TRANSIT PROJECT
5. STATUS OF FINANCIAL MANAGEMENT REVIEW
6. REGIONAL TRANSIT UPDATE: REQUEST FOR NCRTD REPRESENTATION ON RIO METRO BOARD
7. SCHEDULING: 2012 TRANSIT ADVISORY BOARD RETREAT
8. NEW "EDUCATION REPRESENTATIVE" APPOINTMENT

PUBLIC COMMENT

ADJOURN

*Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.*

## TRANSIT ADVISORY BOARD INDEX

1. Call to Order	Chair Messer called to order at 5:10 (informally) 5:30 (with quorum)	2
2. Roll Call	5 present / 3 excused	2
3. Approval of Agenda	Mr. Calvert moved to approve the agenda, seconded by Ms. Bleck. Approved by unanimous voice vote.	2
4. Approval of Minutes: December 6, 2011	Ms. Bleck moved to approve the minutes as amended, seconded by Mr. Calvert. Approved by unanimous voice vote	2
5. Public Comment(s)		2-3
6. Action Items	None	
7. Discussion items		
A. Report on System Ridership: Santa Fe Trails and Santa Fe Ride	Informational, no formal action taken.	3
B. Report on Santa Fe Ride Program: Ridership Growth, Staffing Adjustments, and Public Relations Efforts	G. Regular meeting will be conducted, no retreat will be scheduled.	3-5
C. Update on Santa Fe Place and Sheridan Street Transit Center Projects		5-6
D. Update on AVL System Procurement and Google Transit Project		6-7
E. Status of Financial Management Review		8
F. Regional Transit Update: Request for NCRTD Representation on		8-10

## TRANSIT ADVISORY BOARD INDEX

<p>Rio Metro Board  G. Scheduling: 2012  Transit Advisory  Board Retreat  H. New “Education  Representative”  Appointment</p>		<p>10</p> <p>10</p>
<p>8. Public Comment – None</p> <p>9. Adjournment</p>	<p>Meeting was adjourned at 6:00 pm</p>	<p>10</p>

## TRANSIT ADVISORY BOARD MINUTES

January 24, 2012

5:00 p.m. – 7:00 p.m.

### 1. CALL TO ORDER

Mr. Colin Messer, Chair called the meeting (informally) to order at 5:10 p.m. on January 24, 2012 at Santa Fe Trail, Rufina Street, Santa Fe, New Mexico. The Chair formally called to order at 5:30 p.m. with a quorum.

### 2. ROLL CALL

Present:

Aurore Bleck  
John Whitbeck  
Colin Messer  
Susan Maslar (present at 5:30 p.m.)  
Chris Calvert

Excused:

Don Bell  
Garrett Robinson  
James Bradbury

Staff Present:

Jon Bulthuis  
Mike Kelley

### 3. APPROVAL OF AGENDA

*Councilor Calvert moved to approve the agenda as presented, seconded by Ms. Bleck. Motion passed by unanimous voice vote.*

### 4. APPROVAL OF MEETING MINUTES: DECEMBER 6, 2011

Amend the December 6, 2011 minutes as follows: correction to page 5, first paragraph, line 5 to change the word “to” to “two”.

*Ms. Bleck moved to approve the minutes as amended, seconded by Councilor Calvert. The motion passed by unanimous voice vote.*

### 5. PUBLIC COMMENT

Mary: Inquired as to when the situation of slots for rides will be getting less. We currently have to call two days in advance. I am Curious when there will be another driver hired.

Mr. Messer: I understand we are fully staffed.

Mr. Bulthuis: The new hire has not reported yet. He has completed all the requirements.

Mr. Messer: What is the talk about the road funds being raided?

Mr. Bulthuis: We have a mole that goes to state meetings that gave us a heads up that that is the talk at the most powerful committee related to transit stuff. If there is a new gas tax we would like a sliver of that.

Mr. Messer: If they were highway funds how were they rated?

Councilor Calvert: The Railrunner and highways funds are all lumped together. If DOT is having trouble paying for the Railrunner they could use these funds.

Mr. Bulthuis: The good news on the Railrunner is they think they found funding for urban areas through the feds.

Mr. Messer: It is formula funding.

6. ACTION ITEMS:

7. DISCUSSION ITEMS:

A. REPORT ON SYSTEM RIDERSHIP: SANTA FE TRAILS AND SANTA FE RIDE

Mr. Bulthuis reported that they are just fewer than one million for 2011. They are hoping that this will be the year that they cross that threshold. He also reported on seasonal variation and the consistency in growth that has been realized over the years. Mr. Bulthuis reported that he is comfortable making the millionth passenger goal a marketing target this year.

Mr. Messer: Suggest that we maybe give free bus passes to the one millionth riders.

B. REPORT ON SANTA FE RIDE PROGRAM: RIDERSHIP GROWTH, STAFFING ADJUSTMENTS, AND PUBLIC RELATIONS EFFORTS

Mr. Bulthuis: Acknowledged the work of staff; even without promotional dollars we are seeing results. This is a result of the reliable service we are providing. Kudos to the staff.

Mr. Messer: Route 26, which has been in service for three months now, is the lowest in ridership numbers. This is the Wal-Mart route. The numbers reflect that this route is at 70 minutes. It shows that it is off to a moderate start with a little over 800 riders in November. The numbers then dropped in December. We hope to see steady

improvement. We need to put some shelters up and maybe put another stop at the Wal-Mart area. The current stop is a considerable distance from the front door. There are geographical barriers for ADA. We have located a spot that is a little closer. If we have two stops it may increase ridership.

Mr. Whitbeck: What is the reason for making the stop so far from the store?

Mr. Messer: It was the original design by the landowner. They put the stops on the main street anticipating big box stores. Future developments will be surrounding the south and east of Wal-Mart.

Councilor Calvert: Las Soleras is still pushing its outfit. Is there any other route of note?

Mr. Bulthuis: It has remained pretty constant from month to month. We can bring back more detail.

Councilor Calvert: No.

Mr. Bulthuis: It is something the RTD is looking at. It is always an issue in terms of the productivity versus coverage. If the board would like us to look there again we can do that.

Mr. Bulthuis: We got the postcard out informing all of our card holders of the situation that the demands were exceeding our ability to step up. We got the recruitment out and she is due to start this week. We also did a temporary appointment of existing staff to drive as needed. This helped alleviate some pressure. The number of trip requests we had in November declined. The urgency of not being able to meet requests that we did experience in November has passed. We have had only a day since the last meeting where the request for trips exceeded our ability to provide them. There should not be the same level of demand on the system that we had experienced.

Mr. Messer: Were we unable to hire people? Was there a shortage of applicants?

Mr. Bulthuis: It took some time in relation to the process. We have to do background checks, etc., which normally take 6 – 8 weeks. We also had some transfers out of our division so we lost staff. Those two, with a spike in trip requests, caught us in a tight spot. We need to figure a system for fluctuating demands. We created the office person to drive as need. That gives us the ability to respond more quickly. We did everything we could on the hiring process to get it done as quickly as we could.

Mr. Messer: What was the reason for the increase?

Mr. Bulthuis: We have not been able to put our finger on that? We don't have a clear answer as to why. We are definitely seeing new people that had not been card holders in the past. That's what we are here for. I am not complaining – it is just that the numbers came up quickly.

If you look at the ridership report at the back of your packet you see that the numbers have dropped. The Fall was 3,300 down to 2,700 in December. We are not sure what causes the fluctuation. We do not see a pattern year to year. We have made adjustments with staffing. In the year prior we are up considerably.

That was the pinch point that led to the issues that the public was concerned about last month. In hindsight the request that was made from the public about sending a postcard is something we will do earlier on. It was a great PR thing to do. We will proactively do that if we experience this again. Didn't know how long it would last and didn't know if it was just a spike for a week.

Mr. Messer: The on-time looks good for the last five months.

#### C. UPDATE ON SANTA FE PLACE AND SHERIDAN STREET TRANSIT CENTER PROJECTS

Mr. Bulthuis: We have an action plan which has not yet been approved by the community development staff. We will carry that through the city council property acquisition process. We are purchasing a .7 acre parcel at Santa Fe Place for the transit center that we are operating now.

Councilor Calvert: What is the price?

Mr. Bulthuis: I was surprised by the dollar figure. It is more than we budgeted. The appraisal was \$310,000 for a .7 acre parcel.

Mr. Messer: Where is the money coming from?

Mr. Bulthuis: CEP funds that may augment other funds. We may need to budget funds from RTD.

Councilor Calvert: Those funds don't offset operational expenses.

Mr. Bulthuis: There is no contract with RTD for those services yet. The new finance director wants to see that. We will have a new representative from the council that serves on the RTD that may have a different idea. At present, those funds get deposited into transit division's budget. The funds were re-budgeted for property acquisition. The money is there and offers this possibility this fiscal year.

Mr. Messer: The price again?

Mr. Bulthuis: \$310,000. That is not a negotiated price. We have not shared that amount yet. We are working with Ed Vigil in terms of best steps in terms of negotiating.

Mr. Messer: That comes with all the easements? We have perpetual access?

Mr. Bulthuis: There is no issue with the length of service life.

Mr. Bulthuis: As far as Sheridan Street, the new grant was approved. We are working on the RFP for final design.

Councilor Calvert: Where is the money coming from?

Mr. Bulthuis: We do not have the actual construction money yet. The bus stop project is also going forward. We are trying to get RFP out for prototypes.

Ms Maslar: Is that a modular thing?

Mr. Bulthuis: Yes. We are looking for three scale improvements that we can bid out.

Councilor Calvert: I thought those were recovery funds that had deadlines.

Mr. Bulthuis: We have expended 2/3 of our ARRA funds.

Mr. Messer: Hopefully before the next meeting we can look at those drawings again.

Councilor Calvert: Is there anybody local that will be able to do this? I am looking at GRT.

Mr. Bulthuis: Definitely in New Mexico - in Santa Fe – at least for the prototype. Once we get to that place we won't be able to limit because it is federal money involved.

Ms. Maslar: Can we at least say "buy America"?

Councilor Calvert: It is federal funds so they would have to.

#### D. UPDATE ON AVL SYSTEM PROCUREMENT AND GOOGLE TRANSIT PROJECT

Mike: This is the software with computer aided dispatch. The PSA has been back and forth between the vendor and the City. This will go to Finance and then on to Council. If we don't make the February 8<sup>th</sup> council meeting it will be the following one for approval. We can then process this. We thought it had been done but there was a discrepancy in how the GRT price was calculated.

Mr. Bulthuis: It has made it through Public Works.

Councilor Calvert: Is this like a GPS system?

Mike: Yes.

Councilor Calvert: For Rider and Transportation?

Mr. Bulthuis: Yes, both.

Mike: The AVL vendor is going to bring it up.

Ms. Maslar: Are we on Google transit?

Mike: No, not yet. The student group was showing what we could do. Our vendor will load that and Jon is speaking with the webserver contractor. There will be a lot of hand in hand stuff. Someone can log on the website and look for a link on where the bus is and if it is on time.

Councilor Calvert: They can see if the first bus of the day even got out of the shoot at all.

Mr. Bulthuis: We have had most getting out. There was only 1 that didn't get out.

Councilor Calvert: The one I was on.

Mr. Messer: Are we ever going to get Wi-Fi on the busses?

Mr. Bulthuis: We have never even explored that.

Mr. Messer: Can you find out how much that would cost. When Keith was on the board he would say that. That's just a logical partner.

Mr. Whitbeck: Didn't the Railrunner invest so they would have it on the entire route?

Mr. Bulthuis: Yes.

Mr. Whitbeck: Does it work?

Mr. Messer: Yes.

Mr. Bulthuis: It may be something we can look at in the major centers. Probably not on every bus in the fleet. The community convention center has it. And south capital has it for the railroad site. Do you want staff to explore?

Mr. Messer: If we have any students to do that.

Mr. Bulthuis: We do.

Mr. Messer: See if it has boosted riders in other areas.

E. STATUS OF FINANCIAL MANAGEMENT REVIEW

Mr. Bulthuis: I met this morning and the site review is scheduled to wrap up this week. They will do an offsite analysis and come back for closeout. They are looking at all city fiscal operations. They are housed downtown. They are looking at accounts payable. There will be a NCRTD review after the City. As we get that report back we will bring that to the board and share the findings and talk about a corrective action plan. One area they were quite surprised to find is that the city does not have an internal audit function.

Councilor Calvert: We do.

Mr. Bulthuis: They said it needs attention.

Mr. Messer: Will that be completed by the next meeting?

Mr. Bulthuis: I imagine it will be ready for the next agenda.

Mr. Messer: They are not going to shut us down?

Mr. Bulthuis: No, it is a “we are here to help”. We asked if there were funding sources available to help us comply and they said no.

Ms. Maslar: The Governor’s proposal is to get rid of the GRT for small businesses. That will substantially impact our finances, yes?

Councilor Calvert: I don’t know.

Mr. Messer: When the bill comes out we can access the FIR. Anyone can do that.

Ms. Maslar: There are a lot of small businesses in Santa Fe.

Councilor Calvert: Her proposals are not just small businesses, but pyramiding of the GRT. If she is going to reduce GRT in several areas we will have no choice but to reduce ours. There are competing measures from legislators. Senator Wirth’s bill captures some of the revenue we have now. They are talking about lowering income tax for smaller businesses by .6%. They would get more revenue from the bigger companies that are not paying it and it would at least be balanced. I don’t hear balanced from her position.

F. REGIONAL TRANSIT UPDATE: REQUEST FOR NCRTD REPRESENTATION ON RIO METRO BOARD

Mr. Bulthuis: The City has a request for representation on the Rio Metro Board. There is a letter from the Mayor and Councilor Romero and a Resolution from RTD all petitioning Rio Metro for representation in order to prevent what happened when the Rio Metro Board cut off service to the City on weekends. This is an attempt to have communication on issues like that. I was at the meeting Friday and there are legal issues about how you can do this but there was not resistance from the Board to have enhanced representation. It may not be a voting member due to statutory limitations.

Ms. Maslar: Rio Metro has the authority to do that?

Councilor Calvert: They are the operating agent.

Mr. Bulthuis: In the past the RTD did not want to have representation on the board.

Councilor Calvert: What percent do we contribute?

Mr. Bulthuis: The budget is \$12 million. The city/county contributes \$2 million. It is significant. I think we are headed in the right direction with this.

Mr. Whitbeck: When you look at public transit – especially the advertisement NCRTD puts out – there was a woman who did a petition with 800 – 900 people saying they would like better transit from Taos south. If you live in Espanola you can't use the bus to get you here before 8:30. I would like to see more service for people who travel to get to work. It seems foolish when you look at size of Espanola that there is no bus before 8:30.

Ms. Maslar: I thought the idea was to get people to work.

Councilor Calvert: The state has their shuttle and it is geared to get people to work.

Mr. Bulthuis: I am hearing that there may be cuts in the Park and Ride.

Councilor Calvert: That would be beneficial to NCRTD if they can pick up the slack.

Mr. Bulthuis: They would have to reallocate resources.

Councilor Calvert: They would need more express runs.

Mr. Bulthuis: I am sure changes in services by the state will be on agenda next month.

Ms. Maslar: Is that to cut costs?

Mr. Bulthuis: Yes. They do not have enough money to fund the current maintenance program. They are looking everywhere. There is talk about a bus tax.

Councilor Calvert. New Mexico has the lowest gas prices in the nation.

Mr. Whitbeck: This state does not charge a percentage – it is a flat rate.

#### G. SCHEDULING: 2012 TRANSIT ADVISORY BOARD RETREAT

Councilor Calvert: In the past we have used the retreat to lay out what we want to do in coming years.

Mr. Bulthuis: That's a board directive.

Councilor Calvert: We have had the retreat in the past because there were issues/strategy for the coming year.

Mr. Bulthuis: There is not anything now. Everything is outside our control and we don't know what is going to happen. Maybe nothing will happen.

Councilor Calvert: The only good thing is at least the City's gross receipts are up slightly. We will be like last year. We don't know what might happen to counteract that from other areas. The strategies are not going to be much different.

Mr. Bulthuis: I agree we can dust off what we did last year with minor changes.

Councilor Calvert: We should just have a regular meeting in February.

#### H. NEW "EDUCATION REPRESENTATIVE" APPOINTMENT

Mr. Bulthuis: She is expected to be approved by council tomorrow night. She wants to use her role on board as mentorship for students as well.

Ms. Maslar: Does she work in the system?

Mr. Bulthuis: She is the principal at New Mexico School for the Arts. We do have kids at the School for the Deaf that use the bus every day. The Mayor thought it would be good to have someone there on the board.

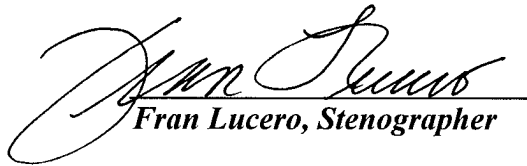
#### 8. ADJOURN

*Mr. Whitbeck moved to adjourn the meeting at 6:00 p.m. Ms. Maslar seconded the motion. Motion passed by unanimous voice vote.*

***Signature Page:***

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***Colin Messer, Chair***



***Fran Lucero, Stenographer***