



Agenda

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**TRANSIT ADVISORY BOARD MEETING
TUESDAY, DECEMBER 6, 2011
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: OCTOBER 25, 2011

PUBLIC COMMENT

ACTION ITEM

1. RECOMMENDATION FOR RFP SCOPE: ADVERTISING CONTRACT

DISCUSSION ITEMS:

2. REPORT ON SYSTEM RIDERSHIP: SANTA FE TRAILS AND SANTA FE RIDE
3. MANAGING RIDERSHIP GROWTH: SANTA FE RIDE PROGRAM
4. RECOMMENDATIONS FROM MAYOR'S COMMITTEE ON DISABILITY: SF RIDE PROGRAM
5. UPDATE ON VEHICLE DELIVERY SCHEDULES: TWO (2) CNG GILLIG BUSES, TWO (2) MV-1 CNG PARATRANSIT VEHICLES, TWO (2) EIGHT PASSENGER LOW-FLOOR VANS
6. REPORT ON CIP BOND ISSUE AND GENERAL OBLIGATION BOND ISSUE
7. UPDATE ON AVL SYSTEM PROCUREMENT
8. REVIEW OF FTA'S TRIENNIAL REVIEW CLOSE-OUT AND FINANCIAL MANAGEMENT REVIEW
9. UPDATE ON SANTA FE PLACE TRANSIT CENTER PROJECT

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.

**Index Summary of Minutes
Transit Advisory Board
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<u>INDEX</u>	<u>ACTION TAKEN</u>	<u>PAGE(S)</u>
Cover Sheet		1
Call to Order	Call to Order by Chair, Colin Messer at 5:10 pm – at the Santa Fe Trails Offices on Rufina Street.	2
Roll Call	A quorum was declared by roll call.	2
Approval of Agenda	Susan Maslar moved to approve the agenda as presented, second by Don Bell, motion carried by unanimous voice vote.	2
Approval of Minutes Corrections: Page 4: #6 Petition signed that increased awareness on Transit. Page 3 5-b: Grant money is from DOE not DOT.	<i>Ms. Maslar moved to approve the minutes of October 25, 2011 as amended, second by Ms. Bleck, motion carried by unanimous voice vote.</i>	2
Public comment	Informational, inter-active discussion throughout meeting regarding ride availability.	3
Action Items. a. Recommendation for RFP Scope: Advertising Contract	<i>Ms Maslar moved to recommend that the RFP have a contractor or vendor who would solicit advertising to sell for any of the vehicles including Santa Fe Ride or the other vehicles for Santa Fe Trails and limit the advertising to the old benches and shelters until they are replaced, second by Ms. Bleck, motion carried by unanimous voice vote.</i>	3-4
Discussion Items a. Report on System Ridership: Santa Fe Trails and Santa Fe Ride b. Managing Ridership Growth: Santa Fe Ride Program c. Recommendations from Mayor's Committee on disability: Santa	Informational, no formal action taken	4-7

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<p>Fe Ride Program</p> <p>d. Update on Vehicle Delivery Schedules: Two (2) CNG Gillig Buses, Two (2) MV-1-CNG Paratransit vehicles, Two (2) 8-passenger low-floor vans</p> <p>e. Report on CIP Bond Issue and General Obligation bond Issue</p> <p>f. Update on AVL System Procurement</p> <p>g. Review of FTA's Triennial Review Close-out and financial management review</p> <p>h. Update on Santa Fe Place Transit Center Project</p>		
Public Comment	Informational	7
Adjourn and Signature Page	Ms. Maslar moved to adjourn at 7:15 pm, second by Ms. Bleck, motion carried by unanimous voice vote.	7
Exhibit A	12/6/11 – Memorandum re Issues of Capacity Constraints	
Exhibit B	Draft: 12/9/2011 Letter suggested to Santa Fe Ride	

TRANSIT ADVISORY BOARD

MINUTES – DECEMBER 6, 2011

I. Call to Order

The Chair, Mr. Colin Messer called the meeting to order at 5:10 pm at the Santa Fe Trails Facility, 2931 Rufina Street, Santa Fe, New Mexico. A quorum was declared by roll call.

II. Roll Call

Present:

Colin Messer, Chair
Aurore Bleck
James Bradbury
Susan Maslar
Don Bell

Not Present:

Councilor Chris Calvert
Garrett Robinson
John Whitbeck

Others Present:

Jon Bulthuis, Staff Liaison
Anna Serrano for Fran Lucero, Stenographer

III. Approval of Agenda

Ms. Maslar moved to approve the agenda with no changes, second by Mr. Bell, motion carried by unanimous voice vote.

IV. Approval of Minutes: October 25, 2011

Corrections: Page 4: #6 Petition signed that increased awareness on Transit.
Page 3 5-b: Grant money is from DOE not DOT.

Ms. Maslar moved to approve the minutes of October 25, 2011 as amended, second by Ms. Bleck, motion carried by unanimous voice vote.

V. Public Comment

Mary made the comment that having a subscription is working well; she can call up and get an appointment in a timely manner. She has heard that other users are not having a good response. As the liaison on the Mayor's committee she would like to have a report on timely appointments.

Kathryn Lee commented that she was late as her ride was late. She stated that Santa Fe Ride seems to have changed the policy on reservations and that she could not have the times she had requested. Ms. Maslar said that the policy has not changed. Ms. Lee said that she has an employee who uses Santa Fe Ride who is frustrated with the hardship she experiences with appointments.

Person in the audience said that she called on Thanksgiving and never got a call back and last Friday she had to use cab transportation for 3-round trips because she was told that nothing was available. She also inquired if things have changed in the reservation system. She reiterated this is her only means of transportation and she feels it is very important to know about the chances.

Ms. Nancy Peters talked about how helpful the recent customer survey sent out by the Mayor has been. Ms. Peters also serves on the Mayor's Committee on Disability and tonight is here as a citizen. She was thankful for the customer service survey. Person in the audience asked who received this survey. Ms. Maslar responded that not everyone got the customer survey. Ms. Peters said that the content of the survey is excellent and moving forward when information changes the survey should reflect those changes and sent out for comment on a regular basis. The general consensus is that feedback can only improve the service.

Comments were made on the evaluation and results of the survey. Staff informed the board that funding is not available to have the statistics done by a professional analyst; this is very expensive. Staff was asked to follow up with the city to see if anyone has the expertise to work on this type of a statistical analysis project to gather more accurate data.

VI. Action Item

a. Recommendation for RFP Scope: Advertising Contract

Jon Bulthuis explained that the RFP process and the request from the procurement team. The contracts are with vendors selling ad space on the buses. This contract has expired and this is the reason for the new RFP. One of the issues that have come up and Staff was asked to come back to the board to ask is whether or not the scope of that agreement would include off bus advertising like we currently have. We are working on the shelter renovation project. This has been stalled due to the lack of project management and it has implications on the advertising contract. Right now it allows vendors to place ads on benches and shelters. With the investment that the city will make on the new shelters it was asked if we should keep the infrastructure more pristine and not place ads on these items. Ms. Maslar asked how much revenue this advertising brings in. Mr. Bulthuis said they take in 15-18% of the overall intake so it is not insignificant. The majority of the ads are placed on the buses and it is also allowed for advertising to be on the Santa Fe Ride vehicles. Mr. Bulthuis said

that they have seen over \$100,000 in revenue. He explained that it can take up to 18 months before the new facilities will be in the field. The contract was a 3 year agreement with a 2 year renewal. There is competition in the market now and the City of Albuquerque has Lamar advertising and they would also like to be considered. Mr. Bulthuis was asked if outreach has been done with the customers on advertising opportunities and he responded that they have not done this. Staff would like to have the RFP out by the end of the year. Mr. Bulthuis said that they are trying to build a different identity for the system.

The Chair asked if they could negotiate an amendment to the contract to give some time to evaluate the new equipment before doing any advertising on them. Mr. Bulthuis said that it is going to be a phased implementation and the old infrastructure could still be used for advertising. It might be that the alternative be advertising on benches instead of the shelters. Aesthetically staff is on the same page and prefers not to have it on the infrastructure but the revenue is also important. Mr. Bulthuis said this is a board decision and needs to remain neutral.

Ms Maslar moved to recommend that the RFP have a contractor or vendor who would solicit advertising to sell for any of the vehicles including Santa Fe Ride or the other vehicles for Santa Fe Trails and limit the advertising to the old benches and shelters until they are replaced, second by Ms. Bleck, motion carried by unanimous voice vote.

Mr. Bell said that an observation is that on the older signs it seems that the name Santa Fe Trails is being displaced. Every time they put a bus sign on now it removes Santa Fe Trails and distorts the identity. The Santa Fe Trails logo should be put higher on the buses above the windows.

VII. Discussion Items:

a. Report on System Ridership: Santa Fe Trails and Santa Fe Ride

Mr. Bulthuis referred to the monthly report that refers to system ridership. Included in the packet is the fixed route November, 2011 ridership report through end of October, 2011. Ridership is up over last year, 83,769 trips vs. 75,757 in 2010. This is a steady trend for 2011. This indicates that the service is meeting the rider's needs. Ridership growth includes the concerns that we heard earlier in the meeting. We have had the service delivery issues that were discussed and we need to take quick action in the short term and long term we need to make sure that we don't continue to have those problems. The statistical data was reviewed with board following from the report attached to the agenda packet. Staff is still working on the reports from the complaint software. There is a memo regarding Route 26 that talks about the ridership that has been accumulated to date. Since the initiation of service on the 29th – 981 trips have been provided. It is our lowest producing route as it is the newest and riders are becoming familiar with this new route. Mr. Bell said that Senior Services will also help in this system as they are picking up seniors on Thursday to go to Wal-Mart. They will be picked up at their homes and left at Santa Fe Place and they will then connect with Transit to the outlying routes.

b. Managing Ridership Growth: Santa Fe Ride Program

Since August there has been an increase in trend and the action we took to meet the demand was to have supervisors available to drive and we have had to extend overtime to drivers with the steady growth. Annette Granillo explained that they have interviewed and hired temp employees which brought dual talent, driving and customer service experience. Both employees are in the employment process and they should start within 5-7 days. Annette also informed the board that they are losing one of their very responsible staff members who will be transferring within the city.

One complaint that has been consistent is that the rider's perception is that we are missing employees, they notice when someone is on day off. Annette is working with the existing customer staff to assure that the demands are met. (Exhibit A – December 6, 2011 Memorandum and Exhibit B – Draft Letter to Santa Fe Ride Customer) – Ms. Granillo addressed directly the policy and procedure recommendations and the draft letter prepared to distribute to Santa Fe Ride customers advising them of the problem as well as recommendations to assure Santa Fe Ride program is able to deliver the service needed by our customers.

Ms. Maslar expressed the urgency on what can be done immediately to remedy the matter of not being able to get an appointment. Ms. Granillo said that approval has been granted for overtime so that the drivers are available based on need and that scheduling is critical to assure that there is space. It was stated that the content of the proposed letter describes "why" and it should be "what" is going to be done.

Ms. Granillo and Mr. Bulthuis addressed the peak times and the monitoring being done to figure out where the new customers are coming from. Ms. Maslar reiterated that the message to the public should be; what time should they be calling in, do they have the option of making a reservation at a better time, etc. Ms. Maslar believes that staff should hold off in sending the letter until there is a more solid plan of what the customer should do. Mr. Bulthuis informed the board members to take into consideration that they are not a private entity and the hiring process is not simple and goes through the human resources process takes time. Mr. Bulthuis said that there are also administrative struggles trying to meet deadlines and process informational material.

Ms. Maslar said that Ms. Granillo also said that there is a waiting list but the option was not offered to her when she made the call on this date. Whether it is a training deficiency and yet a good option to offer the rider, this is a process that needs to be addressed. Ms. Granillo also said that another difficult situation is the no shows and the last minute cancellations. Ms. Maslar said that a simple and direct post card explaining this situation would be better received than a letter.

Public comment: It was stated that there are problems with the phone response; people need to answer the phone. It was also stressed that a more rapid hiring process needs to be implemented.

Mr. Bulthuis said that he wanted to make it absolutely clear to the Board and to the audience that there has not been a policy change; the fact that we are not able to deliver the reservation trips is because of the growth and not having the staff currently in place.

The policy of making advance reservation requests does exist and it will stand on in to the future, therefore do not think that this is the way business is going to be from this point forward; we are mandated to meet those needs and if there is a request that is made in advance we have to deliver that. We are not delivering it now, we could not put the pieces in place as quickly as we would have liked to, we are not going to try to figure out how not to go through these dips in the future but it is something we are living with right now. It is not something we are going to live with tomorrow; we will absolutely get this corrected so you can make an advance reservation trip and we will deliver it just like we have in the last couple of years.

The Chair echoed that the cancellations and no shows are a problem. Ms. Granillo said that they go to the facility; they go to the door and the customer doesn't come out.

c. Recommendations from Mayor's Committee on disability: Santa Fe Ride Program

(Letter from Mary McGinnis) Letter outlines recommendations from the Mayor's Committee on Disability regarding the recently conducted survey of customer satisfaction.

Ms. Granillo would like to take the recommendations back to the sub-committee and bring back to the board for approval and comment. Mr. Bulthuis would like to bring item back to the board at the January 24, 2012 meeting.

Ms. Granillo will schedule and coordinate a sub-committee meeting on January 11, 2012 at 2:00 pm with Susan, Don and Aurore.

d. Update on Vehicle Delivery Schedules: Two (2) CNG Gillig Buses, Two (2) MV-1-CNG Paratransit vehicles, Two (2) 8-passenger low-floor vans

The two MV-1's are scheduled to go in to production in February; there was a procurement issue in getting the sole source together for those vehicles. The final two, high top vans have been delivered and can be seen after the meeting. They are going through the licensing process and they will be in service before the next meeting.

e. Report on CIP Bond Issue and General Obligation bond Issue

CIP Bond did get approved with the capital request which was discussed at the last meeting. We now have the \$1 million dollars to spend during the next fiscal year once the bond gets released to buy additional buses and replace the older buses. With a little bit of city money it will be close to 3 buses.

f. Update on AVL System Procurement

The City of Santa Fe Transit Division is requesting exempt procurement approval to RouteMatch, for upgrades to the existing RouteMatch paratransit equipment; fixed route software and computer aided dispatch/automated vehicle location (CAD/AVL) hardware equipment, in the total amount of \$250,916.00.

Approval from the Procurement Group has been received and Mr. Bulthuis explained that they hope to have a vendor contract in place by the first part of the year.

g. Review of FTA's Triennial Review Close-out and financial management review

Mr. Bulthuis provided the board with the USDOT FTA notification that they will be conducting a Financial Management Oversight (FMO) review of Santa Fe Trails. This review is part of a nationwide program to determine if Grantees' financial management systems are adequate. The FMO review team will initially meet on December 12, 2011 at 10:30 am for an entrance conference; with follow-up interviews from December 12-16, 2011. An interview schedule was provided for staff. Follow up report at next meeting.

h. Update on Santa Fe Place Transit Center Project

Mr. Bulthuis said that they have had a survey done which outlines the scope of the project. The design that the Board has seen before is included. The city is going to take the initiative back to purchase the property and own it. The Agent is telling the city that there is no problem. Ms. Maslar asked what the status is on Sheridan. Mr. Bulthuis said that it is still alive but there are budgetary concerns. Mr. Bulthuis said that Sheridan should materialize by 2nd quarter of next year.

Direction has been provided by the City Manager on the design as approved by the H-Board and staff has been told to move forward.

VIII. Public Comment

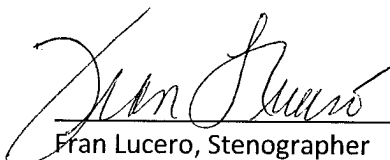
Communication is so important; the reservation problems and peak demand times are important to know so alternate plans can happen. The Chair asked Ms. Granillo to prioritize either a post card mail out or to make phone calls to inform customers.

IX. Adjourn

Ms. Maslar moved to adjourn at 7:15 pm, second by Ms. Bleck, motion carried by unanimous voice vote.

Signature Page:

Colin Messer, Chair



Fran Lucero, Stenographer