

Public Transit Advisory Board  
January 14, 2016, 5:30pm-7:00pm  
ASSEMBLY CONFERENCE ROOM SUITE#155

***PTAB PRESENT:***

Jay Dulany  
Carlette Mack  
David Levy  
Jed Smith  
Andrew Ooms  
Samuel Moore  
Felix Rivera

***Excused:***

Kevin Jackson

***STAFF:***

Ryan Yelle  
Michelle Felix  
Bart Rudolph  
Whitney Tillman  
Abul Hassan

***Citizens Present:***

Russell Crum  
Brian Hill  
Renee Rudd

***I. CALL TO ORDER***

The meeting was called to order at 5:38pm by Chairman Jed Smith.

***II. ROLL CALL, INTRODUCTION OF MEMBERS, STAFF, AND GUESTS***

After roll call and introduction of guests, quorum was present.

***III. PUBLIC INVOLVEMENT ANNOUNCEMENT***

An announcement was made to those attending by Chairman Smith that there will be a public comment period in which those wishing to make comments will be allowed two minutes.

***IV. APPROVAL OF AGENDA***

Chairman Smith made a motion to add item 7b. "PTAB Board Committee Assignments" to the agenda. Mr. Moore moved to approve the agenda as amended. Mr. Dulany seconded the motion. The agenda was passed unanimously.

***V. REVIEW AND APPROVAL OF MINUTES***

Mr. Moore moved to approve the minutes from December 10, 2015. Mr. Dulany seconded the motion. The minutes were approved unanimously.

***VI. PUBLIC COMMENT OPPORTUNITY***

Russell Crum – Mr. Crum would like an express route that travels between the Dimond Center and the Downtown Transit Center that runs all day and only serves 4–6 stops. Chairman Smith encouraged Mr. Crum to stay involved in the public conversation about changes to the municipal transit system.

***VII. UNFINISHED BUSINESS***

a. None

***VIII. NEW BUSINESS***

a. 2016 Marketing Plan – Ms. Felix from the Public Transportation Department provided an overview of the Public Transportation's 2016 Marketing Plan. Specific areas that will be

focused on in 2016 will be promoting and expanding the UPass program, increasing awareness of passenger etiquette guidelines, changing of window wraps at the Downtown Transit Center, and bicycle safety.

Mr. Levy asked Ms. Felix about the process in which the specific tasks outlined in the 2016 Marketing Plan were chosen and how those tasks are funded. Ms. Felix stated that the program is funded through CMAQ, and the tasks laid out in the plan were originally identified as areas of concern by the state in 1995.

Ms. Felix stated that along with the identified tasks, the PTD has identified marketing goals to achieve in 2016. Ms. Felix noted that there were a number of goals that were not obtained in 2015 due to staff shortages, and issues outside of PTD control. The goals outlined in the 2016 Marketing Plan were developed through collaboration with AMATS members. Ms. Felix noted that with the downward trend in ridership that has occurred over the past few years, the goal is now to maintain existing ridership.

Ms. Felix stated that the marketing team will be pushing a heavy presence on social media to give riders an arena to voice their concerns and stories, both positive and negative.

Mr. Moore stated that he would like to see small additions placed on event announcements that would state routes serve bus stops near the event.

Ms. Felix noted that part of the 2016 Marketing Plan is to increase the number of targeting mailings that are sent out in hopes of increasing both UPass participants and also overall ridership.

Mr. Rivera commended PTD staff for having a detailed Limited English Proficiency Plan in place and its successful implementation. Mr. Rivera would like to see marketing materials translated to the most common languages spoken by our riders.

Mr. Levy would like a strong marketing push targeted towards municipal employees. Ms. Felix replied that MOA employees are targeted in the marketing plan for 2<sup>nd</sup> quarter.

Mr. Levy acknowledged that the PTD marketing staff has a difficult task ahead of them considering the public issues that are out of their control.

- b. Board Committees – Chairman Smith provided an overview of how he would like to focus board member efforts and time. Chairman Smith proposed the creation of three sub-committees: Planning, Marketing, and Finance. The basic duties of each subcommittee were discussed. It was made known to the board members by Mr. Rivera that if three or more board members meet together to discuss official business, the meeting must be public noticed.

## *IX. STAFF INFORMATION & UPDATES*

- a. December 2015 Year-to-Date Ridership Report – Mr. Yelle provided each board member with a copy of the December 2015 Ridership Report, as well as a copy of a graph Mr. Yelle put together pairing monthly ridership and gas prices going back to 2008. Board members Moore and Levy were interested if a similar analysis had been done to compare the impacts of gas prices on the ridership of individual routes. Mr. Yelle replied that that is an analysis he is working on putting together.

- b. Downtown Transit Center – Ms. Felix provided details on the design status of the Downtown Transit Center remodel. She stated that ACDA has signed off on moving to phase two. ACDA is currently drawing up design plans for the customer service office and developing a schedule for remodel. Ms. Felix said ACDA is hoping to begin the early stages of remodel by the end of the year.

*Public Comment:* Brian Hill – Mr. Hill was curious about current alternatives available to the homeless population that utilizes the Downtown Transit Center. Ms. Mack stated that she was aware Andrew Halcro of ACDA was looking into alternatives at this time.

*Public Comment:* Russell Crum – Mr. Crum was concerned about bus operators parking and leaving their buses in the loading/unloading zones. This causes congestion and does not promote fluid transfers. Mr. Hassan of the Public Transportation Department explained to Mr. Crum that that behavior is not concurrent with People Mover operating policy and that he should report such occurrences to customer service.

- c. Community Transit Vision – Mr. Rudolph stated that the PTD has awarded a contract to Jarrett Walker & Associates to oversee the Community Transit Vision Project. Mr. Rudolph provided board members with an overview, scope, and timeline of the project. Mr. Levy asked if representatives from Jarrett Walker & Associates would be able to hold a conference call with board members. Mr. Rudolph said that Jarrett Walker will be providing periodic updates to staff.
- d. Staff Reports – Mr. Rudolph said that the mayor’s office is in the process of selecting a candidate to fill the current vacancy on the board. They are looking into utilizing someone from the youth commission. Mr. Rudolph also provided an update on the progress of the texting app being developed by Code for Anchorage.

#### *X. BOARD COMMENTS*

Mr. Ooms – Mr. Ooms is looking for volunteers to help educate relocated refugees on how to utilize the Municipality’s transit system, as well as assistance purchasing passes.

Mr. Rivera – Mr. Rivera expressed interest in the Community Transit Vision Project

Mr. Moore – Mr. Moore encouraged everyone present to ride the bus and also would like members to share their positive experiences while riding the bus with others.

Chairman Smith – Chairman Smith will be attending the Eagle River Community Council meeting and will be encouraging them to share their opinions with PTD staff about transit.

Chairman Smith made a motion to adjourn. Mr. Levy seconded the motion. The meeting adjourned at 6:40pm.

Next Meeting Date:

- a. PTAB regular meeting: February 11, 2016