

PUBLIC TRANSIT ADVISORY BOARD

APRIL 11, 2013, 5:30 PM

CITY HALL TRAINING ROOM, SUITE 700

PTAB PRESENT:

Sally Spieker
Jay Dulany
Patrick Reinhart
Jed Smith
Carlette Mack
Kevin Jackson
Andrew Ooms
Carol Wren

Absent:

Tim Sullivan

STAFF:

Lance Wilber
Sandy Hansen
Paula Kangis

Guests:

Michelle Wilber	Barbara Pepek
Dennis Handy	Kirk Pichler
Robbie Killen	Joe Pichler
David Levy	Ryan Kennedy
Ed McLain	Emory Couples
Leigh McDaniel	Ilian Koenig
Curtis Hight	

I. CALL TO ORDER

The meeting was called to order at 5:30pm Chairperson Sally Spieker.

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

After roll call and introduction, a quorum was present.

III. APPROVAL OF AGENDA

The agenda was approved as written unanimously.

IV. REVIEW AND APPROVAL OF MINUTES

The minutes for March 14, 2013 were approved as submitted unanimously.

V. UNFINISHED BUSINESS

- a. Patrick Reinhart asked to discuss an ordinance introduced by Debbie Ossiander, Assembly Member, to allow more cab permits requiring accessible vehicles. Patrick encouraged the board to support this ordinance in the form of a resolution.

David Levy, Alaska Mobility Coalition mentioned that the Assembly is scheduled to talk about the mobility accessible permits at the end of May and that the issue would benefit Public Transportation due to the limited hours of operation of fixed route and AnchorRIDES service.

Lance volunteered to draft a resolution with the guidance of the ADA Commission and sent it to Patrick to share with board members. It was decided that more discussion on the cab ordinance would be placed on the agenda for the May 9, 2013 meeting.

VI. PUBLIC COMMENTS

- a. None

VII. NEW BUSINESS

a. None

VIII. STAFF REPORTS

a. 2013 Marketing Plan

Paula Kangis, Marketing Manager provided a handout highlighting programs and advertising strategies for Public Transportation. Paula stated that there are two sections of her division: Marketing and Share-a-Ride/Vanpool. The vanpool program is coordinated by Jesse via a database that interested commuters can access a list of vanpools routes through the website. The Employer Coordinator completes outreaches to promote Public Transportation, share-a-ride and vanpool programs, as well as promotional programs throughout the year. Paula applauds the contractors that People Mover utilizes to provide the service for van pool (vRide) and bus advertising (Eberhardt Advertising). She said that People Mover allows 7 commercial bus wraps and currently we have 5 with a discount for clients that renew contracts as part of a restructured fee.

Paula stated that bus advertising is coordinated with Pete Eberhardt including bus wraps, outside signage and inside bus signage.

She stated that future goals of marketing for Public Transportation are to attend job fairs, youth activities and to try attending farmers markets this summer.

Lance encouraged PTAB members to e-mail additional suggestions regarding advertising and promotional opportunities which will be shared with Paula.

b. State funding for Public Transportation

Lance stated that there was a request for the Governor to put 3 million in to the State capital budget however there is \$1 million as it stands now in the State Senate version of the capital budget.

David Levy stated that there were four days left until the end of the regular session. He said that the Alaska House Finance Committee will take testimony and we are in line to ask for more funding with advocates working hard to increase that amount. David encouraged everyone to contact their legislators for support.

c. 2013 Bonds (Prop 2)

Lance thanked those that voted in the last election. Proposition 2 passed and had the most support he has seen in the past. He stated that Transportation would use that money for match funding to improve bus stops, install a communications phone service for AnchorRIDES to remind customers of scheduled rides and thus reducing no shows and to replace older buses in the fleet.

d. Board Activities

Lance reminded the board that the next meeting will be held in Eagle River coupled with the Mat-Su Borough on May 9. He suggested that our meeting start at 5:00pm due to room availability which gives the board a chance take care of business prior to the combined meeting at 5:30pm.

Lance asked Sally if a few subcommittees would be planned this summer while the board takes a break for June and July. He mentioned prior priorities agreed upon such as the performance measures and service changes including adjustments at Tikahtnu, route # 8 at Staedem Hill and more service on Route # 45. He stated that the budget will be discussed this summer and he would like some input regarding the 2014 budget prior to the next regular meeting in August.

VIII. *PUBLIC COMMENT*

a. Ryan Kennedy, advocate for "Personal Rapid Transit" which is a type of light rail service designed with a rail system similar to a roller coaster. He stated that he is looking for a venue for a speaker from the national advocacy group of PRT to inform Transit Departments of the new technology.

After a discussion amongst the board about where a good venue would be, it was decided that members would contact Mr. Kennedy via e-mail for more information.

b. Joe Pichler stated that he likes the new farboxes however he would like to see the service to Eagle River increase as he has business there and the Route # 102 does not meet his needs.

c. Ilene Koenig asked about additional Ticket Vending Machines. She stated that it was very inconvenient to travel downtown every month to fill her smart card considering the hours of Customer Service and her own.

Lance affirmed that another machine would be great however the cost is \$100,000.

Michelle suggested a roving cashier once a month around the 22-25 of the month set up a table at the airport for the 100+ employees that would benefit.

Lance stated that he would discuss the option with the Customer Service manager, Judy Tymick.

d. Leigh McDaniel suggested that we create a bus that traveled from the trailer parks in East Anchorage to Midtown. Ms. McDaniel provided a map of 'googled' mobile home parks with a star to indicate where the destination would be. She expressed that getting to work from dense populated areas was preferred.

Lance promised to pass along her suggestions and any suggestions from the guests to the Planning Division in People Mover.

e. Dennis Handy inquired about the small buses.

Lance informed him that they are in Fairbanks. He stated that special bus parts and maintenance requirements and fuel on the smaller buses did not result in cost savings.

f. Ryan Kennedy inquired about the Alaska Daily News article that asked candidates about Public Transportation in which they talked responded with moving the transit center to midtown.

Lance stated that the Municipal Administration asked the legislators for money to study the option to build a midtown hub for transfers in the short and long term goals in the future. He stated that there is currently no money for a hub and the preferred location is at a premium.

X. BOARD COMMENTS

a. Each board member thanked all guests for their participation and they encouraged additional participation in the future.

b. Carlette expressed that the Covenant House has a youth advisory board and she hopes to have them give PTAB members a presentation in the future.

c. Patrick expressed thanks to Paula for the advertising presentation.

d. Jed thanked the guest for attending and reminded them that advocates are needed for transit in the future when subjects like transit are the topic at the Assembly meetings. He encouraged everyone to participate in the bike to work day, May 17.

e. Carol stated that she would like to assist lance in finding a venue for Ryan and the RPT presentation. She thanked Paula and urged that Transit utilizes the adopt-a-stop program to tidy up some bus stops that need extra care.

The meeting was adjourned at 7:00pm

Next Meeting Date-

May 9, 2013, We will convene at 5:00pm, Eagle River Town Center 12001 Business Blvd.
Suite 170 (staff report Operations)

Tentative Meeting items:

- a.* PTAB regular meeting: August 8, 2013
- b.* PTAB regular meeting: September 12, 2013