

**PUBLIC TRANSIT ADVISORY BOARD**  
*JANUARY 8, 2015, 5:30PM-7:00PM*  
*CITY HALL ASSEMBLY CONFERENCE ROOM SUITE#155*

***PTAB PRESENT:***

Stephanie Cornwell-George  
Andrew Ooms  
Tim Sullivan  
Carlette Mack  
Jed Smith  
Jay Dulany

***STAFF:***

Sandy Hansen  
Christine Sondej  
Abul Hassan  
Judy Tymick

***Guests:***

David Levy  
Anonymous gentleman

***Absent:***

Kevin Jackson

***I. CALL TO ORDER***

The meeting was called to order at 5:34pm by Chairman Jed Smith.

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

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

***III. APPROVAL OF AGENDA***

Carlette moved to approve the agenda and Tim seconded. Jed requested to forward Agenda item 9b 'Department 2015 Major Tasks' to the February meeting. Agenda was amended and approved unanimously

***IV. REVIEW AND APPROVAL OF MINUTES***

Jay moved to approve the minutes for October 9, 2014. Andrew seconded. Tim noted that Lance Wilber was omitted from the Staff attendance. An adjustment to the October minutes and November notes to be adjusted by Sandy Hansen. Minutes for October 2014 and notes for November 13 were approved unanimously.

***V. PUBLIC COMMENT OPPORTUNITY***

None

***VI. UNFINISHED BUSINESS***

***a. 2013 System Performance Review***

Christine provided a 40 page System Performance Report as a resource for planning and future transportation needs in the Municipality of Anchorage. She stated that many months of preparation and analysis is included in the report to be used as a resource for all interested in People Mover goals. Christine is hopeful that a 2014 performance report review would be available in mid summer in the same format.

Jed asked if the Assembly members would receive a copy.

Abul Hassan acknowledged that they have not been given a copy, however they can be included.

A discussion of some of the individual route details and transit terminology was discussed. Christine urged the PTAB to read the report and provide feedback during the February Meeting.

*b. 2015 Marketing Plan*

Judy Tymick, Customer Service Manager and Acting Marketing Manager, provided a 12 page document highlighting the marketing plans for People Mover and funding costs. She stated that the Transit Department is reorganizing staff components placing the Marketing and Customer Service together and AnchorRIDES changes.

Tim asked if the plan was included in the 2015 budget.

Judy stated that the marketing plan is covered with SeaMac funds through AMATS with no match funding required.

Carlette inquired about the plan for rider etiquette and what may be included.

Judy stated that a photo shoot was completed last week of good rider behavior examples placed as a wrap on the ceiling of buses which is a new idea for People Mover. She stated that she would like to embrace a diversity campaign in 2015. Judy encouraged involvement of PTAB for the campaign.

Stephanie inquired about the possibility of collaboration with Marketing at UAA.

Judy stated that the U-Pass program is always being adjusted and marketing is involved.

Andrew inquired about the marketing the workforce.

Judy stated that marketing is listed in the TORA which links workforce travel for employees.

Stephanie inquired about the amount allocated for social media as she expressed that \$5000.00 was not sufficient.

Judy acknowledged that she was not completely aware of the complexities of social media and the importance it carries with riders. She said that the numbers can be adjusted as she is hopeful that the new Marketing Manager would embrace the social media component.

*c. Proposed 2015 Service Change (effective June 1, 2015)*

Christine provided service change for June 2015 proposal packets. The packet all changes proposed including all the methods to provide comments. She stated that the proposed service changes includes three route alignment adjustments, run time adjustments with service hours for 2 routes adjustments due to low productivity. She informed the group that a public comment period will begin January 9-February 6, 2015. Christine stated that hanger information sheets will be on buses to inform customers on the methods we accept comments; Survey Monkey, address to mail written letters, planning voice mail account, e-mails, public meetings and a table at the Transportation Fair February 4, 2015. She stated that the scheduled presentations at Spenard,

Chugiak and Mt. View Community Councils are another method to inform neighborhoods that may be affected by the change.

Tim asked if the turning radius at Commercial Drive and Mt. View would be wide enough for a bus. He also asked about the ridership numbers for Route # 36.

Christine stated that People Mover had service in the area in the past without problems. Christine clarified the numbers for Route # 36 provided boardings for the area in question.

Christine stated that we will place signs at the bus stops affected by changes with comment opportunities to better inform transit users. She reminded members that we are starting the Public involvement portion earlier than last year to make any adjustment requests.

Jed suggested that PTAB members attend some public service change meetings or Transportation Fair if it meets their schedule.

## *VII. NEW BUSINESS*

### *a. 2015 Meeting Calendar*

Christine provided a list of all the PTAB meetings scheduled for 2015. She asked members if they would accept the current schedule or if they would prefer to alter the schedule to include June or July (budget months) as quorum requirements were a challenge during the holidays.

Jed suggested moving the joint meeting with Mat-Su to April instead of May. He stated that the consolidation talks in the Valley may be better in April.

Christine agreed to coordinate with Mat-Su for an April meeting.

## *VIII. STAFF REPORTS*

### *a. Onboard Origin-Destination Study Final Report*

- i. AnchorRIDES Customer Satisfaction Survey*
- ii. Share-a-Ride Customer Satisfaction Survey*

Christine provided a summary of the on-board survey results completed September 2014. She acknowledged that the data will be valuable for the service changes June 2015 for common transfer from route to route.

### *b. Ridership Report, January-November 2014*

No questions.

## *IX. PUBLIC COMMENTS*

David Levy stated that he would meet with Eagle River Legislators January 9, 2015 to discuss transportation all over the State. He believes that funding will be a challenge in the new Governor Walker Administration however he is making AMC's priority match funding for Transportation infrastructure.

## *X. BOARD COMMENT*

Tim apologized for being absent so long.

Andrew stated that he rides Route # 8 and the realignment would add 4 minutes to his trip.

Carlette thanked People Mover for providing Covenant House with a bus in their recent outreach tour which raised \$2000.00.

Jed mentioned that there are vacancies on the board. He asked board members if they could think of someone to recommend that would fill a need in the community.

The meeting was adjourned at 7:00pm

Next Meeting Date:

Next Tentative Meeting items:

- a. PTAB regular meeting: February 12, 2015
- b. PTAB regular meeting: March 12, 2015