



**PEOPLE  
MOVER**



**Anchor  
RIDES**



**RIDE  
SHARE**

**Municipality of Anchorage  
Public Transit Advisory Board  
Meeting Agenda  
November 14, 2019; 5:30-7:00 P.M.**

**City Hall, 632 W. 6<sup>th</sup> Avenue  
Mayor's Conference Room #830**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of the Agenda**
- 4. Public Involvement Announcement:**  
PTAB meetings are open to the public and the public is provided an opportunity to comment at each meeting. Action items are presented by staff or consultant. After the committee discusses the item, the public is invited to formally comment. If a member of the public has a comment that does not relate to an action item, an opportunity to comment will be provided during agenda item 7. All individuals addressing the Board should state their name and limit their comments to 2 minutes. The Board may address or respond to comments during agenda item 8. If there was no response to your comment, or you would like a more detailed response, please stay and talk to a staff or Board member after the meeting adjourns.
- 5. Minutes of the October 10, 2019 Meeting**
- 6. Action / Information Items**
  - a) Bus Advertising Restrictions Policy (ACTION)**
  - b) Transit on the Move Prioritized Project List and Cost Estimates (ACTION)**  
*Recommendation: Review and recommend approval of the Transit on the Move Prioritized Project List*
  - c) PTAB 2020 Operating Budget Resolution (INFORMATION)**
- 7. Public Comments [2 minutes each]**
- 8. Member Comments**
- 9. Adjournment**

**Next PTAB Meeting Date:**

PTAB regular meeting – December 12, 2019, 5:30 - 7:00pm (Mayor's Conference Room #830, City Hall)

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**PTAB  
MEETING AGENDA  
October 10, 2019; 5:30 – 7:00 P.M.**

**1. CALL TO ORDER**

Mr. Andrew Ooms called the meeting to order at 5:30pm.

**2. ROLL CALL**

**PTAB PRESENT:**

Andrew Ooms  
Jennifer Ham  
Doug Miller  
Genevieve Mina  
Chelsea Ward-Waller  
Dawn Groth  
Elijah Haines

**PTAB ABSENT:**

None

**STAFF:**

Jamie Acton  
Bart Rudolph  
Kurt Hermes  
Wes Renfrew  
Alison Gutacker  
Will Brown  
Paris Butler  
Christine Schuette

**CITIZENS PRESENT:**

Ben Latham  
David Freedman  
Shirley Smith  
Karen Carson  
Paul Watson  
Bev Wilkie  
Nial Williams  
Alan Rice  
Jackie Proch  
Jean Kashikov  
Michael Smith  
Mary Alice Knotts  
Eugene Habernuk  
Patricia Olsen  
Sean Ryan  
Thomas Hallidig  
Karen Barnard  
Charlie Rogge

Linda Larsen  
Carl Kancir  
Lily Joe  
Lavern Jones  
Rachel Gold  
Carl Berger  
Joshua Williams  
Wendy Williams  
Samuel Williams  
Ezekiel Williams  
Nehemiah Williams  
Ishmael Prado  
Joseph Prado  
Paula Newman  
Nancy McWilliams

After roll call, a quorum was present.

**3. APPROVAL OF THE AGENDA**

The agenda was requested to be amended by Mr. Doug Miller with information item 6E. regarding the budget to be added. Ms. Jennifer Ham seconded the amendment, and the newly amended agenda was approved with no objections.

**5. MINUTES OF THE PREVIOUS MEETING**

**A. Minutes of the PTB Meeting of 9/12/19**

Mr. Chelsea Ward- Waller moved,  
Mr. Elijah Haines seconded,

to approve the minutes of the PTAB  
Meeting of September 12, 2019

**and the motion passed without objection.**

**6. ACTION / INFORMATION ITEMS**

**A. PTAB Mission Statement (ACTION)**

Ms. Chelsea Ward-Waller moved,  
Ms. Dawn Groth seconded,

to approve the PTAB mission  
statement with discussion on  
modifying the statement.

Amendment: Ms. Genevieve Mina recommended that the word “balanced” be replaced  
with “equitable, accessible, and efficient.”

Ms. Genevieve Mina moved,  
Mr. Doug Miller seconded,

to approve the PTAB mission  
statement with amendments.

**and the motion passed as amended without objection.**

**B. Bus Advertising Restrictions Policy (ACTION)**

Ms. Dawn Groth moved,  
Ms. Jennifer Ham seconded,

to hold a work session  
regarding the Bus Advertising  
Restrictions Policy.

Amendment: Mr. Andrew Ooms suggested that the time the work session be held is on  
October 21 from 8:30am to 9:30am.

Mr. Elijah Haines moved,  
Ms. Chelsea Ward-Waller seconded,

to approve the work session  
meeting with the time and date  
amendment.

**and the motion passed as amended without objection.**

**C. Transit on the Move Draft Project List (ACTION)**

Ms. Chelsea Ward-Waller moved,  
Ms. Jennifer Ham seconded,

to recommend the project  
proposals as outlined on the  
project list.

**and the motion passed without objection.**

**D. U-Pass & Youth Connect Programs Update (INFORMATION)**

Information provided by Mr. Will Brown.

**E. Budget Update (INFORMATION)**

Information provided by Ms. Jamie Acton.

**7. PUBLIC COMMENTS (2 Minutes Each)**

Mr. Doug Miller moved,  
Mr. Elijah Haines seconded,

to extend the PTAB meeting until  
7:10 p.m.

Ms. Genevieve Mina moved,  
Ms. Jennifer Ham seconded,

to extend the PTAB meeting until  
7:20 p.m.

Ms. Chelsea Ward-Waller moved,

to extend the PTAB meeting until  
7:30p.m.

Mr. Elijah Haines moved,  
Ms. Dawn Groth objected,

to extend the PTAB meeting until  
7:45p.m.

A vote was taken,

Mr. Elijah Haines voted yes,  
Ms. Dawn Groth voted no,  
Ms. Chelsea Ward-Waller voted yes,  
Ms. Genevieve Mina voted yes,  
Mr. Doug Miller voted no,  
Ms. Jennifer Ham voted no,  
Mr. Andrew Ooms voted yes,

to extend the PTAB meeting until  
7:45p.m.

**and the motion passed with objection.**

**8. MEMBER COMMENTS**

Ms. Genevieve Mina thanked the audience for the positive feedback regarding the bus drivers. Secondly, Ms. Genevieve Mina noted that she uses her cell phone light in the winter to flag the bus down in order to avoid being passed by at the bus stops. She also noted that the PTD Marketing department has lights and reflectors that they give away at events sometimes. Thirdly, she noted how great the UPass program is. Ms. Genevieve encouraged the public to reach out to their Assembly members during budget season to advocate for transit.

Ms. Chelsea Ward-Waller reminded the audience that the PTAB is still getting used to the new, more formal structure of the PTAB meetings, and asked that everyone be patient with the board. She reminded the audience that the PTAB is made up of volunteers who are average bus riders interested in helping improve the system.

Mr. Doug Miller had no comment.

Mr. Elijah Haines responded to the public regarding the accessibility issues. He noted that he has worked with People Mover to help create large print copies of different

documents. Secondly, Mr. Elijah Haines acknowledged the public comment regarding the benches at bus stop, stating that some people treat the benches like hotel rooms, but noted that a lot of people do need to have a place to sit while waiting for the bus.

Ms. Dawn Groth thanked the audience for working with them and reminded everyone that the PTAB is made up of volunteers who also ride the bus. She noted that she and the other board members take a lot of time to try to understand the needs of the people in order to help make People Mover the best it can be.

Ms. Jennifer Ham noted that most of what she was going to address had already been addressed. In the interest of time, she had no further comment.

Mr. Andrew Ooms clarified that the Transit on the Move project list did not have dollars assigned to it yet at this stage in the process. He noted that the list is working on being prioritized so it can be determined which project would be funded first if more money was allocated to PTD. Mr. Andrew Ooms also reminded the public that it is important to advocate for transit to their assembly members.

**9. Adjournment Time: 7:45pm**

Ms. Genevieve Mina moved,  
Ms. Dawn Groth seconded,

to adjourn the PTAB meeting of  
October 10, 2019

**and the motion passed without objection.**

Mr. Andrew Ooms adjourned the meeting at 7:45 p.m.

The next PTAB meeting will be held on November 14, 2019, 5:30 - 7:00pm

Respectfully submitted,

Alison Gutacker, Fixed Route Scheduler  
Bart Rudolph, Planning & Communications Manager

*For detailed Board discussion, please refer to the recording of this meeting located on the Municipal Website at <http://www.muni.org/Departments/transit/Pages/PublicTransitAdvisoryBoard.aspx>*

## **Anchorage Public Transportation Department Media Advertising Policy**

### **Advertising Policy and Objective**

It is the purpose of PTD's advertising program to:

- Utilize space on the interior and exterior of its buses for advertising purposes, PTD advertising, Corporate advertising, and political and public service messages to generate revenue for the Municipality of Anchorage.
- To provide information to the public about federal, state, and local government programs and activities when requested specifically by other government agencies in furtherance of PTD's efforts to promote the welfare of state and local partners.

### **Scope of Advertising Policy**

PTD uses the space on PTD rolling stock and PTD facilities for the purpose of placement of advertisement only in those locations made available by PTD for that purpose. This policy applies to sale of that space for advertising purposes. Any naming rights or sponsorship of PTD routes or facilities will be governed by separate policies and programs.

### **Designation of Forum**

It is PTD's intent that this advertising policy relate only to PTD rolling stock and PTD facilities. PTD's advertising space is not intended to provide or create a public forum. PTD does not intend to accept transit advertising for non-commercial purposes except for government speech specifically describing government programs or services. No private, non-profit, or government speech intended to advocate or oppose political candidates, political issues, religious discourses, or advocacy of social policies will be accepted. PTD reserves the sole right to determine the size, location and placement of advertising space made available for sale.

### **Type of Advertising Permitted**

PTD will permit only commercial advertising. Commercial advertising is advertising that is designed to promote the sale of goods or services or events promoting goods and commercial services, regardless of whether the advertiser is a for-profit, non-profit, or government entity. Notwithstanding the above general rule requiring Commercial Speech, the following content are allowed:

PTD Operations Advertising that promotes PTD transit services, programs or products, including co-sponsorships with commercial or governmental third parties that would increase ridership or otherwise support PTD's mission. Public Service Advertisements from local, State or Federal Governmental Agencies regarding public programs, public services and public events that are not otherwise prohibited under this Policy.

## 11/14/19 PTAB DRAFT

### Anchorage Public Transportation Department Media Advertising Policy

#### Specific Limitations on Content for Permitted Commercial Advertising and Government Communications

It is PTD's intent to ensure that for the type of advertising permitted, the following specific restrictions on advertising content apply to permitted categories of advertising:

#### Prohibited Products, Services or Activities

Any advertising that promotes or depicts the sale, rental, or use of, or participation in, the following products, services or activities; or that uses brand names, trademarks, slogans or other material that are identifiable with such products, services or activities:

1. **Tobacco:** Tobacco products, tobacco-related products, and products that simulate smoking or are modeled on the tobacco products, including but not limited to cigarettes, cigars, and smokeless (e.g., chewing) tobacco, and electronic cigarettes.
2. **Marijuana and Marijuana Products:** As defined in Anchorage Municipal Code Section 10.80.360
3. **Alcohol:** Beer, wine, distilled spirits or any alcoholic beverage licensed and regulated under Alaska state law.
4. **Sugary Drinks:** Drinks with added sugar or other caloric sweetener, such as soda, fruit-flavored drinks, sports drinks, energy drinks, vitamin-enhanced water beverages, pre-sweetened teas and coffees, and powdered drink mixes.
5. **Breast-Milk Substitutes:** Breast-Milk Substitutes including infant formula; other milk products, food and beverages, including weaning food or breast-milk supplement, when marketed or otherwise represented to be suitable, with or without modification, for use as a partial or total replacement of breast milk.
6. **Firearms:** Firearms, ammunition, or other firearms-related products.
7. **Adult/Mature Rated Films, Television or Video Games:** Adult films rated "X" or "NC-17," television rated "MA" or video games rated "A" or "M."
8. **Adult Entertainment Facilities:** Adult bookstores, adult video stores, nude dance clubs, and other adult entertainment establishments.
9. **Other Adult Services:** Adult telephone services, adult internet sites, and escort services.
10. **Nudity, Sexual and/or Excretory Subject Matter:** Advertising depicting nudity, sexual conduct, or sexual excitement is not permitted. The terms "sexual conduct," and "sexual excitement" have the same meaning herein.

Additionally, there are prohibitions against any performance or exhibition that depicts:

Nudity as defined in Anchorage Municipal Code (AMC) section 8.50.010E.2.

Sexual conduct as defined in AMC subsection 8.50.010E.3.,

## 11/14/19 PTAB DRAFT

### Anchorage Public Transportation Department Media Advertising Policy

Sexual excitement as defined in AMC subsection 8.50.010E.4.,  
Indecent materials as defined in AMC subsection 8.50.020A.6., or  
Is harmful to minors as defined in AMC subsection 8.50.010E.5.

11. **False or Misleading:** Any material that is or that the sponsor reasonably should have known is false, fraudulent, misleading, deceptive, or would constitute a tort of defamation or invasion of privacy.
12. **Copyright, Trademark or Otherwise Unlawful:** Advertising that contains any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal.
13. **Illegal Activity:** Advertising that promotes any activity or product that is illegal under federal, state, or local law.
14. **Profanity and Violence:** Advertising that contains any profane language, or portrays images or descriptions of graphic violence, including dead, mutilated or disfigured human beings or animals, the act of killing, mutilating or disfiguring human beings or animals, or intentional infliction of pain or violent action towards or upon a person or animal, or that depicts weapons or devices that appear to be aimed or pointed at the viewer or observer in a menacing manner.
15. **Disparaging:** Advertising that is intended to be (or reasonably could be interpreted as being) disparaging, disreputable, or disrespectful to persons, groups, businesses or organizations, including advertising that portrays individuals as inferior, evil or contemptible.
16. **Adverse to or Disruptive of PTD:** Advertising, or any material contained in it, that is directly adverse to or disruptive of the commercial or administrative interests of PTD, or that tends to disparage the quality of service provided by PTD, or that tends to disparage public transportation in general.
17. **PTD Graphics and References:** Advertising that contains PTD graphics, logos, representations without the express written consent of the PTD.
18. **Unsafe Transit Behavior:** Any advertisement that encourages or depicts unsafe behavior with respect to transit-related activities, such as non-use of normal safety precautions in awaiting, boarding, riding upon or disembarking from transit vehicles.
19. **Threatening Harm:** Any advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.
20. **Lights, Noise, and Special Effects:** Any advertising that contains flashing lights, sound makers, mirrors or other special effects that interfere with the safe operation of the bus or the safety of bus riders, drivers of other vehicles or the public at large.



Municipality of Anchorage: Public Transportation Department (PTD): DRAFT Prioritized Project List and Cost Estimates



PEOPLE MOVER PROJECTS	CAPITAL	OPERATING	AnchorRIDES	RideShare	VOTES	RANK	NOTES
<u>New Route:</u> Old Seward - Project H	\$2.7 mil	\$2.9 mil	\$2,000		216	1A	<b>Capital:</b> 6 new/ 67 reinstated bus stops, 4 buses <b>Operating:</b> 30 min. frequency <b>AnchorRIDES:</b> Change from Premium to Core Area would result in a reduction in fare revenue and an increased monthly invoice from the contractor
	\$1.7 mil	\$1.5 mil	\$2,000			1B	<b>Capital:</b> 6 new/ 67 reinstated bus stops, 2 buses <b>Operating:</b> 60 min. frequency <b>AnchorRIDES:</b> see above
Added Weekend <u>Span</u>		\$833,000	\$27,104		97	2A	<b>Operating:</b> 14 Hr. Day (06:00 - 20:00) <b>AnchorRIDES:</b> Increased cost reflects the larger volume of trip requests that are estimated to come in by extending service in the morning rather than the evening
		\$833,000	\$6,020			2B	<b>Operating:</b> 14 Hr. Day (08:00 - 22:00) <b>AnchorRIDES:</b> 14 Hr. Day
		\$1.3 mil	\$33,126			2C	<b>Operating:</b> 16 hr. Day <b>AnchorRIDES:</b> 16 Hr. Day (06:00 - 22:00)
Implement a <u>transit security</u> contract		\$791,000 - \$1.1 mil			93	3	<b>Operating:</b> Range determined by officer type
<u>New Route:</u> Independence Park/Elmore - Project E	\$4.2 mil	\$4 mil	\$11,000		73	4A	<b>Capital:</b> 36 new/ 75 reinstated bus stops, 5 buses <b>Operating:</b> 30 min. frequency AnchorRIDES: Change from Premium to Core Area would result in a reduction in fare revenue and an increased monthly invoice from the contractor
	\$3.2 mil	\$2 mil	\$11,000			4B	<b>Capital:</b> 36 new/ 75 reinstated bus stops, 3 buses <b>Operating:</b> 60 min. frequency AnchorRIDES: see above
<u>New Route:</u> 36th Ave - Project B.1	\$2.8 mil	\$3.4 mil			73	5A	<b>Capital:</b> 19 new/ 30 reinstated bus stops, 4 buses <b>Operating:</b> 30 min. frequency
	\$1.8 mil	\$1.7 mil				5B	<b>Capital:</b> 19 new/ 30 reinstated bus stops, 2 buses <b>Operating:</b> 60 min. frequency
Increase Frequencies		\$1.6 mil			69	6	<b>Operating:</b> All 60 min. RT's are estimated at 30 min. RT's, 7 days a week
<u>New Route:</u> Fairview - Project F	\$2.3 mil	\$2.1 mil			54	7A	<b>Capital:</b> 21 new/ 16 reinstated bus stops, 3 buses <b>Operating:</b> 30 min. frequency
	\$1.7 mil	\$1.1 mil				7B	<b>Capital:</b> 21 new/ 16 reinstated bus stops, 2 buses <b>Operating:</b> 60 min. frequency
<u>Realignment</u> of the RT 21 - Project C	\$1.6 mil	\$1.4 mil			47	8	<b>Capital:</b> 16 new/ 11 reinstated bus stops, 2 buses <b>Operating:</b> 30 min. frequency
Revise <u>holiday</u> policy and approve through the assembly		\$705,000	\$62,000		45	9	<b>Operating:</b> Adding service on 5 holidays: ( <i>Martin Luther King Jr. Day, President's Day, Seward's Day, Veteran's Day, Day After Thanksgiving</i> ) <b>AnchorRIDES:</b> Estimated addition to the contract with MV

PEOPLE MOVER PROJECTS	CAPITAL	OPERATING	AnchorRIDES	RideShare	VOTES	RANK	NOTES
<u>Realignment</u> of the RT 92 Eagle River - Project P	\$60,000	\$71,000			39	10	<b>Capital:</b> 2 new bus stops <b>Operating:</b> Commuter
Added Weekday <u>Span</u>		\$123,264			38	11A	<b>Operating:</b> RT 91 - 60 min. frequency until midnight
		\$307,000				11B	<b>Operating:</b> RT 92 - with mid day trips
		\$304,000				11C	<b>Operating:</b> RT's: 21, 35, 41, 55, 65 to Operate Until Midnight
<u>Realignment:</u> Combined RT 11 & RT 31 - Project D	\$1.5 mil	\$3.1 mil			36	12	<b>Capital:</b> No new bus stops added, 3 buses <b>Operating:</b> 30 min. frequency
<u>Realignment</u> of RT 65 - Project I	\$0	\$0			32	13	<b>Capital:</b> No new bus stops or buses added <b>Operating:</b> 60 min. frequency
<u>Study:</u> Develop a plan based on analysis of peer cities' winter maintenance plans	\$100,000				24	14	<b>Performance Target:</b> Geographic Accessibility, complete a winter maintenance analysis
<u>Study:</u> Review on-time performance of each route Make recommendations, including but not limited to: <ul style="list-style-type: none"> <li>• Improve travel times by adjusting route alignments or evaluating bus stop spacing</li> <li>• Implement Yield to Bus policy through the assembly</li> <li>• Improve fare collection processes</li> <li>• Evaluate running times &amp; look for efficiencies on every service change</li> <li>• Work with Traffic to implement signal priority at key intersections</li> <li>• Work with Traffic on road design improvements</li> <li>• Work with Traffic to implement bus only lanes</li> </ul>	T.B.D.				24	15	<b>Performance Target:</b> All fixed routes to be on-time ≥ 90% of the time <b>Capital:</b> Cost dependent on recommendations
<u>New Route:</u> Eagle River Neighborhood Route - Project R	\$4.8 mil	\$3.1 mil	\$170,000 - \$350,000		23	16A	<b>Capital:</b> 85 new/ 34 reinstated bus stops, 4 buses <b>Operating:</b> 30 min. frequency <b>AnchorRIDES:</b> Range determined by base of operator
	\$3.8 mil	\$1.6 mil	\$170,000 - \$350,001			16B	<b>Capital:</b> 85 new/ 34 reinstated bus stops, 2 buses <b>Operating:</b> 60 min. frequency
<u>Microtransit</u> in West Anchorage: Project G		\$2.4 mil			22	17	<b>Operating:</b> Estimated at 600 trips per day, using the same cost per mile and cost per hour as our fixed route service. Estimated VRM & VRH are based off of the TransLoc Microtransit Simulation
<u>Realignment</u> of the RT 91 - Project V	\$586,000	\$38,000			19	18	<b>Capital:</b> 11 reinstated bus stops, 1 bus <b>Operating:</b> Commuter
Expand UPASS & Employer Benefits Programs/ create a Business Development position		\$127,944			17	19	<b>Performance Target:</b> Informational Accessibility - increase our reach <b>Operating:</b> Non-Union Range 14 position
<u>Study:</u> Examine existing fares for each service and best practices policies for transfers of peer cities	\$100,000				17	20	<b>Performance Target:</b> Complete a fare analysis study
<u>New Route:</u> SE Anchorage Neighborhood RT - Project T  <i>* this project would have a direct operational impact to AnchorRIDES accessing certain areas of the municipality in the winter months *</i>	\$3.1 mil	\$1.6 mil	\$3,000		15	21A	<b>Capital:</b> 70 new/ 6 reinstated bus stops, 2 buses <b>Operating:</b> 30 min. frequency <b>AnchorRIDES:</b> Change from Premium to Core Area would result in a reduction in fare revenue and an increased monthly invoice from the contractor

PEOPLE MOVER PROJECTS	CAPITAL	OPERATING	AnchorRIDES	RideShare	VOTES	RANK	NOTES
	\$2.6 mil	\$836,000	\$3,000			21B	<b>Capital:</b> 70 new/ 6 reinstated bus stops, 1 bus <b>Operating:</b> 60 min. frequency <b>AnchorRIDES:</b> see above
Implement new technology that allows for enhanced rider communication		\$350,000			14	22	<b>Performance Target:</b> Informational Accessibility - increase our reach <b>Operating:</b> continue the marketing program funded through AMATS
<u>Study:</u> Inventory bus stops, determine non-compliance Create a bus stop compliance plan to phase in amenities <u>Capital Improvement Project</u> at Muldoon & Debarr <u>Capital Improvement Project</u> at Northway Mall	\$300,000				12	23A	<b>Performance Target:</b> Increase bus stop amenities compliance by 10% <b>Capital:</b> Study
	\$10 mil					23B	<b>Performance Target:</b> Increase bus stop amenities compliance by 10% <b>Capital:</b> Capital Improvement: Muldoon & Debarr
	\$5 mil					23C	<b>Performance Target:</b> Increase bus stop amenities compliance by 10% <b>Capital:</b> Capital Improvement: Northway Mall
<u>Study:</u> Conduct a route analysis Implement strategies for improving missed trip variables that are in our control, including but not limited to: <ul style="list-style-type: none"><li>• Update maintenance procedures</li><li>• Upgrade 22' buses to improve passenger loading</li><li>• Improve on-time performance</li><li>• Improve workforce management</li><li>• Implement new technology to integrate with workforce management</li></ul>	T.B.D.				8	24	<b>Performance Target:</b> Decrease the amount of missed trips by 20% <b>Capital:</b> Cost dependent on recommendations
<u>New Route:</u> SW Anchorage Neighborhood RT - Project S	\$1.9 mil	\$1.6 mil	\$1,000		7	25A	<b>Capital:</b> 28 new/ 11 reinstated bus stops, 2 buses <b>Operating:</b> 30 min. frequency AnchorRIDES: Change from Premium to Core Area would result in a reduction in fare revenue and an increased monthly invoice from the contractor
	\$1.4 mil	\$820,000	\$1,000			25B	<b>Capital:</b> 28 new/ 11 reinstated bus stops, 1 bus <b>Operating:</b> 60 min. frequency AnchorRIDES: see above
<u>Study:</u> Conduct a route analysis Make recommendations, including but not limited to: <ul style="list-style-type: none"><li>• Improve travel times by adjusting route alignments or evaluating bus stop spacing</li><li>• Implement Yield to Bus policy through the assembly</li><li>• Improve fare collection processes</li><li>• Evaluate running times &amp; look for efficiencies on every service change</li><li>• Work with Traffic to implement signal priority at key intersections</li><li>• Work with Traffic on road design improvements</li><li>• Work with Traffic to implement bus only lanes</li></ul>	T.B.D.				6	26	<b>Performance Target:</b> Transit/SOV Travel Time Ratio to be ≤ 1.5 <b>Capital:</b> Cost dependent on recommendations
<u>New Route:</u> Downtown Circulator Route: Project U	\$710,000	\$682,000			3	27	<b>Capital:</b> 7 new bus stops, 1 bus <b>Operating:</b> 15 min. frequency

PEOPLE MOVER PROJECTS	CAPITAL	OPERATING	AnchorRIDES	RideShare	VOTES	RANK	NOTES
<u>Study:</u> Review and identify key transfer opportunities  • Work with Traffic to time pedestrian crossing signal timing to coordinate with transfer opportunities • Examine bus stop locations at key intersections and make recommendations • Work towards compliance with each service change	T.B.D.				2	28	<b>Performance Target:</b> Synchronize 80% of fixed route transfers to within 8 minutes or less <b>Capital:</b> Cost dependent on recommendations
AnchorRIDES PROJECTS	CAPITAL	OPERATING	AnchorRIDES	RideShare	VOTES	RANK	NOTES
Same Day Scheduling Revise policy standards / change contract			\$250,000		16	1	<b>Operating:</b> Estimated addition to the contract
Decrease wait-time Revise policy standards / change contract			\$1.4 mil		10	2	<b>Operating:</b> Estimated addition to the contract
On-time performance ≤ 5% of trips to be late or early			\$350,000		1	3	<b>Operating:</b> Estimated addition to the contract
Travel Time - 95% of trips that are ≤ 5 miles are completed within 50 mins. or less			\$400,000			4	<b>Operating:</b> Estimated addition to the contract
RideShare PROJECTS	CAPITAL	OPERATING	AnchorRIDES	RideShare	VOTES	RANK	NOTES
Increase marketing efforts				\$350,000		1	<b>Operating:</b> continue marketing program funded through AMATS
Increase vanpool subsidy				\$8,000 - \$17,000		2A	<b>Operating:</b> Empty seat subsidy: range determined by # of vanpools & amount of subsidy given
				\$15,400 - \$17,000		2B	<b>Operating:</b> New rider subsidy: range determined by # of vanpools & amount of subsidy given
Establish coordinator subsidy				\$46,000 - \$69,000		3	<b>Operating:</b> Range determined by # of vanpools & amount of subsidy given- would require an amendment to the contract
General Notes							
All cost estimates are planning level estimates and are subject to change.							
Projects are prioritized by service provided and public support. The VOTES column reflects the total public comments received from Public Event Series 1 and Public Event Series 2.							
<b>Capital Costs</b> are one time fees.							
Buses are estimated at \$500,000 each.							
New bus stops are estimated at \$30,000 each. This cost includes the estimated cost of building an ADA compliant bus stop. Actual costs will vary with field conditions.							
A percentage of the reinstated bus stops are also estimated at \$30,000 each. Actual costs will vary with field conditions.							
Studies are estimated with the consideration of consultant fees. Studies can also be done in-house upon staff availability.							
<b>Operating costs</b> are annual fees.							
New route costs are calculated using annual Vehicle Revenue Hours (VRH) and Vehicle Revenue Miles (VRM): (VRH x Cost per Hour) + (VRM x Cost per Mile) x 16% Cost per Hour equals \$95.66 Cost per Mile equals \$2.99 Sixteen percent overhead is used to account for the additional administration and facility maintenance labor not factored into the cost per mile and cost per hour.							
Realigned routes use the same parameters as new routes less the cost of the existing service.							
Holidays are estimated at an increased hourly rate for daily labor plus the non-labor estimated cost per mile and cost per hour.							

**Municipality of Anchorage**  
**Public Transit Advisory Board Resolution #2019-02**

A RESOLUTION OF THE ANCHORAGE PUBLIC TRANSIT ADVISORY BOARD SUPPORTING THE PROPOSED  
2020 PUBLIC TRANSPORTATION OPERATING BUDGET AND ADDITIONAL FUNDING TO IMPLEMENT A  
NEW BUS ROUTE ON OLD SEWARD HIGHWAY WITH ACCESS TO THE LOUSSAC LIBRARY.

**WHEREAS**, the Public Transit Advisory Board (Board) was established to advise the Assembly and the Mayor on matters related to public transportation, and

**WHEREAS**, the Board is charged with making recommendations to the Assembly and Mayor on municipal policy with respect to budget review, capital improvement programs and funding of the public owned and operated transit system, and

**WHEREAS**, the Public Transportation Department implemented a new bus system in October of 2017 emphasizing higher frequency on routes with the highest ridership, as well as extending hours to serve customer demand, and

**WHEREAS**, weekday average ridership has increased 6.1% thus far in 2019 (January-September) when compared to the same time period in 2018, Saturday average ridership has increased 7.1%, and Sunday average ridership has increased 10.4%, and

**WHEREAS**, during the public process of Transit on the Move, the short-range transit plan for the Municipality of Anchorage, the majority of all comments received expressed interest in a new route on Old Seward Highway, and

**WHEREAS**, during the voting process of Transit on the Move, 38% of all votes cast by the public for a new route, were cast for a route going to the Loussac Library, and

**WHEREAS**, the Board supports the proposed 2020 Operating Budget for the Public Transportation Department with an increase of \$1,554,533 as submitted in the proposed operating budget, and recommends an additional \$1,500,000 for the implementation of a new bus route on Old Seward Highway with access Loussac Library, and

**NOW THEREFORE BE IT RESOLVED** that the Anchorage Public Transit Advisory Board strongly recommends the Administration and the Assembly support the proposed 2020 Operating Budget for Public Transportation Department and additional funding for a new bus route on Old Seward Highway with access Loussac Library.

PASSED AND APPROVED by the Anchorage Public Transit Advisory Board  
this 1<sup>st</sup> day of November 2019.



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ANDREW OOMS  
Chairman