

MINUTES
FARMINGTON METROPOLITAN PLANNING ORGANIZATION
TECHNICAL COMMITTEE MEETING
AUGUST 23, 2012

Technical Members Present: Mike Huber, City of Aztec
Cynthia Lopez, City of Farmington
Chico Quintana, City of Farmington, Alternate
Larry Hathaway, San Juan County, Alternate

Staff Present: Mary Holton, MPO Officer
Joe Delmagori, MPO Planner
Duane Wakan, MPO Associate Planner
June Markle, MPO Administrative Aide

Technical Members Absent: Brad Ellsworth, City of Bloomfield
Nica J. Westerling, City of Farmington

Staff Absent: None

Also Present: David Quintana, NMDOT District 5
Daisy Swadesh, Citizen

1. CALL TO ORDER

Mr. Huber called the meeting to order at 10:05 a.m.

2. APPROVE THE MINUTES FROM THE JULY 26, 2012 TECHNICAL COMMITTEE MEETING

Ms. Lopez made a motion to approve the minutes from the July 26, 2012 Technical Committee meeting. Mr. Chico Quintana seconded the motion. The motion to approve the minutes passed unanimously.

3. CONSIDER RECOMMENDING APPROVAL OF THE INTELLIGENT TRANSPORTATION SYSTEMS (ITS) ARCHITECTURE FOR THE FARMINGTON MPO

Subject:	ITS Overview
Prepared by:	Joe Delmagori, MPO Planner
Date:	August 16, 2012

BACKGROUND

- Intelligent Transportation Systems (ITS) are communication applications that help manage congestion, improve traveler information, and improve safety.
- ITS applications in the MPO would primarily focus on traffic management and operations, vehicle maintenance, regional traveler and transit information, emergency management, and work zone management.

CURRENT WORK

- The ITS Architecture is the planning tool that describes who is involved with ITS development and what type of ITS applications might be implemented.
- The ITS Architecture is a coordinating program that is flexible and can be updated as necessary.
- MPO staff developed the ITS Architecture over the past few weeks.
- MPO staff met with the Technical Committee members and other local staff individually to give a general overview of the ITS Architecture.

RECOMMENDATION

- It is recommended that the Technical Committee recommend approval of the Intelligent Transportation Systems (ITS) architecture for the Farmington MPO.

DISCUSSION: Mr. Delmagori reported that the Intelligent Transportation Systems (ITS) are communication applications that help manage congestion, improve traveler information and improve safety. On the transit side, indicators on the buses can communicate the number of minutes until a bus arrives at the next stop as well as provide information for transit passengers at the bus stops.

Over the past several weeks, Staff met individually with Technical Committee members and other local staff to provide a general overview of the ITS Architecture. Mr. Delmagori said that the ITS Architecture is the planning tool that coordinates the development of ITS applications among the MPO, the local entities, local transit systems, and NMDOT. After anticipated approval by both MPO Committees, the FMPO ITS Architecture will be sent to the NMDOT ITS Bureau to be incorporated into the State's plan which is also being updated.

Citing examples of ITS, Mr. Delmagori explained the Traffic Management Center in Albuquerque monitors traffic on different road sections throughout the city. He also explained the use of dynamic message signs along roadways that tell motorists how long it will take to get to a particular destination or warn of an emergency. Mr. Delmagori said this type of sign could potentially be one of the first ITS applications implemented in San Juan County.

Mr. Delmagori stated that the Farmington MPO ITS Architecture consists of the following primary ITS categories:

- Traffic Management and Operations
- Vehicle Maintenance
- Regional and Transit Traveler Information
- Emergency Management

- Work Zone Management

Mr. Delmagori said the ITS Architecture uses the Turbo Architecture program which is a series of inter-related tabs that determine stakeholders, ITS elements, roles/responsibilities, and the interconnectivity of all of these items. He then reviewed and described each of the tabs in the program and how they will function for the Farmington MPO.

Mr. Delmagori said this will be the framework and planning tool for the entities as ITS is investigated and implemented in the future.

ACTION: Ms. Lopez moved to recommend approval of the Intelligent Transportation Systems (ITS) architecture for the Farmington MPO. Mr. Chico Quintana seconded the motion. The motion was passed unanimously.

4. CONSIDER RECOMMENDING APPROVAL OF THE COMMITTEE BYLAWS AND OPERATING PROCEDURES DOCUMENT

Subject:	Committee Bylaws and Operating Procedures
Prepared by:	Joe Delmagori, MPO Planner
Date:	August 16, 2012

BACKGROUND

- The Committee Bylaws and Operating Procedures provide the guidance for the Policy and Technical committees.
- Descriptions of the Chair and Vice-Chair for each committee, removal and replacement process, and voting procedures are contained within this document.
- The Bylaws are formally updated in conjunction with the Joint Powers Agreement every three years.
- Both Committees have reviewed the Bylaws.
- The 30-day public comment period closes on August 31, 2012.

CURRENT WORK

- Revisions to the Bylaws include clarifying how members are designated to the committees, definitions for Special and Emergency meetings, moving the Policy Committee Election of Officers from April to September, and clarifying the telephone voting procedure.

RECOMMENDATION

- It is recommended that the Technical Committee recommend approval of the update to the Committee Bylaws and Operating Procedures.

DISCUSSION: Mr. Delmagori stated that the Committee Bylaws and Operating

Procedures document has been reviewed by both MPO Committees over the past several months. This document outlines the rules and procedure for how the MPO committee meetings operate, how Committee members are selected and/or removed, the holding of meetings, and other guiding policies.

Mr. Delmagori reviewed the proposed changes:

Page 1 - Voting Members - this section was reworded to add clarity and better explain how Policy Committee members and alternates are selected.

Page 2 - Officers - this section rewritten to recommend that the Policy Committee hold their Annual Election of Officers during their September meeting. This provides approximately six months between when municipal elections are held in March and when a new Policy Committee member might be appointed to the Chair or Vice Chair position on the Policy Committee. This would allow the new member some time to begin attending Committee meetings and become familiar with the MPO.

Page 4 - Special Meetings and Emergency Meetings - both sections were clearly defined to better describe the difference between these two types of meetings.

Page 5 - Voting Procedures - this section was revised and now outlines that any Policy Committee member may participate via the telephone. Additionally, language was added stating a telephonic vote would not conflict with the codes and regulations of the entity that is represented by the Policy Committee member.

Mr. Delmagori noted that similar language to that described above was also used in the sections for the Technical Committee meetings.

Mr. Delmagori reported the public comment period would remain open until August 31, 2012, but that no comments had been received to date.

ACTION: Ms. Lopez moved to approve the update to the Committee Bylaws and Operating Procedures. Mr. Quintana seconded the motion. The motion was passed unanimously.

5. REVIEW THE 2012 TRAFFIC COUNT LOCATION LIST

Subject:	2012 Traffic Count Program
Prepared by:	Duane Wakan, MPO Associate Planner
Date:	August 16, 2012

BACKGROUND

- The MPO maintains traffic counts for 224 locations throughout the MPO boundaries.
- Locations are taken according to a three year cycle and periodically change due to the deletion or addition of various locations.
- The 2012 Traffic counts are the third year of the three-year cycle.

- Counts that were not approved last year or were affected by road construction will be counted in 2012.
- The MPO expects to take 88 volume counts in 2012.
- The MPO anticipates that speed and class count information will be provided for 30 of the 88 count locations.
- Members reviewed the list to identify locations that might conflict with known road construction schedules.

CURRENT WORK

- The traffic count list was reviewed and approved by the Policy and Technical committees in May and June.
- The location list is attached for final review, particularly for any locations that might conflict with road construction projects.
- The MPO will work with TRA to schedule and take the counts in September and October.

RECOMMENDATION

- Staff recommends that the Technical Committee review the 2012 Traffic Count Location list.

DISCUSSION: Mr. Wakan reviewed the schedule for the 2012 traffic counts on Pages 6-8 of the agenda. The MPO expects to take 88 volume counts and anticipates that speed and class count information will be provided for 30 of the 88 count locations.

Mr. Wakan stated that the list of planned locations had been previously reviewed and approved by both MPO Committees. Staff was requesting a final review before the list is provided to the consultant. Mr. Hathaway asked how long the counts would take to complete. Mr. Wakan said the counts are taken over a two-day period and Mr. Delmagori added that the counts usually take several weeks to complete. Most, if not all, counts are taken during the first week; any counts that were missed or where faulty numbers are noted are then re-taken during the second week.

Mr. Quintana asked if there was a count location at Lakewood and Hood Mesa Trail where the paving of this road section had been done. Mr. Wakan said there was not a count scheduled for that location for this year. Ms. Holton said the City of Farmington may do this section outside of the MPO traffic count program.

Mr. Huber recommended that the count in Bloomfield on US 64 (BL-176) be re-scheduled since a true count cannot be obtained as motorists bypass the location due to the current road construction. Staff agreed and will check with the City of Bloomfield on re-scheduling this count for next year.

ACTION: The 2012 Traffic Count Location list was reviewed.

6. RECEIVE A REPORT FROM NMDOT

Mr. David Quintana provided project updates:

County Road 7500 (CNF100040) - an agreement for the preliminary engineering is in place for FY2013.

East Arterial (F100090) - an executed agreement for Phase B services was received by NMDOT. Transportation Community and System Preservation (TCSP) funding will need to be moved from FY2012 to FY2013. Mr. Quintana said he was expecting to receive the required TIP amendment from the MPO shortly.

East Pinon Hills Blvd. (F100100) - an amendment to move some TCSP funding to 2012 has been received by NMDOT.

NM 371 - NMDOT is doing a project priority study of the entire corridor (from MP 0 to MP 106) which will identify critical needs and possibly lead to programming funding for future projects on this corridor. Mr. Quintana noted the MPO impact primarily with the concrete paving as the roadway enters Farmington and the potential project for the intersection of NM 371 and Navajo 36. The project is expected to be executed in approximately three months.

NM 516/Light Plant Road - the plans for this project are ready pending right-of-way which should be completed by the end of August. The project is expected to let in November and construction would begin by April 2013 at the latest.

US 64 Phase 3 (F100111) - there are right-of-way issues pending. NMDOT is working on a design contract for the final design and they expect to go out to bid in December with construction starting in early 2013.

Mr. Quintana said that District 5 will be coordinating with MPO Staff to integrate the Santa Fe ITS center with the FMPO ITS.

Mr. Huber stated that City of Aztec officials had met with Herman Patterson of NMDOT regarding the resurfacing project recently completed on NM 516. Since the project did not include resurfacing the turn lanes, the City of Aztec has noticed water pooling in the turn lanes and is concerned about what issues this will cause this winter when standing water freezes. Mr. Patterson had said he would see if funding was still available to address the worst of the turn lane issues. Mr. Huber asked Mr. Quintana to check into this and see if these issues could be addressed.

Mr. Hathaway asked if the portable message signs were locked down. Mr. Quintana responded that the state-owned signs are usually padlocked and do not allow for unauthorized access. He was not aware of any problems with illegal entry into, or unofficial reprogramming of, the signs.

Mr. Delmagori reported that the TIP Amendments for the above-mentioned projects have all been submitted to NMDOT. The City of Farmington has asked that the Phase Two funds for Safe Routes to School be moved from 2012 to 2013. Mr. Delmagori stated that Staff would have that request submitted by the end of the week. He

reported that San Juan County also has a project that will need to be moved from 2012 to 2013, but Mr. Delmagori had not yet received the details of that project.

Mr. Delmagori asked if Mr. Quintana could comment on where the District was with their ITS Architecture. Mr. Quintana said he did not have any current information, but would look into it and get back to the MPO.

Mr. Delmagori said that the Planning Liaison, Maggie Ryan, was unable to attend the meeting and he had no planning information to report.

7. RECEIVE A REPORT ON DEVELOPMENT OF A COMPLETE STREETS POLICY FOR THE FARMINGTON MPO

Subject:	Complete Streets Presentation
Prepared by:	Joe Delmagori, MPO Planner
Date:	August 16, 2012

BACKGROUND

- Complete Streets is a means of designing a roadway so that it accommodates all modes of travel, such as walking, biking, and transit.
- Complete Streets promote safety for all users.
- Elements of Complete Streets include: wide sidewalks, buffer zones, on-street parking, bike lanes, bus shelters, pedestrian median refuge, and ADA compliance.
- Many cities have implemented Complete Streets policies to be used when designing new roads or retrofitting existing corridors.
- The Technical Committee received an overview presentation on Complete Streets from MRCOG staff at their July 26 meeting.

CURRENT WORK

- To carry out an activity identified in the Metropolitan Transportation Plan, staff is working to develop a Complete Streets policy for the MPO.
- Staff has collected material on Complete Streets resolutions and policies to better understand what is involved in the process.
- Staff is developing a Complete Streets work plan that will identify stakeholders, goals, work activities, outcomes, and timeframes.

RECOMMENDATION

- It is recommended that the Technical Committee receive a report on development of a Complete Streets policy for the Farmington MPO.

DISCUSSION: Mr. Delmagori reported that Complete Streets is a project the MPO would like to take on over the next several months. The MPO work would include developing

a resolution, policy, and some design guidelines on how to incorporate the key elements of Complete Streets into project designs and construction. Mr. Delmagori said that Complete Streets is a byproduct of the MPO's long-range transportation plan and has been identified as an activity for the MPO. Additionally, this work will pick up where Mr. Dan Burden and the Walkable Communities Workshop left off at the end of May.

Staff will begin working with the Policy and Technical Committees to develop a Complete Streets resolution to set the basis and framework for Complete Streets. Once the resolution has been outlined, Staff will work with the entities to develop a policy statement that will outline local governments' commitment to the actions necessary for implementing Complete Streets.

Mr. Delmagori reviewed the draft Complete Streets Work Plan with the Technical Committee. Initially, Staff is working on a basic overview to include research and collecting information from other cities on their Complete Streets efforts. Staff is also presenting this information to the Technical and Policy committees, which began with the Complete Streets presentation by Julie Luna in July which also highlighted some of the work being done by the Albuquerque MPO. The Policy Committee will receive a similar presentation in September which should wrap up the general overview and initial activities.

To assist with development, Staff would like to organize a 6-10 person advisory committee. This advisory group would include stakeholders from various backgrounds that could help contribute to the process as well as help review materials and assist with the resolution and policy statement and offer recommendations for MPO review and to their respective groups. Mr. Delmagori said Staff had identified a list of potential people/agencies and also asked the Technical Committee members for their recommendations. Once this group has been identified, Mr. Delmagori stated he would issue a formal invitation which he hoped to do in September and October. He added that he thought this group would meet as needed which could be every month or every couple of months depending on work activities.

Mr. Delmagori said the next step would be development of a Complete Streets resolution, which would outline the purpose and need of Complete Streets. The resolution would be a statement that indicated commitment and support by the local governments and the MPO to pursue the more detailed activities of Complete Streets. Mr. Delmagori said Staff anticipates working closely with the Technical Committee members for their feedback as well as others who will also be involved with the process. If all goes well, Mr. Delmagori would anticipate approval of the resolution by the Policy Committee at their November meeting. The resolution would then be turned over to local staff to seek approval by their individual governments.

With that in place, work on the policy statement would begin. The policy statement would be more in depth and start to outline the commitment and illustrate where, when, and how Complete Streets will be implemented. The policy statement might also outline potential exceptions where Complete Streets design is not feasible. Mr. Delmagori stated the policy statement would take some time to develop as it will be the direction setter for Complete Streets. MPO Staff will work with the Policy and Technical Committee members and the advisory group. Mr. Delmagori thought this

might be complete early next year and then it would be turned over to local planners who would then pursue approval from their respective councils and commissions.

Following approval of the resolution and policy statement, Mr. Delmagori said the last step would be the design guidelines for Complete Streets. Some of the questions to be answered and what will drive this activity are:

- what are the particular elements of Complete Streets going to be;
- what type of roads will Complete Streets happen on;
- what will be the land uses that dictate how Complete Streets will look.

The MPO Work Plan has approximately five to six months of time dedicated to developing the Complete Streets design. Mr. Delmagori anticipates the final design of Complete Streets being considered for approval at the June 2013 Policy Committee meeting. Overall, Mr. Delmagori estimates this work plan to take about a year to complete all phases from the resolution, to the policy statement, to the design guidelines.

Mr. Huber asked how binding this policy would be on local governments. He commented that the City of Aztec's Commission is expected to shortly approve a ten-year street maintenance plan and that plan will not have money in it for reconstruction purposes. Mr. Delmagori said he thought these Complete Street guidelines would apply more to new projects. He added that the policy statement and resolution could be written to illustrate how binding the document would be on the entities. He stated that although the document does need to encourage observance of Complete Streets concepts and designs, there will always be issues with road conditions and funding constraints that will have to be taken into consideration.

Ms. Holton stated that once the policy statement is developed, it will be turned over to local planning staffs for consideration by their respective government. The local staffs will need to create the design for their individual community. Ms. Holton commented that the process needs to begin with the Technical Committee members and local staff, who in turn will provide the necessary education for their decision-makers. Ms. Holton added that it is hoped to have Dan Burden return to the area next spring to give a walkable communities presentation to members of the local city councils and commissions.

Mr. Delmagori said the Complete Streets policy will be a flexible document. Ms. Holton added that the document would not be static and would evolve as further support of the ideas and concepts is achieved. Ms. Holton said that she is working with the City of Farmington's MRA Commission to set up a pilot project in the MRA that would provide the recommended "baby steps" and perhaps show how Complete Streets can work.

Ms. Lopez recommended the stakeholder group be expanded to include homebuilders, developers, and interested citizens. Mr. Huber also recommended including economic development entities as well as the local Chambers of Commerce and SJEDS.

Mr. Chico Quintana suggested that the Advisory Group could review local road projects for Complete Streets designs and concepts once all local planners and staff have signed off on the project. The commitment by the entities to Complete Streets could be to allow the Advisory Group to have input on project designs.

Mr. Delmagori reported that he will provide images for the September Technical Committee meeting to show how flexible Complete Streets can be.

ACTION: The report was received.

8. RECEIVE A COMPARISON SUMMARY OF TRANSIT DATA COLLECTED IN JUNE AND JULY 2012

Subject:	Transit Data Collection June-July
Prepared by:	Duane Wakan, MPO Associate Planner
Date:	August 16, 2012

BACKGROUND or PREVIOUS WORK

- Ridership in 2012 through the first six months was 61,994; in 2011 ridership was 72,221 during the same period, which is a 14% decrease.
- MPO interns are collecting ridership, transfer and survey data from June-September 2012.
- Boarding and alightment data are collected at each stop by route.
- The Farmington routes data is collected during two-hour increments in the AM, Mid-Day and PM hours.
- The Regional routes data is collected during all three daily runs.

DATA COLLECTION SUMMARY

- Blue route is the most popular route followed by Yellow, Green and Purple.
- Kirtland is the most popular regional route.

RECOMMENDATION

- It is recommended that the Technical Committee receive a report on the summary of transit data collected in June and July of 2012.

DISCUSSION: Mr. Wakan explained the transit data shown on Page 11 was collected in June and July. The interns will continue to collect data through October. Data for the Farmington routes is collected during two-hour increments in the AM, mid-day, and PM hours; data for the regional routes is collected during all three of the daily runs.

Mr. Wakan stated that Staff is working with the City of Farmington to update the Red Apple map and brochure to provide more complete information to the community. He added that modifications are being considered for the Red, Green, and Yellow routes to provide better transfer times and connections. A second public meeting is scheduled for mid-September where these recommendations will be presented and discussed. Mr. Delmagori added that these options and proposed changes to the routes have not been implemented, but are internal suggestions to help make the system

more manageable and time effective for those using the system. Mr. Delmagori stated the upcoming public meeting will give the needed feedback to the recommended changes.

Mr. Wakan also presented information that showed how active each stop on each route has been for boardings and alightments for the months of June and July. There was discussion on Smith's being a strong stop and it was noted that it is a transfer point for the Purple and Yellow routes. Ms. Daisy Swadesh noted that San Juan College has three stops with the most popular being the library stop. Ms. Swadesh recommended a stop be added at the administrative building (clock tower). Mr. Delmagori said that was probably a central location at the college for a stop to be considered.

ACTION: The report was received.

9. RECEIVE A REPORT ON MONTHLY RIDERSHIP FOR RED APPLE TRANSIT

FARMINGTON METROPOLITAN PLANNING ORGANIZATION Agenda Item

Subject:	Red Apple Transit
Prepared by:	Duane Wakan, MPO Associate Planner
Date:	August 16, 2012

RED APPLE REPORT

- The new routes with additional stops and new timetables all went into effect on February 6, 2012.
- Ridership in 2012 through the first six months was 61,994; in 2011 ridership was 72,221 during the same period, which is a 14% decrease.
- From April through June, there has been a slight increase in Farmington ridership numbers.
- Aztec saw its highest monthly ridership in April but has decreased in May and June.
- Bloomfield ridership continues to rebound after its lowest total in March.
- Kirtland has seen an increase in ridership since the route was revised in February.
- Projections look positive for the regional and Farmington routes.
- The MPO interns continue to collect passenger data from the routes.

RECOMMENDATION

- It is recommended that the Technical Committee receive a report on monthly ridership for the Red Apple Transit.

DISCUSSION: Mr. Wakan reported on the monthly Red Apple Transit ridership data. He noted there has been a 14% decrease in ridership during the first six months of 2012.

The Farmington routes have seen a slight increase, Aztec has been struggling the past two months, and Bloomfield and Kirtland are seeing increases in ridership. Mr. Wakan stated that there has been a 21% decrease in overall ridership to date over 2011.

ACTION: The report was received.

10. INFORMATION ITEMS

Subject:	Information Items
Prepared by:	Joe Delmagori, MPO Planner
Date:	August 16, 2012

INFORMATION ITEMS

- a. **Special Policy Committee Meeting.** On August 7, the Policy Committee held a Special Meeting and approved:
 - i. Amendment #5 to the FY2012-2017 TIP and Amendment #3 to the FY2013-2018 TIP to split transportation enhancement funding between sidewalks on Pinon Hills Blvd and Farmington Ave
 - ii. The renewal of the Joint Powers Agreement
 - iii. An amendment to the MPO Major Thoroughfare Plan to reflect recent revisions to the City of Farmington Major T-Plan.
- b. **FHWA New Mexico Division MPO Review.** Staff from the FHWA New Mexico Division will conduct a review of the FMPO on September 5-6. The MPO Review will discuss various MPO documents and financial information. There will be opportunities for the MPO members to meet the review team. A public information session will be held during the evening of September 5.
- c. **AMPO Annual Conference.** Joe Delmagori will attend the annual AMPO conference in Saratoga Springs, NY on September 10-14.
- d. **MPO Quarterly.** MPO Staff will attend the next MPO Quarterly in Santa Fe on September 19.
- e. **Other.**

DISCUSSION: Mr. Delmagori reported on the Special Policy Committee Meeting held on August 7. He stated that a TIP amendment, the JPA renewal, and a Major Thoroughfare Plan amendment were all approved

FHWA New Mexico Division will conduct a review of the MPO on September 5 and 6, 2012. Mr. Delmagori reported that FHWA is reviewing all the MPOs in the state looking at their transportation plans, processes, required documents, and other financial information. This is an opportunity for them to assess what is working well and what

may need improvement. Mr. Delmagori commented that there will be several opportunities for MPO Committee members to meet with the FHWA review team during the two days. Additionally, a public information session will be held the evening of September 5 at the Farmington Civic Center beginning at 6:00 p.m. NMDOT has issued a press release that Staff will e-mail to all MPO contacts for their information.

Mr. Delmagori said he would be attending the annual AMPO conference in Saratoga Springs, New York the week of September 10.

Mr. Delmagori reported that Staff would be attending the MPO Quarterly meeting in Santa Fe on September 19.

Mr. Delmagori stated that Staff is updating the traffic analysis zones for the traffic model. Mr. Wakan reported that the TAZ boundaries were created by the consultant in the early 2000's. The baseline for population and employment has now been updated using 2010 Census data. Mr. Wakan said that with this new data, Staff is looking to see if the TAZ boundaries could be made more contiguous with Census geography and if new TAZ boundaries could be created that would assist in tabulating population/employment numbers and help to achieve more accurate traffic model projections. Mr. Wakan reported that the preliminary process has been started and Staff will now schedule meetings with each entity to review the preliminary realigned boundaries.

11. BUSINESS FROM THE CHAIRMAN, MEMBERS AND STAFF & THE FLOOR

Mr. Huber stated that City of Aztec officials had met on with the NMDOT Cabinet Secretary, two department Deputy Secretaries and District 5 Engineer Miguel Gabaldon to discuss Aztec's East Arterial project and explore potential funding options. He commented that over the past eight months, Main Avenue in Aztec has had two fatalities both involving large trucks. Mr. Huber said the City is striving to get the necessary funding to proceed with the East Arterial project.

There was no additional business from the Chairman or Members.

12. BUSINESS FROM THE FLOOR

Ms. Daisy Swadesh requested to speak on the Red Apple Transit. She believes better advertising of the Red Apple routes and in communicating the availability of transit will encourage and increase ridership. Ms. Swadesh brought a sample of a small table-top advertisement used in the cafeteria at San Juan College to publicize events and suggested something similar could be used for the Red Apple. Ms. Swadesh has been using the Red Apple system since it first began, and given her interest in making the system better, she is organizing an advocacy group to provide information, comments, and suggestions for improvements.

Ms. Swadesh said the drop in ridership appears to have started when the routes were changed in February. She attributes this partly due to a lack of communication about the changes and no readily accessible information about the Red Apple in general.

Ms. Swadesh commented that the changes in February created a loss of headway in that the routes now run once an hour instead of once every half-hour. She added that this has been good for the drivers who now have some flexibility in the schedules (especially the Red and Green routes) and are not having to account for each second of travel time. Ms. Swadesh also suggested the need for having substitute or back-up drivers available to cover when a regular driver is out ill. Ms. Swadesh would like to see more interest taken by First Transit in the concerns of both the riders and drivers.

Mr. Huber thanked Ms. Swadesh for her comments. He said the Technical Committee would visit with Staff about the issues she raised and determine ways to better communicate and promote the Red Apple Transit.

There was no additional business from the floor.

13. ADJOURNMENT

Ms. Lopez made a motion to adjourn the meeting. Mr. Hathaway seconded the motion. Mr. Huber adjourned the meeting at 11:20 a.m.

Mike Huber, Chair

June Markle, MPO Administrative Aide