

June 26, 2024

Transit

City of Maricopa
39700 W. Civic Center Plaza
Maricopa, AZ 85138

June 10, 2024 – Transit Advisory Committee meeting minutes

- 1. Call to Order – 6:00p.m.
- 2. Roll Call – Vice-Chair Singleton, Committee Members Brems, Irving, Juarez III, Yocum, Thomas Jr. were present. Chair William Robertson was not present.
- 3. MIN24-34 – 6:04p.m. – A motion made by Committee Member Yocum, seconded by Committee Member Irving to approve the minutes. The minutes were approved unanimously at 6:04p.m.
- 4. Call to the public – opened 6:05p.m. and closed at the same time. No speakers stepped forward to the podium.
- 5.1 TRA24-02 – 6:07p.m. Transit Supervisor, Toni Flood, presented an update on the Maricopa Express Transit (MET) operations and other news to the Transit Advisory Committee. Committee Members asked clarifying questions about operations, budget and VIA. The presentation and discussion ended at 6:10p.m.

Jim Irving – Thank you for going to Senior Center. What are their concerns and general issues?

Toni – One rider gets unavailable during the driver lunch time. Thinks she's paying with card when she's paying with cash. Going to set it up on her phone for her.

Jim Irving- Were there many people who have trouble getting to a stop?

Toni- DAR goes straight to their house. No issues.

Jim Irving- What do you expect to get out of the Transit Study?

Toni – Cover a lot of ground. We want to write the scope. Who needs rides that aren't getting rides? Where are people going? How can we improve service and the boundaries, where we are going. Looking at trails and connecting other cities.



Yokum: Ridership question. Does ridership fall off for summer heat?

Toni: It doesn't seem like it does as school is out so students are riding to Copper Sky, etc.

Yokum: Would it effect our budget and schedule if ridership falls off, but doesn't seem to be an issue.

Toni: I'll give you a report for June, July and August and then we will know what our ridership was for summer months.

- 5.2 TRA24-03- Organizational Performance Director, Josh Bowman, presented a Transit overview including transit options and a grant transition plan. The presentation and discussion ended at 6:51 p.m.

Yocum: Why don't we advertise for income?

Josh: Yes, one of the slides is seek sponsorship opportunities

Jim Irving: Revenue rates are not fair. Studies are in bigger metro or complex areas and we are a unique area so the numbers just don't jive. Secondly, prioritize target population. Rides to teens for summer rec, break down for group. For seniors PGSCC being on board is not true. There is money for transportation. They are reluctant because we don't have an agreement. Look into monies from them. Rides to doctors and dentist etc. lots of different facets and like to see approached by target areas. I don't see how we can't apply for large grant as any large grant brings more bureaucracy. I'm proud of our city that absorbs cost for senior center. The city has to ask itself what are we going to absorb cost wise? Like public schools, they don't generate funds through constituents. The City has to say hey we're willing to budget in a certain amount of dollars. A lot of seniors talk to me and they want services at night. I'm assuming Toni, none of these services are at night.

Toni: Correct

Irving: Ok, this is something to explore. For instance shuttle to Planning and Zoning meetings, city council and schoolboard meetings. I'm concerned we say we have to



raise rates. Are we comparing us to Phoenix area or Chicago area? I hope we all strongly recommend to city council and city manager that the city prioritize transit at no additional cost. Like Parks, we go to the Parks for free. To me I would like to see us prioritize that even if we have to increase what the city pays, that's what we are going to provide our senior citizens.

Josh: We can't market to groups, the rates cannot change on demographics.

Jim: I understand that.

Josh I'm sharing different lenses to look at. What is the elephant? The additional study will show what that is.

Jim: PGCSA is funded through the American Transportation Act.

Josh: I would love to look at that more, that's the info we were given.

Jim: There are other grants out there just for seniors.

Josh: Absolutely.

Singleton: I do have a couple questions piggybacking off of Irving. 40% of operation costs. Can you give more detail where do those studies come from? If you look at Phoenix or Chandler they have more buses. They have the Valley Metro program, we don't. To say we're at 1.25% ideally we could be at 40%.

Josh: Just the national average. Taking from smaller cities and larger cities. This is from the FTA website. That wording was taken as I'm trying to understand myself, what is right for our city? Every city is different, Average is 40% not right or wrong where we need to be. But again a guiding post saying this is what it is nationally. Including, Larger and smaller cities.

Singleton: Have we looked at bringing Valley Metro buses down to Maricopa?

Josh: In preparation for this presentation, I've had discussions with staff at Valley Metro. That's as far as it was taken from a staff level, they didn't think it would be a slam dunk, that doesn't mean it can't be investigated further. A little bit of a feelers, but not pursued to any great depth.



Yokum: Where do we get our numbers and who are we servicing? Big cities take workers from home to job. We can't enjoy that kind of participation here because 75% of our workforce leaves the city. No matter what transit we have it's not going to be the same as some of these other transportation authorities I don't want to be comparing apples with oranges.

Josh: Absolutely. Transit systems that are most functional are those that are working commutes.

Yokum: Prime example is subways in big cities, people movers.

Josh: Where we have denser population going to job centers. We don't have that yet. That doesn't mean that as we continue to grow and get more job centers and more multifamily that will be more applicable. That's why we do these studies and they are required by these grants about every five years. It could go longer if we weren't growing so rapidly, but as our population grows they want this about every five years.

Thomas: What consist of the regional service transportation?

Josh: CAG. We are a part of a few different larger planning areas. We don't really fall under MAG, but we snuck our way in and have some of those benefits which is part of the valley metro options. CAG is going to service Pinal County. One of the benefits in Maricopa county is they are more dense and we have some separation between each of our cities currently. Some of the regional transportation is not as feasible. Because we don't have as much traffic in a smaller city before the stops. CAG is a regional planning entity.

Juarez: As our city expands and our ridership is internal, has there been any studies how we are going to address the needs of communities expanding in central Maricopa going west, east or south? Have we thought about the impact of that on our ridership?



Josh: The upcoming study will take a look at that. The last study was done in 2018 and trying to predict for some of that growth. When you have rapid growth as the city does, there are changes that need to happen so within these grants any changes really has to be accompanied by a study

Irving: Part of the problem, coming from Chicago area there was 100k people. 70% of those people used transit for work. Ours is different. Our demographic doesn't use transit for work. Metro line would be here into the valley. The problem with looking at Bay area or MA their demographics is getting to work. Ours is not.

Juarez: As we evolve as a city we will have different kinds of riders with different needs. May require different types of vehicles and different routing. Looking for opportunities to give the best service to our ridership with the least amount of cost to us with taking benefits of those grant dollars.

- 5.3 TRA24-04- Organizational Performance Director, Josh Bowman, presented an overview of TAC member roles under the 5311 grant. The presentation and discussion ended at 6:53p.m.

Singleton: City Council makes decision to end TAC? Could continue it if they want?

Josh: Correct Because it was a resolution, they would have to cancel that resolution.

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- 6. Adjournment – Committee Member Yocum made a motion to adjourn, seconded by Irving. The motion carried unanimously at 6:54p.m.

