



Agenda

DATE 8/22/13 TIME 4:05 p

SERVED BY Lois Amador

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**TRANSIT ADVISORY BOARD MEETING
TUESDAY, AUGUST 27, 2013
5:00 P.M. – 7:00 P.M.
SANTA FE TRAILS FACILITY
2931 RUFINA STREET**

- CALL TO ORDER
- ROLL CALL
- APPROVAL OF AGENDA
- APPROVAL OF MEETING MINUTES: JUNE 25, 2013

PUBLIC COMMENT

ACTION ITEMS:

- 1. PLANNED UPGRADE OF CNG COMPRESSION STATION – CONTRACT REVIEW AND APPROVAL

DISCUSSION ITEMS:

- 1. REPORT ON SYSTEM RIDERSHIP: SANTA FE TRAILS AND SANTA FE RIDE
- 2. BENCH/SHELTER CONSTRUCTION PROJECT UPDATE
- 3. P.R. CAMPAIGN FOR ELECTRONIC MEDIA LAUNCH
- 4. BRANDING UPDATE-TAG LINE
- 5. SOUTHSIDE TRANSIT CENTER – SITE VISIT AND RFP DESIGN UPDATE

PUBLIC COMMENT

ADJOURN

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.

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1. The Transit Advisory Board Meeting was called to order at 5:10 pm by the Chair, Colin Messer. The meeting was held at the Santa Fe Trails Facility Building – Conference Room, Santa Fe, New Mexico. A quorum did not exist until 5:20 pm.

Roll Call

Colin Messer, Chair
Aurore Bleck
Cindy Montoya
Stan Cooper
Don Bell
Jim Luttjohann
Garrett Robinson

Not Present

Councilor Chris Calvert
Susan Maslar, Excused

Staff Present:

Jon Bulthuis, Transit Director
Annette

Others Present

Mary McGinnis
Dave McQuarie
Anna Serrano for Fran Lucero, Stenographer

2. **Approval of Agenda**

The Chair convened the meeting with Discussion Item #1 due to lack of a quorum.

Ms. Montoya moved to approve the agenda as amended, second by Mr. Luttjohann, motion carried by unanimous voice vote.

3. **Approval of Meeting Minutes: June 25, 2013**

Mr. Luttjohann moved to approve the minutes of June 25, 2013 as presented, second by Ms. Bleck, motion carried by unanimous voice vote.

4. **Public Comments**

Mr. McQuarie – Question on federal monies received for bus stop signage and placement of those signs so they can be seen.

Mr. Bulthuis stated in response to Mr. McQuarie comment, the office that he mentioned is staffed by Mr. Joe Lujan, ADA Liaison for the City of Santa Fe. Mr. Bulthuis commented that it would probably be this office that would do the formal response to the letter. In terms of the specifics

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that Mr. McQuarie was talking about, 2-6 instances of sites on the current construction program that didn't meet the mark, Jon is aware of one of those that Mr. McQuarie has communicated in the past. That is the stop opposite Tomasita's and the City has not done full acceptance of the project and still have the opportunity to work with the Contractor to correct any deficiencies that may have occurred during the construction. Mr. Bulthuis will definitely work with Dave McQuarie to find out what is the location of other sites are to get them in to the plan when working with the contractor.

The Chair asked about the signage.

Mr. Bulthuis responded that the signage will be affixed to the shelter itself and Mr. McQuarie in a previous meeting did ask about the traffic signage that would be evident to motorist. There hasn't been a determination from city staff as to whether that is required. It wasn't something that was included in the project scope and the request has been forwarded on to the Traffic Department for a response to Mr. McQuarie.

The Chair asked if going in to Phase II, could this be cleared up.

Mr. Bulthuis responded that if the determination is made that this is a requirement staff will address it immediately.

The Chair asked Mr. Bulthuis to place this item on the agenda for next month as an update.

Mr. McQuarie inquired about the deadline.

Mr. Bulthuis provided clarity that the deadline Mr. McQuarie was referencing a city wide issue that the City Attorney's office and the specific staff that work with ADA issues will be responsible for.

5. Action Items

A. Planned Upgrade of CNG Compression Station – Contract Review and Approval

Mr. Bulthuis made reference to the Map (Exhibit A) which indicates the reconstruction of some existing lines and new fueling lines. The reason that the contract is not included in the packet is that the northern most bay will be used by the City Solid Waste Division so the garbage trucks that are converting from diesel to natural gas. In the very recent past they had requested to bump up their number of fueling sites from 20 to 30. That request is a leading proponent which will likely change the scope; it is slowing down the process a bit. In addition, we have over 20 year old equipment in the compression station that will all be completely replaced and the expansion site on the map as well as replacing distribution lines that serve all of the existing fueling posts in the yard. At the end of this process we will have a brand new system with the exception of a storage tank. Negotiations will continue on cost with Clear Energy. The hopes are to have a contract by next month which will describe the impact on the budget and more detailed breakdown of the services and the cost.

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6. Discussion Items

A. Report on System Ridership: Santa Fe Trails and Santa Fe Ride (First order of Business)

Mr. Bulthuis reported another strong month in July which is one of the market months and peak ridership months every year. The positive growth is reflected in the percentage increase.

Ms. Bleck requested that she would like to receive the complaint summaries. She stated that she did not get picked up from Santa Fe Ride; they really didn't have an excuse and didn't provide any explanation. Ms. Bleck said when they don't receive the summary of complaints the Board members are not aware of what is taking place with other riders.

Mr. Bulthuis said that a commitment was made at the last meeting to provide this summary and staff will produce and provide at the next meeting. Staff continues to work with the city on the mechanism of this report; they will continue to strive to get this report. Mr. Bulthuis said that his recollection was to provide a summary based on the data base that they have and he will follow up on this item.

B. Bench/Shelter Construction Project Update

Exhibit B – Handout in the packet indicates the proposed bus stop upgrades for full roll-out.

C. P.R. Campaign for Electronic Media Launch

(Exhibit C) – Mr. Bulthuis made reference to Exhibit C which talks about the PR Campaign for the Electronic Media Launch. Jon said that they wanted to share with the Board all the things that are going on as they put together a package to do promotion for communications related to the system. They are not really changing the level of service that they have in the street it is just changing how the customers can access that and make use of what already exists. There are 6 items on this list, none of which would be new – news to the board but trying to put it all together to develop a push this Fall where these items all roll out. Mr. Bulthuis asked the Board for their suggestions and ideas about how to make this outreach to the public as useful and as meaningful as possible. Mr. Bulthuis commented that the board has been waiting patiently for moment and they are now at a good place to launch it. Mr. Luttjohann is very excited about the possibility of a mobile AP which will provide specific time information on the fixed route. Mr. Robinson said that he is familiar with the new AP download in Chicago and New York. Mr. Bulthuis added that they are discussing in Phase 2 a floater vehicle to schedule pick-up or feeder. Next step is how do we latch on to what is out there in the private side for transportation choices, building credibility and managing those transportation choices just using that social networking tool. Question is how to insert a public transportation of that and blend it with what is going on in the private side. Mr. Luttjohann suggested reviewing the Mission Statement to have a clear understanding of what message the Board wants to send out.

D. Branding Update – Tag Line

Mr. Bulthuis reported that they are getting a refreshing new logo design. This is a phased implementation of our new brand. Today's agenda items are to welcome feedback from the board.

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Ms. Montoya asked if you will be able to download an AP and buy a bus pass from your phone. Mr. Bulthuis said this is a topic for more discussion. The Chair said that feedback from the teenage population would be good. Ms. Montoya said that she would be happy to do a survey at the school. This topic should be placed on next month's agenda for continued discussion.

E. Southside Transit Center – Site Visit and RFP Design Update

(Exhibit D) Southside Transit Center aerial photo and site plan bus circulation.

Mr. Bulthuis led the discussion during the site visit related to the details pertaining to the development of the property. The city already owns the property and it would take approximately 4 months to get it ready.


7. Public Comment

8. Adjournment

There being no further business the Chair called for adjournment at 7:00 pm.

Signature Page:



Colin Messer, Chair

Fran Lucero, Stenographer

Location:
Sandoval St. @ Water St.
Zafarano @ Target
Zafarano Ops Target
SFCC
Cordova @ Montoya Building
Plaza del Sol West @ Airport Rd.
Cerrillos & Lujan
Cerrillos & Lujan
Cerrillos Rd. @ DOT
St. Francis Dr. & Cordova Rd
St. Francis Dr. @ Cordova Rd.
Guadalupe St. @ Garfield
Cerrillos Rd. @ Monterey Dr.
Agua Fria @ Osage Ave.
Agua Fria @ Osage Ave.
St. Vincent Hospital
Sabino @ Paseo de Peralta
Sabino @ Paseo de Peralta
Agua Fria @ Siler Rd.
Agua Fria @ Siler Rd.
Airport Rd. @ Zepol Rd.
Airport Rd. @ Zepol Rd.
Airport Rd. @ Jemez Rd.
Airport Rd. @ S. Meadows Rd.
Cerrillos Rd. @ Paseo de Peralta
Pacheco St. @ St. Michael's Dr.
Rodeo @ GCCC
Camino Carlos Rey @ Calle Serena
Zia Rd. @ Dakota Canyon Apts.
Camino Lejo @ Museums
Agua Fria Rd. @ Frenchy's Park
Jaguar @ Paseo del Sol
Jaguar @ Avenida Contenta
599 Rail runner Station
St. Michaels @ SFUAD
St. Michaels Opp. SFUAD
Hospital Drive OPS Santa Fe Imaging
South Capitol Station
Rodeo Rd. & Legacy Ct.
Country Club & Valentine Way

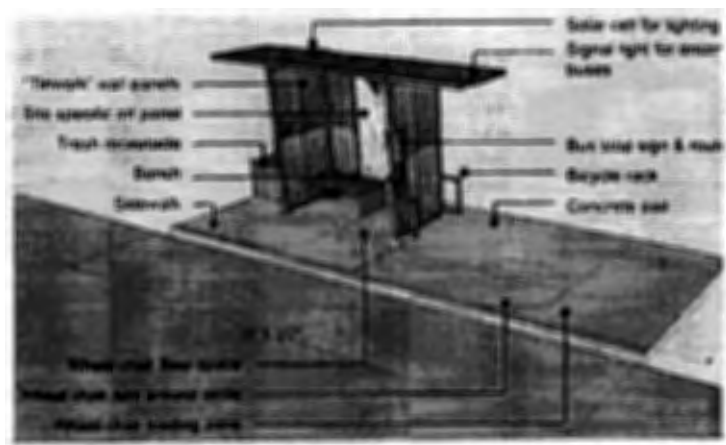


Exhibit B

P.R. Campaign for Electronic Media Launch

Santa Fe Trails is working on several electronic media which will enable customers to access information about the buses. The following is a list of the means and how they will provide info:

1. Real time system information on an electronic display at the two transit centers via Route Match. This will provide estimated bus arrival times at the transit centers.
2. Transit mobile app for smart phones will allow customers to view the buses in real time to provide a view of the buses, where they are at, and when they will arrive at the bus stops.
3. Google Transit for the website and smart phones will allow customers to plan their bus trips. The app allows customers to find the best route to their destination by entering their starting location, destination, and desired date and time of arrival or departure.
4. The "Quick Response" (QR) code for smart phones allows customers to take a snapshot of the code which will direct them to the Transit web page where they can further look up routes and any other info provided in the website.
5. All Transit and Paratransit buses/vehicles will have new logos replaced starting in September and completed by October.
6. The City of Santa Fe will have a new website soon. This means that Transit will have a new look. Customers can go to the website from their home computers, tablets, or phones to access Transit information.

Branding update-tag-line

The "Tag Line" for Transit has been, "Santa Fe Trails, Your Path to Freedom". We would like to incorporate a new tag line. A few ideas are:

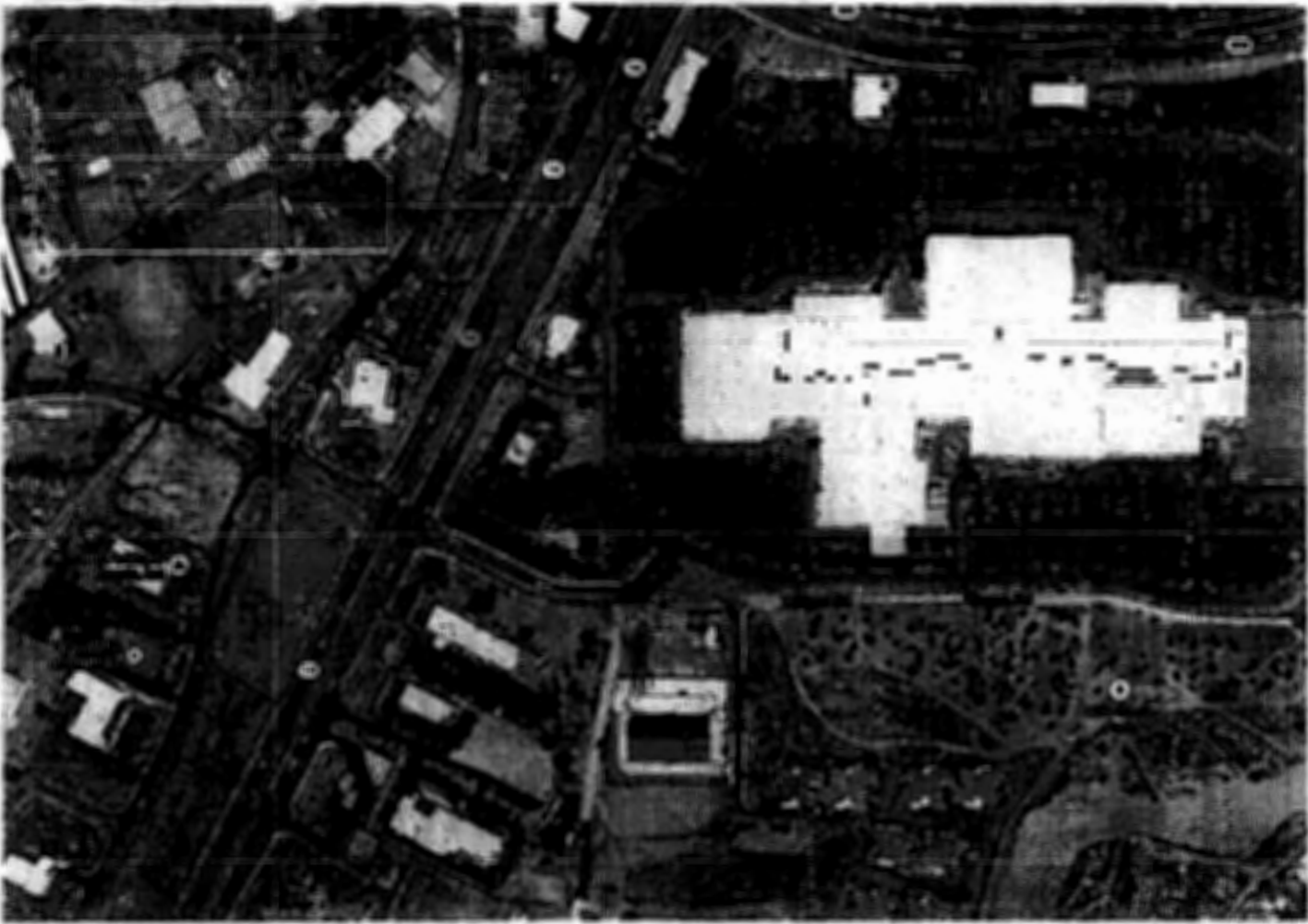
1. Travel Smart!
2. Let Santa Fe Trails transport you!
3. Santa Fe Trails, We're going places!

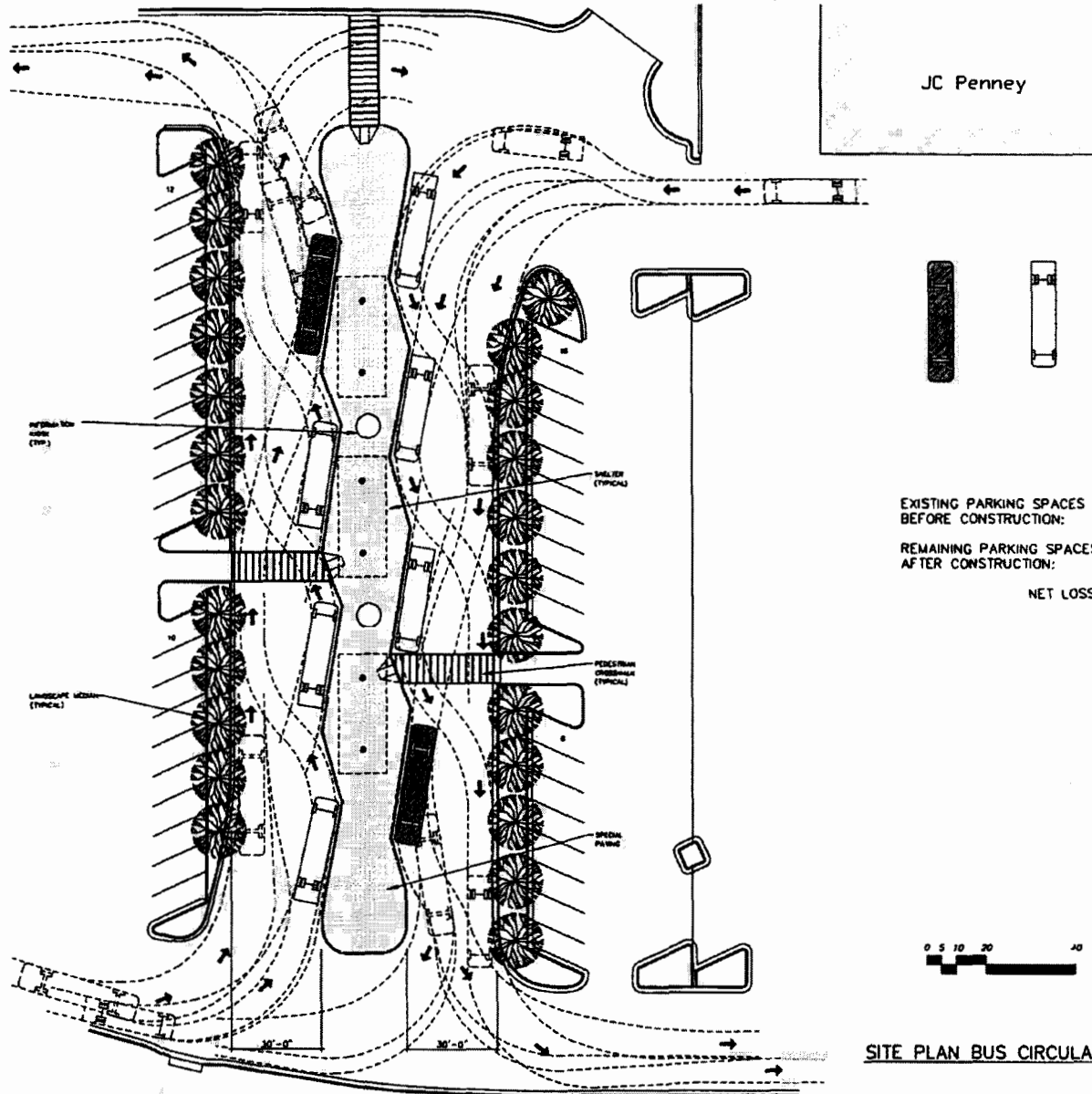
Please provide any ideas you may have for a new tag line.

With all the new electronic media coming out, the new logo on vehicles and a new tag line in the works, a launch party to promote all of the above is recommended.

- Perhaps setting up a table at Sheridan and at city hall on a council night with swag and route schedules would be a good idea. Ideas on a launch party are also welcome.
- Radio ads introducing new electronic media
- Set up Jon for an interview on the radio to discuss all the new media

Exhibits





EXISTING PARKING SPACES BEFORE CONSTRUCTION:	105
REMAINING PARKING SPACES AFTER CONSTRUCTION:	40
NET LOSS:	65

SITE PLAN BUS CIRCULATION

Exhibit D