SUMMARIZED MINUTES

CITY OF SCOTTSDALE
TRANSPORTATION COMMISSION
REGULAR MEETING

THURSDAY, SEPTEMBER 15, 2011

KIVA – CITY HALL
3939 DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251

CALL TO ORDER

Chair Weiss called the Regular Meeting of the Scottsdale Transportation Commission to order at 6:05 p.m.

ROLL CALL

PRESENT: Josh Weiss, Chair
Terry Gruver, Vice Chair
Paul Holley, Commissioner
Steven Olmsted, Commissioner
Paul Ward, Commissioner

ABSENT: Donald Maxwell, Commissioner

STAFF: Dave Meinhart, Transportation Director
Rose Arballo, Transportation Commission Coordinator
Madeline Clemann, Transit Supervisor
John Kelley, Transportation Planner

Chair Weiss announced that Commissioner Carleton Cole resigned from the Transportation Commission. The Commissioners and staff thanked Commissioner Cole for the time and service he offered as Commissioner.

2. APPROVAL OF MEETING MINUTES

- Special Study Session of the Transportation Commission – July 21, 2011
- Special Regular Meeting of the Transportation Commission – July 21, 2011

COMMISSIONER WARD MOVED TO APPROVE THE STUDY SESSION AND REGULAR MEETING MINUTES OF JULY 21, 2011 AS AMENDED AT THE STUDY SESSION. COMMISSIONER GRUVER SECONDED. THE MOTION CARRIED UNANIMOUSLY FIVE (5) TO ZERO (0).

3. PUBLIC COMMENT

No public comment was received.

4. DOWNTOWN TROLLEY ROUTE

Ms. Clemann gave an overview of the public outreach conducted in 2009 and 2010 regarding the Downtown Trolley route. Comments received in 2009 suggested making the route available in more residential areas. Comments received in 2010 suggested the closure of the Marshall Way Bridge and routing of the trolley to continue west of 5th Avenue and north on Goldwater Boulevard to cover businesses west of the fountain. Ms. Clemann explained that as a result of comments received, staff developed and presented four route options (two with the bridge closed and two with the bridge open) to the Commission on November 18, 2010. Ms. Clemann continued with a detailed description of the four various options and explained the pros and cons of each alternative.

In July 2011, staff collected additional input from businesses and with input received in 2009 and 2010staff now recommends keeping the Marshall Way Bridge open to trolley use in both directions rerouting the Downtown Trolley onto 3rd Avenue to increase access or residents and hotel guests. Ms. Clemann explained that 15-minute frequencies will still be maintained and transfers for all three routes will still be available.

Chair Weiss opened the floor for comments from the commission.

Commissioner Gruver inquired about the operations cost impacts for this change. Ms. Clemann stated it is financially neutral and that there are no upward or downward costs.

Commissioner Holley commended staff on the thorough research and extensive public input conducted.

COMMISSIONER GRUVER MOVED TO APPROVE THE PROPOSED ROUTING AS RECOMMENDED BY STAFF; (1) KEEP MARSHALL WAY BRIDGE OPEN TO TROLLEY USE IN BOTH DIRECTIONS, AND (2) REROUTE ONTO 3RD AVENUE TO INCREASE ACCESS FOR RESIDENTS AND HOTEL GUESTS. COMMISSIONER HOLLEY SECONDED. THE MOTION PASSED UNANIMOUSLY FIVE (5) TO ZERO (0).

5. HOSPITALITY ROUTE

Mr. Meinhart indicated this is a follow up to the conversations with the Commission on May 19th in which a detailed report of the route was presented after the first season of the route ended. Ms. Clemann has presented this same presentation to the Tourism Development Commission in which they have expressed support in using bed tax money for the City's share of operating costs for this route.

Ms. Clemann indicated that both the Transportation Commission and Tourism Development Commission support continuing this service and ask that staff return to present detailed information on the service for 2012.

Ms. Clemann described the parameters for the 2012 service developed by staff after hearing from both Commissions. She indicated that some specific considerations have been given to providing service from 10:00 a.m. to 10:00 p.m., rather than midnight to save on service costs, provide New Year's Eve service, and operate this service from December 26, 2011 thru March 30, 2012 to capture the Fiesta Bowl activities and last Giant's game. She noted that ridership after 10:00 p.m. dropped significantly. Mr. Meinhart added that the recommendation to service the Princess Resort area will only run for approximately 21 days during major events by a separate vehicle. This is the biggest change made to the route from last year.

Ms. Clemann reviewed the proposed route for the 2012 Hospitality Trolley and estimates the cost for service could be done with less than last year.

The next steps for this project are as follows:

- On September 20, 2011, staff will ask the Tourism Development Commission to take action on funding
- In November 2011, the Tourism Development Commission and Transportation Commission's recommendation will be presented to Council for their approval
- Gather sponsorships in November/December 2011
- Conduct rider surveys during service
- In April 2012, return to the Transportation Commission for an update

The following comments were provided by the Commissioners:

- Chair Weiss suggested that a stop be made in the parking lot of the McCormick Stillman Station. He feels this would be safer than stopping along the road and would provide a good transfer point for the Talking Stick route.
- Commissioner Olmsted suggested possible front-door service to a limited number of properties
- Commissioner Olmsted also wants to make sure the high level sponsorship process is open to everyone.

COMMISSIONER HOLLEY MOVED TO RECOMMEND SERVICE ON THE HOSPITALITY ROUTE FOR 2012 AS PROPOSED BY STAFF, INCLUDING AN EVALUATION OF A CONNECTION AT THE MCCORMICK STILLMAN PARK STATION TO SEE IF IT IS FEASIBLE FROM AN OPERATIONAL PERSPECTIVE. VICE CHAIR GRUVER SECONDED. THE MOTION PASSED FOUR (4) TO ZERO (0). COMMISSIONER WARD ABSTAINED.

6. EAST VALLEY DIAL-A-RIDE ALTERNATE SERVICE DELIVERY METHOD UPDATE

Ms. Clemann gave an overview of the East Valley Dial-a-Ride (EVDAR) program and described the current service model, EVDAR service characteristics, and staff's new approach of the broker model. It was explained that the benefits of the broker model reduces program costs and provides more flexibility for the user. In comparison of the two programs (EVDAR and Cab Connection), it was found that the average cost for a

taxi voucher is approximately $8.00 whereas the cost of a trip thru Dial-a-Ride is approximately $40.

CHAIR WEISS RECUSED HIMSELF FROM THE MEETING AT 6:42 P.M. DUE TO POSSIBLE CONFLICT OF INTEREST.

The next steps for this process are:

- Request for Proposals to be released no later than September 16th
- A selection and negotiations will be conducted for a contract to be awarded
- Start a one-year pilot program by July 1, 2012

Mr. Meinhart clarified that the July 1, 2012 start date for the pilot program is a target date. The pilot program will begin in July 2012 only if the Regional Public Transit Authority (RPTA) board recommends moving forward with the contract.

Vice Chair Gruver asked for comments from the Commission.

Staff responded to questions and concerns expressed by Commissioners regarding shared rides; comparison of service levels and customer satisfaction by other jurisdictions; number of taxi cabs that serve Scottsdale and level of service provided; and liability of risk management and due diligence involved in shifting to a broker model.

In response to Commissioner Ward's request, staff will provide the Commission with more detailed data on success measures for different jurisdictions who use the broker model. In addition, per Commissioner Olmsted's and Vice Chair Gruver's request, staff will provide a future report on customer satisfactions surveys conducted by the different jurisdictions.

CHAIR WEISS RETURNED TO JOIN THE OTHER COMMISSIONERS AT 6:58 P.M.

7. DRAFT FUTURE BOND PROJECT LIST UPDATE

As part of continued discussion regarding potential project priorities for a future bond election, Mr. Meinhart gave a presentation focusing on the draft bond project list rather than on background information which has been previously provided. (This same presentation was also given to the Bond Task Force in August.)

Mr. Meinhart briefly reviewed the near-term Capital Improvement Program (CIP) priorities and three to five year programmatic needs. He also shared the identified near-term, mid-term, and long-term project lists. Mr. Meinhart provided funding information and other details on the following projects: (1) improvements on Hayden Road at the intersections at Chaparral and Camelback; (2) Pima Road from McDowell Road to Via Linda; (3) Airpark roadway improvements; and (4) Arizona Canal improvements. In addition to the various identified projects, staff suggests that the program continue for installation of accessible curb ramps to improve pedestrian mobility and accessibility, and to bring existing sidewalks into Americans with Disabilities Act compliance for public rights-of-way. With a bond for this program, work could move at a faster pace if funding was made available.

Mr. Meinhart stated that staff will provide the Commission with a more defined draft project list at their November meeting, and will keep them apprised as deliberations continue with the Bond Commission.

Chair Weiss asked the Commission for feedback.

Commissioner Ward suggested that focus should not be made on programs such as on the installing of sidewalk curb ramps. He suggested that program projects should be more specific in identifying that work will be done at a certain location(s) or in a specific community, etc. Chair Weiss added that voters need to understand where their money is being spent and that including the Pima Road project, which is already in the 5-Year CIP, would be confusing to voters. Commissioner Holley concurred.

8. OTHER TRANSPORTATION PROJECTS

Mr. Meinhart announced the following:

1. The League of American Bicyclists has recognized the City of Scottsdale as a bicycle friendly community and has advanced from the silver to gold level. Staff will provide a more detailed report regarding these efforts at the Commission meeting in November.
2. An Open House will be held on September 22nd at the Via Linda Senior Center to discuss the Hidden Hills easement.
3. Hidden Hills will also be discussed at the Transportation Commission meeting in October.

9. PUBLIC COMMENT

No public comment was received.

10. IDENTIFICATION OF FUTURE AGENDA ITEMS

Chair Weiss indicated the following:

1. The Truck Route Ordinance will be discussed at the next City Council meeting on September 20, 2011.
2. The Trails Subcommittee will meet on October 6, 2011, to discuss and make a recommendation to be presented to the Transportation Commission at their next meeting on October 20th.
3. Discussions on the Transportation Master Plan Update will be held over the next several months.

11. ADJOURNMENT

With no further business to discuss, Chair Weiss adjourned the Regular meeting at 7:30 p.m.

SUBMITTED BY:

Rose Arballo
Transportation Coordinator

***NOTE: These are summary action meeting minutes only. A complete copy of the audio/video recording is available at http://www.scottsdaleaz.gov/boards/Transp.asp**