



**SUMMARIZED MINUTES**

**CITY OF SCOTTSDALE  
TRANSPORTATION COMMISSION  
SPECIAL MEETING**

**THURSDAY, MARCH 25, 2015**

**AGAVE CONFERENCE ROOM  
ONE CIVIC CENTER  
7447 E. INDIAN SCHOOL ROAD, SUITE 205  
SCOTTSDALE, ARIZONA 85251**

**CALL TO ORDER**

Chair Olmsted called the Special meeting of the Scottsdale Transportation Commission to order at 7:31 p.m.

**1. ROLL CALL**

**PRESENT:** Steven Olmsted, Chair  
Paul Holley, Vice Chair  
Gary Bretz, Commissioner  
Barry Graham, Commissioner  
Robert Stickles, Commissioner  
Matthew Wright, Commissioner

**ABSENT:** Steven Rosenberg, Commissioner

**STAFF:** Rose Arballo, Transportation Commission Coordinator  
Paul Basha, Transportation Director  
Madeline Clemann, Transportation Planning and Transit Operations  
Manager

**GUEST:** David Scholefield, Chair - Tourism Development Commission

**2. PUBLIC COMMENT**

No public comment was received.

### **3. CAMELBACK TROLLEY, DOWNTOWN TROLLEY, AND DAY TRIPPER FUNDING**

Chair Olmsted indicated that the intent for this meeting is to continue discussion from the March 19 Commission meeting and consider making a recommendation to City Council regarding the use of operating and/or bed tax funds for the Camelback, Downtown, and Day Tripper trolleys. It was suggested that action for this item be considered as three separate issues.

Some highlights of the discussion included:

- Staff assured Commissioners that bed tax monies can be used for the Downtown Trolley and conforms to the City's ordinance regarding the use of bed taxes. A commissioner requested that the City's legal opinion regarding the legitimate use of bed taxes be provided in writing. Staff will ensure this is provided to Commissioners prior to the City Council meeting of April 14.
- After the Transportation Commission meeting of March 19, Transportation staff conducted Downtown Trolley rider surveys for at least five days. These Downtown Trolley surveys revealed that 81% of riders are out-of-town visitors, which includes seasonal visitors. Also, partial results were received from surveys of the Day Tripper conducted by the Tourism and Events Department. These Day Tripper surveys show that 51% of riders are out-of-town visitors.
- A Commissioner expressed that he is not in favor of re-appropriating funds from one government source to another. It is felt that municipal bodies will argue for their transportation systems as it is a vital transportation element for tourism. The Commissioner supports the Camelback and Downtown trolleys, and overall downtown network for residents and tourists moving forward.
- Staff noted that the estimated difference in downtown ridership between the peak tourist season of fall and winter is 2 ½ times greater than during the summer on a daily basis.
- Transportation Department staff has been tracking and providing daily ridership data to the Tourism Development Commission and Tourism and Events Department since the start of 2014-2015 season. Data shows that initially, ridership in January increased approximately 30% this year compared to last year; however, the amount of increase continued to decline as the season continued. Data also shows that prior to March 19, daily ridership totals this season have been less than daily ridership totals in the previous three years.
- With regards to discussion on funding of the Downtown trolley and use of bed tax, Commissioner Scholefield of the Tourism Development Commission indicated that there is \$1.5M that come out of bed taxes and added to the general fund. No money for a specific activity is earmarked. It is understood that this money could be used for transportation related activities, roads and streets, etc. It was indicated that the Tourism Development Commission has no position on whether or not to continue the Day Tripper in FY 15/16. As indicated at the March 19 Transportation Commission meeting, the Tourism Development Commission felt that more research was needed before a recommendation could be made. There is concern on the movement of \$300,000 from the Day Tripper to the Downtown trolley to afford funding for the Camelback trolley. There is also concern in what the definition is on what are considered tourism and events activities. It is felt there should be three separate issues that need to be acted on.

- Department staff clarified that transportation funds from the .02% sales tax, not general funds, are used to operate trolley service.

**CHAIR OLMSTED MOTIONED TO RECOMMEND TO CITY COUNCIL THAT THE DAY TRIPPER BE DISCONTINUED AT THE END OF THE CURRENT 2014/2015 SEASON. VICE CHAIR HOLLEY SECONDED THE MOTION, WHICH PASSED UNANIMOUSLY SIX (6) TO ZERO (0).**

**CHAIR OLMSTED MOTIONED TO RECOMMEND TO CITY COUNCIL THAT THE DOWNTOWN TROLLEY BE FUNDED WITH \$300,000 IN HOTEL BED TAXES PREVIOUSLY USED TO FUND THE DAY TRIPPER WITH A SUPPLEMENTAL \$150,000 IN TRANSPORTATION DEPARTMENT OPERATING FUNDS. COMMISSIONER BRETZ SECONDED THE MOTION, WHICH PASSED UNANIMOUSLY SIX (6) TO ZERO (0).**

**CHAIR OLMSTED MOTIONED TO RECOMMEND TO CITY COUNCIL THAT THE NEW CAMELBACK TROLLEY ROUTE BE FUNDED WITH \$385,000 IN TRANSPORTATION OPERATING FUNDS. COMMISSIONER GRAHAM SECONDED THE MOTION, WHICH CARRIED UNANIMOUSLY SIX (6) TO ZERO (0).**

**4. PUBLIC COMMENT**

No public comment was received.

**5. ADJOURNMENT**

With no further business to conduct, Chair Olmsted adjourned the regular meeting at 8:16 p.m.

SUBMITTED BY:

Rose Arballo  
Transportation Commission 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>**