



**CENTRAL YAVAPAI
METROPOLITAN PLANNING ORGANIZATION
TRANSIT TECHNICAL ADVISORY COMMITTEE**

**Friday, January 11, 2008
9:00 A.M.**

**Town of Prescott Valley
Town Hall Community Room #331**

**7501 E. Civic Circle
Prescott Valley, AZ 86314**

MEMBERS PRESENT:

Town of Prescott Valley
Yavapai County

Norm Davis
Mike Willett

MEMBERS UNABLE TO ATTEND:

City of Prescott
ADOT-Public Transportation Division

Craig McConnell
Matt Carpenter

AGENCY REPRESENTATIVES PRESENT

Town of Prescott Valley

Vice Mayor Harold Wise, Councilman Bob
Edwards, Al Sengstock

CYMPO ATTENDEES:

CYMPO Administrator
CYMPO Program Manager
CYMPO Administrative Assistant

Jodi Rooney
Joanne Scardina-Barr
Terri Ealy

ADDITIONAL ATTENDEES

Citizens
NAIC
Nova Asphalt Technology
Territorial Transit

Mike Thowson
David Quinn, Gwen James
Peggy Simpson
Lindsey Bell

MEETING MINUTES

1. **CALL TO ORDER:** The meeting was called to order at 9:05 AM.
2. **ROLL CALL – Joanne Scardina Barr, CYMPO Program Manager**
3. **PUBLIC COMMENT:** *The public may comment on individual agenda items, as each item is considered by the TAC, subject to a time limit of three (3) minutes.*

4. APPROVAL OF MINUTES: November 9, 2007

MOTION

Member Mike Willett introduced a motion to approve the T-TAC minutes of November 9, 2007.

Chairman Norm Davis seconded the motion.

VOTE ON THE MOTION

The motion passed unanimously.

5. TRANSIT SYSTEM MARKETING

David Quinn, NAIC

As an active transit supporter and member of the Northern Arizona Interfaith Council, Mr. Quinn provided a transit presentation encompassing marketing and PR suggestions to consider during the Transit Implementation Plan scope development and execution.

Resulting from the presentation, other ideas and suggestions mentioned were:

- consideration of environmentally sensitive and energy conscious vehicles
- focusing on the area's social need for public transit rather than traffic congestion reduction
- the importance of "branding" the system for internal organization incentives and external marketing
- utilization of NAIPTA as a resource given their transit experience
- transit tickets; short and long term passes, card readers, web based availability
- the importance of a "realistic" and reliable schedule to gain ridership trust
- the use of GPS vehicle systems and interactive technology at bus stops

Although the scope of work for the Transit Implementation Plan will not be developed until the completion of the consultant selection, these items, if not already included in the Statements of Qualifications submitted, can be added tasks. However, financially, due to the present Federal, State, regional and local economic conditions, each jurisdiction is currently evaluating and discussing budget reductions throughout their entities which may impact the inclusion of additional scope tasks and the transit timeline.

The T-TAC members asked Mr. Quinn to provide this presentation to the Executive Board at a later date yet to be determined.

**6. TRANSIT IMPLEMENTATION PLAN
REQUEST STATEMENTS of QUALIFICATIONS**

Norm Davis, Prescott Valley

Due to a Federal Express delivery misfortune, the T-TAC requested the City of Prescott's legal department review of its procurement guidelines to ascertain whether or not to accept the two Statements of Qualifications received after 2:00 PM on December 20, 2007. On January 7, 2008, the City Attorney's Office advised that the submittal date/time of 2:00 PM, December 20, 2007, could be waived on the basis of being in the best interests of the public, and the two (2) Statements of Qualifications could be considered on their merits. Given this guidance, the two (2) submissions were distributed to the T-TAC members for review and evaluation on January 8, 2007. Submittals were received by TransitPlus, a Colorado corporation and Transportation Management & Design, Inc. (TMD), based in Carlsbad, California.

T-TAC will request Executive Board consideration to authorize the review, evaluation, and identification of the top ranking firm for contract negotiations with the City of Prescott, on behalf of CYMPO.

MOTION

Member Mike Willett introduced a motion to request the Executive Board consider and authorize the T-TAC to review, evaluate and identify the top-ranked Statement of Qualification and direct the City of Prescott, on behalf of CYMPO, to proceed with contract negotiations at their January 23, 2008 meeting. Chairman Davis seconded the motion.

VOTE ON THE MOTION

The motion passed unanimously.

Each participating entity will be provided information for discussion at their respective council meetings to gain jurisdictional endorsements for the Transit Implementation Plan contract.

7. TRANSIT STAFFING

Mike Willett, Yavapai County

At their November 28, 2007, meeting, the Executive Board indicated their possible consideration of engaging a professional consultant to assist with transit related items and implementation study oversight until the need for permanent transit staff is determined.

The transit staffing discussion will be deferred until consultant contract negotiations have concluded and additional scope of work information is available. It is anticipated that at the February 8, 2008, T-TAC meeting, the committee will explore options including professional consultant identification, scope, cost, timeframe and merit for possible Executive Board consideration.

8. FTA TEAM SYSTEM AUTHORIZING RESOLUTION

Joanne Scardina-Barr, CYMPO Program Manager

Prior to grant application and submission, the FTA requires the Executive Board to execute an authorizing resolution for the CYMPO staff to perform various grant activities on their behalf.

MOTION

Member Mike Willett introduced a motion to forward the FTA authorizing resolution to the Executive Board for approval consideration and execution at their January 23, 2008 meeting. Chairman Norm Davis seconded the motion.

VOTE ON THE MOTION

The motion passed unanimously.

9. MISCELLANEOUS ANNOUNCEMENTS & CYMPO UPDATES

- On Friday, February 15, 2008, the annual Regional Transportation Coordination Plan and CYMPO/ADOT Workshops will be held at the Yavapai County Administration Building, Supervisors Boardroom, to assist the regional transportation providers with their program grant applications for Sections 5310, 5316 and 5317 along with the development of the 2008 Coordination Plan.

- In December 2007, the CYMPO staff submitted a grant application competing to attend a week-long, team building, mobility management conference orchestrated by Easter Seals. The CYMPO team is comprised of Steve Silvernale, Prescott Transit, Elizabeth Toone, New Horizons, Councilman Bob Luzius, City of Prescott, Ken Edwards, retired citizen, and Joanne Scardina-Barr, CYMPO. Grant award notification is anticipated during the week of January 15, 2008.

10. UPCOMING SCHEDULED MEETINGS

- * Rural Transportation Summit: Wednesday-Friday, January 16-18, 2008, Casa Grande, AZ (10th annual premier event for transportation planners and locally elected officials in Arizona.)
- * State Transportation Board: Friday, January 18, 2008, Casa Grande, AZ (at Rural Trans. Summit)
- * Executive Board Meeting: Wednesday, January 23, 2008, 6:00 P.M., YC Supervisors' Room (CYMPO Executive Board monthly meeting.)
- * Strategic Planning Session IV: Monday, February 4, 2008, 1:30 P.M., PV Community Room #331 (Work sessions to build the CYMPO Strategic Plan document.)
- * M-TAC Meeting: Thursday, February 7, 2008, 8:00 A.M., Prescott City Hall Council Chambers (CYMPO Multi-Modal Technical Advisory Committee monthly meeting.)
- * T-TAC Meeting: Friday, February 8, 2008, 9:00 A.M., PV Conference Community Room #331 (CYMPO Transit Technical Advisory Committee monthly meeting.)

11. ADJOURN MOTION

Member Mike Willett introduced a motion to adjourn the meeting at 10:30 AM. Chairman Norm Davis seconded the motion.

VOTE ON THE MOTION

The motion passed unanimously.