

Transit Advisory Board

Thursday, March 14, 2019

Alvarado Transit Center – 2nd Floor

100 1st St. SW

Albuquerque, NM 87102

**Members Present**

Brendan Miller, Chair (walked)

 Harris Balkin (car)

Nancy JonesFrancis (walked)

Patricia Salisbury (bus)

Rachel Hertzman (walked)

Steve Pilon (unknown)

Kimberly Andujo (bus)

Orville Pratt (bus)

David Kesner (car)

**Members Absent**

Warren Smith

Israel Chavez

 Geoff Zehnder

**Staff Members Present**

Bernie Toon, Transit Director (car); Keith Breitbach, Transit Marketing Director (car); Amanda Trujillo, Customer Service Supervisor (carpool); Yvette Garcia,(Car)

**Visitors Present**

Daniel Benitez (walked); Eddie Maestas (walked); Omar Torres (walked); Luis Colunga (bicycle)

**Call to Order**

Brendan Miller, Chair called the meeting to order at 4:02p.m.

**Approval of Agenda**

Brendan Miller, Chair made a motion to approve the March 14, 2019 agenda as presented. Nancy JonesFrancis seconded the motion. Motion approved unanimously, 9-0.

**Approval of Minutes**

Brendan Miller, Chair, made a motion that the January and February minutes be rejected and revised to be approved at the April meeting. Nancy JonesFrancis seconded the motion. Motion approved unanimously, 9-0.

**Public Comment**

Luis Colunga, Together for Brothers, spoke about the summer youth pass and when the initiative will start.

Omar Torres, Together for Brothers, would like to propose that all APS students receive free bus passes when presenting their student ID’s.

**Visitor Presentation’s**

Keith Breitbach, Transit Marketing Director, was emailed a series of questions from the TAB members, for instance, *will apps be updated? Is transit being marketed to hotels?* At this time 75 to 80 percent of the ABQ apps are being installed. We are working closely with our financial department to get additional resource to combine all the apps we have right now, so it can be more user friendly and easier to access. As of right now we have outreach programs as well as pilot programs to get information to other departments as well as the public.

*Will the Transit department look into various languages with regard to brochures and print? Do we market Transit with large events within the city and to the airport?* We are looking into being more aggressive as well as utilizing other resources. We do market with events throughout the city such as the state fair, river of lights, and the newspaper. We have reached out to the airport(s) planning department to see how we can work together to promote public bus use to and from the airport.

*How does Transit market to lower income individuals who don’t have access to a computer or cell phone?* We market by using radio, TV and other media outlets to inform the general public.

Response for Luis Colunga, Together for Brothers, the Transit department has purchased about ten thousand Summer Youth passes for one hundred days of travel, valid dates are May 20th through August 28th.

Keith Breitach, Transit Marketing Director, announced free transportation on all fixed route and Sun van services on April 25th for Earth Day.

**Ridership Report**

Yvette Garcia, Transit Department, reported February’s ridership was 698,976, 10.3% less than February 2018.  Most of the decline was on weekdays and Saturdays, which decreased 10.9% and 9.3% respectively.  Sundays decreased by only 2%. For FY 2019 total ridership is down 3.7%.  February’s average gas price was $0.21 a gallon less than February 2018’s average price.  After a long decline, since July, gas prices have started to rise again during the month of February.

**Director’s Report/Discussion**

Bernie Toon, Transit Director, reported the department has recently organized into interdisciplinary teams to tackle several significant projects that are key initiatives for 2019 and 2020. Transit is facing changing policy and infrastructure modernizations issues. The team approach allows us to bring expertise from all corners of the department, and, in some cases, also utilize expertise from other city departments.

The following initiative are using formally structure teams to develop solutions and approaches to longstanding issues, completions dates range from 2019 to 2020:

**Yale Facility Modernization**

*A brand new fueling station for all CNG buses, the facility is old and needs to be updated due to safety reasons, such as roof issues. This team will provide a list of what needs to be ungraded and a proposed budget to complete the upgrades.*

**Bus Stop Safety**

*This team will review input from riders, the city council, etc., regarding stops that are reported as unsafe, are in need of better lighting, and will review the location of the stops.*

**Route System Study**

*A number of cities have competed studies to increase ridership with varying degrees of success. This study will look at locations of bus stops if they intertwine with schools, popular locations, and making sure this intersect with ART.*

**Driver Recruitment Initiative**

*The driver shortage has decreased from 80 to 50. We have an agreement with CNM to assist with the department's driver recruitment effort. Director Toon will speak with CNM CDL students about recruitment 1 to 2 times per month to encourage students to consider ABQRide. We have also increased the salary of bus drivers.*

**ART Activation**

*Continuation of this project.*

**Facility Emergency Preparedness Plan**

*This team will review emergency situations ranging from flooding, tornados, and bomb threats, and develop appropriate response plans.*

The department is also working on the following initiatives, completions dates range from 2019 to 2020:

**Adopt-a-Stop**

*Staff is currently working on this project.*

**Driver Advisory Group**

**Customer Service Unit Overhaul/Training (Customer Service and Drivers)**

*Reviewing customer service duties.*

**Sun Van Online Booking**

*The department is reviewing options to make reservations available online, which will reduce call volume and hold time.*

**ABQRide Smartphone App Overhaul**

*Overhauling the apps we have for ABQRide to combine all apps into one.*

**Alvarado Transit Center Renovations**

**New CNG Refueling stations-retire facility at Yale/new Facility at Daytona**

**Daytona Facility Bus Service Lifts**

**Mechanic recruitment initiatives**

*The department will work with CNM to recruit mechanics to join ABQRide.*

**Unfinished Business**

None

**New Business**

None

**Announcements and Correspondence**

Keith Breitach, Transit Marketing Director, announced free transportation on all fixed route and Sun Van services on April 25th for Earth Day.

**Adjournment**

The TAB meeting was adjourned at 5:34p.m. by Brendan Miller, Chair.

**Next Meeting: Thursday April 11, 2019; 4:00pm at the ATC-2nd Floor**