

**Transit Advisory Board**

**Alvarado Transportation Center – 2nd Floor**

**Meeting Minutes**

**July 12, 2018**

**Board Members**

In Attendance:

Lucy Birbiglia, Nancy JonesFrancis, Brendan Miller, Harris Balkin, Rachel Hertzman, Patricia Salisbury, Orville Pratt, Geoff Zehnder

**Members of the Public**

In Attendance:

Daniel Benitez De Luna, Kathryn Arndt, Christopher Ramirez, Cristen Conley, Rene Fernandez, Sarah Kelly

**ABQ RIDE**

In Attendance:

Bernie Toon, Transit Director; Keith Breitbach, Marketing Coordinator; Amanda Trujillo, Customer Service Supervisor; Yvette Garcia, Administrative Assistant; Ernest Apodaca, Administrative Assistant

**Meeting Called to Order:**

Mr. Miller called the meeting to order at 11:47 AM. He then took roll and asked everyone that was in attendance what their mode of transportation to the meeting was: Brendan Miller-Walked, Lucy Birbiglia-Sun Van, Nancy JonesFrancis-Walked, Patricia Salisbury-Bus, Harris Balkin-Car, Rachel Hertzman-Biked, Orville Pratt-Bus, Bernie Toon-Car, Keith Breitbach-Car, Amanda Trujillo-Car, Yvette Garcia-Car, and Ernest Apodaca-Car

**Acceptance of Agenda:** All members of the board approved agenda.

**Approval of Minutes from May 10, 2018:**

All Members of the Board approved May 10, 2018 Minutes.

**Public Comment**

Ms. Kelly said it’s unfair that on Fourth of July, there is only park and ride service. Ms. Kelly believes the only thing good coming from that event was that bus drivers were given box lunches, which they should do every day. Ms. Arndt wanted verification about the free ride into downtown. The only sign she has seen is on 2nd Street between Silver and Gold. Mr. Miller wanted everyone to know that the free fare zone is between the railroad tracks at 8th Street and Lomas to Bridge Blvd. Ms. Arndt wanted to maybe beautify the bus stop benches more around the city. Mr. Ramirez is the director of “Together for Brothers”. He introduced one of the youths working with him. His name is Daniel Benitez De Luna. Mr. Ramirez stated for the past year, they have been working on a health pack assessment which is called a Youth Bus Pass. What this entails is the Mayor was able to offer free summer youth passes for 1,500 young people. Other projects that Mr. Ramirez and Together for Brothers are working on is “Global 505”. It is a network of immigrants and refugees surveying organizations, which provides different languages for individuals, better known as transit equity. Mr. Ramirez stated the way that he and the organization’s youth advertise Global 505 by wearing t-shirts and putting up poster in public spaces and talking to individuals about his new project. Ms. Conley voiced her concerns about not having multilingual signage for Transit, which would make it impractical for ART. She would like to see more signage for bilingual immigrants. Mr. Miller want to address a situation that happened, Saturday, June 23, as he was waiting for the #5-Montgomery/Carlisle/Lomas going North across on Lomas. He was tracking the bus on his app and never came to the stop he was supposed to be at. He called 311. Nothing was resolved, so he had to take Uber to get back to his vehicle. Mr. Toon stated he will definitely look into what happened to that bus and will get back to Mr. Miller thru email. Ms. JonesFrancis was at a concert at the Botanical Gardens late night when she took the #766-Rapid Ride to the concert with the plan on taking the last #766 bus back to her car. She stated she left the concert early to catch the last bus. When walking to the bus stop, she saw the 766 go by. In most cases the bus is running behind. But in this case the bus was running HOT which means that the bus is arriving at stops early. She feels like Dispatch needs to do a better job at monitoring buses. Ms. Birbiglia wanted to nominate Brendan Miller to be Chairman. Ms. Birbiglia would like to thank Cristen Conley for her years of service on the board. She said Ms. Conley has been wonderful and a true asset to the board and will truly miss her. All members of the board were in favor of having Brendan Miller as Chairman for the Transit Advisory Board. All board members voted to wait until next month to nominate a board member to be Vice Chairman. All Members of the board accepted the resolution for the change of chairs.

**Presentations from Keith Breitbach, Marketing Coordinator**

**Mr.** Keith Breitbach is the Marking Coordinator for Transit. Mr. Breitbach stated that they are in the process of starting up ART. He said the department has a target date of late October to mid-November to start partial service. He added that ABQ RIDE is in the process of developing a public education campaign; how they will get the word out and working with the public on an education campaign for ART. Mr. Breitbach stated that he and his team are also working on other projects and doing other community outreach. For instance, they recently announced a Dump the Pump/Ride Free Day, where on June 21 they offered passengers a ride on ABQ RIDE buses for free. The ridership for that day was at about 4,000 additional riders and about a 10% increase from the same day last year. Ms. Arndt wanted to know if marketing was putting up on billboards around the city the same information going into posters on the buses to let the public know. Ms. Arndt stated this was necessary for people like her that do not watch television or have a smart phone or a computer. Mr. Breitbach asked Ms. Arndt how she consumed her information; how does someone get a hold of her. Ms. Arndt stated she communicated thru Facebook. Mr. Breitbach stated that would be the first step to get information on what’s going on with ART and the Transit Department. Ms. JonesFrancis wanting to know if Transit was getting away from advertisements on outside of the buses. Mr. Breitbach replied to Ms. JonesFrancis that since technology is becoming the new way to navigate information, ABQ RIDE is trying to steer away from those advertisements on the outside of the buses. Mr. Breitbach talked about how he and his marketing team have developed a system to engage with other city departments and looking at ways to get new colorful, more eye catching visuals and messaging. He said the department’s goal is to make it more of a friendly, positive and uplifting experience for people. Mr. Breitbach spoke about the several apps that ABQ RIDE provides. They have would like to eventually combine them those apps and make one big iteration of this app to make it easy to navigate. Mr. Breitbach would like to roll out this new app with the launching of ART. Mr. Ramirez wanting to make a suggestion in regards to the ART kiosks, because he heard there were possibilities that they could have multi-language features. As far as he knows, it is something Transit can do, but has not done. But if these apps could be given multi-language capabilities, this would be a great benefit and a helpful experience for individuals.

**Chairpersons’ report**

Mr. Miller wanted to thank Ms. Conley on years of service to the board.

**Director’s report**

Mr. Toon stated he is now four months into the job of Transit Director. Mr. Toon wanted to thank Keith Breitbach and his staff, who have brought a level of energy to the department. Mr. Toon wanted to thank Cristen Conley for the years she served on the board. He said the Transit Advisory Board is very important to get more feedback on what the department needs and to address issues the department needs to improve. Regarding the ART system, Mr. Toon said the infrastructure is about 95% complete. He added ABQ RIDE has been testing the systems like 311, 911 response and the monitors on the platform, and you will still see some work going on with some of the ART stops. As for driver training, Mr. Toon said that will begin this month (July), will take 14 weeks and will be finalizing the whole protocol for the drivers’ training. When the drivers start to drive the ART buses, they will be on set routes for about two weeks to get familiar and comfortable while driving them. Mr. Toon said that the department has somewhat of an education program for the public because they will be seeing the ART buses moving thru the corridor. Drivers also will be training all hours on the day, from which ABQ RIDE will gather data about the buses and battery issues. All the data will be folded into Transit’s final negotiations with BYD, which is the bus company who has made the ART buses. In the short term, the issues the department has been having; it has had long discussions with BYD on how the company will be fixing the buses and paying for the chargers these buses have. The department is getting to a point where bus charging has affected the mileage and range issue and Transit is in negotiations about those problems. BYD will be paying for three additional charging stations at the transit centers, in addition to the main charging stations at the Dayton Facility. Buses will also be charging at night. This will give a sufficient charge thru out the day. Ms. Conley asked whether the additional charging will reduce the charging life. Mr. Toon stated that he don’t know the answer for that, but that Transit will have a new generation of batteries that should be coming out soon. Mr. Balkin asked how many bus do we have now and how many more we will be sending back? Mr. Toon stated Transit has 15 bus on site. He said Transit believe it can run 8 to 10 buses on service. Also, there are five busses that remain in California that are ready and will be shipped to complete the order. Originally, we had refused to take delivery of those busses, not because anything we’ve seen, Transit wasn’t going to accept those busses right now. Mr. Toon added he was confident that those buses can run, but problems could still manifest themselves. He added Transit was unsure how many busses it would like to keep.

**Unfinished business**

All in favor of the board agreeing to postpone the unfinished business until next meeting.

**Meeting adjourned at 1:17pm**