

**Transit Advisory Board**

**Alvarado Transportation Center – 2nd Floor**

**Meeting Minutes**

**December 8, 2016**

**Board Members**

In Attendance:

Harris Balkin, Cristen Conley, David Kesner , Brendan Miller, Orville Pratt, Willie Richardson, Patricia Salisbury, Warren Smith, Bob Tilley

**Members of the Public**

In Attendance:

Judy Hatfield, Cheryl Hunt, Will Maus

**ABQ Ride**

In Attendance:

Annette Paez, Associate Director; Sandra Saiz, ABQ Ride Supervisor; Amanda Trujillo, Customer Service Supervisor

**Guest Speakers:**

Katherine Anzures, ABQ Ride Marketing Specialist; Katherine Cordova, Public Engagement Coordinator; Vanessa Roanhorse, Consultant Small Business Collaborative

**Meeting Called to Order:**

Ms. Conley called the meeting to order at 11:47 AM. She then took roll and asked everyone that was in attendance what their mode of transportation to the meeting was.

**Acceptance of Agenda:**

Ms. Conley asked for approval of the Agenda. Ms. Salisbury motioned to accept the Agenda, Mr. Smith Second the motion. The Agenda was approved.

**Approval of Minutes from November:**

Ms. Conley asked for approval of the Minutes. All members of the board agreed. The Meeting Minutes were approved.

**Public Comment:**

Ms. Conley read a comment that was forwarded to her by way of KOB. The comment read “For the last couple of months the only people who have heard about the ART construction/project are the drivers and business owners that are affected by it, now it’s time for the commuters to be heard. Due to the construction of ART, several consecutive bus stops have been closed causing delays and confusion for the people who live around these bus stops. It is becoming ridiculous trying to get to school or work because you never know what bus stops are going to be closed not to mention the deplorable condition of the bus stops and the deplorable people the bus drivers are allowing on the buses. The buses have only gotten worse and so much more unsafe that I have seen in my eighteen plus years as a commuter”.

Ms. Hunt expressed her concern about a driver that was not stopping at the bus stops. Ms. Hunt says he stops a few yards after the bus stop and had a bad attitude when she brought this to his attention. She provided us with the drivers name and the number of the bus. She also mentioned that she would like to see the lobby at the ATC open on Sundays.

Mr. Pratt stated that a Citizen was trying to get on the bus with a comfort animal and the animal did not have a muzzle or a leash and was not in a kennel. The driver explained the policy to the citizen, the citizen was not happy but got off the bus. Mr. Pratt was impressed with the way the driver handled the situation. The driver told Mr. Pratt that he had gone to a meeting earlier in the week and was taught how to handle situations like this.

Mr. Miller stated that the bus stop on Coors and La Orilla Southbound has been closed for the past few months due to construction on the new brew house that just opened. Mr. Miller says there is a bench now but no bus stop sign and would like to know when the sign will be back and when the bus stop will be officially open. Ms. Paez said she would check on that and get back to him. Mr. Miller also stated that he would like Route 157 to service Winrock Center.

Ms. Salisbury stated that she would like full service on the Friday after Thanksgiving, Route 8 to service Coronado Center, Route 8 to stay with the same weekday schedule on the weekends, and would also like Route 157 to service Winrock Center.

Mr. Balkin said he had a meeting with Mr. Rizzieri and his suggestion was to have the board members attend City Council meetings. Mr. Balkin suggested to the board members that they take turns attending the City Council meetings because that’s where the budgets are approved for changes that need to be made. Mr. Balkin also stated that the dispatchers and drivers must have better communication when it comes to making transfers. He said that the drivers who are supposed to wait are not getting the message.

Ms. Conley stated that she agrees that they must meet with City Council members and that’s why she is working on a letter that is going to our Civic Leaders and will add the comments from today’s meeting. She agrees that if we don’t have the funding we don’t have the ability to make improvements. She encouraged the board members and members of the public to stay in touch with their City Councilors.

**Announcements:**

Ms. Conley informed everyone that there was a fire in the Carlisle Condominiums that is under construction on Central and it is adding to the challenges, particularly to the merchants, in the area of the ART construction. She also stated that it was challenging getting to the Bio Park.

**Presentation**

Katherine Anzures gave a presentation on 66 reasons to Love Route 66. The City of Albuquerque Transit Department is providing an incentive program to encourage customers to support local businesses in the ART corridor during Construction. This includes webpage and mobile construction application that lists participating businesses, social media posts, and posters along the corridor and in buses. It also includes contests, giveaways and special events. ABQ Ride is also hosting events in different neighborhoods called ARTBeat in the Streets. This is also meant to encourage people to shop the corridor. Events will organize and publicize live performances and visual arts in conjunction with shopping events that invite customers to visit retail shops and restaurants near active construction zones.

Mr. Balkin asked if there was a way to add the events to the ART Construction updates. Ms. Cordova stated that there are links on the web site and one of the links is for events. She said she will work on making it more visible. Ms. Cordova also said she would add all the board members to the weekly events email list. She also encouraged board members to invite people to join the “Road Barrel Buyers” and/or “Meet me on Central”. They are local citizen activist groups that encourage people to shop and patronize businesses on Central.

Ms. Roanhorse is a consultant with the Small Business Resource Collaborative. She explained how she helps prepare small business who rely on walk-in traffic along the Central Avenue Corridor from Coors to Louisiana. Her team has been walking into businesses along the Central Corridor since February letting owners know that they are here to help them. They focus on two strategies. The first one focuses on customer retention opportunities. She talks to owners about using social media, keeping customer contact information, making sure their “open sign” is visible, etc. The second strategy focuses on technical systems. The team looks at POS systems, inventory systems, supply chains, they look at who their marketing audience is and how they advertise to them. They also can take a look at financial aspects of the business like how the business was doing before the ART construction and how it’s doing now. She closed out the presentation by giving out her business cards and telling the board members that if they know anybody who can use the assistance of the Small Business Resource Collaborative, please ask those individuals to call her.

**Unfinished Business**

Ms. Conley asked the board members if they knew what happened with the proposed Central Avenue Business Advisory Board. Catherine Cordova said that a list of potential members has been compiled, it’s at City Council and is working its way through the committee process. Catherine also gave the members an update on the construction process.

Annette Paez informed the board members and members of the public that the City of Albuquerque will be holding a press-conference at 4:00 pm on Friday, December 9, 2016 to inform the citizens of Albuquerque that starting December 10, 2016 through January 8, 2017, there will not be a fare for routes 766, 777, 790 and 66, Monday through Friday from 4:30 pm to 9:00 pm, and all day on Saturdays and Sundays.

Ms. Conley and Mr.Tilley are in discussions regarding logical groups for coalition building or to with whom to improve communication. Possible groups including the Convention Center, Commission for the Blind, the Airport, various hotels, etc. Ms. Conley encouraged all board members to do the same.

**Meeting adjourned**

The meeting adjourned at 1:10