

CITIZEN'S ADVISORY COMMITTEE (CAC)
OF THE MASS TRANSIT DEPARTMENT BOARD (MTDB)

April 13, 2022

MEETING MINUTES

1. Call to Order and Roll Call

Meeting was called to order at 3:01PM. The following Committee Members answered to roll call

District	Name	Present	Absent
Mayor	Rosalie O. Yanez		X
D1	Alec Mondello		X
D2	Elisa M. Tamayo	X	
D3	Maria C. Flores	X	
D4	Rebecca Hernandez		X
D5	Aziz Afravi	X	
D6	Phillip Thomas Laign	X	
D7	Sylvia Carreon	X	
D8	Leah Wood		X
Alternate	Mark Steele		X

2. Approval of March 9, 2022 minutes

Motion made by Board Member Flores, seconded by Board Member Tamayo and unanimously carried to **APPROVE** the minutes of the previous CAC meeting

3. Public Comment

There was no public comment

4. Discussion on how fixed route reporting numbers are calculated

Item was moved to the end of the agenda. Item was then **POSTPONED** due to being covered by requested items in agenda item 11.

5. Discussion and action for training call-takers to direct riders to nearest bus stop

City employee Ellen Smyth explained that the technology exists and is used at the Airport that allows a caller to be directed to their location. In order for Sun Metro to do that, there would have to be a way to track the caller's location. An app that allows this has been added to the 5 year capital plan. Board Chair Laign asked if a call-taker could direct a caller to the closest stop. Board member Afravi explained his intention was to see if call-takers could guide an individual who knows what stop they're currently at to the correct bus and routing. Ms. Smyth explained call takers already can do this and showed an example of a map of bus stops that call-takers have access to. **NO ACTION** taken on this item.

6. Discussion and action on approving Dr. Antoinette Howard as an alternate member

Board Member Afravi asked that either the candidate attend the next meeting or a resume for each candidate be provided to the board members ahead of time. Motion made by Board Member Flores, seconded by Board Member Tamayo and unanimously carried to **POSTPONE** this item.

7. Discussion and action on approving Lori Ray as an alternate member

Motion made by Board Member Flores, seconded by Board Member Tamayo and unanimously carried to **POSTPONE** this item.

8. Discussion and action on approving Oscar Lozoya as an alternate member

Motion made by Board Member Flores, seconded by Board Member Tamayo and unanimously carried to **POSTPONE** this item.

9. Discussion on the downtown I-10 Bike/Pedestrian committee

Ms. Smyth explained that she spoke at a public meeting for the I-10 Bike/Pedestrian project. Motion made by Board Member Afravi, seconded by Board Member Carreon, and unanimously carried to **DELETE** this item.

10. Discussion on a campaign to encourage ridership due to high gas prices

Ms. Smyth explained that a campaign titled "Be a Hero, Ride the Bus" is already being promoted by the Public Information Officers and shared an image. Board Chair Laign indicated he liked the design and that it was very timely. Board Member Tamayo asked if there was a budget to sponsor ads. Ms. Smyth explained that billboards and TV ads are expensive, but a PSA on the radio might be more feasible. Board Member Tamayo asked if local non-profits and Emergency Health Network could be notified of the campaign. Board Member Carreon recommended having a design competition with the local high school students to develop an ad.

11. Opportunity for Committee members to request a staff report on items of interest over which the Board has authority – Discussion of items announced at this meeting will take place during the next regularly scheduled meeting

Board Member Afravi requested quarterly updates on LIFT and fixed-route performance measures. Board Member Afravi also requested that board members who regularly don't attend the meeting be removed from the committee. Ms. Smyth advised that an ordinance revision was being worked on that would address this issue.

12. Call to Adjourn meeting

Motion made by Board Member Tamayo, seconded by Board Member Afravi and unanimously carried to **ADJOURN** at 3:47PM

Approved as to content:



Ellen A. Smyth, P.E. Managing Director / Board Secretary

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