

Attending:

Committee Members: Dave Erb, Tom Tomlin, Bruce Emory, Julie Mayfield, Adam Charnack, Calvin Allen

City/ART Staff: Yuri Koslen, Rose Christian

Community Members: Andre Wilson, Krystal Brown, Darlene Hamlin, James Gambrell, Amy Cantrell, Vicki Meath, Sabrah n'haRaven, T. J. Amos, Joy Henderson, Maggie Belle Gladden, Angie Babb, Diane ?

3:36 pm - Opening of Meeting

Julie opened the meeting. Members introduced themselves. Julie requested (and TC accepted) that Fare Free Zone and Advertising Policy discussions be moved to first item under Old Business.

7 April 2015 Minutes - Tom moved to approve, Adam seconded. Unanimous approval. Yuri reported that minutes and agendas (with attachments) will be posted on MMTTC webpage.

3:42 pm - Public Comment I

Darlene Hamlin has concerns about the stability of the ground at the bus stop above K-Mart.

3:47 pm – TC Experiences Riding the Bus

abbreviated due to large public attendance

3:49 pm – Old Business

Fare Free Zone:

Yuri did not have information on why the Fare Free Zone was created, but he did report that annual usage is about 11,000 (of 1.4 million) rides, of which about 10 percent are ART employees and their families. Staff wants to include Fare Free Zone as part of overall (and multi-year) fee discussion in the July/August time frame. Drivers have raised issues of the difficulty of implementation and enforcement. Route revision has also confused the boundaries of the Zone. No decision is imminent before summer, so TC decided to take public comment today, but not take any sort of vote.

James Gambrell suggested that FFZ riders be asked to sit in the "princess chairs."

Brian Alexander read a letter from Homeless Initiative Advisory Committee (see attachment). HIAC has voted unanimously to oppose the elimination of the FFZ, due to its usefulness in helping social service clients access services, and would like to see the FFZ expanded to include facilities (YWCA, Minnie Jones, Pisgah Legal) and grocery stores near downtown. The letter states that the FFZ was created years ago at the recommendation of service providers to facilitate their clients moving around town without having to pay bus fare for each ride.

Amy Cantrell (People's Voice) reiterated the fact that the most vulnerable citizens are the ones who will be most impacted by elimination of the FFZ. She requested that driver energy be directed away from enforcement and towards more productive ends, due to limited payoff from enforcement. She also raised concerns about framing the issue as a fare discussion, and requested that TC and Staff consider the issue more of a service discussion.

Vicki Meath (Just Economics) echoed other speakers, offered assistance in helping staff resolve any challenges, and pointed out the relatively small gains to be realized from stronger enforcement.

Advertising Policy:

Yuri clarified the City's revised Transit Advertising Policy, emphasized the "nonpublic" nature of the forum.

Sabrah n'haRaven emphasized that bus riders are a captive audience, and deserve more protection from

advertisers than is appropriate for radio, TV, etc. She also requested clarification about the types of ads and requirements for governmental participation.

Adam is supportive of a less restrictive policy, as long as it follows the listed Standards. Bruce supports opening it up even further, potentially including religion and politics. Dave requested that any discussion of more openness keep the captive nature of the audience foremost in mind. Julie requested that TC members explore what is done at other transit properties, and that we hold a discussion about appropriate ways to open things up.

TC Goals:

Super Service -

Adam, Ed, and Brooke have met, and are researching pilot projects and potential costs and benefits.

Coordination with County -

TMP Update will include consideration of opportunities to involve the county. County won't be including any extra in their upcoming budget for Transit.

Increasing Funding -

Group will reconvene before the end of May.

Strive Not to Drive:

Present fees and charges structure includes a full week of 25 cent fares, but doesn't allow a fare free day. This isn't changing in FY16, either. MMTC has requested a fare free day for this year, with an amendment to fees and charges for next year. Dave moved, Calvin seconded, unanimous approval for request to Council for fare free day this year and amendment to fees and charges going forward.

Bruce, Julie, and Dave will staff table at Transit Center from 7-9am on Wed, 20 May.

MMTC Update:

Capital Improvement Projects budget deferring Charlotte St. improvements in order to pull money forward into neighborhood sidewalk improvements. No money has been allocated for planning, feasibility studies, and the like. Part of the squeeze is because the bulk of the \$49 million allocation is going to RADTIP.

4:57 pm – Staff Updates

Julie relayed Mariate's request that TC members help Staff with RFP for TMP Update. Adam (primary) and Bruce (back-up) volunteered.

ART Station RFQ goes out soon.

Asheville In Motion study will be looking for planning funding.

Improved ridership data format will debut in July, TC will get preview next month. APC gives more accurate count, with significant variation from farebox numbers. Adam raised concerns about the discrepancy.

5:19 pm – Agenda Items for Next Meeting

advertising policy, SNTD wrap-up, TC members' summer schedules

5:20 pm – Meeting Adjourned