

MINUTES
REGULAR WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
September 6, 2011
5:00 p.m.

CALL TO ORDER

Mayor Krieger called the City Council meeting to order.

Councilmembers Present: Stuart, Mendoza, Beeson, McClendon, Brooks and Mayor Krieger
Councilmembers Absent: Johnson
Staffmembers Present: City Administrator, Greg Wilkinson
Human Resources Director, Jack Dodd
Various Department Heads or their representatives
City Clerk, Lynda Bushong

- I. **REGULAR CITY COUNCIL MEETING AGENDA OF SEPTEMBER 7, 2011** – no discussion
- II. **YUMA COUNTY INTERGOVERNMENTAL PUBLIC TRANSPORTATION AUTHORITY**

Jon Andoh, Transit Director, Yuma County Intergovernmental Public Transportation Authority (YCIPTA), gave the following briefing. His handouts included a detailed monthly summary for Fiscal Year 2010-2011 of the Yuma County Area Transit and Greater Yuma Area Dial-A-Ride activities.

Yuma County Area Transit (YCAT)

- Currently, six fixed routes serve the Cities of Yuma, Somerton, and San Luis, the Town of Wellton and unincorporated areas in Yuma County.
- Buses run from 6:00 a.m. to 6:00 p.m.
- All routes connect to the bus stop located near Target, in the Yuma Palms Shopping Center, as well as the Avenue B/26th Street Wal-Mart.

Greater Yuma Area Dial-A-Ride (DAR)

- DAR is a demand/response service operated throughout southwest Yuma County for seniors aged 60+ and persons with disabilities.
- Provides complimentary paratransit service within a ¼ mile proximity to YCAT routes for those whose disability prevents their use of or access to YCAT
- The greater service area covers: Cities of Yuma, Somerton, and San Luis, the Towns of Wellton and Winterhaven, the Cocopah Indian Tribe and unincorporated areas in Yuma County, including Dome Valley, Dateland, and the Yuma Proving Grounds.

Current passenger amenities

- 105 bus stops; 20 bus shelters
- A Request for Proposals for advertising on the buses and bus shelters will be issued in later in the month in an effort to generate additional revenues.
 - YCIPTA will work with each municipality to ensure any advertising complies with their respective city codes.

Current YCAT and DAR Operator: First Transit Bus Service Solutions Company (First Transit)

- First Transit is the nation's leading bus transportation provider, having 50 years of experience across North America.
- First Transit has been under contract to YMPO since September 2009 to operate YCAT
 - Successful in receiving a 3-year agreement, with option to renew
- Also operates Valley Metro in Phoenix and Imperial Valley Transit in Imperial County, California
- The company is responsible for the operations and maintenance of the transit system, which includes hiring and maintaining staff, dispatching vehicles, operating and maintaining the buses, maintaining the bus stops, processing DAR registration and managing the bus pass sales outlet operation.

Fiscal Year 2009-2010 Performance

- Subsequent to the elimination of the Blue and Red routes, the YCAT transit system carried 264,564 unlinked passenger trips. Unlinked passenger trips could include one passenger making multiple trips on various routes throughout the system.
 - 244,022 YCAT fixed route riders
 - 20,525 DAR riders
- Farebox recovery ratio: 14.17%
 - Passengers: 14% of the revenues
 - Grants from the Federal Transit Administration (FTA): 50% of system costs
 - Local municipalities and in-kind contributions: 35.83% of the system costs
- Ridership – overall average: 7 passengers per hour
 - YCAT systemwide: 10.20 passengers per hour
 - DAR: 1.76 passengers per hour
- Subsidy – overall annual average: \$7.94 per passenger
 - YCAT: \$5.25
 - DAR: \$40.10
- YCIPTA intends to develop performance standards to ensure that the routes are operating efficiently. The results of these performance measures will help YCIPTA make recommendations relative to specific routes.

What is YCIPTA?

- Under state law (ARS Title 28), an intergovernmental public transportation authority (IPTA) may be formed by any county in Arizona having a population of 200,000 persons or less.
- The Yuma Metropolitan Planning Organization (YMPO) created a subcommittee in August 2010 to develop a new governance structure for public transit management and, in April 2011, adopted the 2012 Overall Work Program.
- YCIPTA was created by the Yuma County Board of Supervisors on December 13, 2010 for the purpose of administering, planning and operating public transit services throughout Yuma County.
 - The Town of Wellton and Cities of Somerton, San Luis and Yuma petitioned Yuma County to form the IPTA; Northern Arizona University (NAU) petitioned the County to join the IPTA.
- On August 11, 2011, YMPO adopted a resolution stating its to transfer transit operations to YCIPTA, with a transition completion target date of July 1, 2012.
 - Financial support: FTA funding currently used to support YCAT and DAR through YMPO will be used by YCIPTA subsequent to YCIPTA's designation as grantee. YCIPTA would receive local match funding from governmental and educational entities.

- YMPO desires to return to its previous function - that of providing regional transportation planning – by allowing YCIPTA to administer and operate public transit services in Yuma County.
- YCIPTA Board of Directors met for the first time on January 24, 2011.
 - Boardmembers:
 - Chairman, Robert Pickels - Yuma County
 - Vice Chairman, Greg Wilkinson – City of Yuma
 - Larry Gould – Northern Arizona University (NAU)
 - Glenn Mayle – Arizona Western College (AWC)
 - Ralph Velez – City of San Luis
 - Rodney Rinehart – Town of Wellton
 - Bill Lee – City of Somerton
 - Transit Director
 - Jon Andoh
 - Lifelong interest in public transit systems
 - 10 years experience working with small and rural public transit systems; experience in implementing new fixed routes and demand/response services, obtaining FTA grantee status and identifying funding sources.
 - Certified Community Transit Manager by the Community Transportation Association of America
 - Recently afforded recognition in Mass Transit Magazine: named in the “top 40 under 40.”
 - Contract Administrator and Transit Planner positions will be filled in ensuing months.

Funding for YCIPTA:

Contributions FY 11-12		
Agency	Funding	%
Yuma County	\$ 154,960	30.30%
City of Yuma	\$ 200,000	39.10%
City of Somerton	\$ 29,919	5.85%
Town of Wellton	\$ 14,499	2.83%
City of San Luis	\$ 70,572	13.80%
Cocopah Tribe	\$ 41,496	8.11%
Arizona Western College	\$ -	0.00%
Northern Arizona University	\$ -	0.00%
TOTAL	\$ 511,446	100.00%

- YCIPTA is working with AWC and NAU to implement a student fee.

Transition

- YCIPTA’s FTA grantee status is pending approval; for the time being YCIPTA has an Intergovernmental Agreement with YMPO to manage the day-to-day operations of the system with YCIPTA making recommendations to YMPO, pending direct assumption of operational oversight mid-year 2012.

- As Transit Director, he is working on a draft transition plan which will go before the YCIPTA Board for consideration in October and final adoption in November, 2011.
- Once YCIPTA demonstrates its legal, financial, technical and managerial capacity to the FTA, it will assume transit operational responsibility and receive federal funding directly.
- YMPO's oversight ends on June 30, 2012 and, thereupon, YCIPTA can apply for a new FTA grant.

Draft Schedule:

Transition Implementation Schedule	
June 7, 2011	
Action	Draft Schedule
Continue Work on Transit Study, Perform Passenger Survey, Hold Public Meetings	June 2011-December 2012
Transit Director Starts	July 5, 2011
Learn Operations, Meet Partner Agencies, Observe and Research	July 2011
Draft Transition Plan, Bylaws, Governing Documents	August-October 2011
Finalize YCIPTA Agreements in Task 2 Necessary for Agency Operations	August-December 2011
Finalize YCIPTA Operations Identified in Task 2 Necessary for Agency Operations	August 2011-January 2012
Develop and Adopt Interim Agreement with YMPO to manage Transit Operations	August 2011
Develop Agreements for Use of Assets, Facilities, etc with YMPO	September 2011
YCIPTA and YMPO Adopt Agreements	September 2011
Interim Service Adjustments to Match Available Funding	September 2011
Prepare FTA Compliance Documents	September 2011-December 2011
Develop Agreements for Use of Assets, Facilities, etc with YMPO	September 2011-December 2011
Transition Plan Reviewed By Member Agencies and YMPO	October 2011
Transition Plan Adopted by Member Agencies and YMPO	November 2011
Transition Plan Adopted by YCIPTA	November 2011
Start Recruitment of Contract Administrator and Hire	December 2011-February 2012
Obtain FTA Grantee Status	January 2012
Transition of Service Agreements from YMPO to YCIPTA	January 2012-March 2012
YCIPTA Adopts Transit Study	January 2012
YCIPTA Adopts Service Changes Based on Transit Study	March 2012-July 2012
FTA Grantee Status Approved	March 2012
Transfer of Assets Completed	July 2012
Formal Transfer of Transit Operations Completed	July 2012

Upcoming activities:

- Finalize the Yuma Regional Transit Study with Yuma County and Arizona Department of Transportation
 - Will guide the next 10 years of the transit system
 - Will satisfy YCIPTA survey requirements
- Evaluate the transit system in terms of new service delivery methods and fare structure and development

- Explore the possibility of implementing a countywide excise tax or creating a regional transportation authority with taxing capability.
- Coordinate with AWC and NAU to add a student fee for YCAT services.
- Implement advertising and promotions to increase community awareness of transit services; develop website and add bus routes to Google Transit.
- Pursue participation in Greyhound Rural Feeder Program so that passengers can transit seamlessly from Greyhound to YCAT.
- Add amenities to bus stops and improve bus stop access
- Complete transition activities from YMPO to YCIPTA by June 30, 2012.
- Gain FTA grantee status by June 30, 2012
- Implement new programs to attract ridership, such as selling newspapers onboard
- Designate each bus as a safe place for youth in trouble
- Partner with the Yuma County Chamber of Commerce to encourage riders to shop local and especially with those businesses that offer bus subsidies to their clientele.
- Encourage public participation in YCIPTA Board meetings; the Board meets on the 4th Monday of each month at Aldrich Hall, located near Walmart West at 1:30 p.m.
- Develop performance measures to ensure routes and services are operating efficiently.
- Develop YCIPTA's mission statement and attendant Vision, Goals and Objectives

Discussion

Mayor Krieger asked if there is any way to target advertising in the Wellton area, to encourage people – especially winter visitors – to ride the bus to the Yuma Palms Shopping Center and help fill up the buses. This is a lot of expense for 7 riders per hour. **Andoh:** YCIPTA is already working on strategies to increase productivity in the Wellton area – the Orange Route. One idea is to implement a deviated fixed route that uses a smaller bus for both YCAT and DAR functions - rather than operating two vehicles - a fixed route and a demand/response vehicle – in the area. They are also looking to adjust the schedule so that the bus would be available only when people want it. Wellton's Town Manager has agreed to target RV parks for special marketing, letting those residents know there is a transit system in their area – its stops and times – that can take them to the Foothills and Yuma and can connect to Yuma's greater YCAT system. That outreach will begin in October. **Mayor Krieger:** Wellton contributes only 2% to transit systems costs, yet it is a more costly endeavor to drive to Wellton. Working to balance the costs with increased sales tax revenues from Wellton residents in Yuma shops would be greatly appreciated.

Mayor Krieger: What about bus service to/from Quartzite? **Andoh:** Quartzite has a transit system with service to Yuma every Wednesday. Perhaps YCIPTA could work with the Quartzite transit authority to help make everyone – in both communities – aware of the opportunities, including connectivity with Greyhound.

Brooks noted there is no transit service for the south end of town and the route to Marine Corps Air Station – Yuma (MCAS) has been suspended. **Andoh:** First Transit is currently completing a comprehensive review of the system; he expects to see their analysis and recommendations tomorrow. The study is looking at streamlining the system in a number of ways: making the buses faster, the schedules easier to understand, and routing buses only on streets where they are wanted. Currently, YCAT and DAR total 31,500 hours of travel. First Transit will also be studying how to restore the Red Route (service from Yuma Palms Shopping Center to 3rd Street and 8th Street) and modify its configuration to the commercial district via 4th Avenue; modify the Green Route (service from Yuma

Palms Shopping Center traveling via Pacific Avenue, 32nd Street, 40th Street, Avenue A, 24th Street, Vaughn Avenue, Mary Avenue, 3rd Street and Redondo Drive) to provide a direct connection between MCAS and military housing; tweak the Yellow Route (service from Yuma Palms Shopping Center to San Luis via Somerton, Cocopah Casino and southwestern Yuma, traveling along US 95 and 24th Street) and the Purple Route (crosstown service from Cocopah RV Resort to Cocopah West Reservation via Hope Avenue, Vaughn Avenue, Mary Avenue, 3rd Street and Redondo Drive) to reduce route duplication and cover certain previously unserved areas where there is a demand. These changes should give certain areas better service without restoring the former Red and Blue routes. The Blue route was the most unproductive in the former configurations; it covered a lot of distance with no ridership. First Transit will look at streamlining the Orange Route (service from Yuma Palms Shopping Center to Wellton via AWC/NAU and Fortuna Foothills via Gila Bend Road and Highway 80) as previously referred to and increasing the level of service to AWC/NAU where there is a great need to get students to the college area during peak and evening hours. Recommendations for changes will be presented to YCIPTA and, with its concurrence, they may go to the public for its feedback.

Stuart noted that a stop at the John M. Roll Courthouse on 1st Street has been requested. Also, there was some sort of court ruling on \$10 million targeted for public transport. Is YCIPTA aware of this? **Andoh:** Yuma's bus stops are spaced farther apart than the industry standard. Since the new transit guide will not show time for every single bus stop in the system, but rather time points, First Transit will be looking to restore many of the bus stops to the routes. A stop at the John M. Roll has been included. Concerning the \$10 million, an announcement came out this weekend that indicated the Local Transportation Assistance Fund (LTAF) II money is likely to be restored and it will have to be distributed to municipalities. Having LTAF funds would prevent cities from having to use General Funds to support transit.

Wilkinson commended Andoh for doing a lot of work in a short time; he is a welcome addition. The efforts of AWC and NAU to add funding to the system and connectivity with Greyhound from start to last-leg finish is a big deal. Also of note is that the City actually has \$241,000 in contingency in this year's budget, which is a significant improvement. Right now the reductions made in the transit system are not affecting passengers; they are simply not running buses when there are no passengers. YMPO has been working to save money and First Transit and Andoh have brought in the flexibility needed to create a more efficient system; further adjustments to the routes will be reviewed in November.

Beeson noted that it has been very helpful to see the actual figures. He is encouraged by AWC and NAU's efforts because they have a seat at the table and should contribute. He completely supports advertising to generate revenue and working with Greyhound. Anything to make the system more cost effective is good.

Mendoza expressed concerns about making students who don't use the transit system pay for others' use via student fees. This would affect his family, especially his daughter. How would this work? **Andoh:** A student fee can work in a number of ways. A fairly common practice used by California universities is to include a fee that all students pay. In this way, each student is encouraged to use the transit system and they can do so at their discretion, free of charge. If such a fee were to be instituted in Yuma, the transit system would need to be made significantly more responsive to students' needs. A certain population of students would never use the system, however, it would be available to them at any time and they might want to try it if it were more convenient. Another option is to assess a minimal fee - \$5 to \$10 - per interested student, limiting the fee only to those who want to use the service. Most transit systems prefer opening the system to the entire population because it helps with generating local match funding. The student population will be surveyed to see what the local preference is. No contributions from AWC or

NAU will begin until January 2012, which will give the system time to make adjustments to better serve that clientele. Opening the fee to all students allows the fee to be lower – sort of a volume mentality. The fee would probably be \$3 per student if everyone paid.

III. CLASSIFICATION STUDY

Dodd explained it has been some ten years since the City undertook an employee classification study. The number of full-time employees has been reduced from approximately 1,000 to 850, which means each full-time employee is using technology more and doing more with less. Several weeks ago, the City put out a Request for Proposal (RFP) for a Classification Study. The responding proposals were reviewed by a evaluation committee and the committee recommended Public Sector Personnel Consultants (PSPC).

Mel Weatherly, Public Sector Personnel Consultants, briefed the City Council on PSPC's upcoming study.

History

- The City of Yuma currently has 280+ unique job descriptions for its 850 employees.
- The most recent City-wide classification study was conducted in 2000-2001.
 - Many job descriptions from that study are still in use, but require updating.
 - It is likely that fewer distinct classifications actually exist and the study will allow for clean-up and standardization of the current classification system; undoubtedly, given the job climate, staffing levels and technology have influenced job descriptions and, ultimately, the value of those jobs.
 - It is common for an organization to undertake a classification study every 5-7 years.
- This study is a classification study – not a compensation study.
 - This study will develop a classification system – a framework model - that will be a building block for a future compensation study, ensuring a defensible and sustainable classification system.
 - The study will include certain compensation factors in job descriptions that will become the determiners of the value of each job, though none of the findings and recommendations will have price tags attached.
 - Once this study is implemented and when the City is ready to perform a compensation study, each job description will be ready for external comparison, pay range analysis and pay range positioning.
- PSPC has been identified as a third party with the task of conducting an objective study.
 - PSPC does not take any marching orders prior to their beginning the study.
 - PSPC gives each employee the opportunity to participate in the study; it's important to engage as many people as possible in the study and doing so helps manage expectations.

PSPC Background

- Headquartered in Tempe, Arizona
- Has assisted over 125 public sector employers in Arizona with similar studies and successfully implemented more than 325 similar municipal studies throughout the U.S.
 - PSPC is no stranger to Yuma, having performed multiple studies for Yuma County, Superior Court, School District 1 and the Somerton School District.
- Full-time PSPC staff will be utilized to perform the study
 - Employees will be given a questionnaire to fill out concerning their job duties and responsibilities.

- Supervisors and managers will be encouraged not to make any changes to the employees' questionnaires, but will be given a separate section to review and comment.
- PSPC representatives will meet with at least one person falling within each job description in a one-on-one setting; they will be taking ride alongs and making field observations – all in the hopes of writing the most accurate and up-to-date job descriptions.
- Although this study will not be tied to any money, it will attempt to create a framework where equal pay is given for equal work.
 - Undoubtedly, the City has people performing the same duties under different job descriptions and within different pay ranges. PSPC wants to ensure that those individuals performing the same job are classified under the same job description and afforded the same pay range in which to perform their work.
 - Job titles and descriptions will be updated.
 - Compensable factors for each job will be identified: previous experience, minimum qualifications, responsibility for others, autonomy, and authority.
- PSPC met with the City's executive team this morning.
 - Problems arising during past studies were discussed, as well as ongoing pay freezes, staff reductions and position elimination.
 - By year's end or shortly thereafter, PSPC will have completed the study and will present its findings.

Mayor Krieger asked whether the study would be reinventing the wheel at some level. Other municipalities are going through this same process and many of the issues Yuma is dealing with are being evaluated elsewhere. Is that information germane to the City? **Weatherly:** That will not be clear until PSPC actually begins reviewing the questionnaires. The forms used by Human Resources in the recruiting process are at least 10 years old. Technology has changed considerably since Yuma's last classification study. The number of full time employees has dropped significantly, so work duties have inherently changed. PSPC prefers to hear from employees in their own language what their duties and responsibilities are. There may be no perfect match for it externally. Even though its an over-assumption to guess that an accountant is an accountant and an officer is an officer, there needs to be internal standardization and consistency in how compensable factors are expressed and how job responsibilities and complexities are documented. It appears that the City is interested in measuring its employees in ways that relate to performance and competencies, so it is important to create an updated document against which employees can be measured and one that employees had input in developing.

Mayor Krieger noted that having such a document would help in the recruitment process by providing a thorough job definition and duty description. The City has made considerable investments in the Community Development Department, which has dramatically changed work processes and how the public interacts with the department. It took a long time to implement the programs being used.

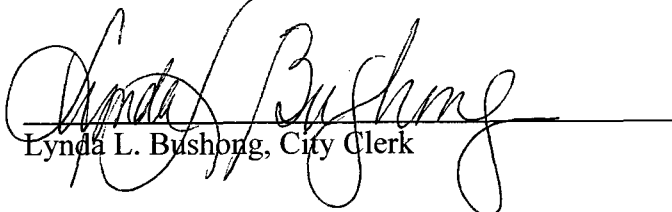
Mendoza expressed support for the idea of equal-pay-for-equal-work and a future compensation study. Last year his employer undertook a classification study. His job description went from one paragraph to two pages. It's true that the system needs to be reviewed from time to time, especially since the City has lost employees that have not been replaced and everyone has had to shift to take up the slack.

Dodd drew attention to the concerns about reinventing the wheel the RFP evaluation committee considered. In looking at the various contractors who responded, the committee felt that PSPC had the expertise necessary to eliminate unnecessary duplication.

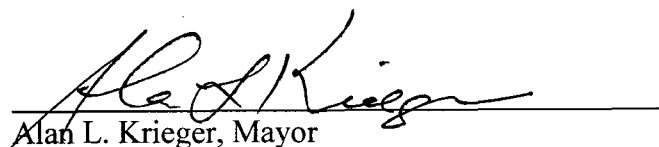
IV. Additional Items for Possible Discussion – no discussion

V. ADJOURNMENT/EXECUTIVE SESSION

Motion (Beeson/Mendoza): To adjourn the meeting to Executive Session. Voice vote: **approved**
6-0. The meeting adjourned at 5:44 p.m.


Lynda L. Bushong, City Clerk

APPROVED:


Alan L. Krieger, Mayor

Approved at the City Council Meeting of: <i>February 1, 2012</i>
City Clerk: 