



**City of Bisbee  
Transit Advisory Committee  
118 Arizona Street  
Bisbee, AZ 85603**

Wednesday, February 18, 2015 at 9:00am

**Action Agenda**

*THE ORDER OR DELETION OF ANY ITEM ON THIS AGENDA IS SUBJECT TO MODIFICATION AT THE MEETING.*

9:02 a.m. Call to Order

**Roll Call:**

Bonnie Baccus,	Not Present	Bliss Frings,	Present
Connie Gastelum,	Present	Luiz Ruiz,	Present
Humberto Rivera,	Excused	Troy Lopes,	Present
Mike Normand,	Not Present		
Shirley Doughty,	Present	Corinna Carbajal,	Present

**CALL TO THE PUBLIC** – No one from the public wished to speak at this time.

**Item 1.**

**Discussion and Possible Action on 5 Year Plan, Mission Statement, Goals, Objectives, website, and Performance measures, including Site Review set for June 16<sup>th</sup>, 2015.**

Discuss and possible action on 5 year plan, mission statement, goals, objectives, website, and performance measures including the Site Review set for June 16<sup>th</sup>, 2015.

**Discussion Only: Mission statement proposed – To provide safe, reliable, affordable, and accessible transportation that meets the needs of the community of the City of Bisbee. Goals discussed. Needs for additional intercity connection and expanded hours and/or service.**

**Item 2.**

**Discussion and Possible Action, New 5311 2015-2016 Application Cycle.**

Discussion and possible action on the new 5311 2015-2016 application cycle beginning tentatively February 23rd, 2015 due March 31<sup>st</sup>.

**Discussion Only: date grant application opens on February 24<sup>th</sup>.**

**Item 4.**

**Discussion Only, Report on FY2014-2015 Bisbee Bus 5311 Grant Administrative, Operating, and Capital costs.**

Discussion only, report on the FY 2014-2015 5311 Grant, Administrative, Operating and Capital costs.

**Discussion Only: due to extended hours and moving the cost of insurance to Administrative costs the amounts of monthly costs have increased minimally compared to the ridership.**

**Item 5.**

**Discussion Only, Report from Catholic Community Services.**

Discussion Only, Report on last quarter including ridership statistics, maintenance and equipment, personnel updates and training, future goals and changes since prior meeting, marketing and future plans.

**Discussion Only: incidents, driver trainings, and maintenance expenditures. Ridership goal increased to 45,000 rides annually.**

**STAFF COMMENTS: Goals, 5 year plan, Vision and Mission Statements will be formalized at next meeting.**

**MEMBER'S COMMENTS: Appreciation from some riders on the great service.**

**ADJOURNMENT: 10:35 a.m.**

**Next meeting: May 20<sup>th</sup>, 2015 9:00 a.m.**

**PERSONS NEEDING SPECIAL ACCOMMODATIONS TO ATTEND THIS MEETING SHOULD CONTACT CORINNA CARBAJAL, COMMITTEE LIAISON, AT (520) 432-6016, AT LEAST TWENTY-FOUR HOURS BEFORE THE MEETING.**

## Tips for Writing Goals and Objectives

What are goals and objectives?

A goal is an overarching principle that guides decision making. Objectives are specific, measurable steps that can be taken to meet the goal.

A common way of describing goals and objectives is to say that:

- Goals are broad Objectives are narrow
- Goals are general intentions Objectives are precise
- Goals are intangible Objectives are tangible.
- Goals are abstract Objectives are concrete.
- Goals are generally difficult to measure Objectives are measurable

Measurable goals and objectives are essential for evaluating progress. Your personal goals are no different. A useful way of making goals and objectives more powerful and measurable is to use the **SMART** mnemonic. While there are plenty of variants, **SMART** usually stands for:

**S** Specific

**M** Measurable

**A** Attainable

**R** Relevant

**T** Time-bound

Goals:

Expand service & service hours

Increase awareness that the bus is available

Video & data collection

Planning study for expansion

Accessible shelters

Provide tools & training for staff and riders

Website (IT – cyber liability workshop)

Intercity connections

## Maintenance goals

**In order to prepare to write the vision and mission statement for the Bisbee Bus goals and objectives should be established. This will help define the direction of the mission and vision statement. Please bring your ideas to the next meeting. Thank you.**

# 2025 Bisbee Bus

## **Vision:**

Leave the driving to us, more riders, less cars, travel to city and environmentally responsible.

Example: Create sustainable opportunities for the citizens of Bisbee through Mobility.

- It should be future-oriented
- Aspirational
- Clarify what the Bisbee Bus does
- No longer than one sentence
- The vision statement fits into what the Bisbee Bus does now

## **Mission:**

To provide safe, reliable, affordable, and accessible transportation that meets the needs of the City of Bisbee.

Example: Establish a sustainable, fluid and mobile transit system.

Keys to powerful mission statements:

- What does the Bisbee Bus do? For whom do we do it? Why do we serve the riders the way we do? How do we serve the clients? Why are we in transit? Why did the City of Bisbee take over the 5311 program? What image does the Bisbee Bus want to convey?
- Include these 4 key elements – value, inspiration, plausibility, and specificity
- Keep it short and sweet
- Consider long term (more for vision statements) and short term 1- 5 year.
- What makes us different?
- Short, no longer than two sentences.

## Bisbee Bus Five Year Implementation Plan

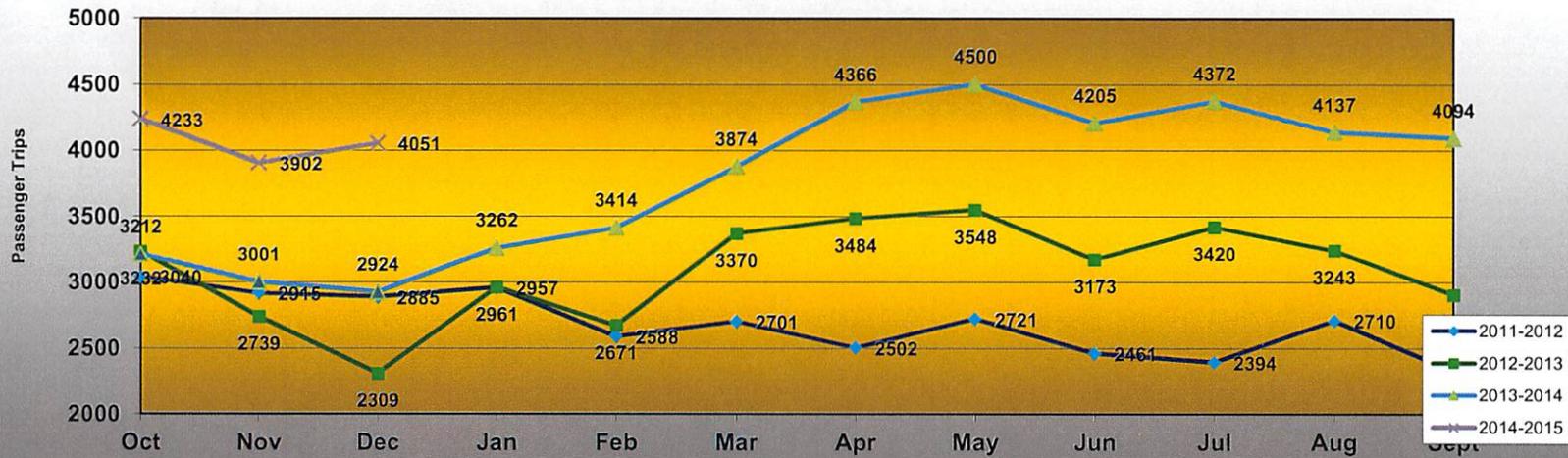
Year	Plan year October 1 to September 30	
2014-2015 Current Budget Year	Management	Council and Community Support
	Marketing	Update Marketing Plan Begin marketing goals
	Coordination	Continue to support other programs Connect to Sierra Vista
	Capital Plan	Purchase Vehicle (Bus) Purchase Shelters and Benches, video equipment
	Outreach Funding	Training Videos and Personal Schedules Schools, Businesses, Call Center outreach, grants
2015-2016 Next Budget Year	Management	Review possible Indirect Costs/Continue Council Support
	Marketing	Widen Marketing Plan Continue to improve on meeting Marketing benchmarks
	Coordination	Continue to support other programs Look for new connection routes
	Capital Plan	Technology - possible equipment/solar for Shelters Apply for Bus Capital
	Funding Other	Review funding needs New Contractor
2016-2017	Management	Council Support
	Marketing	Utilize new technology for marketing Attain Marketing benchmarks
	Coordination	Continue to support other programs Stay connected to Douglas and Sierra Vista
	Capital Plan	Purchase Bus
	Outreach Funding	Review additional Outreach procedures Begin sustainable funding
2017-2018	Management	Council Support
	Marketing	Increase marketing Review Marketing benchmarks
	Coordination	Continue to support other programs Stay connected to Douglas and Sierra Vista
	Capital Plan	Apply for Bus Capital Overhead compartments Review and needed bus shelters and ADA accessibility
	Funding	Seek additional sustainable funding
2018-2019	Management	Council Support
	Marketing	Increase marketing Attain Marketing benchmarks
	Coordination	Continue to support other programs Stay Connected and review new possible connections
	Capital Plan	Bus Purchase ADA accessibility - fully
	Funding	Review funding needs

# Bisbee Bus

trips fares oper adm Combined

Oct-11	3040	\$942.00	\$12,317.91	\$5,473.31	\$17,791.22
Nov-11	2915	\$579.01	\$11,470.10	\$5,154.17	\$16,624.27
Dec-11	2885	\$536.45	\$9,666.43	\$5,923.80	\$15,590.23
Oct-12	3232	\$747.15	\$14,417.46	\$4,200.38	\$18,617.84
Nov-12	2739	\$550.72	\$17,699.54	\$5,335.67	\$23,035.21
Dec-12	2309	\$677.08	\$16,960.81	\$6,119.89	\$23,080.70
Oct-13	3212	\$738.69	\$19,281.41	\$7,600.68	\$26,882.09
Nov-13	3001	\$728.40	\$32,277.67	\$8,080.31	\$40,357.98
Dec-13	2924	\$938.94	\$12,908.66	\$6,756.08	\$19,664.74
Oct-14	4233	\$825.50	\$14,769.15	\$10,731.09	\$25,500.24
Nov-14	3902	\$882.25	\$12,962.32	\$7,064.26	\$20,026.58
Dec-14	4051	\$830.50	\$22,481.75	\$8,216.00	\$30,697.75

## Ridership Report



Goal:

36,000 riders per year

Actual:

2011-2012	32201
2012-2013	37057
2013-2014	45361
2014-2015	12186