



Staff Report

Agenda Item: **COTTONWOOD AREA TRANSIT ROUTES SERVING THE TOWN OF CLARKDALE** – Presentation to Council for consideration and recommendation of the revised Cottonwood Area Transit routes serving the Town of Clarkdale.

Sponsored By: Councilmember Curt Bohall

Staff Contact: Steve Burroughs, Public Works Director

Meeting Date: May 12, 2009

Background: Cottonwood Area Transit (CAT) and Northern Arizona Intergovernmental Public Transit Authority (NAIPTA) proposed a route change that was presented to the Clarkdale Town Council on March 24, 2009. During the meeting, the Clarkdale Council expressed the concern that the proposal would reduce the service to Clarkdale by removing a line route on 89A. The Council asked that representatives from Clarkdale meet with CAT and NAIPTA representatives to explore alternatives to the proposed route. Clarkdale's Transit Working Team for these meetings included Councilmember Bohall, Councilmember Dehnert, Public Works Director Burroughs and Town Manager Mabery. In addition to the original proposal (Option #1) presented at the March 24th Council meeting, two additional proposals were developed during follow-up group meetings (Options 2 & 3).

Jeff Meilbeck, NAIPTA General Manager, describes the three options to be considered as follows:

- Option 1) Endorse a clockwise loop route which enters neighborhoods at Pine Shadows, Mingus Shadows, and Lamplighter. This hybrid solution was conceptualized at a May 4th small group meeting of elected and appointed officials of Clarkdale, Cottonwood and NAIPTA. This solution has the benefit of serving both sides of 89A and providing some penetration into neighborhoods. This solution has the disadvantage of being convoluted and serving areas that transit planners believe could be served more efficiently and effectively with Dial-A-Ride service. If this option is selected, Dial-A-Ride service would only be provided to citizen's whose disability prevents them from riding the fixed route bus.

- Option 2) Endorse a line-route between Cottonwood City Hall and Clarkdale Town Hall. This solution was designed by a professional transit planner, was vetted through a Citizen's Review Commission and reviewed through a Public Open House. This solution has the advantage of providing direct service between major trip generators on a predictable, dependable schedule. This service has the disadvantage of eliminating fixed route service on 89A between Clarkdale and

Cottonwood. However, the disadvantage will be mitigated by serving neighborhoods with Dial-A-Ride service. If this option is selected, Dial-A-Ride service at \$2.00 per trip would be provided along the 89A corridor for all residents who want it.

- Option 3) Endorse a line-route between Cottonwood City Hall and the Lincoln Round-About. This solution was initially discussed by the small group meeting of elected and appointed officials and was tested by NAIPTA operations staff following the May 4th small group meeting. This solution has the advantage of providing additional coverage on both sides of 89A while still providing direct line route service between Cottonwood City Hall and Clarkdale Town Hall. This solution has the disadvantage of providing no fixed route service to Pine Shadows. If this option is selected, Dial-A-Ride service in Clarkdale at \$2.00 per trip would only be provided to citizen's whose disability prevents them from riding the fixed route bus.

Maps of the three options will be available at the Council meeting.

Although the final selection for the route will be the Cottonwood City Council's decision (as the owner/operator of CAT), the Clarkdale Transit Working Team strongly recommends Option 3 as the preferred alternative for Clarkdale. This route was identified to serve a wider range of Clarkdale residents, and maintains service to Clarkdale subdivisions along the 89A corridor. Citizens along this route whose disability prevents them from riding the fixed route bus will have access to the CAT Dial-A-Ride program at the \$2.00 per ride rate.

Recommendation: Staff and the Clarkdale Transit Working Team recommend that the Council support Option 3 as Clarkdale's preferred alternative for the Cottonwood Area Transit route serving the Town of Clarkdale.