

TOWN OF JEROME

POST OFFICE BOX 335, JEROME, ARIZONA 86331
 (928) 634-7943 www.jerome.az.gov

AGENDA

SPECIAL MEETING OF THE JEROME TOWN COUNCIL

CONDUCTED VIA ZOOM

TUESDAY, DECEMBER 7, 2021 AT 10:00 AM

PUBLIC PARTICIPATION IN THE MEETING

Members of the public are welcome to participate in the meeting via the following options:

1. Zoom Conference
 - a. Computer: <https://us02web.zoom.us/j/9286347943>
 - b. Telephone: 1 669 900 6833 Meeting ID: 928 634 7943
2. Submitting questions and comments:
 - a. If attending by Zoom video conference, click the chat button and enter your name and what you would like to address.
 - b. Email c.gallagher@jerome.az.gov (Please submit comments at least one hour prior to the meeting.)

NOTE: FOR THOSE WITHOUT HOME INTERNET: A drive-up internet hotspot is now available in the parking lot in front of the Jerome Public Library. Bring your device and access the internet while sitting in your car. The network is **Sparklight Yavapai Free WIFI** and no password is required.

Pursuant to A.R.S. 38-431.02 notice is hereby given to the members of the Council and to the General Public that the Jerome Town Council plans to hold the above meeting. Persons with a disability may request an accommodation such as a sign language interpreter by contacting Rosa Cays, Deputy Clerk, at 928-634-7943. Requests should be made early enough to allow time to arrange the accommodation.

A copy of the full public meeting packet may be reviewed at the offices of Jerome Town Hall during normal business hours, and on the Town's website at www.jerome.az.gov.

ITEM #1:	CALL TO ORDER/ROLL CALL Mayor/Chairperson to call meeting to order. Town Clerk to call and record the roll.	
ITEM #2:	AREA TRANSIT Council will discuss the possibility of Jerome's participation in area transit services.	Sponsored by Mayor Jack Dillenberg Discussion; Possible Action
ITEM #3:	EXECUTIVE SESSION Council will convene in executive session pursuant to A.R.S. §38-431.03 (A)(3) and (A)(4) to confer with and receive legal advice from the Town Attorney regarding: <ol style="list-style-type: none"> 1. Development agreement re: 300 Queen Street 2. Short term rentals No action will be taken on these items.	Sponsored by Mayor Jack Dillenberg Discussion; Possible Direction
ITEM #4:	ADJOURNMENT	

The Town Council may recess the public meeting and convene in Executive Session for the purpose of discussion or consultation for legal advice with the Town Attorney, who may participate telephonically, regarding any item listed on this agenda pursuant to A.R.S. § 38-431.03 (A)(3). The Chair reserves the right, with the consent of Council, to take items on the agenda out of order.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that this notice and agenda was posted at the following locations on or before _____ on _____ in accordance with the statement filed by the Jerome Town Council with the Jerome Town Clerk.

970 Gulch Road, side of Gulch Fire Station, exterior posting case
600 Clark Street, Jerome Town Hall, exterior posting case
120 Main Street, Jerome Post Office, interior posting case

 Rosa Cays, Deputy Town Clerk

Jerome Transit: Feasibility Plan

Tod Morris

Senior Mobility Management Planner

tmorris@nacog.org



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Why conduct a Feasibility Plan

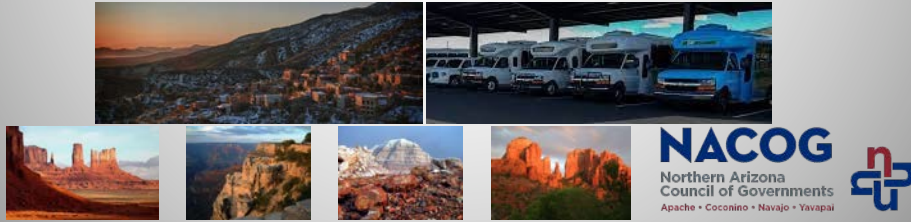
- ADOT requires Feasibility Plan to be completed prior to application for or use of Section 5311 Funds
- 5311 NOFA- To be released 12/21
- Funding available-October 2022
- Next Opportunity to apply 2023



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Plan Overview

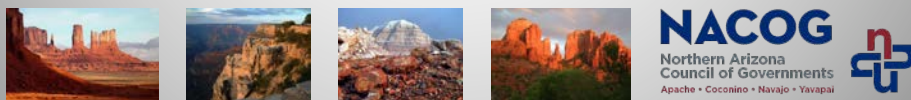
- Build off & document existing body of knowledge and planning activities
- Engage Town of Jerome residents to determine interest and level of need for transit services.
- Design weekly service route that will maximize ridership and connect with existing CAT services.
- Confirm and document budgeting assumptions and partner participation levels



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Planning Process

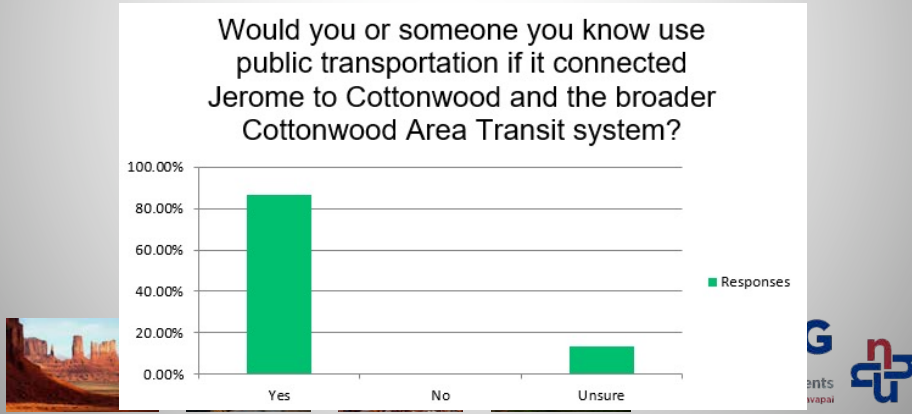
- Assess Need for Transit Service
- Determine Transit Solution Applicability
 - Is it Feasible
 - Is it Viable
 - Is it Desirable
- Assess Alternatives transportation options beyond 5311 Funding



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Need for Transit Service

- Fall 2021- Online Survey
- Targeted to Jerome Residents- 80% of 78 Responses

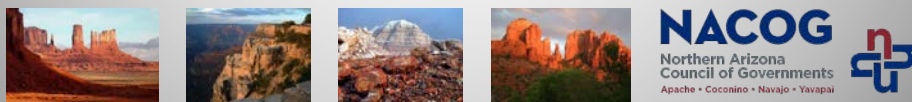


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Need for Transit Service

- Q3: How often do you travel outside of Jerome for these activities?

	More than 2 times per WEEK	1-2 times per WEEK	1-3 times per MONTH	Less than once a MONTH
Shopping	57.63%	30.51%	10.17%	1.69%
Healthcare	3.39%	1.69%	33.90%	61.02%
Banking	8.33%	15.00%	35.00%	41.67%
Entertainment/Dining	30.51%	25.42%	22.03%	22.03%
Other Support Services	22.81%	26.32%	28.07%	22.81%



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Need for Transit Service

- Q4: Please provide the level of difficulty you or someone you know has in accessing these locations

	Somewhat difficult	Very difficult
Shopping	35.00%	23.33%
Healthcare	28.33%	26.67%
Banking	30.00%	18.33%
Entertainment/Dining	33.90%	15.25%
Other Support Services	32.20%	18.64%



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Need for Transit Service

- 80% of survey takers were 50+
- 77% have not ridden Cottonwood Area Transit Services
- How often would you use transit if it were available?
 - 28% 1-2 times per WEEK
 - 28% 1-3 times/ MONTH
 - 14% I would never use this service
- *Many comments on need for more info*



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Service Considerations

- Busses in Jerome
- Budget
- Day of week and times of route
- Supply of bus drivers
- ADA Paratransit
- Integration with existing CAT Routes (Cottonwood Library Transfer)



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Feasibility





- Jerome Budget= \$4,500 Total Budget of \$9,000
- FTA 5311 Match= \$4,500
- CAT cost/hour= \$70 = 128 hrs of service/year
- 1x/Week service ≈ 3 "Routes" + miscellaneous expenses



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Viability

- ✓ Adjust “Red Route”
- ✓ No need for additional drivers
- ✓ No additional vehicles needed
- ✓ Minor adjustments to schedule (Limited Service)







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Viability-Navigation Jerome

- ✓ Turn around location
- ✓ Location has been used for transportation before
- ✓ 1 day/week= minimal impacts & less traffic
- ✓ Potential to add additional stops





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Viability-Navigation Jerome

? Additional Stop Location?



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Viability-Navigation Jerome

? Additional Stop Location?



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Desirability

- Survey Suggests 1 day/week would be appropriate
- >80% said they or someone they know would use service
- Fares- \$1.25 one-way (includes transfers)
- Access to many destination will require transfer at Cottonwood Library
- Limited experience with CAT system



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Desirability

- Access to stops in Jerome
- Timing of Routes: 1-AM/1-Mid Day/1-PM-**TBD**
 - *Need to confirm ridership impacts on Red Route*
- Travel Time & Transfers: Example Trip (assuming Jerome Route Times match)
 1. Jerome->Cottonwood Library (CL) = 20 minutes
 2. CL Transfer-15 mins
 3. CL->Walmart (Yellow Route)- 15 minutes
 4. Walmart Shopping (Yellow Route)- ≥ 45 mins
 5. Walmart-> CL – 15 mins
 6. CL Transfer- 15 mins
 7. CL-> Jerome- 20 mins

145 minutes for Walmart Trip



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Alternatives: Current Jerome Shuttle

- Currently providing door to door service- 1 day/week
- Not requiring transfers
- Would this service remain if transit is established?
- Is CAT partnership a substitute or complementary to current program?



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Summary/Discussion

- \$4,500 commitment from town of Jerome
- Requests for time of day & day of week
- Other than firehouse, any stop locations we should consider?
- Marketing strategies
- Other considerations?



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Questions

Tod Morris-Mobility Management Planner

tmorris@nacog.org

