



## Colorado State University Alternative Transportation Fee Advisory Board 2022-2023

09-26-2022

Ram's Horn Conference Room  
Recorded by: Michael Needham

- I. Call to Order - 5:30pm
- II. Attendance

Name	Title	Affiliation	Present?
Helen Flynn	Chair	Executive Board	No
David Wise	Vice Chair		Yes
Ken Kinneer	Financials		Yes
Michael Needham	Secretary		Yes
Omar	Representative	ASCSU At Large	Yes
Allie	Representative	ASCSU At Large	XX
XX	Representative	Ag Sciences	XX
XX	Representative	Business	XX
Tatum Flatt	Representative	CVMBS	Yes
Zach	Representative	Engineering	Yes
Justin Hudson	Representative / Alt	Graduate School	Yes
Emily Gordon	Representative / Alt	Graduate School	Yes
XX	Representative	HHS	XX
Jacob Pendergast	Representative	Liberal Arts	Yes
xx	Representative	Natural Sciences	XX
xx	Representative	Undeclared	XX
Lucas Bunger	Representative	Warner College	Yes

### III. Approval of Minutes from Last Meeting

- Approved by unanimous consent

### IV. Open Items

- N/A

### V. New Business

Drew Brooks and Kaley Zeisel – Transfort

- History
  - Agreement with ASCSU since 1970s
  - Agreement with CSU admin in 2014
- Ridership surveys
  - CSU students faculty staff-> 62% of ridership in 2020
  - CSU students -> 50% of ridership in 2020
- Services to CSU
  - 9 routes to CSU transit center
  - Enhanced (extra) buses
  - Free fare with ram card when fares in effect
  - The horn, FHS, Gold Route
- Agreement with CSU
  - Budget
    - 2022 Total: \$2,503,484.82
    - Each half year payment: \$1,251,742.41
    - CSU provides ~10% of the annual budget for transfort
  - CPI Increase of 3%
  - Under suspended / reduced service, not billing CSU for full amount
  - Reduced service
    - Began in 2020 due to covid -> 92% decrease in April 2020
    - Current service reductions: Routes 11, 12, 19, and Horn
    - National bus operator shortage
      - TF has raised hourly wages in Nov 2021
      - TF has increase hiring bonus
      - Changes in 2022 and beyond:
        - Hire a dedicated recruiter and service planner
        - Further raise hourly wage
        - More positions with benefits
        - Scheduling study to help with driver retention
  - Ridership trends
    - Ridership returning at a slower rate in cities with a university than other
    - Gold and Green routes
      - Declining due to Max routes, as well as Uber and Lyft
  - West Elizabeth
    - 2016 – Study to investigate bus rapid transit along west Elizabeth
    - Total project cost \$100M
      - Strategy: Grant funding, local matching
    - Construction: 2024

- Live: 2026
- Fleet electrification
  - 2 buses online
  - 9 buses grant funded
  - Goal: Intermittent charging at transit centers
- Ask for ATFAB
  - Start routes 3, 31, 32, and Horn a week early to cover move-in
  - Cost of this ask: \$26K
- Questions:
  - David Wise: will CPI be adjusted this year: **Yes**
  - Jacob P: Is Transfort affiliated with RTD: **No, outside of the region**
  - Zach: What is RTD: **Taxing authority to fund public transit in Denver and surrounding region**
  - Ken: Are you prioritizing hiring for certain routes: **Yes,**
    - **Want to bring back the #19, which was originally cut**
    - **Then, bringing back frequency on Max and other routes**
    - **Then #11 and #12**
  - Jacob: Where were the cut routes?
    - **11 and 12 ran GET ROUTES**
    - **19 was a circulator in the south that connected to the CSU campus**
  - Zach: Do we know when these routes will reopen:
    - **Brooks: Unfortunately, no due to recruitment issues. Most applicants have not done this sort of work before – many reach the middle of training and decide not to continue. Goal is to increase hiring of individuals with commercial driving experience so we will need to become more competitive.**
    - **BG – we are in the same boat at csu**
    - **Brooks: We are in competition with school buses, other markets, and even places like Disney who are offering hiring bonuses**
    - **AF – we have had an overnight driver position (e.g., for weekend trips with academic teams) that has been open for 8 months without an applicant**
    - **Brooks: 15-20% of ridership drop is due to routes that we have had to suspend**
  - David Wise: What did the ridership drop look like after the recession in 2008, and could that provide clues to what will happen in the future: **We don't want to encourage economic hardship, but a recession may reverse some of the negative trends.**
  - AF: could you talk about the Flex service
    - **Zeisel: Flex is the commuter route through Loveland, down to boulder and a few metros between. Flex ridership is also down**
    - **Brooks: Flex was the first route that we brought back after suspended service because of demand (returned summer 2020)**
  - Allie: What are your plans for marketing to riders?
    - **Brooks: Marketing is on hold because we cannot yet provide a consistent service. We don't feel like we have the reliability that we would otherwise like to promote. We have plans but are waiting for market trends to reverse**
    - **Zeisel: Most of our marketing has been focused on hiring**
    - **AF – Campus TV asked a similar question about marketing transfort. We do a survey every feb to understand students' primary and secondary modes of transit. For about a decade, 1/3 drove, 1/3 used transit, 20% biking. In the last year, driving increase by %10. The person who said transit is their secondary mode is the person who has stopped riding transit**

- AF: Transfort’s proposal potentially would require a fee increase. This would require ATFAB to go to SFRB to ask for that \$26k (split over the entire student body). Otherwise, resources could be shifted from elsewhere in the transfort contract.
- Emily Gordon: Is the propped change for move-in going to follow the same session during CSU term / would you consider 30-minute frequency? **Yes / We want to keep it consistent so that students learn the correct schedule**

Aaron Fodge on the other regional transit route – Poudre Express to Windsor / Greely / UNC

- \$20K for this route, CSU students makeup 30% of ridership
- Route started Feb 2020 and has suffered due to the pandemic
- Part of the contract with Transfort goes directly to
- Expect September 2022 was the highest ridership since it opened
- Questions
  - Zach: What percentage of CSU community lives in Greely?
    - **Not sure, but the route was designed based on the location of csu student addresses**
    - **Estimate: 400 students, 300 others in Greely, and a large number in downtown windsor**

VI.Post Meeting Action Items

Action:	Assigned To:	Deadline: