

**MAPLE GROVE TRANSIT COMMISSION**  
**City of Maple Grove**  
**Meeting of November 25, 2014**

**MINUTES**

**Members Present:** Terry Coss, Mandy Knudsen, Teri Anderson, and Mark Davison.

**Members Absent:** Mandy Knudsen

**Also Present:** Mike Opatz-City of Maple Grove, Colleen Swann-Metro Transit and Jay Kluge-Metro Transit.

**Call to Order**

Transit Commission Chair Terry Coss called the meeting to order at 6:35 p.m.

**Open Forum**

No one from the public spoke during the open forum.

**Approve Minutes**

Chair Terry Coss called for a motion to approve the meeting minutes from September 30, 2014. The motion was made and seconded, and the minutes were approved.

**Discussion of Routes and Statistics**

Opatz reviewed the monthly ridership summaries for September and October 2014, plus the most recent daily ridership reports for September. Opatz noted that for the year ridership is down by less than one percent. However, November ridership seems to be strong.

The Commissioners had the following reports:

- Teri Anderson – The snow and ice was removed at the bus shelter at 3<sup>rd</sup> Street and Hennepin after Mike contacted Metro Transit. Noticed a lot of customers paying with cash on the snow storm days of November 10<sup>th</sup> and 11<sup>th</sup> that were likely not regular riders. Delivery trucks were partially blocking the Transit Station busway entrance on November 14. Some Jefferson Lines riders appear to be unsure if they are in the correct spot to pick-up their bus at the Transit Station.
- Mark Davison –No major Route 789 issues, but we did have a bus breakdown and the fill-in driver went the wrong direction by using 35W.
- Mandy Knudsen – absent.

- Terry Coss – Need to remind drivers that the coach bus interior reading lights’ master switch needs to be on. Some riders are parking too close to the shelter along the east curb at Crosswinds, which impacts the bus driver’s ability to get close to the shelter and make the turn. One 783 driver expressed concerned about the possibility of being assigned an artic bus, which would make it hard to navigate the turns at the Crosswinds lot. Need to watch the ridership on the Route 783 a.m. trip #5 as the 40-foot bus is close to be overloaded.

### **Recruitment of Transit Commissioners**

Opatz stated that the Maple Grove Transit Commission has vacancies for representation of Route 782 and 785. The City followed its established recruitment and application process starting in early October. Applications were be due November 12, but no applications were received. The Commission discussed options to create awareness and interest in these vacancies including the pros and cons of offering buses passes as incentive. It was suggested to ask those riders who submit driver award nominations to consider the vacancies. .

### **Bus Wrap Ads**

Opatz said the City negotiated a trial agreement to allow one it’s articulated buses to be have its exterior completely wrapped with an advertisement. The agreement is with All Over Media and the ad client will be Twin City Orthopedics. It’s a 13-week ad starting February 1, 2015. The City will explore trial options with other advertising agencies to maximize the best deal for the City. The plan right now would be not to exceed four to six buses while we explore this endeavor. Terry Coss stated he has reservation about bus wrap advertising due to concerns with the passenger windows being covered. Teri Anderson likes the fact that she can see the Maple Grove Transit logo on the side of the bus when it’s turning the corner. Opatz stated that he will get feedback from riders and the Transit Commission after the trail period is complete and before any long term deal is entered into.

### **Adjourn / Next Meeting**

- Next Scheduled Regular Meeting: *January 30, 2015*
- Being no other business, the meeting was adjourned at 7:56 p.m.
- Minutes submitted by Mike Opatz, Transit Administrator.