

**MINUTES OF THE STUDY SESSION  
OF THE TOWN COUNCIL OF THE TOWN OF CHINO VALLEY**

**THURSDAY, FEBRUARY 3, 2011  
6:00 PM**

The Town Council of the Town of Chino Valley, Arizona met for a Study Session in the Chino Valley Council Chambers, located at 202 N. State Route 89, Chino Valley, Arizona, on Thursday, February 3, 2011.

Mayor Bunker called the meeting to order at 6:01 p.m.

Council Present: Mayor Jim Bunker and Councilmembers Dean Echols, Linda Hatch, Gloria Moore (by conference phone), and Carl Tenney.

Council Absent: Vice-Mayor Ron Romley and Councilmember Joel Baker.

Staff Present: Town Manager Michael Scannell, Management Assistant Cecilia Watts, Community Services Director Jason Kelly, and Town Clerk Jami Lewis (recorder).

- 2) Presentation by Yavapai County Development Services Planning Manager Elise Link and Planning Director Steve Mauk regarding the Yavapai County **Comprehensive Plan** update process.

Elise Link and Steve Mauk presented information about the upcoming Yavapai County Comprehensive Plan update process. Key points were:

- State law required that municipalities and counties develop plans to take a proactive approach to managing future growth and development and to update those plans at least every 10 years.
- The County's last plan update was in 2003 and consisted of four elements: land use, transportation, open space, and water. The new plan will include four new required elements: environment, energy, cost of development, and growth areas.
- The County's intent was to define a unified long range vision for sustainable growth and development, while integrating social, physical, economic and environmental matters by establishing priorities, goals and policies; developing implementation strategies and an action plan; and creating strong partnerships with continual monitoring and oversight.
- As the plan would affect County citizens' quality of life, as well as transcend jurisdictional boundaries, they encouraged Chino Valley citizens to participate in the meetings, workshops, surveys, website design, media outreach, social networks, citizens' advisory committee, newsletters, etc.
- Kickoff meetings were planned for late February/early March, after which committees would be created and workshops held for public input. They desired for the committees to consist of a diverse group of people and applications would be available soon.
- They hoped to have a final draft by August 2012 that would then go to the Board of Supervisors for approval.

- Kickoff meetings for the Chino Valley, Paulden, Ash Fork, and Seligman area were scheduled to be held in Paulden and would most likely have a firm date by early next week.

Francia Sparzynski, public member, asked if the plan would address employment or jobs and if they had heard of any regional business expansions. Ms. Link and Mr. Mauck explained that per statute, County plans were not economic development tools, but they did include growth areas and general economic development goals and categories. They added that they had been hearing a lot about alternative energy being brought to municipalities, but not in the County.

Mayor Bunker related that the Town desired to be involved, particularly in relation to common boundary areas with the County, and he also suggested that Council discuss having Town representation during the process.

Town Manager Michael Scannell added that the Town was embarking on its own General Plan update, which would include an economic development strategy, in the next 30 days.

### 3) Presentation and discussion regarding a preliminary overview of the 5311 **Rural Transportation Grant** Program for State Fiscal Year 2011/2012.

Acronyms used in this item:

- ADOT (Arizona Department of Transportation)
- CYMPO (Central Yavapai Metropolitan Planning Organization)
- LTAF (Local Transportation Assistance Funds)
- SFY (State Fiscal Year—October through September)

Town Manager Michael Scannell informed Council that staff's intent for this presentation was provide full disclosure for Council's consideration of the subject grant on Council's February 8 agenda.

Community Services Director Jason Kelly handed out updated budget summary sheets and presented an overview of the 5311 Rural Transportation Grant Program for State Fiscal Year (SFY) 2011/2012.

- Service history. Staff first proposed a transit system concept in October 2009, followed by Council approving a feasibility study in December 2009 and authorizing staff to submit an SFY 2010/2011 grant application in February 2010, which was to be awarded in May 2010.
- Year 1 grant facts. Mr. Kelly reviewed the bus route, service details, hours of operation, local and regional services, and connection to Prescott Citibus, all of which were managed by existing personnel, a part-time clerk, and all volunteer drivers. The service route included a deviation area in which drivers could also provide curbside pickup.
- Year 1 grant funding. This program was funded by federal and local match with three different budgets—administrative, operations, and capital—each with varying match ratios. The Town's local match included 'hard' dollars from LTAF II funds with a General Fund match, while the 'soft' match included existing General Fund expenditures, existing Town personnel, and volunteer hours.

- 3 month operations update. After 44 days and 200 hours of service, ridership was lower than expected with 0.5 rides per hour and deviations accounting for 25% of ridership. Revenue was \$100 of a projected \$4,500, while total expenditures were \$18,400 (of which 65% was soft match), with \$11,900 of federal funds to be reimbursed, and \$6,500 of Town LTAF II and General Fund match dollars. Staff was initiating a marketing campaign to increase ridership with a goal of 2 rides per hour by July 1.
- Year 2 grant timeline. The grant application would be due in February 2011, with budget negotiations with ADOT to take place in March, and ADOT awarding the grants in May. If the Town received an award, it was non-binding, but the required intergovernmental agreement, which was due in August, was binding; and if the Town did not meet the benchmark of 2 rides per hour by July 1, Council would have to determine whether or not to continue with the program.
- Year 2 grant facts. Staff proposed the same service level and fare structure for year 2 as in year 1. Year 2's budget was reviewed by the Transit Advisory Committee, Ostrander Consultants, and Matt Carpenter, the former 5311 Program Administrator with Yavapai County, and was subsequently adjusted to more accurately reflect operational needs. The Town's budget was quite unique and ADOT had indicated that they did not anticipate many changes to the budget during budget negotiations. The Year 2 local soft match funding included advertising.
- Budget summary. Total program cost to date was \$85,325, with the federal portion at \$53,222, local share at \$28,603, and fare revenues at \$3,500. The Administrative budget of \$18,050 accounted for in-house program administration and substance abuse testing, and once the initial startup phase was over, its paperwork load would decrease. The operating budget of \$59,125 accounted for the part-time staff member, driver salaries, and operating expenses. The capital budget of \$8,150 accounted for bike racks, bus stop signage, bus shelters, or benches should they be needed.

Council asked about using this grant money to fund another transportation program should this program cease, the LTAF funds running out, the cost of drug testing, possibly needing to hire additional personnel, providing gift certificates, and the marketing plan. Mr. Kelly and Mr. Scannell stated that:

- The Town could go back to funding vouchers at a cost of about \$75 per trip and an average of 30 trips per month. Staff could also look into contracting with an outside agency. In addition, CYMPO had granted \$10,000 to the Town for 5311 planning, and finance staff needed to determine if the Town could use that money for this program.
- The Town had \$37,000 in LTAF II funds, which was split between years 1 and 2 and the senior transportation program. Once this money ran out, the Town would not receive any more. Staff anticipated being out of LTAF II monies at the end of year 2, barring any unforeseen need, and if additional personnel was needed, the Town might have to contribute General Fund monies.
- Current drug testing costs were \$180 per person for the initial test and administrative fee, but staff was in the process of changing to a new agency. If the program kept the same drivers, that budget should decrease.
- Gift certificates were not available at this time, but staff could follow up on that.
- Marketing was the key to success and staff had identified many strategies, some of which were already being done, and an implementation plan.

Francia Sparzynski, public member, felt that transit was a positive thing, especially with gas prices going up, and she suggested that the Mayor and Councilmembers ride the bus and get a publicity shot for the newspaper, and that they include a campaign to use bus service for getting kids to the Aquatic Center in the summer.

Council asked staff to provide figures on the Town's expenditures outside LTAF II at or before the February 8 regular meeting and that staff get rider feedback as part of their marketing strategy.

**4) Adjournment.**

Councilmember Tenney MOVED, seconded by Councilmember Hatch, to adjourn the meeting. The motion PASSED unanimously 5-0 at 7:11 p.m.

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Jim Bunker, Mayor

ATTEST:

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Jami C. Lewis, Town Clerk

CERTIFICATION:

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the Town Council of the Town of Chino Valley, Arizona held on the 3<sup>rd</sup> day of February, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 12<sup>th</sup> day of April, 2011.

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Jami C. Lewis, Town Clerk