**Downtown Revitalization Circulator Initiative**

**Meeting April 11, 2012**

Attending Committee Members: Greg Fisk, Mark Ridgeway, Paul Thomas,

Nancy Waterman

Mark is a DBA member, owns the Nickleodean and works for Coast Guard

Engineering. Paul is also a downtown business man who belongs to DBA

and worked on the DBA’s Moore study. Nancy is a former Planning

Commission member and on the CBJ Sustainability Commission.

This was a meeting with new group members to recap the history of the larger Downtown Revitalization effort and the work of the Circulator group. Greg explained the view of transit as a development tool and the importance of capital investment as a sign of long term commitment. Greg further explained his own research and thinking on this issue.

The group discussed John Kern’s CBJ circulator in the mid ‘80s, its ridership, and loss of grant funding.

The new members asked many questions about the effort, including whether streetcars are used in cities the size of Juneau (see Kenosha,

WI, Little Rock, AR). We discussed the role of the tourist population in the support of a circulator, including fare structures. Margo was asked to include those fares in this document:

Fares and Passes

• Fare -- The fare is $1.50 ($1.00 for those 6 - 18 years) in each direction of travel. Transfers shown on the schedule are free.

Children five years and younger travel free when accompanied by an adult.

• How to Pay -- You may pay with exact change, Capital Transit token, or monthly pass. PLEASE BOARD WITH EXACT FARE. CAPITAL TRANSIT DRIVERS DO NOT MAKE CHANGE.

• Tokens and Passes -- Tokens and monthly passes are available at the

Treasurer's Office in the Municipal Building (155 So. Seward St.), the

Mendenhall Valley Public Library in the Mendenhall Mall, the Fred

Meyer Department Store at the Variety Customer Service Counter, and A&P Market at the Customer Service Counter. Tokens cost $24.00 +tax for a roll of 20 (a 20% discount from the cash fare). A monthly pass costs $36.00 ($12.00 + tax for youth) and is good for an unlimited number of rides during the month.

Nancy noted the increase in ridership when frequency of service is increased and asserted that a 10-15 minute frequency would be essential for success. Everyone supported year round service as essential. Moore recommended a 3 bus, 15 minute route. Paul pointed out and the group discussed the Moore recommendation for separate branding and marketing.

Greg discussed possible multiplier effects from streetcar development, especially rises in property values and taxes and the possible use of cruise ship head tax for a circulator project.

Nancy will bring to the group a recording of a presentation several years ago about “in street fixed guide way” transit. The group discussed the new propulsion systems currently used for buses, especially the “super capacitator” used in Savannah, Georgia and in

Shanghai. Nancy talked about the long term need to plan for a new bus barn if we are to have new generation fueled buses.

The group discussed short and long term solutions and favored a stepped approach, starting with buses and maybe finding a middle ground between buses and streetcars. The need to increase and sustain ridership, market correctly, coordinate with the development of the

Willoughby District, especially the SLAM project, a “real time” screen that tells you when the bus will arrive.