A Dial-a-Ride Evolution: Taking One Step at a Time

RPTA Dial-a-Ride service is experiencing a renaissance with the transformation of their daily operations.
VALLEY METRO STATS
The annual Valley Metro Transit Performance Report was approved by the Valley Metro Board in February 2011 and provides data on transit operations in the metro region for the period of July 2009 to June 2010. A complete report is available online at valleymetro.org.

Number of bus routes:
- 62 local
- 24 express and RAPID
- 1 LINK
- 18 Circulators
- 2 Rural Routes

Annual revenue miles of service:
- Bus 32,610,302
- Rail 2,652,759
- Vanpool 5,623,377

Passenger Boardings:
- Bus 55,574,959
- Rail 12,112,733
- Dial-a-Ride 777,525
- Vanpool 1,135,783
- Bikes on bus 1,416,663

Percent of operating cost covered by passenger fares
- Rail 28%
- Bus 24%
- Dial-a-Ride 6%
- Vanpool 93%

Bus stops
- With sign only 3,244
- With bench and/or shelter 4,382

TRANSPORT RIDE—MARCH 2011
Total boardings: 6,294,638
(highest month since April 2009)
- Bus: 5,080,362
- Light Rail: 1,214,276
(highest month since service began)

Average weekday boardings: 236,347
- Bus: 194,113
- Light Rail: 42,234

Average gas price per gallon: $ 3.57
(up from $2.85 March 2010)
Destinations is the official newsletter of Valley Metro. It is published with a circulation of approximately 6,000 copies. We welcome your letters, comments, and suggestions.

Destinations is also available on audio tape. If you know of anyone who might be interested in receiving Destinations in that format, please call Valley Metro’s Pat Dillon at (602) 523-6006.

Production Team
Managing Editor: Susan Tierney
Layout: Mike Smith

For more information, visit our Web site at ValleyMetro.org.

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Spring 2011

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Imagine an additional 37 miles of high capacity transit and how that might impact your future travel.
RPTA Dial-a-Ride service is experiencing a renaissance with the transformation of their daily operations. The transit service facelift is the result of new technologies, creative service deliveries and a new Valley Metro Mobility Center. It’s a new paradigm for Dial-a-Ride that will:

- Offer a blend of alternative mobility options to provide service to customers with varying levels of travel service
- Provide a necessary service for passengers with the greatest need for assistance
- Focus on Americans with Disabilities Act (ADA) trips

RPTA Paratransit is an Umbrella of Services

RPTA operates Dial-a-Ride transit service in the East Valley (Chandler, Gilbert, Mesa, Scottsdale, and Tempe), parts of Sun City, El Mirage, Fountain Hills and the unincorporated areas of Maricopa County. Paratransit service is only available for those customers in Maricopa County that are considered ADA eligible and RPTA has upgraded the regional process to determine that eligibility.

To broaden its paratransit service, there are programs outside of traditional Dial-a-Ride that have become very effective in providing transportation to those who may find travel difficult due to physical or mental impairments. The cities of Mesa, Chandler, Tempe, and Avondale utilize Coupons for Cabs, a program that is subsidized by the local jurisdiction providing cab ride coupons at a discounted price. Scottsdale has a similar type of coupon program called Cab Connection. Phoenix offers the Senior Cab program, which allows senior citizens to purchase prepaid vouchers at a discount. Overall, the programs have helped transition passengers into cabs for their daily travel. In Mesa, the program has been so successful that there are now more residents using Coupons for Cabs than riding East Valley Dial-a-Ride.

Volunteer drivers are utilizing the mileage reimbursement program to take neighbors, family and friends to appointments, shopping and medical visits. Chandler and Gilbert have provided a volunteer driver program through the nonprofit organization, About Care. In Mesa, senior citizens age 65 and over and persons with disabilities may receive up to 300 miles each month in reimbursement, which is then passed along to the volunteer driver. In Mesa, there was an average of 4,540 trips taken each month by volunteer drivers costing an average of $3.83 per trip. It costs, on average, more than $36.00 per passenger trip to operate Dial-a-Ride service according to the latest Valley Metro Transit Performance Report.

Riding the bus or taking light rail is even more affordable for ADA certified passengers, providing an incentive for riders to try to ride transit whenever possible. An All-Day pass for a local reduced fare is $1.75. Better yet, travel
is free for residents in Mesa, Scottsdale and Tempe when riding their local neighborhood circulators. Beginning in July, a Valley Metro transit pass will be provided by certain cities or towns to ADA-certified residents at no cost to the passenger.

**Moving Away From the “one size fits all” Approach**
The traditional formula for service delivery is using a wheelchair-lift equipped Dial-a-Ride bus on each ADA trip, whether needed or not. One Dial-a-Ride vehicle, called a “cutaway bus,” costs about $90,000. One or two riders per bus creates an inefficient way to conduct business and causes additional expenses, such as unproductive driver time between trips or the expense of traveling one-way to start the trip.

In 2009, after careful analysis, the agency determined it was being too narrow in its approach to provide the contracted service. Instead of the “one size fits all” tactic, the focus was changed to reflect an approach of finding a solution for an age-old issue: Dial-a-Ride is inefficient when it provides trips in a vehicle that may be excessive for the service or type of trip that is needed.

A new way of thinking resulted in a partnership of delivering a custom Dial-a-Ride service when Total Transit, the parent company of Discount Cab, was awarded the contract for Dial-a-Ride service replacing the former Maricopa County Special Transit Services (STS) in 2009 by utilizing cabs and accessible vans to deliver trips. About 30 trips are made each day utilizing the cab service option in the unincorporated areas of Maricopa County along with El Mirage and Fountain Hills.

“We have transitioned from using just one type of vehicle to a vehicle that fits the needs of the passenger,” said Jim Wright, Director of Operations at Valley Metro RPTA. “We have the opportunity at RPTA to do things differently. Now we have a new service delivery approach that builds efficiency into our daily operations.”

As a result, there is an important public-private partnership at work. For Discount Cab, the drivers who are trained to drive the ADA trips are guaranteed daily passengers. The service downtime, once considered ineffective for the traditional Dial-a-Ride driver, is a thing of the past. Discount Cab drivers can provide other trips while in the queue waiting for their next ADA trip.

By contracting with Discount Cab, the vehicles are there and available. It avoids the $90,000 capital expenditure per vehicle for RPTA and the cost of vehicle maintenance. The resources from the private sector are already in place so it is efficient for the public sector to utilize those existing assets.

Partnering with Discount Cab, RPTA provides a more efficient solution when residents need a door-to-door transportation service.
RPTA Provides Service to Former SCAT Passengers

The partnership with Discount Cab has been extended to provide former Sun City Area Transit (SCAT) passengers with ADA and life-sustaining trips seven days a week. An average 33 trips are taken each day in the area that is three-quarters of a mile from Route 106 along Peoria Avenue, Olive Avenue, Cactus Road and Shea Boulevard.

New Technology Aids in Passenger Convenience

In January 2011, the East Valley Dial-a-Ride operations initiated a new phone system, called Interactive Voice Response (IVR), incorporating a self-serve option for callers. Instead of waiting on a representative to respond, an automated system allows callers to check on pick-up times, cancel or confirm their trip. Available 24 hours a day, seven days a week, the phone system reduces wait times for callers, although a caller can be transferred to a reservationist with one push on their touchtone phones. Funded by a Federal Transit Administration New Freedom Grant at $114,093, the cities of Chandler, Gilbert, Mesa, Scottsdale and Tempe shared the local match of $28,523.

Since the IVR was installed nearly two months ago, there has been a reduction in the number of passengers not appearing for scheduled trips and an increase in trips being cancelled in advance. It is anticipated that this trend will continue and can eventually result in increased efficiencies.

Mobile Data Computers Assist with Real Time Trip Information

In an effort to improve data collection and trip specifications, Valley Metro RPTA purchased mobile data computers from Maricopa County’s former STS service and had them installed in Dial-a-Ride vehicles. The on-board computers provide drivers with real time trip information including drop off and pick up data, integrated Global Positioning Satellite (GPS) mapping, as well as mileage information.

Dedicated to Delivering a Positive Paratransit Experience

Serving as a liaison to the communities that receive paratransit services from Valley Metro RPTA, Program Coordinator for Paratransit, Arleen Schenck, has significant responsibility ensuring that each trip is a positive experience. One of Arleen’s top priorities is to respond and resolve paratransit program questions and complaints, including those issues involving the Americans with Disabilities Act. Among her daily duties, she tracks and analyzes paratransit program costs to help keep the operations running efficiently.

Mobility Center Adds Regional Emphasis

The Valley Metro Mobility Center is an important first step in developing a regional paratransit system for the metro Phoenix area. In 2008, the Valley Metro Board of Directors accepted the Regional Paratransit Study and in 2009 requested that the Regional Public Transportation Authority staff work towards developing an in-person Americans with Disabilities Act (ADA) paratransit eligibility program.

The Mobility Center is a goal realized, but only the first of many to provide a more efficient way of delivering transit and alternative travel for those who have to rely on it most.

David A. Boggs, Valley Metro RPTA Executive Director
“The Mobility Center is a goal realized, but only the first of many to provide a more efficient way of delivering transit and alternative travel for those who have to rely on it most,” said David A. Boggs, executive director.

After approval of the central site at 4600 E. Washington in June 2010, the center was completely finished and ready for its first customers on its inaugural day of business, March 1. On that day, Valley Metro RPTA contractor CARE Evaluators began to conduct in-person interviews and functional assessments for the ADA paratransit eligibility program. Moving away from a paper only process, the new in-person process includes confidential interviews with skilled, experienced staff. Some applicants take part in a transit mobility assessment, which is the defining element of the center.

“At the beginning of the regional paratransit study in 2006, there was growing demand for paratransit and a need for a more thorough eligibility process,” said Valley Metro Chair, Tempe Councilmember Shana Ellis. “Here we are five years later with the new Mobility Center and we realize that the possibilities of this facility are many and will provide a professional and caring approach for new and renewed ADA applications.”

The mobility assessment area, known as the Transit Walk, was designed with the customer in mind, providing convenience and comfort. While there, participants can navigate a mock streetscape and transit system to lessen the intimidation of being a new rider. While the area replicates similar facilities around the country, it has the look and feel of local community neighborhoods. A full-size bus and bus shelter are part of the indoor “landscape,” as well as varied pavement and ground applications, areas with curb cuts, and ramps of varying elevations. The most stunning effects are the life-sized murals of actual locations served by bus and light rail that cover each of the interior walls.

Input on the development of the Mobility Center was considered by a paratransit technical advisory committee and a regional paratransit stakeholders group. Members of the disability community volunteered to participate in the interview and mobility assessment experience in advance of opening as a way to prepare for implementation.

Besides being an assessment center, the indoor facility provides an opportunity for travel training and information on alternative travel programs. The agency anticipates that the uses for the facility will multiply as it becomes integrated with other programs and groups.

There are currently more than 11,000 ADA paratransit certified individuals in Maricopa County and it is estimated that the Center will review 400 to 500 customer applications each month.

The Evolution Continues: Next Steps in Regional Paratransit Service
The options that make the most sense are being evaluated in order to continue the appropriate steps toward a regional paratransit system. Top priorities are to create a system that is more efficient and cost effective with the input and guidance from the paratransit stakeholder group and Valley Metro technical advisory committee members.

For more information about Dial-a-Ride and paratransit service that is operated by Valley Metro RPTA, contact 602.262.7433.
2011 Celebration of Transit at Ribbon Cutting Events

ARIZONA AVENUE LINK
Ribbon Cutting
Chandler, AZ

FROM LEFT:
• Dan Withers, D.L. Withers Construction
• Chandler Councilmember Jack Sellers
• Gilbert Vice Mayor & Valley Metro Board member Les Presmyk
• Chandler Mayor Jay Tibshraeny
• Chandler Vice Mayor & Valley Metro Board member Trinity Donovan
• Chandler Former Mayor Boyd Dunn
• Mesa Councilmember Kyle Jones
• Tempe Councilmember & Valley Metro Chair Shana Ellis
• Chandler Councilmember Kevin Hartke
• Valley Metro Executive Director David Boggs

ROUTE 184
Ribbon Cutting
Mesa, AZ

FROM LEFT:
• Bryan Jungwirth, Valley Metro Chief of Staff
• Tempe Councilmember & Valley Metro Chair Shana Ellis
• Mesa Mayor Scott Smith
• Gilbert Mayor John Lewis
• Gilbert Vice Mayor & Valley Metro Board member Les Presmyk
• Mesa Councilmember & Valley Metro Board member Scott Scomers
• Mesa Councilwoman Dina Higgins
At the core of the Mobility Center is the Transit Walk, which simulates the transit setting in a local neighborhood. The design is intended to provide a place where passengers can learn to use transit before they actually ride it.

MOBILITY CENTER
Ribbon Cutting
Phoenix, AZ

LEFT TO RIGHT:
• Avondale Vice Mayor & Valley Metro Board member Jim McDonald
• Goodyear Councilmember & Valley Metro Board member Frank Cavaliere
• Mesa Vice Mayor & Valley Metro Board member Scott Somers
• Tempe Councilmember & Valley Metro Chair Shana Ellis
• Chandler Councilmember Jack Sellers
• Marvin Rochelle, National Federation of the Blind
• Steve Banta, METRO Light Rail CEO
• David Boggs, Valley Metro RPTA Executive Director
• Jean Moriki, Phoenix Mayor’s Commission on Disabilities
• Phil Pangrazio, Arizona Bridge to Independent Living
When the Regional Transportation Plan was approved by voters in 2004, with the passage of Proposition 400, there was great promise for a regional transit system that would deliver Maricopa County more efficiently into the next generation. A flailing economy has sent sales tax revenues spiraling downward and the delivery of service and facilities came to a screeching halt. “We will need to erase nearly $2 billion in projects from the original Regional Transportation Plan budget of more than $8.6 billion,” said David Boggs, Valley Metro RPTA executive director. “And it’s going to be painful.”

Sales tax revenue declines have occurred since November 2009 impacting transit service Valley-wide. At a time when gas prices continue to climb, there is increased motivation to continue to add more transit service, build new park-and-ride facilities, and speed up light rail extensions.

“Despite the current economy, we have to continue building voter confidence in transit,” said Steve Banta, METRO light rail CEO. “We do that by providing quality service every day and continuing to look for creative ways to fund expansion.”

Reflecting on what has been accomplished provides great comfort. Transit is becoming a normal part of everyday activities for thousands of individuals. There is also promise of a better future with sales tax revenues on the rise since October 2010. Speculators say that the “great recession” has ended. If that’s true, transit officials will be ready to jumpstart new projects and more service.

Growth in Transit Since 2006
The transit portion of the regional transportation plan has yielded a significant crop of transit services and capital projects since the tax began flowing in January 2006.

The centerpiece of the system growth was providing METRO light rail vehicles, regional infrastructure and the operations and maintenance facility for the first 20 miles of light rail service, which began in December 2008. Express and supergrid (routes that provide consistent service across city or town boundaries) service also began sprouting up across the Valley. To help prop up local budgets, funding for existing bus routes made the switch to public transportation funds. Those routes now funded by the regional tax are 10 local, 12 Express, nine supergrid and one limited stop bus route.

Expansion of the bus system was easily identified through the new routes that provided service to areas with little or no previous transit options:

- 573—Arrowhead/Downtown Express
- 572—Surprise/Scottsdale Express (eliminated July 2010)
- 511—Chandler/Scottsdale Airpark Express
- 562—Goodyear/Downtown Express
Proposition 400 is the countywide half-cent sales tax providing funds for transportation projects in Maricopa County, and is helping to expand the regional transit system.

Projects funded include a west Phoenix operations facility, new LINK bus service and shelters, Mesa’s award-winning Superstition Springs Transit Center, METRO light rail trains, and the Chandler Regional Park-and-Ride.

- 535—Red Mountain/Downtown Express
- 536—Red Mountain/Tempe Transit Center Express (eliminated July 2010)
- 575—Northwest Valley/Downtown Express
- 576—Northwest Valley/Montebello Station Express (eliminated July 2010)
- LINK limited stop, Bus Rapid Transit arterial services—Main Street/Power Road and Arizona Avenue/Country Club Drive
- Rural routes—660 (Wickenburg connector) and 685 (Ajo/Gila Bend connector)

Bus maintenance facilities that were purchased or funded with public transportation funds include those located in Mesa, west Phoenix and Tempe.

Improvements to Dial-a-Ride services across the Valley have also been achieved through Proposition 400 funding. In February 2011, Valley Metro RPTA opened the Valley Metro Mobility Center, providing enhanced services for transit customers with disabilities.

Looking Down the Road
Until local transit budgets experience an economic rebound, Valley Metro RPTA and member agencies will continue to develop ways to save costs in an effort to maintain the current service. Every year, Valley Metro members from local cities, towns and the county evaluate projects and routes and determine what to fund with limited resources. Their objective is to maximize service while maintaining an equitable distribution of available resources among Valley Metro’s jurisdictions. While there are many projects originally included in the plans for Proposition 400 funds, many must now be postponed or scaled back even though there are projects that will go forward. The projects going forward are those with the greatest positive impact on public transportation options for the community.

In the next few years, Valley Metro will be working on new or enhanced services and facilities, including supergrid and express service, transit centers at Arrowhead and Desert Sky, and a bus-rail interface in downtown Mesa, in conjunction with the Central Mesa light rail extension. Projects will move forward as additional revenues are secured in the future.

For more information on the Transit Life Cycle Program, contact Valley Metro at 602.262.7433.
Over the last two years, the city of Tempe has been evaluating its transit system in order to identify service changes necessary to help address a forecasted budget deficit due to the economic recession. The Tempe transit system is funded primarily by a half cent sales tax, which has dramatically decreased causing Tempe to re-evaluate the transit system in order to reduce costs.

Good stewardship of these scarce funds and sound business practices require regular evaluation of transit system performance to ensure resources are properly allocated to deliver an equitable, cost-effective, and fiscally sustainable transit program that works for the community. Tempe values its transit riders and strives to provide the highest quality and most cost effective service to the community. All modes (Local Bus, Express, Orbit, and Light Rail) are being evaluated in order to optimize each element of Tempe’s total transit network. Service adjustments or reductions will be evaluated based on the goals of expanding potential savings while also maximizing public transit utilization. Evaluations will also focus on increasing system efficiency, maintaining or improving regional connections, upholding system-wide service equity, minimizing deterioration of service consistency. Input from riders and stakeholders are critical to informed decision-making, and Tempe has implemented an extensive public involvement process.
Potential Tempe service changes being evaluated include:

Calibrate Service Supply with Demand

- Reduce rush hour frequency on Route 48 - 48th Street/Rio Salado from 15 to 30 minutes.
- Reduce rush hour frequency on Route 62 - Hardy/Guadalupe from 15 to 30 minutes.
- Eliminate Express Route 511 in Tempe.
- Eliminate one morning and one afternoon trip on Route 532.
- Eliminate one morning and one afternoon trip on Route 540.
- Reduce ORBIT Saturday service from every 15 to 30 minutes.
- Reduce weekday frequency from 15 to 20 minutes all day; supply higher frequency service as needed to accommodate high demand periods of the year, times of day, and route segments.

Route Adjustments to Improve Cost-effectiveness

- Eliminate segment of Express Route 520 on River Dr. and Alameda Dr.; route would head west on Broadway Rd., south on McClintock Dr.
- Eliminate segment of Express Route 521 on Price Rd.; route would begin and end at Baseline Rd. and Price Rd.

Responses to Cuts made in Neighboring Cities

- Eliminate extra trips on Route 72 (Rural) between Baseline & downtown.
- Reduce Sunday service to every 60 minutes in Tempe.
- Reduce Route 108 (Elliot) from 30 to 60 minute frequency on weekdays.
- Eliminate local bus service after 10 p.m. in Tempe.

Additional Options

- LOCAL BUS - Eliminate free local bus service offered on New Year’s Eve and July 4th.
- LIGHT RAIL* - Eliminate Friday late night service until 2:30 a.m. - train would stop running at midnight.
- LIGHT RAIL* - Eliminate Saturday late night service until 2:30 a.m. - train would stop running at midnight.

- LIGHT RAIL* - Reduce weekday peak frequency from every 12 to 15 minutes. Off peak would remain at every 20 minutes.

* METRO Light Rail - Options for reducing light rail service require approval by the cities comprising the METRO Board of Directors. At present there is not consensus to move forward FY 2011-12 light rail service reductions. However, public comment will be obtained for information.

The decision making process occurred in April and May for any service restructuring:

- Approval of Citizen Advisory Transportation Commission.
- Approval of Council Transportation Committee.
- Approval of Tempe City Council and any decision on the restructuring of light rail service would be made by the Valley Metro Rail Board of Directors.

Most system modifications will be made in July 2011. Modifications requiring coordination with partner cities or the region may be delayed until January 2012.

For information visit www.tempe.gov/tim or call 480-858-2350.
Seven days after the Scottsdale City Council approved a 90-day pilot trolley route at their meeting on January 11, the new Hospitality Trolley was in service. The route provided service to all of Scottsdale’s major event venues and shopping districts at no cost to the rider.

The most unique part of this new service was the result of a public-private partnership with local businesses contributing more than $100,000 to make the service possible. Coordination with local businesses was led by the city’s Economic Vitality department.

Scottsdale’s Convention and Visitors Bureau also played a role in the success of the Hospitality Trolley. They met with local businesses and resorts to promote the new service and printed maps and brochures to display in lobbies and on the trolley.

The Hospitality Trolley runs from Scottsdale Stadium in downtown to WestWorld every hour, seven days a week providing visitors a free and easy way to explore the city from the north to the south. Stops along the trolley route include Old Town, the Arts and Entertainment District, Scottsdale Fashion Square and Scottsdale Quarter.

Riders were also able to reduce congestion and help the environment by taking the trolley to some of the city’s premier events including the Barrett-Jackson Classic Car Auction, the Waste Management Phoenix Open, the Scottsdale Arabian Horse Show and other signature events the city hosts during the winter and spring months.

This was the first time Scottsdale reached out to the business community to directly fund transit service. The positive response from local businesses resulted in more visibility for the city and their business and provided terrific benefits to our seasonal visitors.

Scottsdale’s Transit and Economic Vitality staff and the City Council will evaluate the success of the route and determine next steps.
The City of Phoenix Public Transit Department opened the new 512-space Happy Valley Park-and-Ride at the southwest corner of Happy Valley Road and Interstate 17 for bus service, carpools, and vanpools on January 24, 2011. The facility also has a public art feature that provides some shade protection to waiting passengers.

City dignitaries took part in a public celebration that included information on public transit services and a chance to take a tour of a RAPID bus.

Art feature: Take the Long Way Home, helps create shade for waiting passengers at the new Happy Valley Park-and-Ride.
Imagine the convenience of a 57-mile high-capacity transit system to your daily travels? The 20-mile light rail starter line that opened December 2008 is quickly becoming a popular transportation alternative for more than 45,000 riders each weekday. METRO is also planning for 37 additional miles of enhanced transit service to support the region’s growth and your personal mobility.

The 37 additional miles are split into six different extension areas off the main starter line. Over the next decade, you will see METRO plan, begin to build and operate extensions into downtown Mesa, central Tempe, west and northwest Phoenix, Glendale and northeast Phoenix.

Some of these extensions will be light rail and others will be the transit mode that makes the best fit for the surrounding community and the larger transit network. The modes currently moving forward are light rail and modern streetcar in Tempe.

For more information, visit www.metrolightrail.org/futureextensions. And stay connected with METRO and its future plans on Facebook (metro light rail) and Twitter (@metrorail).