



# Title VI Program

CITY OF TEMPE TRANSPORTATION DIVISION | NOVEMBER 2015



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**Title VI Policy Statement**

The City of Tempe (City) policy assures full compliance with Title VI of the Civil Rights Act of 1964, the Restoration Act of 1987, section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 (ADA), and related statutes and regulations in all programs and activities. Title VI states that “no person shall on the grounds of race, color, national origin, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination” under any City sponsored program or activity. There is no distinction between the sources of funding.

City also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies and activities on minority and low-income populations. Furthermore, City will take reasonable steps to provide meaningful access to services for persons with limited English proficiency.

When City distributes Federal-aid funds to another entity/person, City will ensure all subrecipients fully comply with City Title VI Nondiscrimination Program requirements. The Mayor has delegated the authority to the Transit Manager to oversee and implement FTA Title VI requirements.



Michael Nevarez

Transit Manager  
City of Tempe

## **Title VI Notice to the Public**

The following notice is placed on the City of Tempe Transportation Division website as well as the Tempe Transportation Center. The website is available at [www.tempe.gov/tim](http://www.tempe.gov/tim); the language below is located at [www.tempe.gov/city-hall/public-works/transportation/title-vi-](http://www.tempe.gov/city-hall/public-works/transportation/title-vi-).

The city of Tempe, under Title VI of the Civil Rights Act of 1964 and related statutes, must ensure that no person in the city of Tempe shall, on the grounds of race, color, national origin, sex, disability and age, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any federally funded program or activity it administers.

Customer Rights and Grievances - Passengers using federally funded public transit should have equal access, seating and treatment. Complaints for non-compliance with Title VI and related statutes may be lodged with Valley Metro customer service at 602-253-5000 (TTY 602-261-8208). Complaints that customer service receives are documented and assigned to the appropriate transit staff for investigation in accordance with federal standards. After processing the complaint, customer service will respond to the complainant and, if warranted by the investigation, take appropriate action. The city of Phoenix Public Transit Department is responsible for monitoring this process and completed reports.

Conozca sus derechos bajo el Título VI - La ciudad de Tempe bajo los derechos civiles del título VI del acta de 1964 y relacionado con los estatutos. Asegura que ninguna persona puede ser excluida de participar, o negar los derechos, o beneficios por razón de raza, color, origen nacional, sexo, o discapacidad. O ser discriminado bajo cualquier programa o actividad, financiado y administrado con fondos federales.

Derechos del Cliente y Reclamaciones - Los pasajeros que utilicen transportación pública financiado con fondos federales, tienen derecho a ser tratados con igualdad de acceso a asientos. Quejas por el incumplimiento a estos derechos bajo estatuto y título VI deben ser presentados a Valley Metro. Servicio al cliente. 602-253-5000 (TTY 602-261-8208). Estas quejas serán propiamente documentadas y asignadas al personal de tránsito para una investigación de conformidad bajo las leyes federales. Después de proceso de investigación el departamento de servicios al consumidor responderá a su queja, y si es requerido tomar la acción apropiada. El departamento de transporte público de la ciudad de Phoenix se hace responsable de supervisar y procesar estos informes.

Please note: Alternate formats are available upon request. Please call 602-253-5000 or TTY 602-261-8208.

City of Tempe, AZ: Title VI

www.tempe.gov/city-hall/public-works/transportation/title-vi-

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City Hall » Public Works » Transportation

## KNOW YOUR RIGHTS UNDER TITLE VI

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Please note: Alternate formats are available upon request. Please call 602-253-5000 or TTY 602-261-8208.

- Transportation
  - FAQ- Transportation
  - Adopt An Alley
  - Adopt A Path
  - Adopt A Street
  - Advertising
  - Art in Transportation
  - Barricading Permits
  - Bicycle
    - Block Parties
  - Bus
    - Dial A Ride
    - Don Cassano Community Room
    - EVBOM
    - Intersection Sight Distance Requirements
    - ITS
  - Light Rail
    - Mary O'Connor Memorial Bus Shelter
    - Oversized Vehicles
    - Quiet Zone
    - Research
    - Residential Parking Permits
    - Resources
    - Speed Humps
    - Streets/Traffic Ops
    - Street Closures & Restrictions
  - Streetscape Projects
    - Streetcar

## **Public Participation Plan**

The City of Tempe Public Works Department uses specific public involvement measures to ensure that minority and low-income people are involved in transit decisions. These measures are as follows:

1. Advertisements of public hearings in media outlets available to the minority community. These hearings have covered applications for FTA assistance for (capital projects related to transit, fixed route bus changes, and route changes for the Orbit circulator.) These advertisements are published in the Arizona Republic.
2. On site community open houses. Open houses are held at (Tempe Transportation Center, community centers or the Tempe Library Complex) to meet with citizens and hear their comments and questions on proposed service changes. These open houses use graphic displays and have a Spanish translator available to answer questions in both English and Spanish.
3. Accessibility to community. The Tempe Transit Store receives calls from minority and low income community residents requesting clarification on route changes and offering comment and suggestions for new routes. Tempe Transit Store staff is bi-lingual and can respond to the questions in Spanish.
4. Annual Rider Satisfaction Survey. This regional survey is administered verbally over the phone in English and Spanish and reaches transit riders that live in minority and low-income communities. The survey measures citizen satisfaction with transit services and captures comments for improvement
5. Tempe Transit Survey. This Tempe specific survey is administered verbally over the phone in English and Spanish and reaches transit riders that live in minority and low-income communities.

Since transit service in Tempe is operated by the Regional Public Transportation Authority, public participation for many transit service changes and other programs will be handled by that agency. Their Public Participation Plan is attached as Attachment A.

## **Language Assistance Plan**

Transit service in Tempe is provided by the Regional Public Transportation Authority (RPTA). Their Language Assistance Plan, dated May 2015, provides an in-depth study of languages spoken in the Phoenix metropolitan area, including the City of Tempe. The plan is included as Attachment B.

Based on the conclusions of the RPTA Plan, a statement in Spanish will be included in all public outreach notices released by the City of Tempe Transportation Division. Every effort will be made to provide vital information to individuals in the language requested.

### Safe Harbor Provision

The City of Tempe Transportation Division complies with the Safe Harbor Provision, as evidenced by the number of documents available in the Spanish language. With respect to Title VI information, the following shall be made available in Spanish:

- (1) Title VI Notice
- (2) Complaint Procedures
- (3) Complaint Form

In addition, we will conduct our marketing (including using translated materials) in a manner that reaches each limited English proficiency group. Vital Documents include the following:

- (1) Notices of free language assistance for persons with LEP
- (2) Notice of Non-Discrimination and Reasonable Accommodation
- (3) Outreach Materials
- (4) Bus Schedules
- (5) Route Changes
- (6) Public Hearings

## **Complaint Procedures**

All Title VI complaints are processed through the Regional Public Transportation Authority (RPTA) Customer Service Call Center. Complaints are received, processed, and sent to the transit service providers through the Customer Assistance System (CAS) software. The provider investigates the complaint according to federal standards found in 28 CFR, Part 35, and FTA Circular 4702.1A, responds to the customer, and takes appropriate action to ensure the resolution of the problem, to include providing additional training if necessary. These federal standards are used for both complaints filed under Title VI of the 1964 Civil Rights Act and the Americans with Disabilities Act. The standards are programmed in the CAS software and entered as investigative report headings on the report template in the software.

Each documented Title VI investigative report must address each of the seven federal investigative steps found in 28 CFR, Part 35 and ETA Circular 4702.1A. These seven steps are as follows:

1. Summary of complaint
2. Statement of issues
3. Respondent's reply to each issue
4. Findings of fact
5. Citations of pertinent regulations and rules
6. Conclusions of law
7. Description of remedy for each violation

The CAS software will automatically enter the Title VI complaint into a Title VI complaint log. The complaint log records the case number, incident date, primary complaint category, complaint subcategory, how the complaint was resolved and the close date of the complaint.

Whenever Customer Service staff receives a valid ADA or Title VI complaint, the following process should occur:

1. Summary of the complaint
  - a. Completed by the Regional Services Customer Relations staff.
  - b. ADA Complaints are defined as follows:
    1. Communication by any person with a disability who perceives he/she has been discriminated against during transit service, or a communication from any passenger who perceives discrimination against a person with a disability during transit service.
  - c. Title VI Complaints are defined as follows:
    1. Communication from a passenger alleging discrimination during transit service based on race, color, or national origin.
2. Statement of issues
  - a. List every issue derived from the complaint summary
  - b. Include questions raised by each issue

- c. Add new issues that surface during investigation
  - d. Develop final list of issues as outline for investigation
3. Respondent's reply to each issue
  - a. "Respondent" is defined as any source of information that can contribute to the investigation, including, for example:
    1. Operator (Interview/History)
    2. Radio/Dispatch/Operational Control Center reports
    3. GPS tracking software & programs
    4. City Transit Offices
    5. Witnesses
    6. Spotter reports
    7. Video (camera) and/or audio recordings
    8. Courtesy cards
    9. Incident reports
    10. Other transit employees
    11. Route history
  - b. Collecting Respondent Information
  - c. Ask various staff to investigate areas or assist in investigation
  - d. Document information from customer contact (respondent area)
  - e. After all respondent information is documented:
    1. Complete the documentation (remaining steps)
    2. Determine the action taken
    3. Follow up with the customer.
4. Findings of fact
  - a. Investigate every "issue"
  - b. Separate facts from opinions
5. Citations of pertinent regulations and rules
  - a. Develop list of all regulations, rules, policies, and procedures that apply to the investigation
    1. ADA regulations
    2. Company rules & procedures
    3. Valley Metro policies & service standards
6. Conclusions of law
  - a. Compare each factual conclusion from "findings of fact" to the list of regulations, rules, etc.
  - b. Make decision on whether violation(s) occurred
  - c. Develop list of violations into "conclusions of law"
7. Description of remedy for each violation
  - a. List specific corrective actions for each violation found
  - b. Include plans for follow-up checks
  - c. Do not conclude report with "no action taken"
  - d. If no violations found, conclude the report in a positive manner
  - e. Review of policies & procedures
  - f. Review of ADA law / Title VI provisions

8. Responding to the Complainant
  - a. Apologize for inconvenience
  - b. Address all issues in his/her complaint
  - c. If appropriate, inform on proper practices
  - d. Express thanks for his/her feedback

**Title VI Complaint Form**

All transit service within Tempe is operated by the Regional Public Transportation Authority, d.b.a. Valley Metro. Persons wishing to file a complaint are directed to utilize the form shown on the following pages, which is available on the Valley Metro website at [www.valleymetro.org](http://www.valleymetro.org). The form is available in English and Spanish.

**TITLE VI COMPLAINT FORM**

Any person who believes they have been discriminated against on the basis of race, color, or national origin by Valley Metro or its service providers may file a Title VI complaint to Valley Metro Customer Service.

Please provide the following information necessary in order to process your complaint. Alternative formats and languages are available upon request. Complete this form and mail or deliver to: Regional Public Transportation Authority, 4600 E. Washington St., Suite 101, Phoenix, Arizona 85034. You can reach Customer Service at 602.253.5000/TTY: 602.251.2039, or email at [csr@valleymetro.org](mailto:csr@valleymetro.org).

Section I: Customer Information			
Name:			
Address:			
City:	State:	Zip:	
Work Phone:	Home Phone:	Cell Phone:	
Email Address:			
Section II: Incident Information			
Date of Incident:	Time of Incident:	AM/PM	City:
Incident Location:		Direction of Travel:	
Route #:	Bus/Light Rail #:		
Service Type:	<input type="checkbox"/> Local	<input type="checkbox"/> LINK	<input type="checkbox"/> Express/RAPID
	<input type="checkbox"/> Light Rail	<input type="checkbox"/> Circulator/Connector	<input type="checkbox"/> Dial-a-Ride
Operator Name:			
Operator Description:			
What was the discrimination based on? (Check all that apply)			
<input type="checkbox"/> Race			
<input type="checkbox"/> Color			
<input type="checkbox"/> National Origin			
<input type="checkbox"/> Limited English Proficiency			
<input type="checkbox"/> Other:			
Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known), as well as names and contact information of any witnesses. If more space is needed, please use the back of this form.			

Have you filed this complaint with the Federal Transit Administration?  Yes  No

If yes, please provide information about a contact person at the Federal Transit Administration where the complaint was filed.

Name:	Title:
Address:	Telephone:

Have you previously filed a Title VI complaint with this agency?  Yes  No

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date required below:

Signature \_\_\_\_\_ Date \_\_\_\_\_



## FORMA DE QUEJAS DEL TITULO VI

Cualquier persona que crea que ha sido discriminada basándose en su raza, color u origen nacional por Valley Metro o sus proveedores de servicio puede registrar una queja del Título VI con el Servicio al Cliente de Valley Metro.

Por favor provea la siguiente información necesaria para que se procese su queja. Hay formatos e idiomas alternos disponibles si se solicitan. Llene esta forma y envíela por correo postal a o entréguela en: Regional Public Transportation Authority, 4600 E. Washington St., Suite 101, Phoenix, Arizona 85034. Usted puede comunicarse con el Servicio al Cliente llamando al (602) 253-5000/TTY: (602) 251-2039, ó por correo electrónico en [csr@valleymetro.org](mailto:csr@valleymetro.org).

### Sección I: Información del Cliente

Nombre:

Domicilio:

Ciudad:

Estado:

Código Postal:

Teléfono del Trabajo:

Teléfono del Hogar:

Teléfono Celular:

Domicilio Electrónico:

### Sección II: Información del Incidente

Fecha del Incidente:

Hora del Incidente:

AM/PM

Ciudad:

Ubicación del Incidente:

Dirección de Viaje:

# de Ruta:

# de Autobús/Tren Ligero:

Tipo de Servicio:  Local  LINK  Express/RAPID  Tren Ligero  Circulador/Connector  Dial-a-Ride

Nombre del/la Conductor/a:

Descripción del/la Conductor/a:

¿En qué se basó la discriminación? (Marque todo lo que sea aplicable)

Raza  Color  Origen Nacional  Dominio Limitado del Inglés  Otro:

Explique tan claramente como sea posible lo que sucedió y por qué cree usted que se le discriminó. Describa a todas las personas que estuvieron involucradas. Incluya el nombre y la información de contacto de la/s persona/s que le discriminó/aron a usted (si los sabe), así como los nombres y la información de contacto de cualquier testigo. Si necesita más espacio, por favor use el reverso de esta forma.

¿Ha usted registrado esta queja con la Administración Federal de Tránsito?  Sí  No

Si contestó sí, por favor provea información sobre la persona de contacto en la Administración Federal de Tránsito donde se registró la queja:

Nombre:

Título:

Domicilio:

Teléfono:

¿Ha usted registrado previamente una queja del Título VI con esta agencia?  Sí  No

Usted puede adjuntar cualquier material por escrito o cualquier otra información que crea que sea relevante a su queja.

Se requieren la firma y la fecha abajo:

Firma

Fecha

valleymetro.org  
602.253.5000  
TTY: 602.251.2039



### List of Complaints Received

The City of Tempe has not directly received any Title VI complaints since the last Title VI Program update. The complaints shown in the table below were received via Valley Metro Customer Service regarding service operated by a City of Tempe contractor.

<b>Incident Date</b>	<b>Summary</b>	<b>Status</b>	<b>Action taken</b>
01/13/12	Caller states that driver would not allow African American people on bus	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
04/05/12	Caller states that driver called a passenger a racially derogatory name	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
08/08/12	Caller states African American driver passed him up at a stop	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
08/15/12	Caller states driver asked African American passenger for proof of reduced fare eligibility but did not ask other passengers	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
10/04/12	Caller states driver told him to get off the bus because he is Native American	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
10/23/12	Caller states that she and other African American passengers were denied boarding	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
01/11/13	Caller states that the driver would not let him board through the rear door and made a racially charged statement	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
03/05/13	Caller states driver asked African American passenger for proof of reduced fare eligibility but did not ask other passengers	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
05/02/13	Caller states driver made a racially charged statement to him when attempting to enforce drink container policy	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
06/20/13	Caller states driver was rude to African American passengers	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
06/21/13	Caller states driver is favoring African American passengers because he is talking to them	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.
06/25/13	Caller states driver has passed up persons of color	Closed	Investigated per established process. There was no evidence that the incident occurred as stated or that the driver's actions were discriminatory.

**Facilities Title VI Equity Analysis**

The City has not constructed any transit facilities since the last Title VI Program update.

**Non-elected transit boards, committees, and councils**

The Transportation Commission advises and makes recommendations to the City Council and assists City departments and the City Manager regarding:

- a balanced transportation system within Tempe which incorporates all forms of transportation in a unified, interconnected manner and complements land use, making a positive environmental impact through reduction of energy consumption, air pollution and congestion, while promoting economic development and providing mobility for all persons, including elderly and disabled;
- appropriate performance standards and benchmarks for use in evaluating the City's transportation system and program;
- transportation plans, projects and ordinances;
- elements of prioritized, unified Operating and Capital Improvement Program budgets for transportation; and
- a forum for public hearings and other public involvement mechanisms to assure community-based transportation plans, projects and issues, and to meet all Federal and other guidelines for public involvement in transportation projects where applicable.

The Transportation Commission is composed of fifteen (15) members, who must be Tempe residents and are appointed for a term of three years. The Commission usually meets the second Tuesday of each month at 7:30 a.m., in the Don Cassano Community Room at the Tempe Transportation Center, 200 East Fifth Street, Tempe. (City Code, Chapter 2, Article V, Division 8)

All persons who reside in Tempe are eligible to become members of the Transportation Commission. Tempe strives to maintain a diverse membership on its Boards and Commissions and encourages all Tempe residents to participate. Tempe actively seeks out applicants for Commissions through social media, Tempe Today water bill insert newsletter, press releases and announcements at Council meetings. Specific vacancies are listed on the city's website at <http://www.tempe.gov/city-hall/city-clerk-s-office/boards-and-commissions/board-and-commission-vacancies>. Commission members are appointed by the Mayor and approved by the City Council. Term limits are in place to ensure that opportunities to serve on the Commission are periodically available.

As of the date of this report, there are 14 active members and one vacancy on the Transportation Commission. The following chart details the racial composition of the Transportation Commission, as voluntarily reported by Commission members.

<b>Tempe Transportation Commission</b>	
<b>Group</b>	<b>Count</b>
American Indian / Alaska Native	0
Asian	0
Black or African American	0
Hispanic	0
Native Hawaiian / Other Pacific Islander	0
White	10
Other	0
No response provided	4
Total Commission Members	14

**Governing body approval of Title VI Program**

Governing body approval of Plan will be inserted here

**List of Public Outreach**

The City of Tempe Transportation Division conducts community outreach to gather opinions regarding transit service and projects in the City. The following information details the outreach programs that have occurred since our last Title VI update.

**January 2012 Transit Service Changes**

Rerouting Orbit Mercury and Mars from Lemon Street between Terrace and Rural roads to Terrace Road between Rural Road and Lemon Street. All other regional changes were minor schedule changes in Tempe or routing changes outside of Tempe and were coordinated by Valley Metro.



**Stakeholder meetings for Orbit Mercury and Mars included:**

The Crossroads Apartments	1010 E. Orange Street Tempe, AZ 85281
College Town Tempe	950 S. Terrace Tempe, AZ 85281
University Village Apartments	936 S. Terrace Road #103 Tempe, AZ 85281
The Regency	1100 E. Lemon St. Tempe, AZ 85281
ASU	744 S. Terrance Road Tempe, AZ 85281
Business Owner	944 E. Terrance Road Tempe, AZ 85281
Business Owner	914 E. Lemon St. Tempe, AZ 85281
Business Owner	910 E. Lemon St. Tempe, AZ 85281
Business Owner	907 E. Lemon St. Tempe, AZ 85281

Business Owner	1011 E. Lemon St. Tempe, AZ 85281
Business Owner	1019 E. Lemon St. Tempe, AZ 85281
Business Owner	1031 E. Lemon St. Tempe, AZ 85281

### **July 2012 Transit Service Changes**

- Restructure Orbit Earth to operate on College Ave. between Weber Dr. and McKellips Rd.
- Restructure Orbit Earth to operate on Miller Rd. without deviation between McKellips Rd. and Curry Rd.
- Restructure Orbit Venus to operate on 13th St. between Beck Ave. and Roosevelt St.
- Restructure Orbit Mars to stop operating on George Dr., Del Rio Dr., and Evergreen Rd. north of Southern Avenue.
- Restructure Orbit Jupiter to operate on Terrace Rd., Malibu Dr., Laguna Dr. and Butte Ave. between Rural Rd. and McClintock Dr.
- Revise Orbit Mercury route so that its western end is the University and Rural LRT station (would not go to Tempe Transportation Center.)
- Revise Orbit Mars route so that its northern end is the University and Rural LRT station (would not go to Tempe Transportation Center.)
- 511 - Re-route Tempe portion of route to ASU & Tempe Transportation Center via Loop 202 & Rural. Route would no longer serve Price/Apache light rail station.
- 520 - Start/End route at Tempe Public Library park-n-ride. Route would no longer operate on neighborhood streets.
- 521 - Start/End route at Tempe Sports Complex and Kiwanis Park park-n-ride locations. Route would no longer operate on neighborhood streets, but would serve selected boarding points at major intersections.
- 532 - Eliminate route in all cities (Mesa, Scottsdale, Tempe, Phoenix). in the 532 service area (north Tempe) would be encouraged to make use of light rail for trips to downtown Phoenix.
- 540 - Eliminate route in all cities (Chandler, Tempe, Phoenix). in the 540 service area (Warner Rd. corridor) would be encouraged to make use of the new 521.
- Extend Route 62 (Hardy/Guadalupe) on Guadalupe Rd. to Country Club Dr. Implementation date to be determined based on City of Mesa's ability to provide long-term funding.
- Reduce Sunday LOCAL service to 60 minutes on all bus routes in Tempe. Estimated savings: \$402,883

- Eliminate LOCAL bus service AFTER 10 p.m. in Tempe. Estimated savings: \$848,504
- Reduce Route 108 (Elliot) from 30 to 60 minutes on weekdays (In Tempe).
- Terminate Route 62 (Hardy/Guadalupe) at the Tempe Transportation Center. Eliminate segment between downtown Tempe and Tempe Marketplace.
- Reduce weekday Orbit Mercury service frequency from 10 to 15 minutes. Add extra trips west of McClintock Dr. during peak travel periods.
- Reduce Saturday ORBIT service from 15 to 20 minutes.
- Reduce weekday ORBIT frequency from 15 to 20 minutes ALL DAY.

AFFIDAVIT OF PUBLICATION

THE ARIZONA REPUBLIC

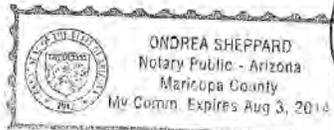
STATE OF ARIZONA }  
COUNTY OF MARICOPA } SS.

Brian Billings, being first duly sworn, upon oath deposes and says: That he is a legal advertising representative of the Arizona Business Gazette, a newspaper of general circulation in the county of Maricopa, State of Arizona, published at Phoenix, Arizona, by Phoenix Newspapers Inc., which also publishes The Arizona Republic, and that the copy hereto attached is a true copy of the advertisement published in the said paper on the dates as indicated.

The Arizona Republic

January 25, 2012

Sworn to before me this  
25<sup>TH</sup> day of  
January A.D. 2012

  
Notary Public

**Tempe to host public meetings about transit system**  
Tempe residents are encouraged to attend public meetings to learn about potential changes that may occur in July 2012 to the Local and Express Bus Systems and the Orbit neighborhood circulator, including a potential Orbit fare. Service changes may affect routes: Orbit Mercury, Orbit Venus, Orbit Earth, Orbit Mars, Orbit Jupiter - First, Fixed Routes 1, 33, 40, 44, 45, 46, 56, 61, 62, 65, 66, 72, 77, 81, 108, Express Routes 511, 520, 521, 532 and 540. These meetings are part of a three-year public involvement process to develop the service changes necessary to help address a forecasted budget deficit due to the slowing economy. The Tempe transit system is funded primarily by a half-cent sales tax, which has dramatically decreased causing Tempe to reevaluate the transit system in order to reduce costs. Public meetings will be held:  
Feb. 25 at 9 a.m. Tempe History Museum 809 E. Southern Ave., Tempe  
Feb. 28 at 6 p.m. Tempe Transportation Center Don Cassano Community Room 260 E. Fifth St., Tempe  
March 1 at 6 p.m. Tempe History Museum 809 E. Southern Ave., Tempe  
Transit service proposals will be available for comment from Feb. 25 through March 29.  
www.tempe.gov/tm  
Pub. Jan. 25, 2012

AFFIDAVIT OF PUBLICATION

THE ARIZONA REPUBLIC

STATE OF ARIZONA }  
COUNTY OF MARICOPA } SS.

Brian Billings, being first duly sworn, upon oath deposes and says: That he is a legal advertising representative of the Arizona Business Gazette, a newspaper of general circulation in the county of Maricopa, State of Arizona, published at Phoenix, Arizona, by Phoenix Newspapers Inc., which also publishes The Arizona Republic, and that the copy hereto attached is a true copy of the advertisement published in the said paper on the dates as indicated.

The Arizona Republic

January 25, 2012

Sworn to before me this  
25<sup>TH</sup> day of  
January A.D. 2012

ONDREA SHEPPARD  
Notary Public - Arizona  
Maricopa County  
My Comm. Expires Aug 3, 2014

Notary Public

Tempe to host public meetings about transit system  
Tempe residents are encouraged to attend public meetings to learn about potential changes that may occur in July 2012 to the local and Express Bus System and the Orbit neighborhood circulator, including a potential Orbit fare service changes may affect routes: Orbit Mercury, Orbit Venus, Orbit Earth, Orbit Mars, Orbit Jupiter, Frisco, Frisco Routes 1, 30, 40, 44, 45, 48, 50, 61, 62, 65, 66, 72, 77, 80, 105 Express, Routes 514, 520, 521, 532 and 540.  
These meetings are part of a three-year public involvement process to develop the service changes necessary to help address a forecasted budget deficit due to the slowing economy. The Tempe transit system is funded primarily by a half-cent sales tax, which has dramatically decreased causing Tempe to reevaluate the transit system in order to reduce costs.  
Public meetings will be held:  
Feb. 25 at 9 a.m. Tempe History Museum 809 E. Southern Ave., Tempe Feb. 26 at 2 p.m. Tempe Transportation Center Don Cassano Community Room 200 E. Fifth St., Tempe March 1 at 6 p.m. Tempe History Museum 809 E. Southern Ave., Tempe  
Transit service proposals will be available for comment from Feb. 25 through March 29 at www.tempe.gov/ttm Pub. Jan. 25, 2012

## Tempe to host public meetings about transit system

Passengers are encouraged to attend public meetings to learn more about potential changes to the Tempe Local and Express Bus Systems and the Orbit neighborhood circulator, including a potential Orbit fare. The purpose of these meetings is to get input from passengers on potential changes that may occur in July 2012.

### **PUBLIC MEETING DATES:**

**FEBRUARY 25 at 9 a.m.**  
Tempe History Museum  
809 E. Southern Ave., Tempe

**FEBRUARY 28 at 6 p.m.**  
Tempe Transportation Center  
Don Cassano Community Room  
200 E. Fifth St., Tempe

**MARCH 1 at 6 p.m.**  
Tempe History Museum  
809 E. Southern Ave., Tempe

Transit service proposals will be available for comment from Feb. 25 through March 29 at [www.tempe.gov/tim](http://www.tempe.gov/tim)



## Tempe llevará a cabo reuniones sobre el sistema de transporte

Se anima a los pasajeros para que asistan a las reuniones públicas, a fin de aprender más sobre los cambios potenciales a los Sistemas de Autobús Local de Tempe y Express, así como del circulator del vecindario Orbit, incluyendo una tarifa potencial para Orbit. Estas reuniones tienen el propósito de obtener las opiniones de los pasajeros con respecto a cambios potenciales que pueden suceder en julio de 2012.

### **FECHAS DE LAS REUNIONES PÚBLICAS:**

**FEB. 25 A LAS 9 A.M.**  
Museo Tempe History Museum  
809 E. Southern Ave., Tempe

**FEB. 28 A LAS 6 P.M.**  
Centro de Transporte de Tempe  
Salón Don Cassano Community Room  
200 E. Fifth St., Tempe

**MARZO 1º A LAS 6 P.M.**  
Museo Tempe History Museum  
809 E. Southern Ave., Tempe

Las propuestas para el servicio de transporte estarán disponibles para comentarios del 25 de febrero al 29 de marzo en [www.tempe.gov/tim](http://www.tempe.gov/tim)



Public meetings occurred:

- Feb. 25, 2012 at 9 a.m. at the Tempe History Museum, 809 E. Southern Ave., Tempe
- Feb. 28, 2012 at 6 p.m. at the Tempe Transportation Center, 200 E. Fifth St., Tempe
- March 1, 2012 at 6 p.m. at the Tempe History Museum, 809 E. Southern Ave., Tempe
- March 31, 2012 Express Rider Forum or Focus Group

Attendance: About 140 people attended the three meetings

Meetings were held with the following Boards and Commissions:

- Tempe Transportation Commission

Methods to communicate the public meetings and online comment form included:

- Press releases
- Online web ads – azcentral.com
- Web site (TIM, Valley Metro)
- Tempe 11
- Tempe Today Water bill
- Posters and hanging flyers on buses
- ASU and school district notification
- Email blast to all neighborhood Chairs
- Social media
- Intercept surveys on buses and transit centers

#### **September 2012 Community Survey**

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzed the data collected by the survey and, where appropriate, compared responses of the residents by meaningful demographic variables, as well as to data from studies conducted in October 2004, September 2006, September 2008 and September 2010. The most recent data collection was completed with 409 Tempe residents in September 2012. The margin of error for this sample size is approximately +4.9% at a 95% level of confidence.

#### **October 2012 Orbit Earth Transit Service Changes**

Public meetings occurred:

- July 9, 2012 at 7 p.m. at Tempe's North Tempe Neighborhood Association meeting at the North Multi-Generational Center, 1555 N. Bridalwreath, Tempe

Attendance: About 35 people attended the meeting

Methods to communicate the public meetings and online comment form included:

- Targeted postcard

### **January 2013 Transit Service Changes**

All regional changes were minor schedule changes in Tempe or routing changes outside of Tempe and were coordinated by Valley Metro. None of the routing changes affected Tempe directly.

### **Summer 2013 MiDi Bus Testing**

#### **Tempe to Hold Open House About Orbit Prototype Bus**

The city of Tempe is holding an open house to talk with residents about a new, mid-size prototype bus called New Flyer MiDi on the Orbit neighborhood circulator system. **Please join us on Sat., Sept. 28 from 10 a.m.—noon at the Tempe Transportation Center, 200 E. Fifth St.** for an opportunity to view and comment on the MiDi Orbit prototype bus. The MiDi prototype runs on ultra-low sulfur diesel and seats 27 people with 26 standing passengers.

Tempe has partnered with bus manufacturer New Flyer to test a new mid-size MiDi bus. Because of Tempe's successful Orbit program, Tempe was selected as a testing site for the MiDi bus, which began Aug. 7. If the testing program is successful and the general bus type is accepted by the Tempe community and City Council, the City could consider procuring this general type of vehicle with the next fleet replacement cycle beginning in 2017.

An online comment form with images of the buses is available at [www.tempe.gov/orbit](http://www.tempe.gov/orbit). If you have any questions, please contact Tanya Chavez at 480-858-2215 or [tanya\\_chavez@Tempe.gov](mailto:tanya_chavez@Tempe.gov).



#### **Tempe va a celebrar una jornada de puertas abiertas sobre el prototipo del autobús de la ruta Orbit**

La ciudad va a celebrar una jornada de puertas abiertas sobre el prototipo de un autobús nuevo de tamaño medio que se llama el New Flyer MiDi en el sistema local circulator Orbit. **Por favor venga a la jornada el sábado 28 de setiembre de las 10:00 a.m. hasta el mediodía en el Tempe Transportation Center, 200 E Fifth St.** donde tendrá la oportunidad de ver y comentar sobre el prototipo del autobús MiDi Orbit. El prototipo MiDi usa diésel de azufre ultra bajo y tiene asientos para 27 personas y espacio para 26 pasajeros de pie.

Tempe ha hecho equipo con el fabricante de autobuses New Flyer para probar un autobús nuevo prototipo de tamaño medio MiDi. Debido al éxito del programa Orbit de Tempe, Tempe fue escogida como lugar para probar el autobús MiDi a partir del 7 de agosto. Si el programa de prueba es exitoso y la comunidad de Tempe y el consejo municipal aceptan el tipo general de autobús, es posible que el consejo considere obtener este tipo general de vehículo cuando el próximo ciclo de recambio de flota empieza en 2017.

Hay un impreso en línea con imágenes de los autobuses disponible a [www.tempe.gov/orbit](http://www.tempe.gov/orbit). Si tiene algunas preguntas, por favor comuníquese con Tanya Chavez al 480-858-2215 o [tanya\\_chavez@Tempe.gov](mailto:tanya_chavez@Tempe.gov).



Public meetings occurred:

- Sept. 28, 2013 at 10 a.m. at Tempe Transportation Center, 200 E. Fifth Street, Tempe  
Attendance: Unknown

Meetings were held with the following Boards and Commissions:

- Tempe Transportation Commission

Methods to communicate the public meetings and online comment form included:

- Direct mail/door hangers to all residents living on any of the five Orbit routes
- Door hangers along all five Orbit routes promoting the public meeting
- Press releases
- Social media
- Surveys on the MiDi bus

### **July 2013 Transit Service Changes**

Routes 56 (Priest), 108 (Elliot) and Express route 511

<p><b>Tempe to host public meetings about bus routes</b></p> <p>Tempe residents are encouraged to attend public meetings to learn more about potential routing changes to bus routes <b>56 (Priest), 108 (Elliot) and Express route 511</b>. The purpose of these meetings is to get input from passengers on potential changes that may occur in July 2013.</p> <p>Maps of the proposed route changes will be available for comment from Feb. 1 through Feb. 18 at <a href="http://www.tempe.gov/tim">www.tempe.gov/tim</a></p> <p><b>Public meetings will be held:</b>  <b>Feb. 6 at 6 p.m. AND Feb. 9 at 10 a.m.</b>  <b>Tempe Police Sub Station</b>  <b>8201 S. Hardy Dr., Tempe</b></p> <p>Tempe values its transit riders and strives to provide the highest quality and most cost-effective transit service to the community. Oversight of transit funds requires regular evaluation of the transit system performance to ensure resources are properly allocated to deliver an equitable, cost-effective and fiscally sustainable program that works for the entire community.</p> <p>A Spanish translator will be available at all public meetings. For information call (480) 858-2350, or visit <a href="http://www.tempe.gov/tim">www.tempe.gov/tim</a></p>  <p>With 72 hours advance notice, special assistance can be provided for persons with sight and/or hearing impairments. Call 480-858-2215 (voice) or 480-350-8400 (TDD) to request accommodation. Personas que tienen necesidades físicas o de vista u oído pueden llamar cuando menos 72 horas antes del evento para proveer lo que necesitan. Llámenos al (480) 858-2215 y si no oye llame al (480) 350-8400 (TDD) para solicitar ayuda.</p>	<p><b>Tempe será la sede de reuniones públicas sobre las rutas de autobús</b></p> <p>A los residentes de Tempe se les anima a asistir a reuniones públicas para aprender más sobre los posibles cambios de itinerario a las rutas <b>56 (Priest), 108 (Elliot) y la ruta Expreso 511</b>. El propósito de estas reuniones es de recibir ideas de pasajeros sobre los posibles cambios que se puedan producir en julio de 2013.</p> <p>Mapas de los cambios propuestos de las rutas estarán disponibles para hacer comentarios a partir de del 1 al 18 de febrero en <a href="http://www.tempe.gov/tim">www.tempe.gov/tim</a></p> <p><b>Las reuniones públicas se celebrarán:</b>  <b>6 de febrero a las 6 p.m. Y 9 de febrero a las 10 a.m.</b>  <b>Subcomisaría de la Policía de Tempe</b>  <b>8201 S. Hardy Dr., Tempe</b></p> <p>Tempe valora a sus usuarios del transporte público y se esfuerza por ofrecer la más alta calidad y el servicio de transporte más económico para la comunidad. La supervisión de los fondos de tránsito requiere de una evaluación periódica del desempeño del sistema de tránsito para asegurar que los recursos sean asignados a suministrar un programa equitativo, rentable y fiscalmente sostenible que funcione para toda la comunidad.</p> <p>Un intérprete de español estará disponible en todas las reuniones públicas. Para más información llame al (480) 858-2350 o visite <a href="http://www.tempe.gov/tim">www.tempe.gov/tim</a></p>  <p>Personas que tienen necesidades físicas o de vista u oído pueden llamar cuando menos 72 horas antes del evento para proveer lo que necesitan. Llámenos al (480) 858-2215 y si tiene problema con la audición llame al (480) 350-8400 (TDD) para solicitar ayuda.</p>
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Public Meetings Occurred:

- Feb. 6, 2013 at 6 p.m. at Tempe Police Sub Station, 8201 S. Hardy Drive, Tempe
- Feb. 9, 2013 at 10 a.m. at Tempe Police Sub Station, 8201 S. Hardy Drive, Tempe

Attendance: Nine people signed in.

Meetings were held with the following Boards and Commissions:

- Tempe Transportation Commission

Methods to communicate the public meetings and online comment form included:

- Press Releases
- Social media
- Tempe 11
- Web site (TIM, Valley Metro)
- Posters on buses
- Online web ads
- Door hangers along Elliot Road and Priest Drive

### **October 2013 NON ADA Dial A Ride Service Changes**

Oct. 1, 2013 Changes to Fares and Reservation Policy – Non ADA

Public Meetings Occurred:

- Sept. 5, 2013 at 6 p.m. at the Tempe Transportation Center, 200 E. Fifth St., Tempe

Attendance: Unknown

Methods to communicate the public meetings and online comment form included:

- Send letter to non-ADA DAR customers outlining changes
  - Include with letter: Non-ADA DAR flyer to specify fare/policy changes; Travel Choices brochure to share other mobility options; RideChoice application
- Distribute flyers to key locations
- Add details to website
- Include information in city publications, where possible

## January 2014 Transit Service Changes

# Proposed Transit Service Changes For January 27, 2014



Valley Metro service changes occur as a way to build and refine an effective regional transit system that supports Valley communities, businesses and residents. Public input is requested on the following proposed service changes and enhancements scheduled to take effect on January 27, 2014.

Route 0 – Central Ave	Route modified. Route 0 on Dobbins Rd and the turnaround loop will be replaced with Route 16.	Route 72 – Scottsdale/Rural	<ul style="list-style-type: none"> <li>Adding trips to Chandler segment. Adding two northbound weekday trips, two trips on Saturdays and one round trip on Sundays originating in Chandler.</li> <li>Northbound route modified to travel north on Scottsdale Rd, east then north into Park-and-Ride loading area, east then north to the exit/roundabout at 73rd St, west on Thunderbird, then resume regular route at Scottsdale Rd, and Thunderbird Rd.</li> <li>Southbound route modified to travel south on Scottsdale Rd, east on Thunderbird Rd, south on outer loop into Park-and-Ride loading area, east then north to the exit/roundabout at 73rd St, west on Thunderbird, south on Scottsdale Rd, then resume regular route at Scottsdale Rd and Thunderbird Rd.</li> </ul>
Route 3 – Van Buren	Weekday frequency will increase from 60 minutes to 30 minutes.	Route 81 – Hayden/McClintock	Add Saturday service in Chandler during last three northbound and two southbound trips.
Route 7 – 7th St	Route modified and extended. The route on Dobbins Rd from 7th St to Central Ave will be eliminated and replaced with Route 16. The route will also be extended from Union Hills to Deer Valley and connect to Route 19.	Route 154 – Greenway	Service will be extended in Scottsdale to new Park-and-Ride at Scottsdale Rd and Thunderbird Rd. New proposed route will travel east on Butherus, south on 73rd St, south on outer loop to passenger loading area, east then north to roundabout at 73rd St, then resume regular route at Butherus and 73rd St.
Route 10 – Roosevelt/Lower Buckeye	Route will be extended from 67th Ave to 75th Ave.	Route 156 – Chandler Blvd/Williams Field Rd	Adding trips to Chandler segment. Adding two morning weekday trips, one Saturday round trip to Phoenix and Chandler and one Sunday morning westbound trip to Phoenix and Chandler.
Route 12 – 12th St	Route will be extended from Van Buren Rd to Washington/Jefferson to provide a connection with light rail, eliminating the segment of the route from 12th St to Central Station on Van Buren Rd.	Route 511 – Tempe/Scottsdale Airpark Express	Route will be modified to travel west on Raintree, south on 73rd St, south on outer loop to passenger loading area, east then north to roundabout at 73rd St, east on Raintree, then resume regular route at Raintree and 73rd St.
Route 16 – 16th St	Route modified and extended. The route segment on 7th St between Dobbins Rd and Jesse Owens Pkwy will be eliminated. Route 16 would travel on Dobbins Rd from 16th St to 15th Ave (including turnaround loop).	Route 562 – Goodyear/Downtown Express	Some trips serving the Goodyear Park-and-Ride will be adjusted to depart at 6:00 pm, 6:15 pm and 6:45 pm.
Route 17/17A – McDowell/Avondale	Routes 17 and 17A will be combined. The weekday frequency will increase to 30 minutes in Avondale/Goodyear. The route will also be extended to Estrella Parkway in Goodyear and the turnaround in Scottsdale will be eliminated.	Route 563 – Buckeye Express	One trip serving the Goodyear Park-and-Ride will be adjusted to depart at 8:30 pm.
Route 19 – 19th Ave	Between Peoria Ave and Jefferson St, frequency increased from 15 to every 10 minutes during peak hours and reduced to operate from 15 to every 30 minutes during off-peak hours. State Capitol loop eliminated and Deer Valley Rd/7th Ave segment eliminated.	Route 685 – Ajo/Gila Bend to Phoenix	Route will be modified by diverting from State Route 85 and heading north on Miller, then east on Yuma Rd to serve downtown Buckeye and the County Justice Center.
Route 29 – Thomas Rd	Between 59th Ave and 44th St, frequency increased to operate from 10 to every 7 minutes during peak hours and reduced to operate from 10 to every 20 minutes during off-peak hours.	Avondale ZOOM	Extend route to Cashion. The bus will travel eastbound and turn right on Durango, to 111th Ave, to Buckeye on State Route 85 and back to Avondale Blvd. Westbound trips would turn left on Buckeye, right on 111th Ave, to Durango and back to Avondale.
Route 41 – Indian School	Turnaround in Scottsdale will be eliminated.	Light rail	Departure times at Sycamore station will be adjusted.
Route 43 – 43rd Ave	Extend route from Buckeye Rd to Lower Buckeye Rd.		
Route 45 – Broadway	Turnaround at 19th Ave/Southern Ave will be eliminated ending the route at 19th Ave/Broadway.		
Route 50 – Camelback	Between 67th Ave and 44th St, frequency increased to operate from 15 to every 10 minutes during peak hours and frequency reduced to operate from 15 to every 30 minutes during off-peak hours. Between 67th Ave and 107th Ave frequency reduced to operate from 15 to every 30 minutes during off-peak hours.		
Route 51 – 51st Ave	Extend route from Van Buren to Lower Buckeye Rd.		
Route 56 – Priest Dr	Extend the route from the Desert Botanical Gardens, traveling east on McDowell, south on 74th Street, west on Skysong, north on Scottsdale Rd and west on McDowell.		
Route 59 – 59th Ave	Extend route from Buckeye Rd to Lower Buckeye Rd.		
Route 61 – Southern	Extend route from 43rd Ave to 51st Ave and eliminate the turnaround loop.		
Route 70 – Glendale/24th St	Segment of the route that deviates off 24th St at Buckeye Rd to serve the rental car center will be eliminated.		

Information is subject to change without notice. For the most up-to-date information, visit [valleymetro.org/servicechanges](http://valleymetro.org/servicechanges) or call Customer Service at 602.253.5000. Alternative formats are available upon request.

PROOF 09-05-2013

Public Meetings Occurred:

Sept. 16 from 5:00-6:30 p.m.

Town of Buckeye, Public Library  
310 N. 6th Street, Buckeye

Sept. 18 from 5:00-6:30 p.m.

City of Glendale Council Chambers  
5850 W. Glendale Ave., Glendale

Sept. 19 from 5:00-6:30 p.m.

City of Chandler Council Chambers  
88 E. Chicago St, Chandler

Sept. 24 from 5:00-6:30 p.m.

City of Scottsdale  
One Civic Center Building, Plan Review Rooms 1, 2, 3  
7447 E. Indian School Rd, Scottsdale

Sept. 25 from 5:00-6:30 p.m.

City of Phoenix  
Burton Barr Library, Lecture Room  
1221 N. Central Ave, Phoenix

Oct. 8, 2013 from 5:00-6:30 p.m.

Valley Metro Boardroom, 10th floor  
101 N. 1st Ave., Phoenix

Attendance: Unknown

Methods by valley Metro to communicate the public meetings and online comment form included:

- Newspaper advertisements
- Website survey (Tempe and Valley Metro)
- Comment cards at key Transit Centers
- Targeted A-frame distribution
- Route Scout
- Press releases

- Social media
- City publications, where possible
- Multi-gen Center and Library notification

#### **April 2014 Neighborhood Circulator Telephone and Web Survey**

The City of Tempe's Transportation Division commissioned WestGroup Research to conduct a telephone survey with Tempe residents living in the zip code 85283, which currently is not served by an Orbit neighborhood circulator route, to gauge support and reaction to a proposed additional route to the City's neighborhood circulator program. This report presents the results of 403 telephone interviews conducted in April, 2014. At a 95% level of confidence, the margin of error for the total sample is  $\pm 5.0\%$ .

#### **September 2014 Community Survey**

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzed the data collected by the survey and, where appropriate, compared responses of the residents by meaningful demographic variables, as well as to data from studies conducted in October 2004, September 2006, September 2008, September 2010 and September 2012. The most recent data collection was completed with 409 Tempe residents in September/October 2014. The margin of error for this sample size is approximately  $+4.9\%$  at a 95% level of confidence.

**October 2014 Transit Service Changes**

**PUBLIC HEARING: PUBLIC TRANSIT  
PROPOSED SERVICE CHANGES**

Valley Metro service changes occur as a way to build and refine an effective regional transit system. Public input is requested on proposed service changes and enhancements scheduled to take effect on October 27, 2014. Service change details,\* open house locations and an online comment card will be available beginning March 31, 2014 at [valleymetro.org](http://valleymetro.org) or by calling 602.253.5000. Comments can also be emailed to [input@valleymetro.org](mailto:input@valleymetro.org) or mailed to:

Valley Metro  
Attn: Community Relations  
101 N. 1st Ave., Ste. 1300  
Phoenix, AZ 85003

Comments must be received by Friday, May 2, 2014.

**Public hearing:**  
**April 29, 2014, 5:30-6:15 p.m.**  
**Valley Metro Boardroom**  
**101 N. 1st Ave., 10th Floor, Phoenix**

For disability accommodations and alternative formats, call 602.262.7433 or email [kroberts@valleymetro.org](mailto:kroberts@valleymetro.org).

*\*Service changes are proposed at this time and will be finalized after the public outreach process is completed.*

[valleymetro.org](http://valleymetro.org) 

Proposed service changes in Tempe include:

- Realigning local bus routes 48-48<sup>th</sup> Street/Rio Salado, 56-Priest Drive, and 77-Baseline to stay respectively on Baseline Road or on Priest Drive and not serve the bus stop in Arizona Mills Mall.
- Eliminating Express Route 511, which travels mostly in Scottsdale via Loop 101/202 and serves Tempe via McClintock Drive to the Tempe Transportation Center, due to lack of ridership.
- Changing regional service (Tempe changes in **bold**):
  - New routes: 28, 75, 83, 561
  - Adjustments to frequency/schedules: 1, 3, 10, 17, 29, 35, 41, 50, 60, 70, **72, 77, 80, 81**, 106, 138, 562, 563, Miller Road Trolley.
  - Modifications to routes: 1, 3, 10, 15, 17, 41, **48, 50, 56, 72, 77**, 96, 106, 138, 562, 563, 573, 575
  - Elimination of **Express route 511**

Public meetings occurred: April 29, 2014 at 5:30 p.m. Valley Metro, 101 N. First Avenue, 10<sup>th</sup> Floor, Phoenix

Attendance: Unknown

Methods to communicate the public meetings and online comment form included:

- Valley Metro coordinates the public input process about the proposed service changes for the region; the process typically includes open houses, postings on transit vehicles, on-line comments and surveys, and other internet-based outreach such as Tweet-chats and webinars.
- Public announcements were also advertised in local print and on-line general media, including the Arizona Republic, East Valley Tribune, La Prensa Hispana, La Voz, and the Arizona Informant, and press releases were sent to the media announcing the public outreach efforts and proposed changes.

### **April 2015 Transit Service Changes**

All regional changes were minor schedule changes in Tempe or routing changes outside of Tempe and were coordinated by Valley Metro.

Public meetings occurred:

- November 18, 2014 at 3:30 p.m. at ASU Tempe Campus, Lot 59 at Packard Dr. and Rio Salado Pkwy. , Tempe
- December 2, 2014: at 5 p.m. Valley Metro, 101 N. First Avenue, 10<sup>th</sup> Floor, Phoenix

Attendance: Unknown

### **October 2015 Transit Service Changes**

All regional changes were minor schedule changes in Tempe or routing changes outside of Tempe and were coordinated by Valley Metro. Tempe routes are in **bold**.

- Extend route: **Route 48**, Avondale ZOOM, Valley Metro Rail
- New route: Scottsdale Camelback Trolley
- Modify route: Routes 19, 50, 60, 96, 104, 156, Arizona Ave/Country Club Dr. LINK, Main St LINK, Mesa Downtown BUZZ, Scottsdale Downtown Trolley
- Add trips: Route 542, **FLASH Back**
- Increase frequency: Routes 50, **61**
- Eliminate route: 19th Ave Connector, **FLASH McAllister**

Public meetings occurred: August 13, 2015 at 12:15 p.m. at Valley Metro, 101 N. First Avenue, 10<sup>th</sup> Floor, Phoenix

Attendance: Unknown

Stakeholder Meetings:

- Marina Heights Development
- State Farm

## 2015 Orbit Saturn Expansion

You are invited to join us for a series of meetings beginning in January to provide input into a proposed expansion of the Orbit (Neighborhood Circulator) System in your area.



### Public meetings & online feedback

Wednesday, Jan. 21 at 6 p.m. OR Saturday, Jan. 24 at 9 a.m.

Same material presented at both meetings.

#### Phase 1 – gauge residents' preferences for points of interest, hours, frequency and days of service

Marcos de Niza High School – Staff Cafeteria, 6000 S. Lakeshore Drive (closest access off of Guadalupe Rd.)

Comment online from Jan. 21 – Feb. 9 at [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

Wednesday, April 29 at 6 p.m. OR Saturday, May 2 at 9 a.m.

Same material presented at both meetings.

#### Phase 2 – present draft route(s) and get residents' feedback

Marcos de Niza High School, 6000 S. Lakeshore Drive

Comment online from April 29 – May 18 at [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

Wednesday, Sept. 9 at 6 p.m. OR Saturday, Sept. 12 at 9 a.m.

Same material presented at both meetings.

#### Phase 3 – present final proposed route and get feedback

Marcos de Niza High School, 6000 S. Lakeshore Drive

Comment online from Sept. 9 – 28 at [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

### What is Orbit?

Orbit is a service that uses small buses to serve residential areas and connect residents to local destinations such as shopping areas, other neighborhoods, major bus routes, parks and schools. In 1996, Tempe voters passed a dedicated sales tax to fund transit improvements, including Orbit (neighborhood circulator) routes. In June 2014, the Tempe City Council authorized staff to explore expanding Orbit service to the area between US 60 and Elliot Road, from the east city border with Mesa to the west city border with Guadalupe and Phoenix.

### Route parameters and funding

The city has \$1.2 million in Tempe Transit Tax funds available annually to operate a new route. If approved and implemented, the Saturn route would provide connections to neighborhood destinations within the planning area, as well as several Valley Metro bus routes that travel to destinations like downtown Tempe, ASU, Tempe Marketplace, light rail and destinations throughout the Valley.

Orbit Saturn Planning Area



### More information

[www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)  
Jason Hartong, Project Manager, 480-350-2747  
or [jason\\_hartong@tempe.gov](mailto:jason_hartong@tempe.gov)  
Shauna Warner, Neighborhood Services,  
480-350-8833 or [shauna\\_warner@tempe.gov](mailto:shauna_warner@tempe.gov)



Únase y asista a una serie de reuniones a partir de enero para hacer sus comentarios sobre la expansión propuesta del sistema Orbit (Circulador Local) en su vecindario.



### Las reuniones públicas y comentarios en línea

Miércoles 21 de enero a las 6pm O sábado 24 de enero a las 9am.

El mismo material será presentado en las dos reuniones.

#### 1ª Fase - medir las preferencias de los residentes sobre los puntos de interés, los días, horas y frecuencia de servicio.

Marcos de Niza High School – cafetería de los empleados, 6000 S. Lakeshore Drive (entrada más cerca sale de la Guadalupe Rd).

Comentar en línea del 21 de enero hasta el 9 de febrero en [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

Miércoles 29 de abril a las 6pm O sábado 2 de mayo a las 9am.

El mismo material será presentado en las dos reuniones.

#### 2ª Fase - presentar el borrador de la(s) ruta(s) y recibir los comentarios de los residentes.

Marcos de Niza High School, 6000 S. Lakeshore Drive

Comentar en línea del 29 de abril hasta el 18 de mayo en [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

Miércoles 9 de setiembre a las 6pm O sábado 12 de setiembre a las 9am.

El mismo material será presentado en las dos reuniones.

#### 3ª Fase - presentar la ruta propuesta final y recibir los comentarios.

Marcos de Niza High School, 6000 S. Lakeshore Drive

Comentar en línea del 9 de setiembre hasta el 28 de setiembre en [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

### ¿Qué es el Orbit?

Orbit es un servicio con billete gratis que utiliza los autobuses pequeños para servir las áreas residenciales y conectarlas a las destinos locales tales como las áreas comerciales, otros vecindarios, las rutas principales de autobús, los parques, las escuelas y los centros multi-generacionales. En 1996 los votantes de Tempe aprobaron un impuesto sobre ventas destinado al financiar las mejoras de transporte, incluyendo las rutas de Orbit (Circulador Local). En junio de 2014, el concejo municipal de Tempe (Tempe City Council) autorizó que los empleados exploraran la expansión del servicio Orbit a la área entre el US 60 y Elliot Road, de la frontera este de la ciudad con Mesa hasta la frontera oeste de la ciudad con Guadalupe y Phoenix.

### Los parámetros de rutas y financiamiento

La ciudad tiene \$1.2 millones de fondos del impuesto de transporte de Tempe (Tempe Transit Fund) disponibles cada año para operar una nueva ruta. De ser aprobada e implementada la ruta Saturn proveerá conexiones con las destinos locales dentro de la área propuesta, además de algunas rutas de autobuses de Valley Metro que viajan a las destinos tales como el centro de Tempe, ASU, Tempe Marketplace, el metro ligero y otras destinos por todo el Valle.

Orbit Saturn Planning Area



### Más información

[www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)  
Tempe 311, 480-350-4311



You are invited to join us for the second of three in a series of meetings that began in January to gather input into a proposed expansion of the Orbit (Neighborhood Circulator) System in your area. Draft concepts for the possible route will be presented at the meetings and available online for feedback prior to the design of a final proposed route.



**Public meetings & online feedback**

Phase 1 – gauge residents’ preferences for points of interest, hours, frequency and days of service-COMPLETED

Wednesday, April 29 at 6 p.m. OR Saturday, May 2 at 9 a.m.  
Same material presented at both meetings.

**Phase 2 – present draft route(s) and get residents’ feedback**  
Marcos de Niza High School, 6000 S. Lakeshore Drive  
Comment online from April 29 – May 18  
at [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

Wednesday, Sept. 9 at 6 p.m. OR Saturday, Sept. 12 at 9 a.m.  
Same material presented at both meetings.

**Phase 3 – present final proposed route and get feedback**  
Marcos de Niza High School, 6000 S. Lakeshore Drive  
Comment online from Sept. 9 – 28  
at [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

**What is Orbit?**

Orbit is a service that uses small buses to serve residential areas and connect residents to local destinations such as shopping areas, other neighborhoods, major bus routes, parks and schools. In 1996, Tempe voters passed a dedicated sales tax to fund transit improvements, including Orbit (neighborhood circulator) routes. In June 2014, the Tempe City Council authorized staff to explore expanding Orbit service to the area between US 60 and Elliot Road, from the east city border with Mesa to the west city border with Guadalupe and Phoenix.

**Route parameters and funding**

The city has \$1.2 million in Tempe Transit Tax funds available annually to operate a new route. If approved and implemented, the Saturn route would provide connections to neighborhood destinations within the planning area, as well as several Valley Metro bus routes that travel to destinations like downtown Tempe, ASU, Tempe Marketplace, light rail and destinations throughout the Valley.

Orbit Saturn Planning Area



**More information**

[www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)  
Jason Hartong, Project Manager, 480-350-2747  
or [Jason\\_hartong@tempe.gov](mailto:Jason_hartong@tempe.gov)  
Shauna Warner, Neighborhood Services,  
480-350-8883 or [shauna\\_warner@tempe.gov](mailto:shauna_warner@tempe.gov)



Le invitamos a asistir a la segunda reunión de una serie de tres que empezaron en enero con fin de reunir comentarios sobre la propuesta de expansión del sistema Orbit (circulador local) en su barrio. Los borradores de conceptos para la ruta posible serán presentados en las reuniones y estarán disponibles en línea para que usted pueda hacer sus comentarios antes del diseño de una ruta definitiva.



**Las reuniones públicas y comentarios en línea**

1ª Fase - medir las preferencias de los residentes sobre los puntos de interés, los días, horas y frecuencia de servicio.

Miércoles 29 de abril a las 6pm O sábado 2 de mayo a las 9am.  
El mismo material será presentado en las dos reuniones.

**2ª Fase - presentar el borrador de la(s) ruta(s) y recibir los comentarios de los residentes.**  
Marcos de Niza High School, 6000 S. Lakeshore Drive  
Comentar en línea del 29 de abril hasta el 18 de mayo en [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

Miércoles 9 de setiembre a las 6pm O sábado 12 de setiembre a las 9am.  
El mismo material será presentado en las dos reuniones.

**3ª Fase - presentar la ruta propuesta final y recibir los comentarios.**  
Marcos de Niza High School, 6000 S. Lakeshore Drive  
Comentar en línea del 9 de setiembre hasta el 28 de setiembre en [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

**¿Qué es el Orbit?**

Orbit es un servicio con billete gratis que utiliza los autobuses pequeños para servir las áreas residenciales y conectarlas a las destinos locales tales como las áreas comerciales, otros vecindarios, las rutas principales de autobús, los parques, las escuelas y los centros multi-generacionales. En 1996 los votantes de Tempe aprobaron un impuesto sobre ventas destinado al financiar las mejoras de transporte, incluyendo las rutas de Orbit (Circulador Local). En junio de 2014, el concejo municipal de Tempe (Tempe City Council) autorizó que los empleados exploraran la expansión del servicio Orbit a la área entre el US 60 y Elliot Road, de la frontera este de la ciudad con Mesa hasta la frontera oeste de la ciudad con Guadalupe y Phoenix.

**Los parámetros de rutas y financiamiento**

La ciudad tiene \$1.2 millones de fondos del impuesto de transporte de Tempe (Tempe Transit Fund) disponibles cada año para operar una nueva ruta. De ser aprobada e implementada la ruta Saturn proveería conexiones con las destinos locales dentro de la área propuesta, además de algunas rutas de autobuses de Valley Metro que viajan a las destinos tales como el centro de Tempe, ASU, Tempe Marketplace, el metro ligero y otras destinos por todo el Valle.

Orbit Saturn Planning Area



**Más información**

[www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)  
Tempe 311, 480-350-4311



You are invited to join us for the final meeting in a series that began in January to gather input into a proposed expansion of the Orbit (Neighborhood Circulator) System in your area. A final design concept for the possible route will be presented at the meetings and available online for feedback prior to the route being forwarded to the City Council for consideration in December.



**Public meetings & online feedback**

Phase 1 – gauge residents’ preferences for points of interest, hours, frequency and days of service – COMPLETED

Phase 2 – present draft route(s) and get residents’ feedback – COMPLETED

Phase 3 – present final proposed route and get feedback Wednesday, Sept. 9 at 6 p.m. OR Saturday, Sept. 12 at 9 a.m. (Same material presented at both meetings.)  
 Marcos de Niza High School, 6000 S. Lakeshore Drive  
 Comment online from Sept. 9 to 28 at [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

**What is Orbit?**

Orbit is a free-fare service that uses small buses to serve residential areas and connect them to local destinations such as shopping areas, other neighborhoods, major bus routes, parks, schools and multi-generational centers. In 1996, Tempe voters passed a dedicated sales tax to fund transit improvements, including neighborhood circulator (Orbit) routes. In June 2014, the Tempe City Council authorized staff to explore expanding Orbit service to the area between US 60 and Elliot Road, from the east city border with Mesa to the west city border with Guadalupe and Phoenix.

**Route parameters and funding**

The city has \$1.2 million in Tempe Transit Tax funds available annually to operate a new route. If approved and implemented, the Saturn route would provide connections to neighborhood destinations within the planning area, as well as several Valley Metro bus routes that travel to destinations like downtown Tempe, ASU, Tempe Marketplace, light rail and destinations throughout the Valley.

Proposed Orbit Saturn Route



**More information**  
[www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)  
 Jason Hartong, Project Manager, 480-350-2747  
 or [jason\\_hartong@tempe.gov](mailto:jason_hartong@tempe.gov)  
 Shauna Warner, Neighborhood Services,  
 480-350-8883 or [shauna\\_warner@tempe.gov](mailto:shauna_warner@tempe.gov)

Le invitamos a unirse a nosotros para la reunión final de una serie que empezó en enero para recoger los comentarios sobre la expansión propuesta del Sistema Orbit (circulador vecindario) en su vecindario. Se presentará el concepto final de diseño de la ruta posible durante las reuniones lo cual estará disponible en línea antes que se remita la ruta al consejo municipal para que la examine.



**Las reuniones públicas y comentarios en línea**

1ª Fase - medir las preferencias de los residentes sobre los puntos de interés, los días, horas y frecuencia de servicio - completa

2ª Fase - presentar el borrador de la(s) ruta(s) y recibir los comentarios de los residentes - completa

3ª Fase - presentar la ruta propuesta final y recibir los comentarios: Miércoles 9 de setiembre a las 6pm O sábado 12 de setiembre a las 9am. El mismo material será presentado en las dos reuniones.  
 Marcos de Niza High School, 6000 S. Lakeshore Drive  
 Comentar en línea del 9 de setiembre hasta el 28 de setiembre en [www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)

**¿Qué es el Orbit?**

Orbit es un servicio con billete gratis que utiliza los autobuses pequeños para servir las áreas residenciales y conectarlas a las destinos locales tales como las áreas comerciales, otros vecindarios, las rutas principales de autobús, los parques, las escuelas y los centros multi-generacionales. En 1996 los votantes de Tempe aprobaron un impuesto sobre ventas destinado al financiar las mejoras de transporte, incluyendo las rutas de Circulador Local (Orbit). En junio de 2014, el concejo municipal de Tempe (Tempe City Council) autorizó que los empleados exploraran la expansión del servicio Orbit a la área entre el US 60 y Elliot Road, de la frontera este de la ciudad con Mesa hasta la frontera oeste de la ciudad con Guadalupe y Phoenix.

**Los parámetros de rutas y financiamiento**

La ciudad tiene \$1.2 millones de fondos del impuesto de transporte de Tempe (Tempe Transit Fund) disponibles cada año para operar una nueva ruta. De ser aprobada e implementada la ruta Saturn proveería conexiones con las destinos locales dentro de la área propuesta, además de algunas rutas de autobuses de Valley Metro que viajan a las destinos tales como el centro de Tempe, ASU, Tempe Marketplace, el metro ligero y otras destinos por todo el Valle.

Proposed Orbit Saturn Route



**Más información**  
[www.tempe.gov/Orbit](http://www.tempe.gov/Orbit)  
 Tempe 311, 480-350-4311

Public meetings occurred:

- December 4, 2014: Mayor’s Commission on Disability Concerns meeting
- January 6, 2015: Transportation Commission meeting
- January 21 and 24, 2015: Public meetings at Marcos de Niza High School, 6000 S. Lakeshore Dr., Tempe with online comment form available.
- April 14, 2015: Transportation Commission meeting
- April 29 and May 2, 2015: Public meetings at Marcos de Niza High School, 6000 S. Lakeshore Dr., Tempe with online comment form available.

- August 11, 2015: Transportation Commission meeting
- September 9 and 12, 2015: Public meetings at Marcos de Niza High School, 6000 S. Lakeshore Dr., Tempe with online comment form available.
- September 14, 2015: Mayor's Commission on Disability Concerns meeting

Attendance: About 250 at all six meetings

Methods to communicate the public meetings and online comment form included:

- Door hangers to targeted areas
- Press releases
- Tempe Today water bill articles
- Social media
- Tempe 11
- Project web site
- Handouts at other city events and meetings
- Partner communication vehicles – i.e., working with Neighborhood and Homeowners' Associations, the Tempe Chamber, Tempe Tourism, Arizona State University, the school districts and others to include information about Orbit expansion south of US 60 in print newsletters, e-newsletters and online

### **Tempe Streetcar Project**

Public meetings occurred:

- January 31, 2012: The Adhoc Committee meeting from 5 - 6 p.m. at the Tempe Transportation Center, 200 E. Fifth Street, Tempe
- February 8, 2012: Public Meeting at 6 p.m. at Tempe Transportation Center, 200 E. Fifth Street, Tempe
- September 20, 2012: Tempe City Council Issue Review Session, 31 E. Fifth Street, Tempe
- December 13, 2012: Tempe City Council Issue Review Session, 31 E. Fifth Street, Tempe
- March 7, 2013: Tempe City Council Issue Review Session, 31 E. Fifth Street, Tempe
- June 12, 2014: Tempe City Council Issue Review Session, 31 E. Fifth Street, Tempe
- November 13, 2014: Tempe City council Issue Review Session, 31 E. Fifth Street, Tempe
- December 1, 2014: Public Meeting at 6 p.m. at Tempe Transportation Center, 200 E. Fifth Street, Tempe
- January 8, 2015: Tempe City Council Issue Review Session, 31 E. Fifth Street, Tempe
- February 19, 2015: Tempe City Council Issue Review Session, 31 E. Fifth Street, Tempe
- May 14, 2015; Tempe City Council Issue Review Session, 31 E. Fifth Street, Tempe
- July 30, 2015: Tempe Regular City Council Meeting, 31 E. Fifth Street, Tempe

- September 2, 2015: Public Meeting at 6 p.m. at Tempe Transportation Center, 200 E. Fifth Street, Tempe

Attendance: Unknown

Methods to communicate the public meetings and online comment form included:

- Press releases
- Social media
- Project web site
- Partner communication vehicles – i.e., working with Neighborhood and Homeowners' Associations, the Tempe Chamber, Tempe Tourism, Arizona State University, Downtown Tempe Authority, etc.

**Regional Public Transportation Authority (RPTA)**  
**Public Participation Plan**

# Valley Metro

## Title VI Public Participation Plan

May 2015

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## 1.0 Introduction

The regional transit public input/outreach process is conducted by Valley Metro for various transit-related activities and actions. Throughout the year, Valley Metro conducts public outreach activities related to capital projects, transit service changes, fare changes, and other transit-related events. This Title VI Public Participation Plan was established to ensure adequate inclusion of the public throughout the Phoenix metropolitan community in accord with the content and considerations of Title VI of the Civil Rights Act of 1964. Federal regulations state that recipients of federal funding must “promote full and fair participation in public transportation decision-making without regard to race, color or national origin.” Valley Metro uses this Plan to ensure adequate involvement of low-income, minority and limited English proficient (LEP) populations, following guidance from the Title VI Requirements and Guidelines for Federal Transit Administration Recipients Circular<sup>1</sup> (Circular).

Involving the general public in Valley Metro practices and decision-making processes provides helpful information to improve the transit system and better meet the needs of the community. Although public participation methods and extent may vary with the type of plan, program and/or service under consideration as well as the resources available, a concerted effort to involve all affected parties will be conducted in compliance with this Plan along with Federal regulations. To include effective strategies for engaging low-income, minority and LEP populations, the Circular suggests that the following may be considered:

- Scheduling meetings at times and locations that are convenient and accessible for minority and LEP communities.
- Employing different meeting sizes and formats.
- Coordinating with community- and faith-based organizations, educational institutions and other organizations to implement public engagement strategies that reach out specifically to members of affected minority and/or LEP communities.
- Considering radio, television, or newspaper ads on stations and in publications that serve LEP populations. Outreach to LEP populations could also include audio programming available on podcasts.
- Providing opportunities for public participation through means other than written communication, such as personal interviews or use of audio or video recording devices to capture oral comments.

Valley Metro currently practices all of these strategies, in compliance with Federal regulations, so that minority, low-income and LEP populations are informed and also have meaningful opportunities to engage in planning activities and provide input as part of the decision-making process.

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<sup>1</sup> United States Department of Transportation, Federal Transit Administration, Circular 4702.1B.



## 2.0 Typical Public Participation Opportunities

Valley Metro provides opportunities to share information or receive public input through a variety of methods for public participation utilized to engage low-income, minority and LEP populations through many outlets.

For planning efforts, including fare and service changes, public meeting locations are held at a centralized area or near affected route areas and bilingual staff is available. Public notices and announcements are published in minority-focused publications; some examples include: the *Arizona Informant* (African American community), *Asian American Times* (Asian American community), *La Voz* and *Prensa Hispana* (Hispanic community). Press releases are also sent to these media sources regarding fare changes, service changes and other programs. Additionally, printed materials, including comment cards or surveys, are available in Spanish.

A key participation effort, the Rider Satisfaction Survey, is conducted every two years. This survey is administered on transit routes across the region, reaching transit riders that live in minority and/or low-income communities. The survey, administered in English and Spanish, measures citizen satisfaction with transit services and captures comments for improvements.

Throughout the year, minority, low-income and LEP populations have access to information via the Valley Metro Customer Service Center. The Customer Service Center is open 6 a.m. to 8 p.m., Monday through Friday; 7 a.m. to 7 p.m. on Saturdays; and 8 a.m. to 5 p.m. on Sundays and designated holidays. Customer Service staff is bilingual.

Also available is the website [www.valleymetro.org](http://www.valleymetro.org). Most information including meeting announcements, meeting materials and other program information is available on the website in both English and Spanish. If users would like information in another language, Valley Metro features Google translate on its website. This allows Valley Metro to reach citizens in 91 languages with information on transportation services, proposed service changes and other programs.

## 3.0 Public Participation Methods

Valley Metro uses several specific public involvement techniques to ensure that minority, low-income and LEP persons are involved in transit decisions. Through the use of public involvement, media outlets and printed or electronic materials, Valley Metro disseminates information regarding planning efforts. These efforts include the activities described below.

- Public meetings, hearings and open houses are held regularly at community-familiar locations with public transportation access and at convenient times, in collaboration with our member cities. These meetings provide an opportunity to meet with citizens and receive their comments and questions on proposed service changes and other programs. For each program, Valley Metro varies its meeting format in order to best engage the targeted population.



- Valley Metro has staff available at public meetings, hearings, events and open houses to answer questions and receive comments in both English and Spanish. Valley Metro also utilizes court reporters to record verbal comments at public hearings.
- Outreach for biannual service changes and other programs are conducted at or near the affected area, for example, along an affected bus route or at an affected transfer location, thus targeting the population that may be most impacted by proposed changes to service or routes. Oftentimes, these efforts are also executed at transit stations, community centers, civic centers, or major transfer locations.
- Coordination with community- and faith-based organizations, educational institutions and other organizations occurs regularly. These coordination efforts assist Valley Metro in executing public engagement strategies that reach out to members of the population that may be impacted.
- Valley Metro conducts specially-tailored transit presentations to community groups. This includes mobility training for senior citizens and people with disabilities, as well as information on how to use the transit system for new residents and refugees. More comprehensive travel training is also conducted monthly at a regional center for customers with disabilities.
- All public meeting notices for biannual service changes and other programs are translated to Spanish. Notices regarding Valley Metro projects and programs are widely distributed to the public through multiple methods, including through community- and faith-based organizations as well as via door hangers, direct mail, newspaper advertisement, electronic messaging (email through existing database), social media, door-to-door canvassing and on-board announcements on the transit system.
- Valley Metro publishes advertisements of any proposed service or fare change in minority publications in an effort to make this information more easily available to minority populations. Additionally, Valley Metro sends press releases regarding service changes and other programs to Spanish-language media.
- Valley Metro offers online participation via social media and e-mail input as an alternative opportunity for comment.
- Major surveying efforts are conducted in both English and Spanish to ensure that the data collected is representative of the general public.
- Valley Metro Customer Service staff is multilingual.
- All comments are documented in a centralized database. For biannual service changes, comments are categorized as “in favor,” “not in favor” or “indifferent.” Comment summary information is provided to Valley Metro’s city partners for review and is also presented to the Valley Metro Board for consideration when taking action on proposed service changes.



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Depending upon the type of project, program, or announcement, public participation methods may be customized to ensure that the general public is adequately involved in the decision-making process.

#### **4.0 Conclusion**

Valley Metro conducts public outreach throughout the year to involve the general public with activities and transit planning processes. Using a variety of communication techniques such as facilitating meetings at varied times and locations using multiple formats, placing printed materials at multiple outlets and providing opportunities via phone and web to share or collect information, Valley Metro ensures that outreach efforts include opportunities for minority, low-income and LEP populations that may be impacted by the activity or transit planning process under consideration. Valley Metro will continue to involve all communities in an effort to be inclusive of all populations throughout the Metropolitan Phoenix area and also to comply with Federal regulations. Valley Metro will continue to monitor and update this Inclusive Public Participation Plan as part of the Title VI Program which is updated triennially.

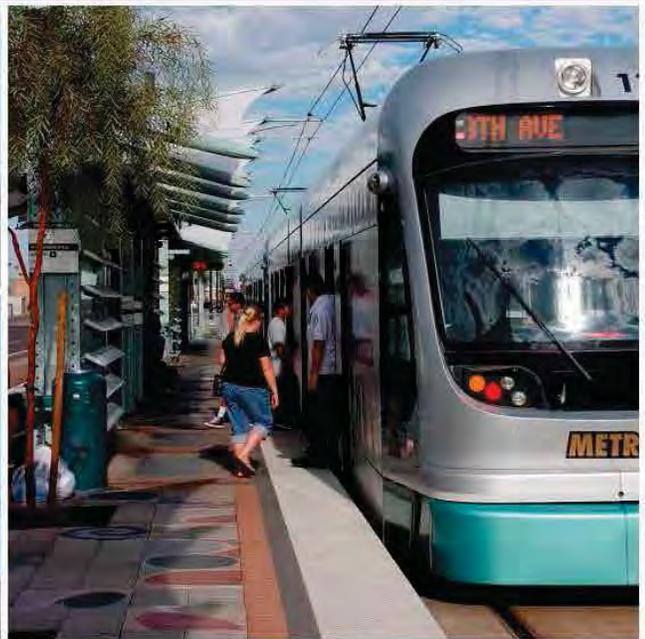
**Regional Public Transportation Authority (RPTA)**  
**Language Assistance Plan**



# Language Assistance Plan

## Title VI Program

May 2015





## 1.0 INTRODUCTION

In 1993, the Valley Metro Regional Public Transportation Authority (RPTA) board adopted the name Valley Metro as the identity for the regional transit system in the Phoenix metropolitan area. Under the Valley Metro brand, local governments joined to fund the Valley-wide transit system that serves more than 73 million riders annually. Valley Metro provides fixed route bus service, light rail service and complementary paratransit service across the region. Valley Metro distributes transit funds from the countywide transit sales tax to its member agencies including the cities of Tempe, Mesa, Glendale, Phoenix, Buckeye, Tolleson, Wickenburg, Surprise, Peoria, Chandler, Gilbert, El Mirage, Avondale, Goodyear, Scottsdale, and Maricopa County. For the most part, Valley Metro and its member agencies utilize service providers for operations of bus, light rail and paratransit services. The cities of Glendale, Scottsdale, Peoria, and Phoenix contract some of their service directly to service providers.

The regional transit system has 44 local bus routes, 15 key local bus routes, 1 limited stop peak and 2 limited stop all-day routes, 20 Express/RAPID routes, 19 community circulator routes, one rural connector route, and one light rail system for a total of 103 regional routes. Eight regional entities provide Dial-a-Ride service for seniors and persons with disabilities, as well as ADA paratransit service for those who are unable to use fixed route bus service.

Valley Metro and the region supports the goal of the U.S. Department of Transportation (USDOT) limited English proficient (LEP) guidance to provide meaningful access to its services by LEP persons. The Federal Transit Administration (FTA) notes that transit agencies that provide language assistance to LEP persons in a competent and effective manner will help ensure that their services are safe, reliable, convenient, and accessible to those persons. These efforts may attract riders who would otherwise be excluded from using the service because of language barriers and, ideally, will encourage riders to continue using the system after they are proficient in English and/or have more transportation options.

### 1.1 Regulatory Guidance

Title VI of the Civil Rights Act of 1964, provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity that receives federal financial assistance.

Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency," issued on August 11, 2000, directs each federal agency to publish guidance for its respective recipients in order to assist with its obligations to LEP persons under Title VI. The Executive Order states that recipients must take reasonable steps to ensure meaningful access to their programs and activities by LEP persons. Providing English-only services may constitute national origin discrimination in violation of Title VI and its implementing regulations.



The FTA Circular 4702.1B, “Title VI Requirements and Guidelines for Federal Transit Administration Recipients”, issued in October 2012 reiterates this requirement. Chapter III states that — FTA recipients must take responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are Limited English Proficient (page III-6).”

In the Phoenix Metropolitan Area, there are over seventy different languages identified in households where English is not the predominate language. Using the “Four Factor Analysis” prescribed by the FTA, this plan was developed to ensure that all transit providers effectively communicate with all users of the public transportation agency’s services provided.

## **1.2 Four Factor Analysis**

The FTA Circular 4702.1B identifies four factors that recipients of federal funds should follow when determining what reasonable steps should be taken to ensure meaningful access for LEP persons.

The four factor analysis involved the following:

1. Identify the number or proportion of LEP persons eligible to be served or likely to be encountered with transit service.
2. Determine the frequency with which LEP individuals come in contact with transit service.
3. Determine the nature and importance of transit service provided to LEP individuals.
4. Assess the resources available to the recipient for LEP outreach, as well as costs associated with that outreach.

This document describes Valley Metro’s four-factor analysis and summarizes its LEP efforts, including staff training, followed by a description of how the plan will be monitored and updated.

## **2.0 LIMITED ENGLISH PROFICIENT POPULATION (FACTOR 1)**

The Factor 1 analysis assessed the number and proportion of persons with limited English speaking proficiency likely to be encountered within the service area, which is defined as a one-half mile radial buffer around all fixed route services. The LEP population is those individuals who reported to the Census Bureau that they speak English “less than very well.”



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## 2.1 Evaluation Methods and Data Sources

In accordance with the FTA's policy guidance, the initial step for providing meaningful access to services for LEP persons and maintaining an effective LEP program is to identify LEP populations in the service area and their language characteristics through an analysis of available data. Determining the presence of LEP populations in the Valley Metro service area was completed through an analysis of several data sources, including:

- U.S. Census Bureau, Census 2000
- U.S. Census Bureau, 2013 American Community Survey (ACS) 5-Year Sample

The U.S. Decennial Census 2010 data was not used, as the 2010 Census did not include language specific information on the census forms. The Census 2000 data provides some general information about language groups that is included below; though recognized to be 15 years old. Notably the demographic landscape has transformed since 2000, though this dataset provides a historical comparison and additional insight given the long form of Census 2000 provided more detailed sampling for population characteristics like language proficiency as compared to Census 2010 and the ACS, which is more of a random sample.

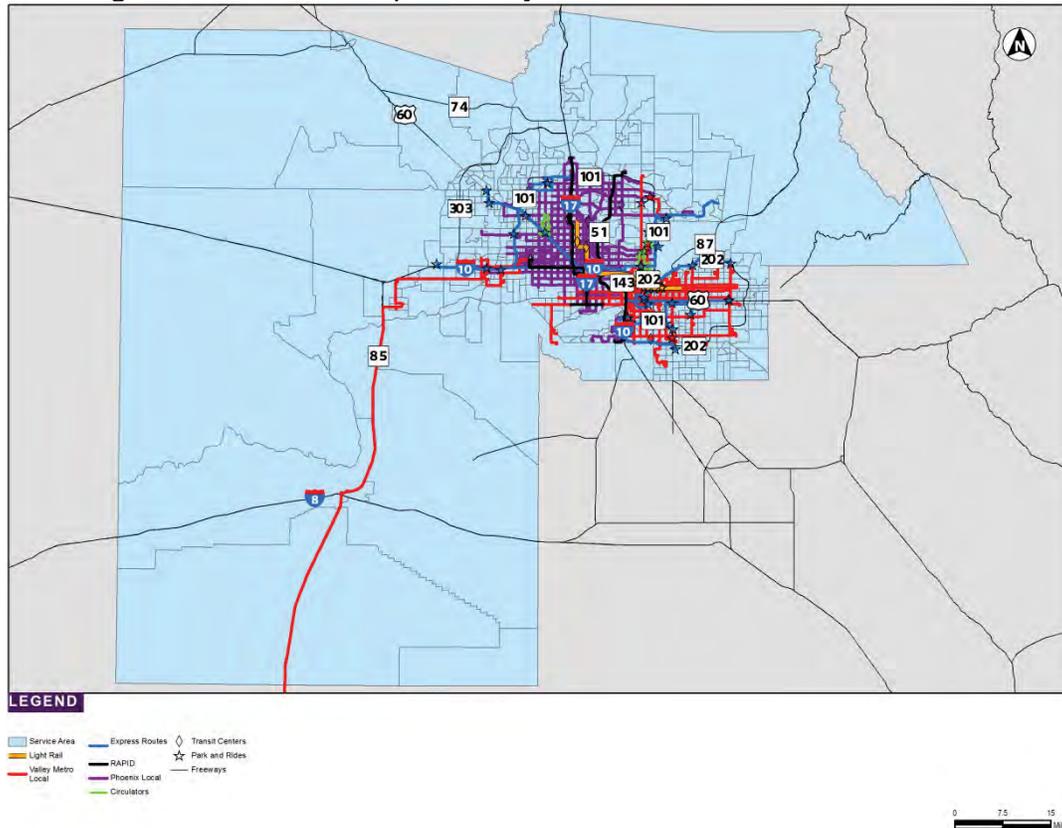
## 2.2 LEP Population Identification

FTA describes LEP persons as having a limited ability to read, write, speak, or understand English. For this LEP analysis, those who reported to the Census Bureau that they speak English "less than very well" were used to tabulate the LEP population for the transit service area.

### Census 2000

U.S. Decennial Census 2000 provides information about English language proficiency within the Valley Metro service area. The census provides information on languages; recognizably this data is 15 years old and may not reflect the current state of the region. These data are available at the census block group and census tract level. There are 618 census tracts with one-half mile of fixed transit service. Figure 1 depicts the census tracts within the County. Census tracts encapsulated within the one-quarter mile buffer are also included in the estimates.

Figure 1: 2015 Maricopa County and Fixed Route Transit Service



The Census 2000 data include the number of persons ages 5 and above who self-identified their ability to speak English as “very well”, “well”, “not well”, and “not at all”. Table 1 shows English proficiency for the County and for Valley Metro’s service area using the Census 2000 data. The table shows that 12.1 percent of the population age 5 and over within the service area reported speaking English less than very well and is considered the overall LEP population. The census tracts within one-half mile of fixed route service have slightly higher population of LEP than Maricopa County.

Table 1: 2000 Census Data by Location

County or Area	Total Population Age 5 and Over	Speaks English Only	Speaks English		Percentage Less than Very Well
			Very Well	Less than Very Well	
Maricopa County	2,832,694	2,148,696	355,963	328,035	11.6%
Census Tracts within ½ -mile fixed routes	2,651,705	1,986,112	344,003	321,590	12.1%

Table 2 displays the data on English language proficiency for the census tracts within one-quarter mile around the fixed route service population ages 5 years and above by the linguistic categories identified by the U.S. Census Bureau, which include Spanish,



Indo-European, Asian or Pacific Islander, and All Other Languages. Predominately the population self-identified as speaking English less than “Very Well” is of Spanish language group, encompassing 10.4 percent of the total population ages 5 years and over. Indo-European, Asian or Pacific Islander, and All Other Languages groups comprised 1.7percent of the population. Of all those speaking English less than very well, the Spanish group comprises 86.0 percent of the total population over age five with limited English proficiency.

Table 2: 2000 Census Data by Language Category

Language Category	Total Population Age 5 and Over	Speaks English				Percentage Less than Very Well
		Very Well	Well	Not Well	Not At All	
Total	2,651,705	344,003	133,047	113,289	75,254	12.1%
English	1,986,112	-	-	-	-	0.0%
Spanish	528,613	252,587	103,991	99,549	72,486	10.4%
Indo-European	66,605	47,582	12,276	5,667	1,080	0.7%
Asian or Pacific Islander	44,109	24,273	12,210	6,372	1,254	0.7%
All Other Languages	26,266	19,561	4,570	1,701	434	0.3%

The Census 2000 data also provide information on linguistically isolated households. “A linguistically isolated household is one in which no member 14 years old and over (1) speaks only English and (2) speaks a non-English language and speaks English ‘very well.’ In other words, all members 14 years old and over have at least some difficulty with English” (Census 2000). In total, the Census 2000 Summary File 3 data identified 1,048,128 households. The entire membership of a linguistically isolated household would be considered LEP. Table 3 details those data for linguistically and non-linguistically isolated households by language category.

Table 3: 2000 Census Data by Linguistically Isolated Households

Language Category	Total Households	Isolated Households	Non-isolated Households	Percentage Isolated Households
Census Tracts 1/2 mile fixed routes	1,053,667	62,471	201,748	5.9%
English	788,723	-	-	-
Spanish	190,507	51,213	139,294	4.9%
Indo-European	40,883	5,161	35,498	0.5%
Asian or Pacific Islander	20,853	4,744	16,109	0.5%
All Other Languages	12,701	1,405	11,296	0.1%

Within the fixed route transit area 5.9 percent of households are considered linguistically isolated. Again, these are predominately Spanish households making up 4.9percent of the total. Remaining languages comprise 1.1percent of households that are classified as linguistically isolated.



Figure 2 shows a map depicting the concentrations of linguistically isolated households in census tracts within one-quarter mile of fixed route service. Most areas throughout the region are mixed, though there are a few pockets of Census blocks that have concentrations of linguistically isolated households, thus identified as persons with limited English proficiency.

### American Community Survey

The American Community Survey (ACS) is a continuous nationwide survey conducted monthly by the U.S. Census Bureau to produce annually updated estimates for the same small area (census tracts and block groups) formerly surveyed via the decennial census long-form survey. It is intended to measure changing socioeconomic characteristics and conditions of the population on a recurring basis. It is important to note that the ACS does not provide official counts of the population between each decennial census, but instead provides weighted population estimates.

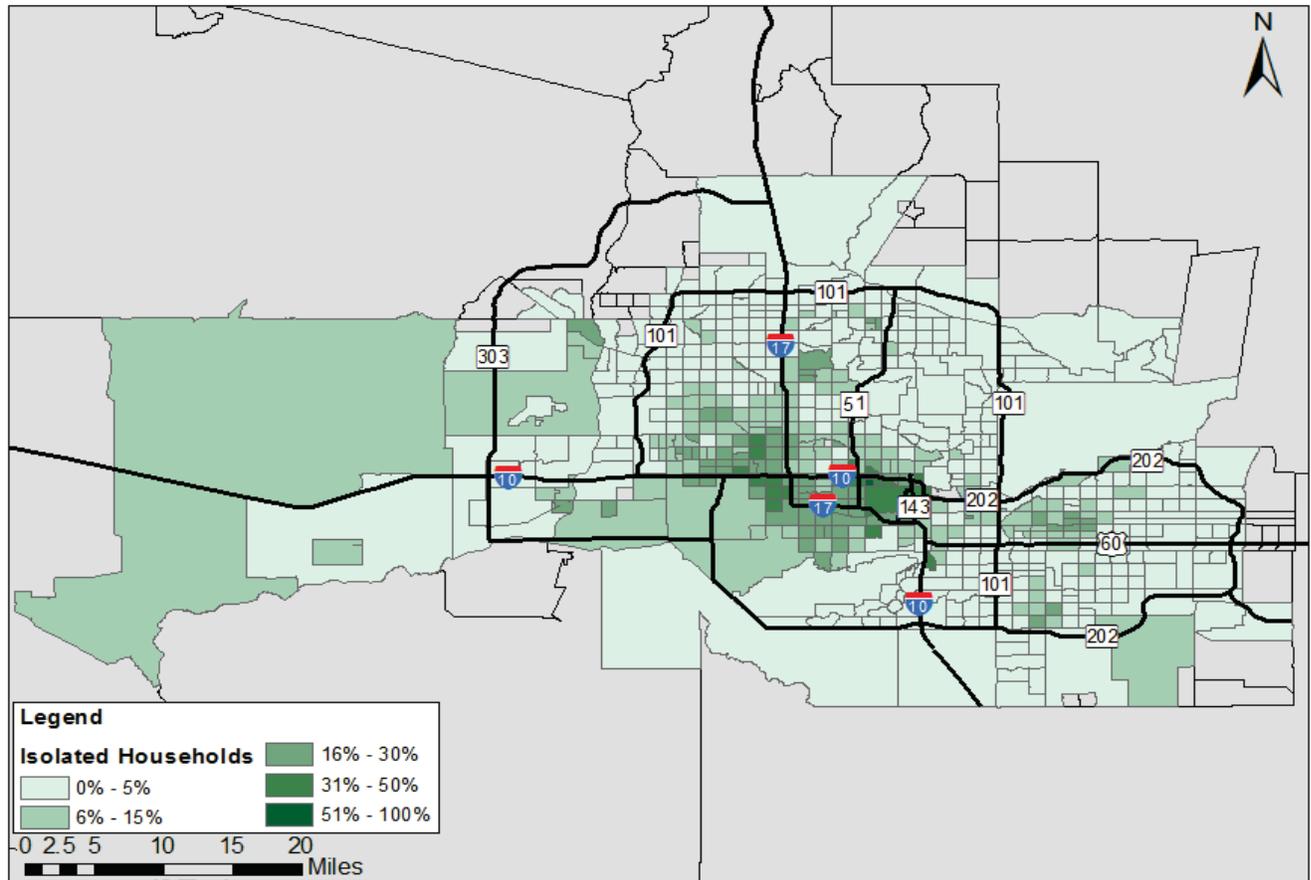
Figure 3 shows the census tracts within the ½ mile buffer of transit routes. Census tracts encapsulated within this area are included in the estimates though they may not be within a ½ mile of a fixed route.

Within this area, the most recent census data from the ACS 2013 data estimate the population age 5 years and older within the service area to be 3,051,428 with 340,076, or 11.1 percent, of the population is LEP; see Table 4.

Table 4: ACS 2013 Data by Location

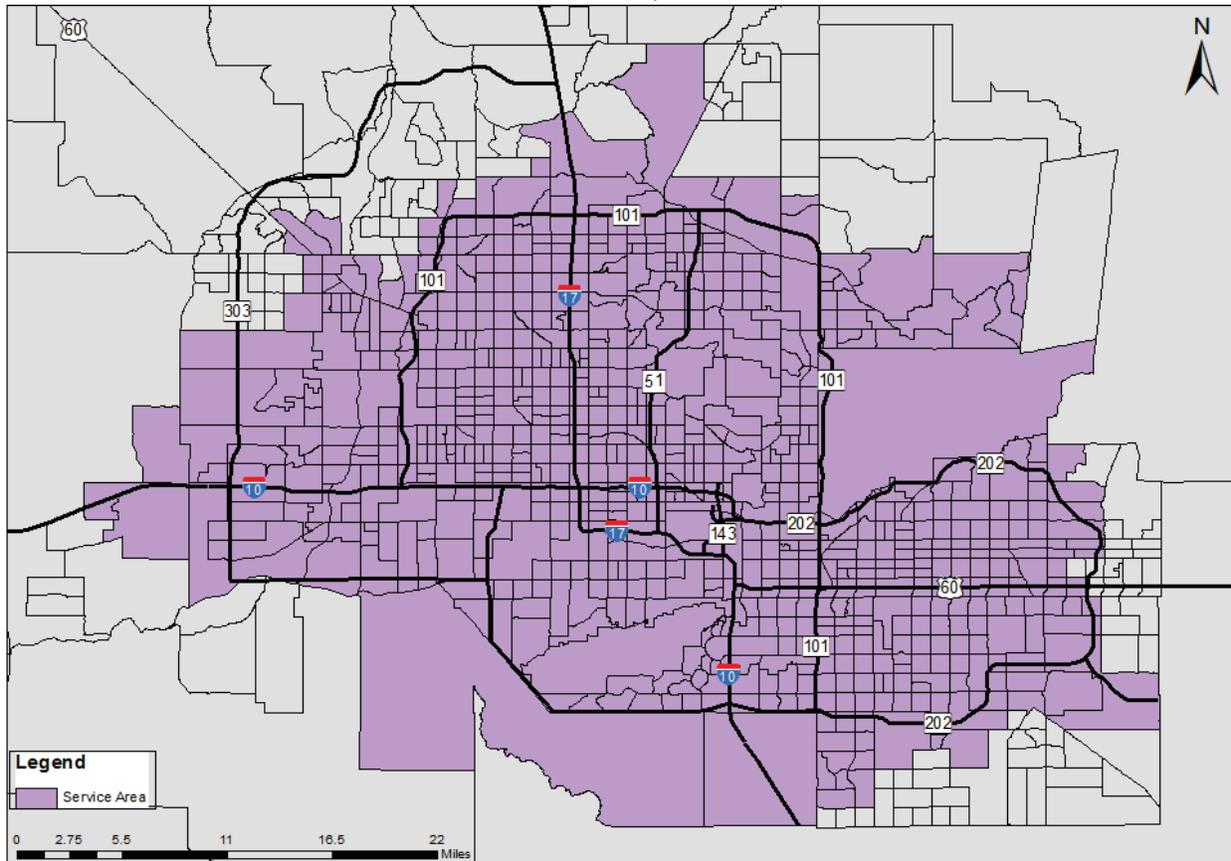
County or Area	Total Population Age 5 and Over	Speaks English Only	Speaks English		Percentage Less than Very Well
			Very Well	Less than Very Well	
Maricopa County	3,610,510	2,660,946	589,679	359,884	10.0%
Census Tracts 1/2-mile fixed routes	3,051,428	2,171,136	540,216	340,076	11.1%

Figure 2: Census tracts with Linguistically Isolated Households



Source: Census 2000

Figure 3: 2015 Census Tracts within One-Quarter Mile of Fixed Route Service (ACS 2013)



Source: ACS 2013

The ACS data show 19 languages or language groups with 1,000 or more LEP persons. However, only one LEP population exceeds 5 percent of the total population of persons eligible to be served or likely encountered. Table 5 shows the populations that meet either of these thresholds using ACS 2013 population by language and ability, sorted by percentage of LEP population.

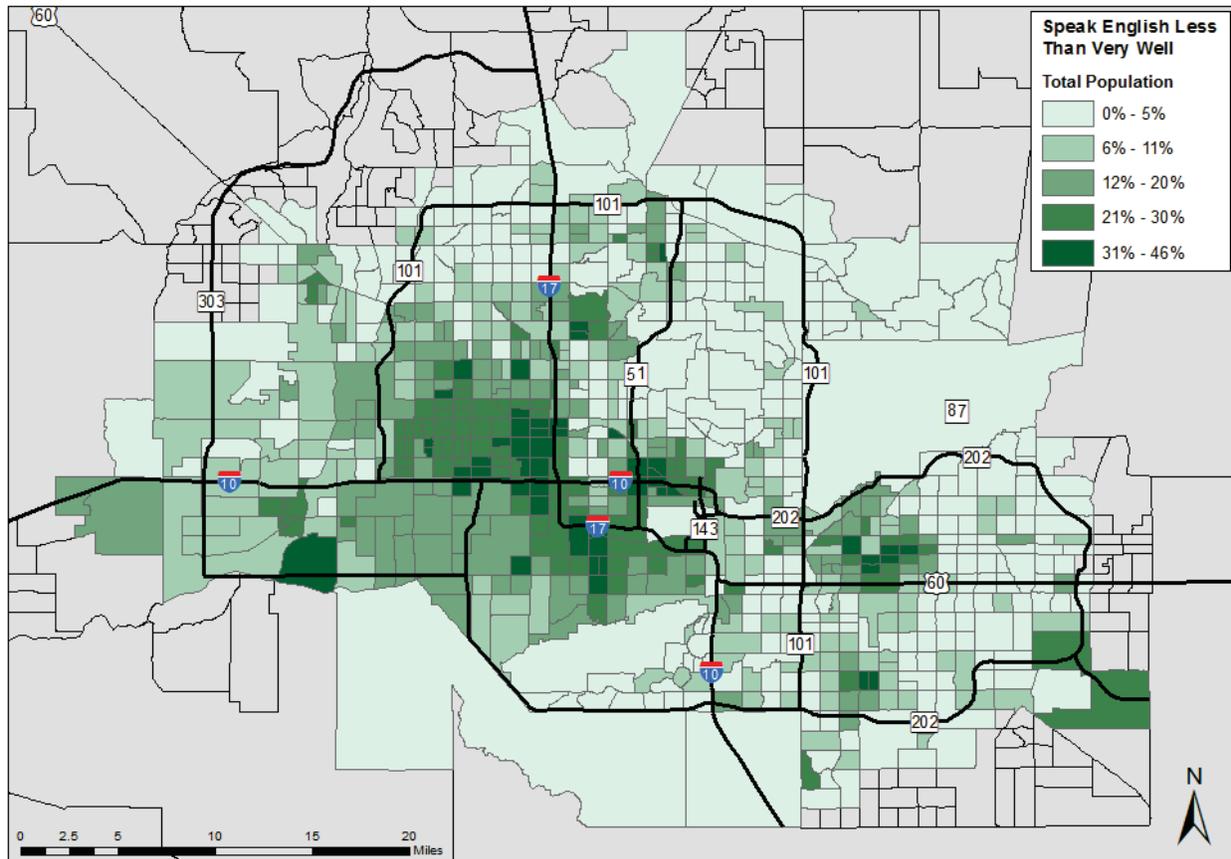
Table 5: ACS 2013 Data by Language within One-Quarter Mile of Fixed Route Service

Language	Speak English		Total Population	Percentage of Language LEP of Total LEP Population
	Less Than Very Well	Very Well		
All Languages	340,076	-	-	100%
Spanish	275,370	416,599	691,969	81.05%
Chinese	9,005	8,305	17,310	2.65%
Vietnamese	9,391	5,669	15,060	2.76%
Arabic	4,908	7,552	12,460	1.44%
Tagalog	4,114	8,918	13,032	1.21%
Other Asian	3,549	7,208	10,757	1.04%
All African Dialects	3,301	4,485	7,786	0.97%
Korean	3,105	3,568	6,673	0.91%
Serbo-Croatian	2,833	4,177	7,010	0.83%
Other Languages	2,227	1,844	4,071	0.65%
Other Indo European	2,132	3,494	5,636	0.63%
Other Indic	1,894	3,989	5,883	0.56%
French	1,788	7,299	9,087	0.53%
Persian	1,788	2,821	4,609	0.53%
Other Pacific Island	1,278	3,037	4,315	0.38%
Russian	1,245	3,017	4,262	0.37%
Japanese	1,236	2,474	3,710	0.36%
Navajo	1,183	7,348	8,531	0.35%
German	1,199	9,624	10,823	0.35%

Within one-half mile of fixed route service, the majority (81%) of the LEP population is the Spanish speaking population; this is the only language group to exceed 5percent of the LEP population. The Spanish LEP population consists of 275,370 persons within the service area. Chinese and Vietnamese followed with 2.65 percent and 2.76 percent respectively, both were approximately 9,000 persons. There are 4,908 Arabic speaking LEP persons or 1.44 percent of the LEP population. The fifth largest LEP population is Tagalog consisting of 4,114 people, or 1.21% of the LEP population within the service area.

Figure 4 shows a map depicting the concentrations of population speaking English Less than Very Well throughout the service area. Most areas throughout the region are mixed, though there are a few pockets of Census blocks that have concentrations of persons with limited English proficiency.

Figure 4: Population Speaking English “Less than Very Well”



### 3.0 FREQUENCY OF CONTACT WITH LIMITED ENGLISH PROFICIENT POPULATION (FACTOR 2)

The first step of the four-factor LEP needs assessment revealed that the largest language group was overwhelmingly Spanish; followed by Chinese, Vietnamese, Arabic, and Tagalog. Factor 2 is intended to assess the frequency with which LEP persons interact with Valley Metro programs, activities, or services. The USDOT “Policy Guidance Concerning Recipients ‘Responsibilities to Limited English Proficient (LEP) Person” (USDOT 2005) advises that:

*Recipients should assess, as accurately as possible, the frequency with which they have or should have contact with LEP individuals from different language groups seeking assistance, as the more frequent the contact, the more likely enhanced language services will be needed (emphasis added). The steps that are reasonable for a recipient that serves an LEP person on a one-time basis will be very different than those expected from a recipient that serves LEP persons daily.*



The frequency of use was evaluated by assessing current resources, available data, and a short survey of transit employees.

### **3.1 Evaluation Methods and Data Sources**

In an effort to determine the frequency that LEP persons interact with the agency, both quantitative and qualitative methods were used to analyze access to services. Anecdotal information regarding interactions with LEP persons, garnered through conversations with Valley Metro employees is also included in this section. More structured analysis is included using several sources of information:

- Transit Employee Survey
- Customer Service Interactive Voice Response (IVR) Call Log
- Transit Education Program
- Valley Metro Website Translation Data

Together these sources provide a picture of the interaction of LEP persons with programs, activities, or services provided by the agency.

### **3.2 Frequency of Contact Analyses**

With about a quarter of the region speaking more than only English, Valley Metro recognizes the value of providing convenient and efficient information to transit riders. Understanding how often LEP persons are utilizing services will assist in serving customers better in the future with quality services, programs, and activities.

#### **Transit Employee Survey**

An employee survey was performed in an effort to determine how often those employees in contact with transit riders regularly encounter LEP persons. During late March and early April 2015, a voluntary survey of customer service and transit employees was conducted regarding the interaction with LEP persons and languages spoken. A copy of the survey instrument can be found as Appendix B. The Valley Metro Customer Service Representatives provide passenger assistance most commonly through email, but also via the phone. In addition, there are several Customer Service Representatives that are dedicated for fare sales, transit information, or are stationed at transit passenger facilities<sup>1</sup> to provide assistance to passengers. Employees surveyed were of one of the following locations:

- Customer Service Representatives (via Customer Assistance System, letter, phone, or email)
- Central Station Transit Center
- Ed Pastor Transit Center

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<sup>1</sup> Facilities operated by the City of Phoenix or the City of Tempe

- Metrocenter Transit Center
- Sunnyslope Transit Center
- Tempe Transportation Center

In total 26 respondents provided information about their experiences. Approximately 70% of those surveyed were Customer Service Representatives employed at the Mobility and Customer Service Center.

When asked if representatives have had any requests for materials in another language, 31% responded yes they had encountered a request; see Figure 5. Of these, most interpretation or translation requests were for Spanish.

By cross-referencing the locations of respondents with responses that language assistance had been requested, only three locations had received requests: Central Station Transit Center (50% of requests), the Mobility and Customer Service Center (38% of requests), and Ed Pastor Transit Center (13% of requests).

Languages requested were predominately Spanish (55%) followed by French (18%). See Figure 6 for a full breakdown of the languages requested, including Japanese, Swahili, and Sa'ban.

Due to a low number of requests that had been received for materials in other languages the questions regarding frequency of requests shown in Table 6 were quite evenly spread.

Figure 5: Requests for Information or Materials in Another Language

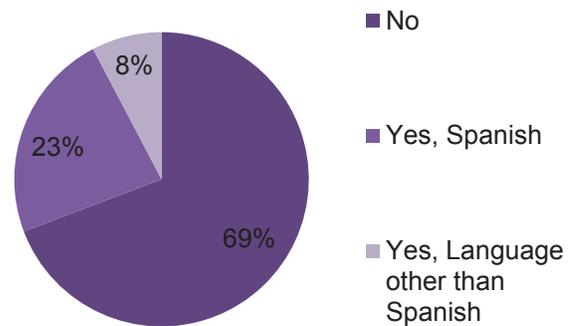


Figure 6: Chart of Requested Languages

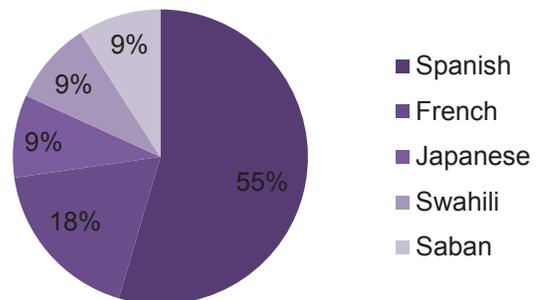


Table 6: Frequency of Requests Received

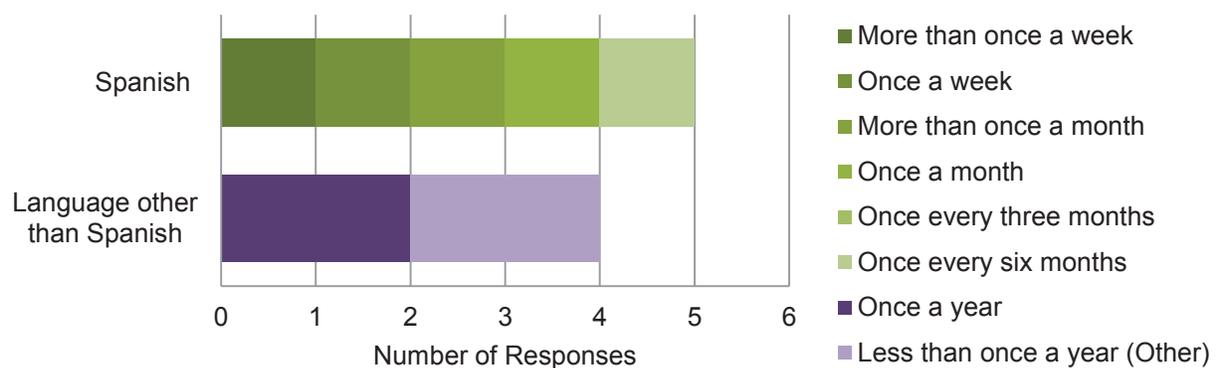
How often do you receive requests?	Number	Percentage
Once a week	1	11%
More than once a week	1	11%
Once a month	1	11%
More than once a month	1	11%
Once every six months	1	11%
Once a year	2	22%
Other	2	22%
TOTAL	9 <sup>2</sup>	100%

Recognizing that 60% of language requests were for the Spanish language, the two write-in responses for “Other” provide some telling qualitative information. Those responses were:

- “French-every six months, Swahili only once ever”
- “Once in 19 years” -for Japanese

These responses were categorized appropriately and cross-referenced with the language requested. See Figure 7 for a comparison. Spanish was much more frequently requested than any other language. Additionally, languages other than Spanish were requested at a less frequent rate.

Figure 7: Language Requested by Frequency



This survey helped support that there are many languages encountered by transit professionals, yet Spanish is the most common and most frequent of those encountered.

### Customer Service Interactive Voice Response (IVR) Call Log

The Customer Service Center updated the automated phone system mid-2014<sup>3</sup> to establish the Interactive Voice Response (IVR) feature. With this expansion, the new

<sup>2</sup> One respondent provided two responses – the second being a write in under the “Other” response.

system is able to provide a log to which line callers have requested to be transferred. Available are six topic categories, each in English and Spanish for twelve options total. The topics available include:

- Americans with Disabilities Act (ADA)
- Customer Relations (CR)
- Light Rail
- Lost and Found
- Transit Information (TI)

This system allows Spanish-speaking callers to be automatically transferred to a bilingual representative reducing the time it takes to be served in the preferred language. Beyond being more convenient and helpful, this system also is more efficient by reducing the likelihood callers may be redirected to a bilingual representative. Currently, 12 bilingual customer service representatives are employed by Valley Metro. The new phone system prioritizes selection of Spanish calls received. Acknowledging that this is a truncated data set, Table 7 below shows the distribution of calls by option selected, followed by the sum of calls by language.

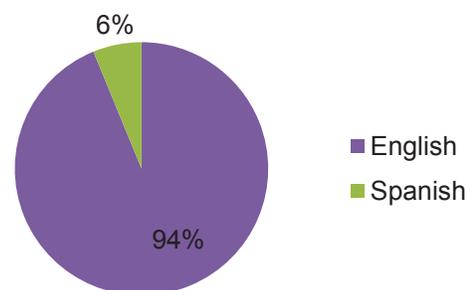
Table 7: Customer Service Call Log

	Total Calls	% of Total Calls
ADA-English	13,840	1.26%
ADA-Spanish	139	0.01%
CR-English	75,874	6.90%
CR-Spanish	371	0.03%
Light Rail-English	184	0.02%
Light Rail-Spanish	5	0.00%
Lost Found-English	5,073	0.46%
Lost Found-Spanish	22	0.00%
TI-English	936,408	85.16%
TI-Spanish	67,630	6.15%
English	1,031,379	93.8%
Spanish	68,167	6.2%
Total Calls	1,099,546	100.00%

Figure 8 shows a pie chart of the calls by language. Approximately 94% of calls were for English and 6% of calls were for Spanish. At the time of this report, 37 customer service representatives were currently on staff; of these, twelve are bilingual (32%).

When evaluating the customer service call logs, the bulk of calls received are through the

Figure 8: Customer Service Calls by Language



<sup>3</sup> Data available July 2014 through April 2015



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English phone lines with a small portion (6%) selecting a Spanish option.

### **Transit Education Program**

Valley Metro has a Transit Education program that presents information to various groups to teach about public transit, benefits of transit, and how to use the system. Staff visit schools, present to new residents and refugee groups, and provide mobility training for senior citizens and persons with disabilities. Additionally, transit information and assistance is provided at community or special events including environmental fairs, transportation or vehicle days, career days, and more. This team also conducts general presentations by request to any group who wants to learn more about the transit system. For more-comprehensive training, monthly sessions are held at the Disability Empowerment Center and Glendale Adult Center.

Discussions with the program staff revealed some helpful anecdotal information. Typically, persons encountered spoke English fluently or well. The second most common language encountered was Spanish. Fifty percent of this team speaks Spanish and regularly provide information in Spanish.

Occasionally, presentations are made to various refugee groups. Due to the varied backgrounds of the participants, the hosting organizations generally provide necessary interpreters. Anecdotally, predominately Arabic and less often Burmese are the languages typically encountered during these presentations. However, it was noted that languages from around the world have been encountered through these group presentations.

### **Website Translation**

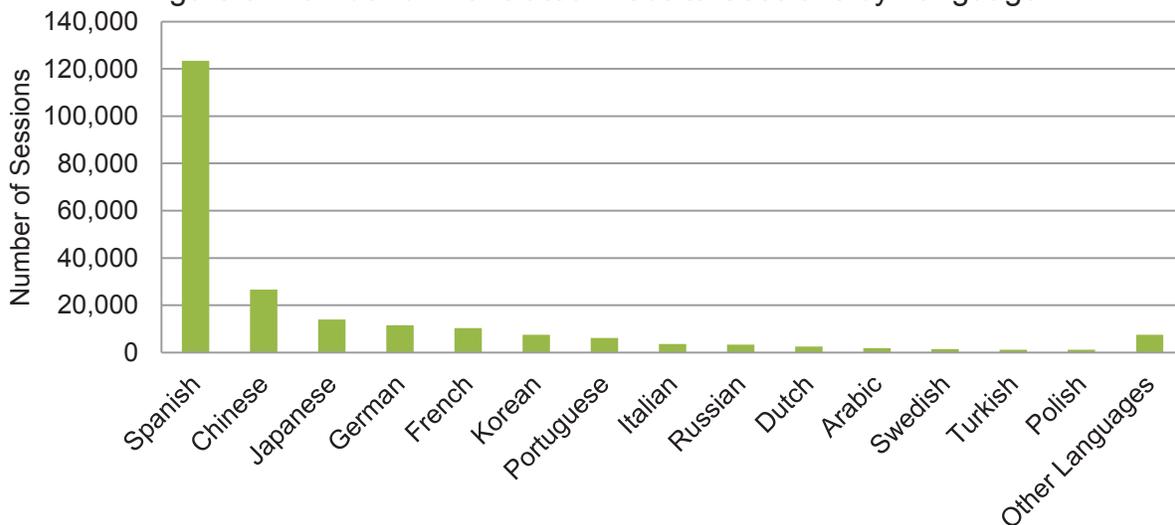
Apart from accessing information via transit employees whether by phone, email, in person or another method, many customers utilize the [www.valleymetro.org](http://www.valleymetro.org) website for information. The website is equipped with the Google Translate feature, which allows translation into 90 languages. Users have translated the Valley Metro website into 70 different languages using this feature. Approximately 99% of sessions were utilizing the default English setting. The remaining 1% was comprised of 69 other languages. Table 8 provides an itemization of the languages translated and the percentage of sessions. Note that only languages comprising at least 0.01% of total sessions are included below; a full table of entries is available in Appendix C.

Table 8: Website Sessions by Language<sup>4</sup>

Language	Number of Sessions	Percent of Total Sessions
Total	21,614,462 <sup>5</sup>	100%
English	21,392,285	98.91%
Other Languages	222,177	1.03%
Language	Number of Sessions	Percent of Total Sessions
Spanish	123,377	0.57%
Chinese	26,684	0.12%
Japanese	13,950	0.06%
German	11,502	0.05%
French	10,316	0.05%
Korean	7,496	0.03%
Portuguese	6,225	0.03%
Italian	3,638	0.02%
Russian	3,303	0.02%
Dutch	2,576	0.01%
Arabic	1,822	0.01%
Swedish	1,483	0.01%
Turkish	1,221	0.01%
Polish	1,127	0.01%
Other Languages	7,457	0.03%

Once again, Spanish was overwhelmingly the most utilized language with the website translation service comprising 0.57% of sessions, followed by Chinese (0.12%), Japanese (0.06%), German (0.05%), and French (0.05%). See Figure 9 below for a chart of the number of translated sessions by language.

Figure 9: Number of Translated Website Sessions by Language



<sup>4</sup> Valley Metro. (2015). Language [Data file]. Available from <http://www.google.com/analytics/ce/mws/>

<sup>5</sup> There were 13,829 entries excluded from the analysis that did not have a valid ISO language code associated with the website visit; thus, entries were deemed invalid.



The website was translated to an additional 55 languages that each comprises less than 0.01% of the sessions; collectively these viewings attribute to 0.03% of all sessions. These languages include:

- Acoli
- Afrikaans
- Albanian
- Armenian
- Aymara
- Azerbaijani
- Bengali
- Bosnian
- Breton
- Bulgarian
- Catalan
- Croatian
- Czech
- Danish
- Esperanto
- Estonian
- Filipino
- Finnish
- Galician
- Georgian
- Greek
- Gujarati
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Irish
- Javanese
- Kannada
- Kanuri
- Latvian
- Lithuanian
- Macedonian
- Malay
- Malayalam
- Marathi
- Navajo
- Norwegian
- Persian
- Pushto
- Romanian
- Serbian
- Slovak
- Slovenian
- Tagalog
- Telugu
- Thai
- Tonga
- Turkmen
- Ukrainian
- Vietnamese
- Walloon
- Welsh

Persons around the region utilize the website to gather information in languages from around the world using the Google Translate feature. The majority of translated sessions are for the Spanish language (0.57%).

Furthermore, many documents uploaded to Valley Metro's website are translated into Spanish since they are disseminated as paper materials to the public. Individuals may utilize these documents without translating the website into Spanish, but rather use the Google Translate feature. Some of these documents include project updates, route maps and schedules, instructions and applications for a Reduced Fair ID, service change information, policies, brochures, and forms.

## Conclusion

The Factor 2 analysis revealed that there is regular contact between the LEP population and Valley Metro personnel. The Transit Employee Survey conducted revealed that 31% of all respondents had encountered an LEP person; of those who had encountered a request for assistance in another language, 55% of requests were for Spanish. The Customer Service Call Log, though limited, showed that a mere 6% of customers utilized one of the six Spanish options. Information from the Transit Education team qualitatively identified Spanish as the main language group, while there were also occasional encounters with Arabic-speaking populations. Finally, translation data from the Valley Metro website indicated 1.03% of sessions were translated; approximately half of which were translated to Spanish. The website was translated to 70 different languages. Overall, there is broad diversity within the Phoenix region that accesses regional transit services, however; these are predominately English and Spanish speaking individuals.

## 4.0 NATURE AND IMPORTANCE OF THE PROGRAM, ACTIVITY OR SERVICE PROVIDED (FACTOR 3)

The third step in the four-factor LEP needs assessment is an evaluation of the importance of Valley Metro services to persons with limited English proficiency. The first component of the Factor 3 analysis is to identify critical services. Next, input received from community organizations was used to identify ways to improve these services for LEP populations. The U.S. Department of Transportation (USDOT) “Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons” (USDOT 2005) advises that:

*The more important the activity, information, service, or program, or the greater the possible consequences of the contact to the LEP individuals, the more likely language services are needed. The obligations to communicate rights to an LEP person who needs public transportation differ, for example, from those to provide recreational programming. A recipient needs to determine whether denial or delay of access to services or information could have serious or even life-threatening implications for the LEP individual . . . providing public transportation access to LEP persons is crucial. An LEP person’s inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, education, or access to employment.*

With assistance from Valley Metro’s Community Relations and Marketing departments, a list of services provided was prepared and prioritized. The input from community organizations and LEP persons were incorporated to ensure views of the importance of services provided are adequately prioritized.

### 4.1 Services Provided

In cooperation with Valley Metro’s Communications and Operations departments, services currently provided to LEP persons were queried. Typically, materials in both English and Spanish are available on both bus and light rail services. Below is a list of available materials and services in Spanish that includes next bus and light rail specific services:

- Press Releases
- Public materials; including, but not limited to:
  - Route Scout (announcements on buses and light rail)
  - Ride Guide and Destinations Guide
  - Service changes materials

- Transit book
- Website
- Project updates
- Title VI forms
- Large special events materials (e.g. Super Bowl public materials)
- Direct mailers or door hangers for targeted outreach
- Ticket vending machines (Spanish and Braille)
- Bilingual customer service staff
- Email List Serv Messages
- Bus specific services:
  - Car cards (on-board advertisements)
  - Bus signs (i.e. priority seating, caution signs, entry/exit, etc.)
  - Variable message sign that displays announcements on buses
- Light Rail specific services:
  - LRT vehicle signage including priority seating, manners, and other train information
  - VMS Announcements on vehicles and at stations
  - System maps and auxiliary information
  - Operator call boxes on trains
  - Emergency call box at stations
  - Safe place notices

## Critical Services

Public transit is a key means of mobility for persons with limited English proficiency. Of those services identified above, a subset of critical services was prioritized to ensure that those services imperative to utilize Valley Metro public transportation options are available to all users.

Basic trip information is available both printed and electronically in Spanish, including service hours, tickets, trip planning, airport and transit connections, parking, bicycles, and services for persons with disabilities. Also available in Spanish is information regarding how to utilize transit, manners, priority seating, caution signs, and exit locations on vehicles. Ticket vending is available in both Spanish and Braille. Emergency notification measures are also translated, including audio VMS<sup>6</sup> Announcements on vehicles (bus and rail), operator call boxes, emergency call boxes, and Safe Place notices.

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<sup>6</sup> Variable message signs  
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Bilingual customer service representatives are available during regular call center hours. Representatives use the same procedures for comments and note that the inquiry was in Spanish so that a bilingual representative is assigned in any follow-up response if needed. Outside of customer service hours, the website is available for translation to most languages at any time. For public meetings and hearings, a Spanish translator is usually available; additional translators are available upon request or appropriate context. Typically, additional translation services requested are provided for American Sign Language through an on-call contract.

## **Community Outreach**

Valley Metro conducted interviews with six community organizations that encounter various LEP populations. The organizations interviewed range from cultural adult centers to refugee services organizations.

Key findings from outreach effort:

- Public transportation is the main form of transportation to access jobs, medical appointments, social services, grocery shopping and school.
- Many of the organizations provide an orientation to transportation services and also provide free transit passes for employment searches.
- Two primary challenges with the public transportation system were voiced, which related to route location and schedule.
  - The schedule does not accommodate early morning or late night shifts.
  - The transit system does not travel to all locations, especially those on the outer reaches of the Phoenix metropolitan region.

## **Community Organizations Interviews**

To garner insight on the use and role of Valley Metro services to the LEP populations within the Phoenix Metropolitan region, six community organizations were interviewed:

- Catholic Charities
- Friendly House
- Refugee Focus
- Arizona Immigration Refugee Services (AIRS)
- Chinese Senior Center
- Hope VI

Organizations were identified to ensure that a wide variety of cultural and language groups were reached over large service areas. These organizations indicated that they serve populations speaking a broad range of languages, including Spanish, Arabic, Somali, Chinese, Burmese and French.



Participating agencies were asked a series of questions from the FTA handbook “Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons” (FTA 2007b). Organizations interviewed expressed needs of LEP populations regarding language assistance including:

- **System Map Information:** LEP populations have expressed a difficulty in understanding and familiarizing themselves with system maps.
- **On-Board Messaging:** LEP populations have expressed hardship in reading and understanding on-board signage/message boards as well as driver instructions.
- **Transit Service Information:** LEP populations have expressed the desire for information, such as how to ride and fare payment information, be communicated in an understandable format. Symbols could be used to communicate messages to a wider audience. Also, offering orientation to these populations, through their respective agencies, would familiarize them with the transit system.

## 5.0 CURRENT RESOURCES AVAILABLE AND THE COSTS TO PROVIDE LANGUAGE ASSISTANCE SERVICES (FACTOR 4)

The final step of the four-factor LEP analysis is an evaluation of the current and projected financial and personnel resources available to meet the current and future needs for language assistance. The first component of the Factor 4 analysis was to identify current language assistance measures and associated costs. The next step was to determine what additional services may be needed to provide meaningful access. The USDOT “Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons” (USDOT 2005) advises that:

*A recipient’s level of resources and the costs imposed may have an impact on the nature of the steps it should take in providing meaningful access for LEP persons. Smaller recipients with more limited budgets are not expected to provide the same level of language services as larger recipients with larger budgets. In addition, ‘reasonable steps’ may cease to be reasonable where the costs imposed substantially exceed the benefits.*

Valley Metro has a strong commitment to reducing the barriers encountered by LEP persons in accessing its services and benefits, to the extent resources are available. Valley Metro currently does not break down all cost expenditures related to providing language assistance. Valley Metro will evaluate how to consolidate its language assistance measures to deliver the most cost-effective services.

## 5.1 Current Measures and Costs

Costs incurred by Valley Metro for the language assistance measures currently being provided include:

- Translation of materials
- Printing, advertising, or other marketing costs
- Interpretation services
- Staff costs associated with Title VI efforts in adhering to language assistance measures

Typically, an amount is embedded into the project costs by activity (logged under printing or other direct expenses) for translation and production of any materials. Agency wide there is a standing on-call contract for any interpretation needs. Any production costs are included in printing and public meetings budgets. Furthermore, there are bilingual employees that provide intermittent language assistance needs as part of their other duties. Specifically, the Public Relations team has two employees (33% of the department staff) that are bilingual. These employees may be assigned to prepare press releases or media events with Spanish-speaking publications in addition to their typical duties. These soft costs are not tracked, though most of the formal interpretation services are contracted.

Interpreters are contracted for public meetings or hearings to ensure that any language assistance needs are met so that public relations staff can focus on facilitating the event. All hearings are staffed with interpreters while public meetings are staffed depending on the anticipated number of persons reached and upon request. Valley Metro's current contract for interpreters at public meetings allow for approximately \$200 per meeting. Annually \$5,000-\$6,000 is spent for interpreters to staff meetings and public hearings for various projects and efforts. In addition, \$800-\$1,200 is spent annually for sign language interpreters at requested meetings and public hearings. Costs for translating and producing materials like meeting notices, display boards, news releases, and project update sheets are also budgeted annually; approximately \$14,000 - \$15,000. In total, approximately \$20,000 - \$25,000 is contracted out directly in support of language assistance services for interpreters, translation, and materials dependent on the projects and programs implemented each year.

Additional soft costs include other staff time utilized on an ad hoc or regular basis to provide translation or interpretive services. Over thirty percent of Public Relations and Customer Service Representatives are bilingual, servicing Spanish-speaking customers as well as English-speaking customers. Being bilingual is a preferred qualification when hiring customer service staff though not required. There are also bilingual employees



that may assist on an informal, ad hoc basis to communicate with LEPs in other departments.

## **5.2 Cost-effective Practices**

Valley Metro will continue to evaluate ways to improve the cost-effectiveness and the quality of its language services. Additional strategies for saving costs or improving quality may include developing internal and external language services, with the opportunity to coordinate across multiple agencies in the region. Current measures practiced to ensure services are cost effective include:

- bilingual staff trained to act as interpreters and translators
- shared customer service center and other information for combined translation and interpretation resources
- some standardized common documents with transit and other public agencies
- translated vital documents currently posted on <valleymetro.org>

Strategies for consolidating the regional language assistance measures to achieve efficiencies may include:

- creating a one-stop LEP information center for Valley Metro employees
- surveying Valley Metro staff to determine any additional existing multilingual resources
- conducting outreach to various community organizations to secure volunteers for translation and interpretation services that are currently contracted or completed in-house
- consolidating contract services for oral and written translation to secure the most cost-effective rates

Valley Metro continues to use qualified translators and interpreters to uphold the quality of language assistance measures. Valley Metro strives to provide basic informational training for volunteer staff on its language assistance measures.

## **5.3 Additional Services and Budget Analysis**

Valley Metro is committed to reducing the barriers encountered by LEP persons in accessing its services to the extent funding is available. While Valley Metro currently does break down contracted cost expenditures related to providing language assistance, expenditures of efforts for translation and interpretation completed in-house are less well documented. As part of the Language Assistance Plan, Valley Metro will better monitor efforts in the future. Valley Metro will further evaluate how to consolidate its language assistance measures to deliver the most cost-effective services.

The information received from community organizations provided some insight on additional services that may ease access for LEP persons to regional transit services.



The summary above portrays more insight of the interviews conducted. Services requested were centered on service expansions that included increased frequencies and later services at night. However, these would be greater improvements for consideration and prioritization of the system rather than specific services for LEP persons. Therefore, they were excluded here and assigned to the general public process for service requests.

Other requests included using more symbols to depict messaging and system routes. Audio messaging is also shown using VMS<sup>7</sup> that could potentially show messaging in another language as well. The light rail system VMS currently shows messages in English and Spanish. Bus messaging is typically location data and in close proximity depending on stop locations. The feasibility and helpfulness of VMS translation should be evaluated.

As applicable, through the annual budget process, additional services requested or identified may be considered for implementation. In 2015, Valley Metro has shifted to a zero based budget that is approved by two appointed boards: Valley Metro Rail Board and the Valley Metro Regional Public Transportation Authority Board of Directors. Year by year the budget is developed as appropriate to the unique needs and demands of the agency at that point in time.

#### **5.4 Projected Costs**

Requests for added services include expanded symbols to understand how to use transit services, on-board messaging, and system map information. With a commitment to providing reasonable language assistance measures, Valley Metro will assess current symbolism used on vehicles, at station locations, and elsewhere to determine the sort of improvements that could be made so that the system is more easily understood visually. With expanded symbolism, it is expected that the need for enhancing the on-board messaging and system map information may be reduced. Furthermore, these could be incorporated into the regular updates of this information and signage. Biannually in coordination with the service changes, updated system maps are produced.

Other improvements would be considered after analyzing the staff costs, third party contract costs, and costs related to volunteer or community organization coordination. These would be evaluated in comparison with anticipated benefits to the LEP population. Other considerations may include operational issues and implementation time.

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<sup>7</sup> LINK stations, light rail stations and vehicles are equipped with VMS announcements; most fixed route vehicles are also equipped with VMS capabilities



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## 6.0 LANGUAGE ASSISTANCE MEASURES

Valley Metro is committed to full compliance with Title VI and Executive Order 13166 to provide meaningful access and reduce barriers to services and benefits for persons with limited English proficiency.

### 6.1 Current Language Assistance Measures

As discussed earlier in this Language Assistance Plan, Valley Metro currently provides both oral and written language assistance. Oral language assistance includes bilingual customer service representatives, speaking Spanish. Additionally, Spanish interpreters are available at public meetings; sign language and other language interpreters are available as requested. On vehicles and at stations, VMS announcements are also in Spanish.

Written Spanish language assistance includes signage, press releases, list serv messages, service change materials, Title VI complaint forms, policies, and procedures. Additional translation of some vital documents is provided, such as schedules, maps, ride and destination guides, route scouts, and more. Meeting notices and public input surveys at public meetings are translated. The website is equipped with the Google Translate feature, which allows translation into 90 languages ([www.translate.google.com](http://www.translate.google.com)). Fare vending machines provide Spanish and Braille translations as well.

Notices to the public of language assistance measures are typically provided side-by-side an English version of the document. For example, Ride Guide documents are provided in both English and Spanish and are available together wherever disseminated. Where available, documents are commonly printed on both sides with an English version and a Spanish version on each side of the paper. When calling into the customer service line, the interactive voice response system will ask if Spanish is the preferred language automatically prior to being connected with a representative.

### 6.2 Staff Training

Specific policies and procedures for interacting with LEP persons are not formally adopted on a standalone basis. These policies and procedures are in essence those for all customers and have been embedded into multiple documents (including the Title VI Plan, trainings, instructions, etc.).

Using the customer service center as an example, Spanish calls are assigned directly to a Spanish-speaking representative through the phone system. In the customer assistance system a note is made that the customer speaks Spanish so that if the query is not able to be responded to immediately, any response is assigned to another



bilingual representative. This training is implanted into general customer assistance staff training to ensure cost effective practices and efficient use of training resources. Title VI of the Civil Rights Act of 1964 is distributed to new employees and where applicable, employees are expected to know how to file discrimination claims based on race, color, or national origin. Additionally, there are related trainings available including quarterly Civil Rights Workshops, training sessions for conducting complaint investigations according to federal guidelines and streamlining the complaint investigative process.

Training for employees who regularly encounter the public may also include:

- Type of language services available,
- How staff and/or LEP customers can obtain these services,
- How to respond to LEP callers,
- How to respond to correspondence from LEP customers,
- How to respond to LEP customers in person, and
- How to document LEP needs.

Valley Metro continues to consider opportunities to provide quality services for LEP persons throughout the service area.

### **6.3 Future Language Assistance Services**

With the development of subsequent Language Assistance Plans, it is expected that through the monitoring, evaluation, and update process that additional services continue to be identified and considered for feasibility of implementation. Valley Metro strives to serve LEP populations adequately with an equal opportunity to use transportation options available. Section 7 provides more information about the monitoring and update process of this plan.

## **7.0 MONITORING AND UPDATING THE LANGUAGE ASSISTANCE PLAN**

Triennially Valley Metro will review, monitor, and update this LAP. Feedback from agency staff and community members will be accepted throughout the year at the email address: [TitleVICoordinator@ValleyMetro.org](mailto:TitleVICoordinator@ValleyMetro.org). Additional community feedback may be elicited during the update process. Internal monitoring will be conducted using the template provided from the FTA handbook “Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons” (FTA 2007b). Using this checklist periodically, stations, vehicles, customer service, community outreach, and public relations are monitored.



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Using this information, changes may be made to the language assistance plan recognizing any cost implications and resources available. Depending on this evaluation, language assistance measures may be expanded, modified or eliminated based on their effectiveness.

As the transit service area is modified through service changes, the demographics served will be reviewed to ensure that those high concentrations of LEP persons are reflected accurately in an effort to provide language assistance measures to areas with expanded transit services.

Throughout the monitoring period, Valley Metro will continue to follow the recommendations and use the resources provided by Executive Order 13166, FTA Circular 4702.1B, the USDOT “Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Person” (USDOT 2005), and the FTA handbook “Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons” (FTA 2007b). Valley Metro will be better able to apply the DOT LEP guidance’s four-factor framework and will continue to determine an appropriate mix of language assistance in the preparation of language assistance implementation plans.



APPENDIX A – FULL LIST OF LANGUAGES

ACS 2013 population by language and ability: cells shaded purple in this table meet either the 1,000 persons threshold or the 5% threshold of the total population of persons eligible to be served or likely encountered.

Language Category Group	Total Population	Percentage of Total LEP Population
All Languages Speaks English Less Than Very Well (LEP Population within Service Area)	331,981	-
Spanish	672,220	-
Spanish Speak English Very Well	403,157	-
Spanish Speak English Less Than Very Well	269,063	81.05%
French	8,757	-
French Speak English Very Well	7,023	-
French Speak English Less Than Very Well	1,734	0.52%
French Creole	402	-
French Creole Speak English Very Well	199	-
French Creole Speak English Less Than Very Well	203	0.06%
Italian	4,038	-
Italian Speak English Very Well	3,112	-
Italian Speak English Less Than Very Well	926	0.28%
Portuguese	2,374	-
Portuguese Speak English Very Well	1,840	-
Portuguese Speak English Less Than Very Well	534	0.16%
German	10,437	-
German Speak English Very Well	9,347	-
German Speak English Less Than Very Well	1,090	0.33%
Yiddish	230	-
Yiddish Speak English Very Well	223	-
Yiddish Speak English Less Than Very Well	7	0.00%
Other West Germanic	1,242	-
Other West Germanic Speak English Very Well	1,062	-
Other West Germanic Speak English Less Than Very Well	180	0.05%
Scandinavian	1,212	-
Scandinavian Speak English Very Well	1,100	-
Scandinavian Speak English Less Than Very Well	112	0.03%
Greek	1,518	-
Greek Speak English Very Well	1,163	-
Greek Speak English Less Than Very Well	355	0.11%
Russian	4,225	-
Russian Speak English Very Well	2,996	-
Russian Speak English Less Than Very Well	1,229	0.37%
Polish	3,034	-
Polish Speak English Very Well	2,389	-
Polish Speak English Less Than Very Well	645	0.19%



Serbo-Croatian	6,967	-
Serbo-Croatian Speak English Very Well	4,142	-
Serbo-Croatian Speak English Less Than Very Well	2,825	0.85%
Other Slavic	2,458	-
Other Slavic Speak English Very Well	1,721	-
Other Slavic Speak English Less Than Very Well	737	0.22%
Armenian	798	-
Armenian Speak English Very Well	660	-
Armenian Speak English Less Than Very Well	138	0.04%
Persian	4,439	-
Persian Speak English Very Well	2,731	-
Persian Speak English Less Than Very Well	1,708	0.51%
Gujarati	2,559	-
Gujarati Speak English Very Well	1,982	-
Gujarati Speak English Less Than Very Well	577	0.17%
Hindi	6,413	-
Hindi Speak English Very Well	5,620	-
Hindi Speak English Less Than Very Well	793	0.24%
Urdu	1,445	-
Urdu Speak English Very Well	1,086	-
Urdu Speak English Less Than Very Well	359	0.11%
Other Indic	5,834	-
Other Indic Speak English Very Well	3,960	-
Other Indic Speak English Less Than Very Well	1,874	0.56%
Other Indo European	5,459	-
Other Indo European Speak English Very Well	3,389	-
Other Indo European Speak English Less Than Very Well	2,070	0.62%
Chinese	16,907	-
Chinese Speak English Very Well	8,052	-
Chinese Speak English Less Than Very Well	8,855	2.67%
Japanese	3,682	-
Japanese Speak English Very Well	2,464	-
Japanese Speak English Less Than Very Well	1,218	0.37%
Korean	6,474	-
Korean Speak English Very Well	3,485	-
Korean Speak English Less Than Very Well	2,989	0.90%
Cambodian	1,126	-
Cambodian Speak English Very Well	577	-
Cambodian Speak English Less Than Very Well	549	0.17%
Hmong	8	-
Hmong Speak English Very Well	8	-
Hmong Speak English Less Than Very Well	-	0.00%
Thai	1,424	-
Thai Speak English Very Well	547	-
Thai Speak English Less Than Very Well	877	0.26%
Laotian	580	-
Laotian Speak English Very Well	266	-
Laotian Speak English Less Than Very Well	314	0.09%
Vietnamese	13,965	-



Vietnamese Speak English Very Well	5,125	-
Vietnamese Speak English Less Than Very Well	8,840	2.66%
Other Asian	10,615	-
Other Asian Speak English Very Well	7,085	-
Other Asian Speak English Less Than Very Well	3,530	1.06%
Tagalog	12,386	-
Tagalog Speak English Very Well	8,380	-
Tagalog Speak English Less Than Very Well	4,006	1.21%
Other Pacific Island	4,162	-
Other Pacific Island Speak English Very Well	2,899	-
Other Pacific Island Speak English Less Than Very Well	1,263	0.38%
Navajo	8,257	-
Navajo Speak English Very Well	7,078	-
Navajo Speak English Less Than Very Well	1,179	0.36%
Other Native North American	2,866	-
Other Native North American Speak English Very Well	2,504	-
Other Native North American Speak English Less Than Very Well	362	0.11%
Hungarian	856	-
Hungarian Speak English Very Well	611	-
Hungarian Speak English Less Than Very Well	245	0.07%
Arabic	12,259	-
Arabic Speak English Very Well	7,400	-
Arabic Speak English Less Than Very Well	4,859	1.46%
Hebrew	1,679	-
Hebrew Speak English Very Well	1,406	-
Hebrew Speak English Less Than Very Well	273	0.08%
African	7,284	-
African Speak English Very Well	4,016	-
African Speak English Less Than Very Well	3,268	0.98%
Other Languages	4,000	-
Other Languages Speak English Very Well	1,805	-
Other Languages Speak English Less Than Very Well	2,195	0.66%



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APPENDIX B – TRANSIT EMPLOYEE INSTRUMENT



Language Assistance Program Survey 2015

\*-denotes required question

\*Name: \_\_\_\_\_

\*Email Address: \_\_\_\_\_

\*1. Location

- Customer Service Representatives (electronic, phone, email)
- Central Station Transit Center
- Ed Pastor Transit Center
- Metrocenter Transit Center
- Sunnyslope Transit Center
- Tempe Transportation Center

\*2. Have you had any requests for information or materials in other languages?

- Yes
- No

*If yes, please complete the remainder of the survey.*

*If no, thank you for your participation.*

3. What language(s) have been requested?

\_\_\_\_\_

4. How often do you receive requests?

- More than once a week
- Once a week
- More than once a month
- Once a month
- Once every three months
- Once every six months
- Once a year
- Other:

\_\_\_\_\_



APPENDIX C – WEBSITE SESSIONS BY LANGUAGE

Language	Number of Sessions	Percent of Total Sessions
Total	21,628,079 <sup>8</sup>	100%
English	21,392,285	98.91%
Other Languages	222,177	1.03%
Language	Number of Sessions	Percent of Non-English Sessions
Spanish	123,377	0.57%
Chinese	26,684	0.12%
Japanese	13,950	0.06%
German	11,502	0.05%
French	10,316	0.05%
Korean	7,496	0.03%
Portuguese	6,225	0.03%
Italian	3,638	0.02%
Russian	3,303	0.02%
Dutch	2,576	0.01%
Arabic	1,822	0.01%
Swedish	1,483	0.01%
Turkish	1,221	0.01%
Polish	1,127	0.01%
Czech	839	0.00%
Norwegian	771	0.00%
Danish	726	0.00%
Vietnamese	670	0.00%
Hebrew	645	0.00%
Hungarian	645	0.00%
Finnish	531	0.00%
Thai	335	0.00%
Slovak	309	0.00%
Greek	293	0.00%
Romanian	232	0.00%
Indonesian	217	0.00%
Bulgarian	173	0.00%
Catalan	122	0.00%
Croatian	110	0.00%
Slovenian	101	0.00%
Persian	93	0.00%
Filipino	89	0.00%
Serbian	84	0.00%
Afrikaans	76	0.00%
Lithuanian	67	0.00%
Ukrainian	66	0.00%
Latvian	53	0.00%
Icelandic	31	0.00%

<sup>8</sup> There were 13,829 entries included that did not have a valid ISO language code associated with the website visit; thus the sum of languages will fall short.



Estonian	24	0.00%
Marathi	16	0.00%
Kanuri	15	0.00%
Hindi	10	0.00%
Tagalog	10	0.00%
Azerbaijani	8	0.00%
Breton	8	0.00%
Malay	8	0.00%
Pushto	8	0.00%
Telugu	8	0.00%
Walloon	6	0.00%
Bengali	5	0.00%
Esperanto	5	0.00%
Macedonian	5	0.00%
Navajo	5	0.00%
Albanian	4	0.00%
Malay	4	0.00%
Acoli	3	0.00%
Georgian	3	0.00%
Kannada	3	0.00%
Tonga	3	0.00%
Armenian	2	0.00%
Bosnian	2	0.00%
Galician	2	0.00%
Gujarati	2	0.00%
Irish	2	0.00%
Javanese	2	0.00%
Malayalam	2	0.00%
Turkmen	2	0.00%
Aymara	1	0.00%
Welsh	1	0.00%



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APPENDIX D – COMMUNITY ORGANIZATION INTERVIEWS

# MEETING SUMMARY



**Date:** 5/27/15

**Re:** LAP Interview – Hope VI

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## Summary:

Q. What geographic area does your agency serve?

A. There are housing locations between 7<sup>th</sup> Avenue and 19<sup>th</sup> Avenue on Buckeye and at 16<sup>th</sup> Street and Van Buren.

Q. How many people does your agency provide services to?

A. Between 745-800 people.

Q. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

A. It fluctuates.

Q. What are the countries of origin from which your population has immigrated?

A. Mexico, China, Somalia, Iraq, other Arab countries, Ukraine, other African countries.

Q. Does your population come from an urban or rural background?

A. Varies.

Q. What are the languages spoken by the population you serve?

A. Spanish, Chinese (Mandarin and Cantonese), Arabic, Somali

Q. What is the age and gender of your population?

A. The majority is female ranging from children to elderly.

Q. What is the education and literacy level of the population you serve?

A. High school diploma or less. Most read at a 5<sup>th</sup> or 6<sup>th</sup> grade level.

Q. What needs or expectations for public transportation services has this population expressed?

A. The majority use public transportation.

Q. Has the population inquired about how to access public transportation or expressed a need for public transportation service?

A. Yes. Most residents know how to use the system. Bus passes are provided for employment searches.

Q. What are the most frequently traveled destinations?

A. The most frequently traveled destinations include doctor's appointments and the grocery store.

Q. Are there locations that the population has expressed difficulty accessing via the public transportation system?

A. Yes, it can be difficult to use the transportation system, especially Dial-A-Ride, for doctor's appointments.

Q. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?

A. Yes. School-age children use public transportation to get to school, seniors use it during the daytime, and for those that work it depends on their shift.

Q. What is the best way to obtain input from the population?

A. Emails, community events, flyers.

Q. Who would the population trust most in delivering language appropriate messages?

A. Case workers, family members, English-speaking children.

# MEETING SUMMARY



**Date:** 5/27/15

**Re:** LAP Interview – Arizona Immigration Refugee Services (AIRS)

---

## **Summary:**

Q. What geographic area does your agency serve?

A. The agency provides services across metropolitan Phoenix.

Q. How many people does your agency provide services to?

A. 180 people per year.

Q. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

A. It has slightly increased.

Q. What are the countries of origin from which your population has immigrated?

A. Iraq, Burmese, Afghanistan, Somalia, Cuba, Congo.

Q. Does your population come from an urban or rural background?

A. It varies. The populations from Iraq and Afghanistan would have an urban background. Populations from other countries will a rural background.

Q. What are the languages spoken by the population you serve?

A. Arabic, Burmese, Spanish, French, Chin, Farsi, Somali.

Q. What is the age and gender of your population?

A. The agency serves males and females ranging from 4 months to 85 years old.

Q. What is the education and literacy level of the population you serve?

A. It varies. The average education level is early high school.

Q. What needs or expectations for public transportation services has this population expressed?

A. The population has expressed that there needs to be increased night time service as well as increased frequency of bus service. They have also expressed a safety concern with riding the bus. The population is also uncomfortable with using maps and cannot understand the signage on the bus or the bus drivers.

Q. Has the population inquired about how to access public transportation or expressed a need for public transportation service?

A. Yes. Some have training before they arrive while others learn about transportation services from their case worker.

Q. What are the most frequently traveled destinations?

A. Between home and the AIRS office or to their work location.

Q. Are there locations that the population has expressed difficulty accessing via the public transportation system?

A. Yes. There is no service to north Scottsdale resorts or to the dairies on the west side.

Q. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?

A. The likely users are young and male. Women tend to ride with family or in groups.

Q. What is the best way to obtain input from the population?

A. One on one contact, telephone.

Q. Who would the population trust most in delivering language appropriate messages?

A. Family members, other community members who have shared the same experiences.

# MEETING SUMMARY



**Date:** 5/27/15

**Re:** LAP Interview – Friendly House

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## **Summary:**

Q. What geographic area does your agency serve?

A. The agency provides services across Maricopa County, but mainly serves central and south Phoenix.

Q. How many people does your agency provide services to?

A. 15,000 people per year.

Q. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

A. It has decreased slightly.

Q. What are the countries of origin from which your population has immigrated?

A. Predominately Spanish-speaking countries as well as Middle East and African countries.

Q. Does your population come from an urban or rural background?

A. Urban.

Q. What are the languages spoken by the population you serve?

A. Spanish, Arabic, Burmese.

Q. What is the age and gender of your population?

A. The agency serves males and females age three to seniors.

Q. What is the education and literacy level of the population you serve?

A. No information available.

Q. What needs or expectations for public transportation services has this population expressed?

A. The population has expressed a need to get to social services.

Q. Has the population inquired about how to access public transportation or expressed a need for public transportation service?

A. No information available.

Q. What are the most frequently traveled destinations?

A. No information available.

Q. Are there locations that the population has expressed difficulty accessing via the public transportation system?

A. No information available.

Q. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?

A. Yes. Some utilize carpooling, local buses, or walking for travel.

Q. What is the best way to obtain input from the population?

A. One on one communication, surveys.

Q. Who would the population trust most in delivering language appropriate messages?

A. Case managers, teachers, and staff.

# MEETING SUMMARY



**Date:** 5/27/15

**Re:** LAP Interview – Chinese Senior Center

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## **Summary:**

Q. What geographic area does your agency serve?

A. Mainly about three miles around the senior center, but the center does have people come from around metro-Phoenix.

Q. How many people does your agency provide services to?

A. About 1000 members.

Q. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

A. Increased.

Q. What are the countries of origin from which your population has immigrated?

A. Southern Asia, China, and Taiwan.

Q. Does your population come from an urban or rural background?

A. Urban.

Q. What are the languages spoken by the population you serve?

A. Chinese/different dialects of Chinese.

Q. What is the age and gender of your population?

A. The age is over 60 and the center sees an equal mix of males and females.

Q. What is the education and literacy level of the population you serve?

A. The majority of the population is educated.

Q. What needs or expectations for public transportation services has this population expressed?

A. The population does not drive so they need public transportation services to get around.

Q. Has the population inquired about how to access public transportation or expressed a need for public transportation service?

A. Yes.

Q. What are the most frequently traveled destinations?

A. The most frequently traveled destinations are to the senior center and to home.

Q. Are there locations that the population has expressed difficulty accessing via the public transportation system?

A. Yes, it is difficult to get to doctor's appointments.

Q. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?

A. There is no difference.

Q. What is the best way to obtain input from the population?

A. The best way to obtain input is to use surveys or make announcements.

Q. Who would the population trust most in delivering language appropriate messages?

A. Staff at the senior center.

# MEETING SUMMARY



**Date:** 5/29/15

**Re:** LAP Interview – Catholic Charities

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## **Summary:**

Q. What geographic area does your agency serve?

A. The agency serves central and northern Arizona. Refugee services are focused in Maricopa County.

Q. How many people does your agency provide services to?

A. The agency provides services to 5,000 - 10,000 people per year. The refugee program serves about 1,000 people per year.

Q. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

A. It has stayed the same.

Q. What are the countries of origin from which your population has immigrated?

A. It continually changes, but primarily the agency serves Arabic, Somali, and Spanish-speaking populations.

Q. Does your population come from an urban or rural background?

A. It is mixed. The population from Iraq has an urban background and the Somali population has a rural background.

Q. What are the languages spoken by the population you serve?

A. Spanish, Arabic, Somali, Swahili, and Burmese.

Q. What is the age and gender of your population?

A. There is a 55% male and 45% female ratio. The agency serves all ages.

Q. What is the education and literacy level of the population you serve?

A. It is mixed. The Iraqi and Cuban populations have a high school or college degree. The Somali population is less educated.

Q. What needs or expectations for public transportation services has this population expressed?

A. Public transportation is the main source of transportation for the refugee populations. One challenge is accommodating for light night shifts. It was suggested that if materials were to be translated into another language that it be Arabic.

Q. Has the population inquired about how to access public transportation or expressed a need for public transportation service?

A. Yes. The agency provides a bus and light rail orientation. It is the most popular program at the agency.

Q. What are the most frequently traveled destinations?

A. Most are traveling from the West Valley to the East Valley.

Q. Are there locations that the population has expressed difficulty accessing via the public transportation system?

A. No information available.

Q. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?

A. No.

Q. What is the best way to obtain input from the population?

A. Community forums with professional interpreters.

Q. Who would the population trust most in delivering language appropriate messages?

A. Professionally trained interpreters.

# MEETING SUMMARY



**Date:** 5/27/15

**Re:** LAP Interview – Arizona Immigration Refugee Services (AIRS)

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## **Summary:**

Q. What geographic area does your agency serve?

A. The agency provides services across metropolitan Phoenix.

Q. How many people does your agency provide services to?

A. 180 people per year.

Q. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

A. It has slightly increased.

Q. What are the countries of origin from which your population has immigrated?

A. Iraq, Burmese, Afghanistan, Somalia, Cuba, Congo.

Q. Does your population come from an urban or rural background?

A. It varies. The populations from Iraq and Afghanistan would have an urban background. Populations from other countries will a rural background.

Q. What are the languages spoken by the population you serve?

A. Arabic, Burmese, Spanish, French, Chin, Farsi, Somali.

Q. What is the age and gender of your population?

A. The agency serves males and females ranging from 4 months to 85 years old.

Q. What is the education and literacy level of the population you serve?

A. It varies. The average education level is early high school.

Q. What needs or expectations for public transportation services has this population expressed?

A. The population has expressed that there needs to be increased night time service as well as increased frequency of bus service. They have also expressed a safety concern with riding the bus. The population is also uncomfortable with using maps and cannot understand the signage on the bus or the bus drivers.

Q. Has the population inquired about how to access public transportation or expressed a need for public transportation service?

A. Yes. Some have training before they arrive while others learn about transportation services from their case worker.

Q. What are the most frequently traveled destinations?

A. Between home and the AIRS office or to their work location.

Q. Are there locations that the population has expressed difficulty accessing via the public transportation system?

A. Yes. There is no service to north Scottsdale resorts or to the dairies on the west side.

Q. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?

A. The likely users are young and male. Women tend to ride with family or in groups.

Q. What is the best way to obtain input from the population?

A. One on one contact, telephone.

Q. Who would the population trust most in delivering language appropriate messages?

A. Family members, other community members who have shared the same experiences.

# MEETING SUMMARY



**Date:** 5/27/15

**Re:** LAP Interview – Refugee Focus

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## **Summary:**

Q. What geographic area does your agency serve?

A. The agency provides service across metropolitan Phoenix.

Q. How many people does your agency provide services to?

A. 800 people per year.

Q. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

A. It has stayed the same.

Q. What are the countries of origin from which your population has immigrated?

A. Afghanistan, Bhutan, Burma (Burmese, Chin, Karen), Congo, Cuba, Columbia, Eritrea, Ethiopia, Iran, Iraq, Somalia, and Sudan.

Q. Does your population come from an urban or rural background?

A. Both.

Q. What are the languages spoken by the population you serve?

A. Amharic, Arabic, Assyrian, Burmese, Chaldean, Chin (Haka, Matu, Khumi, Muzo, and Falam), Dari, Dinka, Dzongkha (Bhutanese), Farsi, French, Hindi, Karen, Kibembe, Kinya-rwanda, Kirundi, Kiswahili, Kunama, Lingala, Nepali, Oromo, Pashto, Spanish, Somali, Thai, and Tigrinya.

Q. What is the age and gender of your population?

A. The agency serves males and females from zero to 96 years old.

Q. What is the education and literacy level of the population you serve?

A. It varies. Some refugees have some schooling while others are college educated.

Q. What needs or expectations for public transportation services has this population expressed?

A. Public transportation services are needed. Free bus passes are also given out by the agency.

Q. Has the population inquired about how to access public transportation or expressed a need for public transportation service?

A. Yes.

Q. What are the most frequently traveled destinations?

A. Work, medical appointments, social services, home, grocery store, school.

Q. Are there locations that the population has expressed difficulty accessing via the public transportation system?

A. Yes. There is no access to resorts in north Scottsdale or south to the casinos. Sometimes the closest bus stop is 20 minutes away. In addition, shifts do not match with the bus schedule. Also, there is difficulty accessing Mohave and 51<sup>st</sup> Avenue. Shifts at this employment location begin at 6 a.m. The current bus system limits accessibility to employers and can also create long commutes with workers trying to get there on time.

Q. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?

A. Yes. Some may attend school; others may work or stay at home.

Q. What is the best way to obtain input from the population?

A. From case workers.

Q. Who would the population trust most in delivering language appropriate messages?

A. Case managers, community leaders.