

PUBLIC MEETING AGENDA



Transportation Council Committee

**Tuesday, April 12, 2011
4:00 PM**

**Harry E. Mitchell Government Center
Third Floor Conference Room
31 East Fifth Street
Tempe, AZ 85281**

AGENDA

Chair: Councilmember Shana Ellis

Call to Order

1. Public Appearances – The committee welcomes public comment. According to the Arizona Open Meeting Law, the Committee may only discuss matters listed on the agenda. Matters brought up by the public under public appearances that are not listed on the agenda cannot be discussed by the Committee. A 3-minute limit per person will be in effect.
2. Review of Minutes: March 8, 2011 Transportation Council Committee
3. Tempe Streetcar Project Update – Jyme Sue McLaren, Community Development
4. Transit Fund Budget Update & Proposed Service Changes – Greg Jordan, Public Works
5. Future Agenda Items
6. Future Meeting Date – May 10, 2011 (Second Tuesday of the month) at 4:00 p.m.
7. Announcements

The City of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance can also be provided for sight and/or hearing impaired persons at public meetings. Please call 350-2905 (voice) or 350-2750 (TDD) to request an accommodation to participate in this meeting.



Minutes Transportation Council Committee March 8, 2011

Minutes of the meeting of the Transportation Council Committee held on Tuesday, March 8, 2011, 4:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Shana Ellis, Chair

City Staff Present:

Brigitta Kuiper, City Clerk

Nancy Ryan, Senior Planner

Shelly Seyler, Traffic Engineer

Sue Taaffe, Community Outreach/Marketing Coord. II

Amber Wakeman, Assistant to City Council

Jyme Sue McLaren, Development Project Officer

Shauna Warner, Neighborhood Program Dir

Greg Jordan, Transit Manager

Guests Present:

David Strang, Tempe Transportation Commission (TTC)

Kammy Horne, URS Corporation

Nancy Hormann, Downtown Tempe Community Inc., (DTC)

Ben Limmer, Metro Light Rail

Stuart Boggs, Regional Public Transit Authority (RPTA)

Allan Mehlberg, Amalgamated Transit (AT) Union 1433

Matt Tsark, Strand Associates, Inc.

Councilmember Ellis called the meeting to order at 4:08 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The January 11, 2011 meeting minutes were accepted.

Agenda Item 3 – Station Area Plans and Transit Oriented Development (TOD) Regulations

Nancy Ryan, Senior Planner, presented information regarding Station Area Plans and Transit Oriented Development (TOD) Regulations, as outlined in the agenda packet. Discussion highlights include:

- Station Area Plan objective is to enhance the pedestrian environment, encourage transit ridership; discussions will include densities, types of uses/amenities
- Future opportunities should be considered such as Washington Street stations.
- Stations 21-23 were not included because there are existing standards for these stations
- During the public review period, comments can be submitted on-line or during community forums
- Forums will be provided for various audiences: neighborhoods, businesses, development community, and other agencies such as school districts and non-profit organizations
- Staff will also give presentations to groups upon request
- Data developed in 2008 needs to be updated based on the current environment, ridership information and 2010 Census data
- Staff is planning to move forward with the project timeline if the Committee concurs
- Councilmember Ellis requested to review a plan for one of the existing stations

Agenda Item 2.

Transportation Council Committee Minutes
March 8, 2011

Agenda Item 4 – Tempe Streetcar Project Update

Jyme Sue McLaren, Development Project Officer, and Ben Limmer, Metro Light Rail, provided an update on the Tempe Streetcar project. Ms. McLaren reported on the progress of the Community Working Group (CWG), as follows:

- CWG previously reviewed the southern half of the street car alignment and will begin reviewing the northern half of the alignment this month
- Areas of focus: evaluate options for streetcar alignment placement (median, travel lane or curbside) and study potential streetcar stop locations
- The CWG was presented with conceptual options for the downtown area and southern portion of the corridor
- General consensus was received for the streetcar curbside alignment between 13th Street south to Southern Avenue
- Stop locations reviewed: Southern Avenue; Alameda; Broadway Road; 13th Street
- Consideration was given to shift the Alameda stop south to Del Rio and add an additional stop at Broadmor for improved disability accessibility. Shifting the 13th Street stop to the South near Tempe St. Luke's Hospital was also considered
- At the next meeting, the CWG will consider the downtown area with three alignment options:
 - Removing on-street parking; curbside alignment
 - Maintain on-street parking; alignment would travel within an existing travel lane
 - Removing median and shifting travel lane to median
- Options are flexible – the group will look at potential alignment block by block.

Using a PowerPoint presentation, Mr. Limmer reported on various components of the Federal Transit Authority (FTA) Streetcar Small Starts application submittal, as follows:

- 2/3 of the application project justification criteria includes land use and economic development components
- A visual “executive summary” of the draft application was reviewed
- Population density and employment density charts were reviewed for 2009 and estimated for 2015 and 2028
- Zoning for the area surrounding the streetcar project was graphically depicted
- Major trip generators for various venues and annual attendance were reviewed. Special event details will be included in the narrative portion of the application, for events such as block parties, Mill Avenue Art Fair, parades, etc.
- Projected redevelopment activity and opportunities in the downtown area were reviewed
- Economic Development components:
 - existing plans and policies – FTA interested in policies that show a proven track record in development
 - financial and regulatory incentives – FTA interested in federal programs, grants or funding received for the area and state tax credits
- Outlined a number of development projects that have been completed, are under construction, or proposed within ½ mile of the Tempe streetcar, including residential units, commercial square footage and hotel rooms. Projects indicate a strong track record for development
- There is a distinction between proposed projects vs. planned projects. Proposed projects typically have been through an entitlement process and have an executed development agreement.
- Centerpoint development is unique; it requires special narrative in the application
- There are 125+ acres of potential redevelopment sites, a majority of which are within ¼ mile of the streetcar line; additional refinement to this portion of the application will occur
- Next steps: application will be submitted to FTA in April 2011
- In the past, Council was not formally briefed at this point in the process; however, staff can provide the information to Council in some form
- PowerPoint presentation summarizes the highpoints of the application submittal
- Past performance of a community is important – perhaps use data from light rail implementation

Agenda Item 5 – Valley Metro's study on the Scottsdale Road Bus Rapid Transit (BRT) project

Greg Jordan, Transit Manager, introduced Stuart Boggs from Valley Metro, and Kammy Horne from URS Corporation, co-presenters. Mr. Jordan provided background information on the Scottsdale Road BRT project. Mr. Boggs and Ms.

Horne presented information on the Scottsdale Road/Rural Road High Capacity Transit Alternatives Analysis (AA) and recommendations, as outlined in the agenda packet. Discussion highlights include:

- The cities of Scottsdale, Tempe and Chandler are included in this corridor study
- Chandler and Tempe have deferred funding to the next phase of the project; Scottsdale is moving forward with their portion of the project at this time
- Study objectives: transit implementation by 2016; increase ridership; future investment
- The study location map, the purpose of the project, the need for the project and the community participation timeline were reviewed
- Evaluation criteria consisted of Tier 1 and Tier 2 phases; all alternatives were evaluated using these criteria
- Alternative #2 was recommended for short-range implementation
- Costs, travel time results, estimated ridership, operational alternatives were reviewed
- Regional Public Transportation Authority (RPTA) is seeking study acceptance; defer the adoption of a locally preferred alternative until operating funds exist
- Various system improvements may qualify for funding
- This presentation should be given to City Council when funding becomes available and project commitment occurs
- As revenues increase, staff can re-advance or accelerate the project. Staff will continue to evaluate. Tempe does not have operating funding for this project
- City of Tempe should wait until Scottsdale moves forward on their portion of the route, which should occur in 30-60 days
- Scottsdale downtown area route will be worked out in the design phase; stakeholder involvement will occur
- Valley Metro will look for acceptance of the study by the Committee and the City Council
- Councilmember Ellis requested that the Committee be updated on the progress with the Scottsdale Road BRT project. At that time, the Committee can discuss when and how to forward the issue to City Council.

Agenda Item 6 – Future agenda items

- Streetcar Project update (April)
- Proposed service changes due to budget reductions (April)
- Orbit System fleet type and use (future agenda)

Agenda Item 7 – Future meeting date

The next meeting is scheduled for Tuesday, April 12, 2011 at 4:00 p.m.

Agenda Item 8 - Announcements

None.

The meeting adjourned at 5:07 p.m.

Reviewed by: Amber Wakeman, Assistant to City Council

Brigitta M. Kuiper, City Clerk

ATTACHMENT A CITY OF TEMPE TRANSIT PROGRAM: TRANSIT PERFORMANCE STATISTICS (Sept.-Nov. 2010)

Explanation of Rank

3.0-4.0	High - Route is generally productive and cost effective.
2.0-2.9	Middle - Monitor for possible changes to frequency, hours, routing, or marketing.
1.0-1.9	Low - Candidate for changes to frequency, hours, routing, or marketing.

		NET FUNDING %			WEEKDAY					SATURDAY					SUN/HOL				
Mode	Local Bus Service	Tempe Transit Tax	Regional Prop. 400	Other	Average Daily	Boardings per Hour ¹	Subsidy per Boarding ²	Boardings per Revenue Mile ³	Performance Rank ⁴	Average Daily	Boardings per Hour ¹	Subsidy per Boarding ²	Boardings per Revenue Mile ³	Performance Rank ⁴	Average Daily	Boardings per Hour ¹	Subsidy per Boarding ²	Boardings per Revenue Mile ³	Performance Rank ⁴
Local Bus	30 - University	100%	-	-	973	27	\$ 1.64	2.10	2.5	409	13	\$ 5.04	0.91	1.8	158	15	\$ 5.65	0.83	2.0
Local Bus	40 - Apache (Tempe)	-	100%	-	500	16	\$ 2.19	1.57	2.0	349	11	\$ 3.42	1.12	2.0	344	12	\$ 3.02	1.24	2.5
Local Bus	45 - Broadway	100%	-	-	1,319	34	\$ 1.29	2.43	3.3	609	22	\$ 2.58	1.53	2.8	409	18	\$ 3.49	1.23	2.5
Local Bus	48 - 48th/Rio Salado	93%	-	7%	1,031	24	\$ 3.80	1.29	2.3	701	24	\$ 4.42	1.12	2.5	505	19	\$ 5.93	0.90	2.5
Local Bus	56 - Priest (Tempe)	100%	-	-	1,514	31	\$ 1.83	2.15	2.8	991	30	\$ 2.29	1.85	3.5	707	24	\$ 3.25	1.47	3.3
Local Bus	56 - Priest (Guadalupe)	28%	72%	-	131	15	\$ 3.41	1.35	1.8	80	12	\$ 4.96	1.01	1.8	61	11	\$ 6.01	0.87	2.0
Local Bus	61 - Southern	66%	34%	-	1,686	42	\$ 0.96	2.80	3.5	802	27	\$ 1.97	1.79	3.3	613	25	\$ 2.38	1.69	3.3
Local Bus	62 - Hardy/Guadalupe	100%	-	-	1,654	19	\$ 3.88	1.22	2.3	962	15	\$ 5.39	0.93	2.3	746	13	\$ 6.57	0.81	2.3
Local Bus	65 - Mill/Kyrene	100%	-	-	1,090	27	\$ 2.25	1.86	2.5	442	21	\$ 3.70	1.28	2.5	334	18	\$ 4.81	1.08	2.5
Local Bus	66 - 68th St/Mill/Kyrene ⁵	100%	-	-	954	19	\$ 3.06	1.45	2.0	423	15	\$ 4.45	1.09	2.0	283	12	\$ 6.21	0.84	1.8
Local Bus	72 - Rural/Scottsdale	-	100%	-	2,798	23	\$ 2.02	2.46	3.3	1,693	29	\$ 2.10	1.97	3.8	1,311	25	\$ 2.75	1.71	3.8
Local Bus	77 - Baseline	100%	-	-	1,422	41	\$ 1.08	3.01	3.5	696	24	\$ 2.52	1.73	3.3	472	18	\$ 3.89	1.27	2.5
Local Bus	81 - Hayden/McClintock	89%	11%	-	1,891	29	\$ 2.27	1.87	2.8	743	32	\$ 2.36	1.82	3.3	466	23	\$ 3.83	1.30	2.8
Local Bus	108 - Elliot (Tempe)	100%	-	-	392	16	\$ 5.90	0.87	1.3	110	10	\$ 10.82	0.50	1.3	88	9	\$ 12.93	0.43	1.3
Local Bus	108 - Elliot (Guadalupe)	100%	-	-	31	5	\$ 14.11	0.39	1.0	11	4	\$ 20.01	0.28	1.0	15	6	\$ 13.59	0.42	1.0
Express	511 - Scottsdale/Tempe ⁵	-	100%	-	8	17	\$ 10.84	0.64	2.3	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	2.4
Express	520 - Tempe/Phoenix	-	100%	-	54	13	\$ 5.72	0.84	2.8	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap
Express	521 - Tempe/Phoenix	-	100%	-	113	17	\$ 4.54	1.01	3.5	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap
Express	532 - Mes/Tem/Sco/Phx	-	100%	-	12	10	\$ 12.24	0.28	1.8	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap
Express	540 - Chandler/Tempe/Phx	-	100%	-	15	7	\$ 16.62	0.33	1.3	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap
ORBIT	EARTH	100%	-	-	1,512	18	\$ 4.20	1.36	2.0	1,233	17	\$ 4.48	1.28	2.8	673	23	\$ 3.33	1.71	2.8
ORBIT	JUPITER	100%	-	-	1,699	25	\$ 2.69	2.12	3.0	989	17	\$ 4.05	1.41	2.8	616	26	\$ 2.65	2.15	3.0
ORBIT	MARS	91%	-	9%	1,990	26	\$ 2.56	2.23	3.0	1,129	16	\$ 3.95	1.45	2.5	695	25	\$ 2.58	2.21	3.0
ORBIT	MERCURY	100%	-	-	2,778	32	\$ 1.69	3.37	3.5	1,279	23	\$ 2.35	2.43	3.3	683	30	\$ 1.80	3.16	3.5
ORBIT	VENUS	100%	-	-	1,844	23	\$ 2.16	2.64	2.8	1,005	15	\$ 3.46	1.65	2.5	554	20	\$ 2.58	2.21	2.8
FLASH	Flash	-	-	100%	2,524	30	\$ 1.40	4.00	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap	n/ap
LRT	Light Rail	100%	-	-	13,580	n/av	n/av	6.97	n/ap	10,480	n/av	n/av	5.65	n/ap	6,053	n/av	n/av	4.53	n/ap

Notes

- Boardings per hour (productivity) is a reflection of ridership per unit of time or an index of service utilization.
- Subsidy per boarding refers to the local-regional investment (net of passenger revenue) made in the route.
- Boardings per mile (productivity) is a reflection of ridership per unit of distance and is an indicator of service utilization; scoring on this indicator includes comparison to regional performance.
- Performance rank reflects a composite assessment of average daily boardings, boardings per hour, subsidy per boarding, and boardings per mile.
- 66 - 68th St/Mill/Kyrene: Efficiency improvements were made in late October 2011 so performance statistics do not completely reflect current conditions.

N/AP means Not Applicable

N/AV means Not Available

All statistics subject to change based on Valley Metro updates

ATTACHMENT B: CITY OF TEMPE TRANSIT SERVICE CHANGES: FY 2011-12

PRELIMINARY RANKING OF OPTIONS

RANK	MODE	ROUTE	OPTION	ESTIMATED SAVINGS		CUMULATIVE SAVINGS	SURVEY RESULTS Some + Significant Travel Impact	PERFORMANCE		NO ALTERNATIVE FACTOR "1"	NOTES
								Boardings per Revenue Mile	Mode Average		
1	EXPRESS	532	532: Eliminate one A.M. and one P.M. trip	\$ 8,302	\$ 8,302		0.19	0.28	0.62	0	Funding may be picked up by Phoenix-Mesa
2	EXPRESS	540	540: Eliminate one A.M. and one P.M. trip	\$ 6,661	\$ 14,963		0.20	0.33	0.62	0	
3	EXPRESS	520	520: Eliminate segment on River Dr. and Alameda Dr.	\$ -	\$ 14,963		0.19	0.84	1.79	0	Moves route from neighborhood to arterial
4	EXPRESS	511	511: Eliminate Tempe portion of route	\$ 21,516	\$ 36,479		0.22	0.64	0.62	0	Funding will be picked up by Scottsdale
5	EXPRESS	521	521: Eliminate segment on PRICE RD. ; route would begin at Baseline and Price	\$ 15,191	\$ 51,670		0.19	1.01	0.62	0	Minor route modification
6	LOCAL	108-Elliot	Reduce Route 108 (Elliot) from 30 to 60 minutes on weekdays (In Tempe)	\$ 171,414	\$ 223,083		0.30	0.87	1.79	0	
7	LOCAL	108-Elliot	End Route 108 (Elliot) at Elliot Rd. and Priest Dr.	\$ 239,192	\$ 462,276		0.36	0.39	1.79	0	
8	LOCAL	48-48th/52nd/Rio	Reduce peak service frequency on route 48 (48th St./Rio Salado Pkwy.) from 15 to 30 min.	\$ 204,217	\$ 666,493		0.31	1.29	1.79	0	
9	LOCAL	62-Hardy	Reduce peak service frequency on route 62 (Guadalupe/Hardy) from 15 to 30 min.	\$ 335,961	\$ 1,002,454		0.33	1.22	1.79	0	
10	LOCAL	40-Apache	Eliminate Route 40 (Apache) in Tempe	\$ 506,380	\$ 1,508,834		0.37	1.57	1.79	0	
11	SPECIAL EVENTS	Free Bus Fares	Reinstitute regular fares for local bus service on New Year's Eve and July 4th	\$ 10,000	\$ 1,518,834		0.35	2.06	1.79	0	Beginning with July 4, 2011
12	LOCAL	72-Scottsdale	Eliminate unscheduled additional trips currently provided on route 72 (Rural Rd.)	\$ 289,940	\$ 1,808,773		0.41	2.46	1.79	0	
13	ORBIT	All Routes	Reduce Saturday Orbit service from 15 to 30 minutes	\$ 429,464	\$ 2,238,238		0.49	1.64	1.64	0	
14	LOCAL	All routes	Reduce Sunday service to 60 minutes on all local bus routes (in Tempe)	\$ 453,233	\$ 2,691,470		0.57	1.17	1.17	0	
15	LRT	Light Rail	Eliminate Friday late night service (to 2:30am); service would end at midnight	\$ 67,967	\$ 2,759,438		0.53	0.07	0.07	1	No regional consensus to reduce LRT
16	LRT	Light Rail	Eliminate Saturday late night service (to 2:30am); service would end at midnight	\$ 42,739	\$ 2,802,177		0.54	0.35	0.35	1	No regional consensus to reduce LRT
17	ORBIT	All Routes	Reduce weekday freq. from 15 to 20 min. ALL DAY; supply additional trips as needed	\$ 649,077	\$ 3,451,254		0.53	2.35	2.35	0	
18	LOCAL	All Routes	Eliminate local bus service AFTER 10 p.m. in Tempe	\$ 747,530	\$ 4,198,784		0.61	0.58	1.79	1	
19	LRT	Light Rail	Reduce weekday peak frequency from 12 to 15 minutes	\$ 265,000	\$ 4,463,784		0.58	6.97	6.97	0	No regional consensus to reduce LRT

NOTES:

- 1 Ranking developed using statistical transformation of data (Z scores) to equalize scales of the two variables (performance and public impact). In addition, a "no alternatives" factor was included
- 2 Boardings per mile data not available for late night LRT service; statistics calculated in relation to data indicating Friday night service is about 1% of total daily boardings and Saturday night riderships is about 5% of total daily boardings. (Source: METRO)
- 3 Reinstitute bus fares for events: performance set at 15% over average bus system performance; based on recent estimates compiled by METRO which was provided by Tempe staff



Tempe Transit Service Priority Survey – Spring 2011

Below is a list of possible Tempe transit service adjustments to address an estimated \$11-12 million deficit. Please indicate how these possible changes would affect your travel. This information will help city staff prioritize and recommend service reductions to the City Council. Approved service changes may be implemented in July 2011 (or possibly in January 2012 depending on any necessary regional coordination.) **Please mark an “X” in one box per row only. Only complete surveys will be accepted and your name and address must be included.**

MODE	SERVICE REDUCTION OPTION	IMPACT TO MY TRAVEL			
		NO OPINION	NO IMPACT	SOME IMPACT	SIGNIFICANT IMPACT
1 LIGHT RAIL	Eliminate Friday late night service (to 2:30am); service would end at midnight.				
2 LIGHT RAIL	Eliminate Saturday late night service (to 2:30am); service would end at midnight.				
3 LIGHT RAIL	Reduce weekday peak frequency from 12 to 15 minutes (off-peak frequency would remain 20 minutes)				
4 LOCAL BUS	Eliminate Route 40 (Apache) in Tempe.				
5 LOCAL BUS	Reduce Route 108 (Elliot) from 30 to 60 minutes on weekdays (In Tempe).				
6 LOCAL BUS	End Route 108 (Elliot) at Elliot Rd. and Priest Dr. (eliminate service through Town of Guadalupe and Arizona Mills Mall.				
7 LOCAL BUS	Reduce Sunday service to 60 minutes on all local bus routes (in Tempe).				
8 LOCAL BUS	Eliminate local bus service AFTER 10 p.m. in Tempe.				
9 LOCAL BUS	Reduce peak service frequency on route 48 (48th St./Rio Salado Pkwy.) from 15 to 30 minutes.				
10 LOCAL BUS	Reduce peak service frequency on route 62 (Guadalupe/Hardy) from 15 to 30 minutes.				
11 LOCAL BUS	Eliminate unscheduled additional trips currently provided on route 72 (Rural Rd.) which supplies 10 min. frequency on weekdays between Baseline Rd. and downtown Tempe.				
12 LOCAL BUS	Reinstitute regular fares for local bus service on New Year's Eve and July 4th.				
13 EXPRESS	511: Eliminate Tempe portion of route.				
14 EXPRESS	520: Eliminate segment on River Dr. and Alameda Dr. (Between River Rd. and McClintock Dr.); route would head west on Broadway Rd., south on McClintock.				
15 EXPRESS	521: Eliminate segment on PRICE RD. ; route would begin and end at Baseline Rd. and Price Rd.				
16 EXPRESS	532: Eliminate one A.M. and one P.M. trip.				
17 EXPRESS	540: Eliminate one A.M. and one P.M. trip.				
18 ORBIT	Reduce Saturday Orbit service from 15 to 30 minutes.				
19 ORBIT	Reduce weekday frequency from 15 to 20 minutes ALL DAY; supply additional service as needed to accommodate high demand periods of time or route segments.				

Continued on other side.....

Agenda Item 4.

Name _____

Address _____ City _____ State _____ Zip _____

Please assist us by responding to the following questions:

A. Do you use transit services in Tempe? Yes No

B. If YES, please indicate how many times per week (on average): _____

C. Please rank the transit modes in the order you use them ("1"= highest use; "4"= lowest use); PLEASE ASSIGN A **DIFFERENT** NUMBER TO EACH MODE:

Light Rail _____ Local Bus _____ Express _____ Orbit _____

D. Please circle the type of fare you most often use:

Platinum/ASU Pass 31-Day Pass 7-Day Pass All Day Pass Cash None I use ORBIT only

E. If an ORBIT fare were introduced, please indicate your preference by checking ONE of the options below:

_____ Charge a \$0.50 fare per ORBIT trip (CASH ONLY- TRANSIT PASSES NOT ACCEPTED)

_____ Charge full fare (\$1.75) per ORBIT trip (CASH & TRANSIT PASSES ACCEPTED)

F. What is your employment status? Full-time Part-time Retired Stay at home spouse Student Unemployed No answer

G. If employed, would approval of any of the service reduction proposals impact your ability to get to work? Yes No

H. If in school/college, would approval of any of the service reduction proposals impact your ability to get to school? Yes No

I. What is your ethnicity? Caucasian/White Hispanic Asian African American Native American No answer

J. What was your annual household income before taxes last year? Less than \$20,000 \$20,000 to \$39,999 \$40,000 to \$59,999 \$60,000 to \$79,999 \$80,000 to \$99,999 More than \$100,000 No answer

K. Comments _____

Memorandum



Public Works Department

TO: Transportation Commission

FROM: Greg Jordan, Interim Deputy Public Works Director, Transit

CC: Don Bessler, Public Works Director
Ken Jones, Finance and Technology Director

DATE: April 6, 2011

SUBJECT: FY 2011-12 TRANSIT SERVICE CHANGES

PURPOSE

The purpose of this item is to request consideration and approval of a RANKED list of bus service changes intended to help achieve the Transit Program's FY 2011-2012 deficit reduction target of approximately \$5.7 million.

BACKGROUND AND DISCUSSION

In May 2010, the City Council approved the Transit Fund Financial Balancing Plan aimed at resolving an estimated structural deficit of \$18-19 million. The balancing plan's major elements include:

- Use approximately \$18.5 million in fund balance to help sustain operations and cover annual projected deficits for three fiscal years (FY) 2010-11, 2011-12 and 2012-13;
- Eliminate the structural deficit by phasing in annual recurring cost reductions and/or increased revenues by \$4.5 million in FY 2010-11, \$4.7 million in FY 2011-12, and \$4.9 million in FY 2012-13; and,
- Utilize fund balance to retire debt once the budget is balanced.

The City of Tempe's Financial Services and Technology Department updated the Transit Fund's financial forecast in January 2011. Based on the combination of completed and planned service reductions, a forecast increase in projected sales tax growth, and debt refinancing and retirement it is expected that the Transit Fund's structural deficit will decline from \$18-19 million to \$6.3 million in FY 2012 with modest budget surpluses returning in FY 2014-15. At that time, the fund balance is expected to be approximately \$11 million (down from \$67 million in the current fiscal year) which is 19.5% of annual revenues. From 2016 to 2020, the annual operating surplus is projected to grow to approximately \$1.7 million, with a fund balance of \$15 million.

These projections depend on achieving a greater than planned FY 2011-12 budget reduction of \$5.7 million followed by a smaller than planned reduction of approximately \$3.8 million in FY 2012-13. The three-year budget-balancing plan strives to improve the efficiency of the City's transit system,

Agenda Item 4.

FY 2011-12 Transit Service Changes

preserve transit ridership and stabilize the Transit Fund. Information on the status of the balancing plan is provided below (FY 2011-12 and FY 2012-13 figures remain subject to change):

- Phase 1 (FY 2010-11): \$4.5 million in budget savings achieved (**COMPLETED**)
 - Personnel/internal reductions: \$1.2 million (27%)
 - Cost Savings/additional revenue: \$1.7 million (38%)
 - Bus & rail service adjustments/reductions: \$1.6 million (35%)
- Phase 2 (FY 2011-12): \$5.7 million budget savings needed (**IN DEVELOPMENT**)
 - Personnel/internal reductions: estimated \$.5 million (9%)
 - Cost savings/additional revenue: estimated \$2.0 million (35%)
 - Debt service reduction: estimated \$1.15 million (20%)
 - Bus service adjustments/reductions: estimated \$2.1 (36%)
- Phase 3 (FY 2012-13): \$3.8 million budget savings needed (**PRELIMINARY PLANNING**)
 - Debt restructure/refinance using fund balance: estimated \$.8 million (21%)
 - Cost savings/additional revenue: TBD
 - Bus & rail service adjustments/reductions: TBD

DEVELOPING FY 2011-12 TRANSIT SERVICE REDUCTIONS

The objective is to identify an acceptable package of service adjustments and reductions that combine with internal cost savings/additional revenue to meet the Transit Fund Financial Balancing Plan's Phase II adjusted budget reduction goal of \$5.7 million. Major goals include:

- Maximizing public transit utilization
- Increasing system efficiency
- Maintaining regional connections
- Upholding system-wide service equity
- Minimizing deterioration of service consistency (e.g., limiting different frequencies/spans of service across routes)

Working with the Transportation Commission's Accountability/Governance Committee (AGC), staff developed a three (3) step framework for evaluating and recommending final transit service changes.

- Step 1 – Develop an initial ranking of the potential service changes based on a synthesis of system/route level performance and public opinion data.
- Step 2 - Conduct a service equity analysis (Title VI of 1964 Civil Rights Act) of the potential changes and make any necessary modifications to avoid disproportionate adverse impacts on protected populations.
- Step 3 – Make final adjustments to service changes and/or ranking method based either on public input, performance, operational considerations, regional or modal connectivity, or other mitigating factors.¹

¹ Following approval of the adjusted ranking, additional changes may be made by staff prior to seeking City Council approval, but such changes will only limit, not expand, the scope of an already approved service reduction.

Step 1: Evaluating Performance and Public Impact

All modes (Local Bus, Express, Orbit, and Light Rail) were evaluated for possible adjustment to optimize each element in the **Total Transit Network**. **Attachment A – Transit Performance Statistics** provides route level performance scores based on four (4) measures of transit performance (average daily boardings, boardings per hour, subsidy per boarding, and boardings per mile). This analysis served as the initial tool for identifying the following potential service changes. Map and schedule information for the routes indicated below may be found at www.valleymetro.org.

ELIMINATE DUPLICATIVE SERVICE

1. LOCAL BUS - Eliminate Route 40 (Apache) in Tempe (Duplicates Light Rail)
2. LOCAL BUS - End Route 108 (Elliot) at Elliot Rd. and Priest Dr. thereby eliminating service through the Town of Guadalupe and to Arizona Mills Mall (Duplicates Route 56 – Priest).

CALIBRATE SERVICE SUPPLY WITH DEMAND

3. LOCAL BUS – Eliminate local bus service AFTER 10 p.m. in Tempe.
4. LOCAL BUS - Reduce peak/rush hour service frequency on Route 48 - 48th Street/Rio Salado from every 15 minutes to every 30 minutes.
5. LOCAL BUS - Reduce peak/rush hour service frequency on Route 62 - Hardy/Guadalupe from every 15 minutes to every 30 minutes.
6. LOCAL BUS - Eliminate unscheduled additional trips on Route 72 (Rural) which currently supplies 10 min. frequency on weekdays between Baseline Rd. and downtown Tempe.
7. LOCAL BUS - Reduce Sunday service to every 60 minutes in Tempe.
8. LOCAL BUS - Reduce Route 108 (Elliot) service from 30 to 60 minute frequency on weekdays.
9. EXPRESS - Eliminate Express Route 511 in Tempe.
10. EXPRESS - Eliminate one morning and one afternoon trip on Express Route 532.
11. EXPRESS - Eliminate one morning and one afternoon trip on Express Route 540.
12. ORBIT - Reduce Saturday service from every 15 to 30 minutes.

ADJUST ROUTE SEGMENTS TO IMPROVE COST-EFFECTIVENESS

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

ADJUST SYSTEM FREQUENCY TO IMPROVE COST-EFFECTIVENESS

15. ORBIT - Reduce weekday frequency from 15 to 20 minutes all day; calibrate and supply higher frequency service as needed to accommodate high demand periods of the year, times of day, and route segments.

Agenda Item 4.

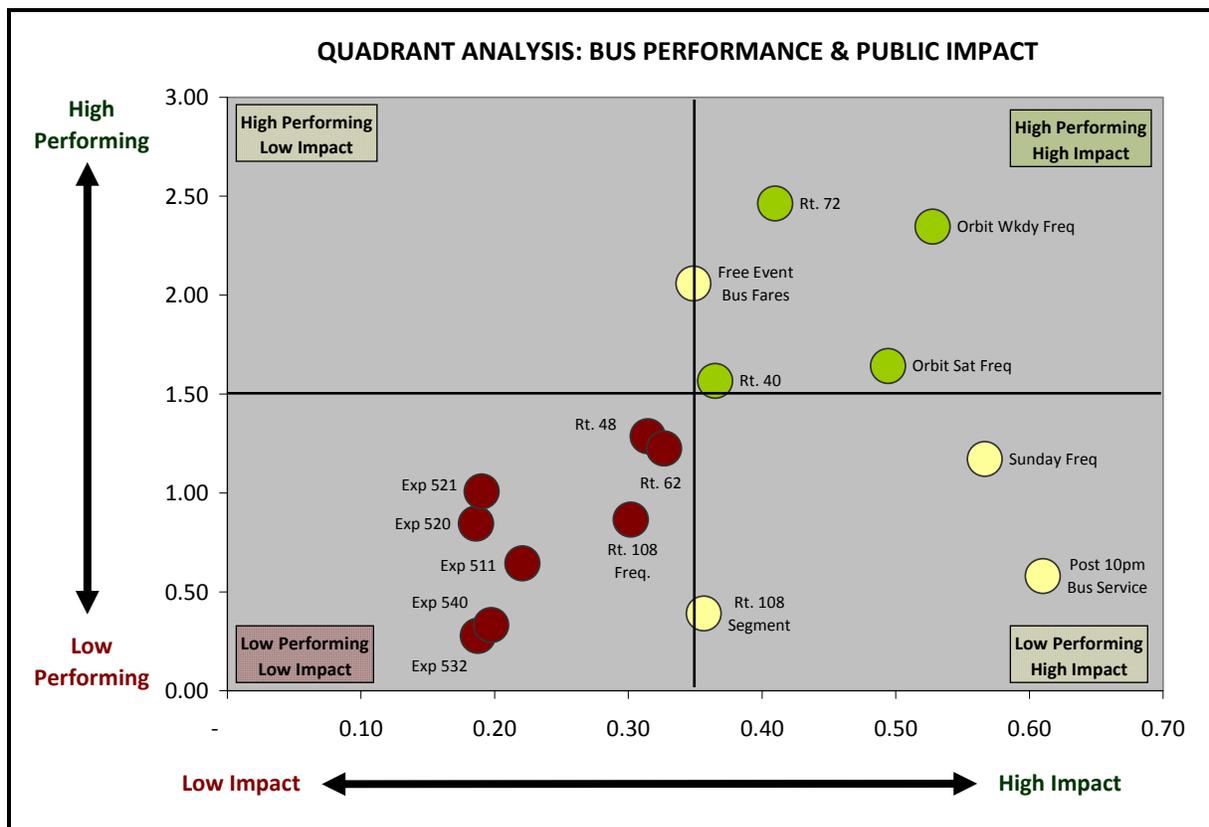
FY 2011-12 Transit Service Changes

ADDITIONAL OPTIONS

16. LIGHT RAIL² - Eliminate Friday late night service until 2:30 a.m. – train would stop running at midnight.
17. LIGHT RAIL - Eliminate Saturday late night service until 2:30 a.m. – train would stop running at midnight.
18. LIGHT RAIL - Reduce weekday peak frequency from every 12 to 15 minutes. Off peak would remain at every 20 minutes.
19. LOCAL BUS - Eliminate free local bus service offered on New Year's Eve and July 4th.

Graph 1 uses a quadrant analysis to illustrate the relationship between measures of performance and public impact as communicated through a public survey instrument. The x-axis measures the degree of reported public impact. The y-axis measures performance using the boardings per mile statistic. For the quadrant analysis, the y-axis was limited to boardings per mile because data to generate the performance scores is not available for all the potential service changes and these measures have a moderate degree of overlap with one another.

GRAPH 1: QUADRANT ANALYSIS



Note: The three light rail options are not included in the analysis due to the lack of consensus by the cities participating in METRO Light Rail to consider additional service reductions.

² Options for reducing light rail service require METRO Board approval. There is not consensus to move forward FY 2011-12 light rail service reductions.

An initial ranking of the alternatives was developed based on a synthesis of system and route level performance and public opinion data. In addition, a “no alternatives” factor was included to raise the importance of alternatives which, if implemented, would mean no transit service would be available in the affected area. The options that benefited from this factor were the two late night light rail changes and the option to eliminate bus service after 10 p.m. **Table 1** presents the ranking; **Attachment B** contains supporting data on performance, public impact, and cost savings.

TABLE 1: INITIAL RANKING OF ALTERNATIVES

RANK	MODE	ROUTE	OPTION
1	EXPRESS	532	532: Eliminate one A.M. and one P.M. trip
2	EXPRESS	540	540: Eliminate one A.M. and one P.M. trip
3	EXPRESS	520	520: Eliminate segment on River Dr. and Alameda Dr.
4	EXPRESS	511	511: Eliminate Tempe portion of route
5	EXPRESS	521	521: Eliminate segment on PRICE RD. ; route would begin at Baseline and Price
6	LOCAL	108-Elliot	Reduce Route 108 (Elliot) from 30 to 60 minutes on weekdays (In Tempe)
7	LOCAL	108-Elliot	End Route 108 (Elliot) at Elliot Rd. and Priest Dr.
8	LOCAL	48-48th/52nd/Rio	Reduce peak service frequency on route 48 (48th St./Rio Salado Pkwy.) from 15 to 30 min.
9	LOCAL	62-Hardy	Reduce peak service frequency on route 62 (Guadalupe/Hardy) from 15 to 30 min.
10	LOCAL	40-Apache	Eliminate Route 40 (Apache) in Tempe
11	SPECIAL EVENTS	Free Bus Fares	Reinstitute regular fares for local bus service on New Year's Eve and July 4th
12	LOCAL	72-Scottsdale	Eliminate unscheduled additional trips currently provided on route 72 (Rural Rd.)
13	ORBIT	All Routes	Reduce Saturday Orbit service from 15 to 30 minutes
14	LOCAL	All routes	Reduce Sunday service to 60 minutes on all local bus routes (in Tempe)
15	LRT	Light Rail	Eliminate Friday late night service (to 2:30am); service would end at midnight
16	LRT	Light Rail	Eliminate Saturday late night service (to 2:30am); service would end at midnight
17	ORBIT	All Routes	Reduce weekday freq. from 15 to 20 min. ALL DAY; supply additional trips as needed
18	LOCAL	All Routes	Eliminate local bus service AFTER 10 p.m. in Tempe
19	LRT	Light Rail	Reduce weekday peak frequency from 12 to 15 minutes

Step 2: Service Equity Analysis (Title VI)

Staff completed a **DRAFT Title VI Analysis** in accordance with the guidelines described Federal Transit Administration (FTA) Circular 4702.1A. Because this is the first time Tempe has completed such a review, outside assistance is being sought to validate our procedures and conclusions. At present, it is staff’s tentative conclusion that the proposed service changes present no greater adverse effects to the low income and/or minority community than other communities. A copy of the analysis will be made available once the external review is complete.

Step 3: Final Adjustments

Final adjustments include either removal or modification of an alternative based on public input, performance, operational considerations, regional or modal connectivity, or other mitigating factors. The adjustments noted below were recommended to and accepted by the Accountability and Governance Committee.

- 511 - Eliminate Tempe portion of route **Remove**; contingent on Scottsdale funding
- 62-Hardy - Reduce peak service frequency **Modify**; add trips for school release
- LRT - Eliminate Friday late night service **Remove**; no consensus for LRT changes
- LRT - Eliminate Sat late night service **Remove**; no consensus for LRT changes
- All Routes - Eliminate bus service AFTER 10pm **Modify**; exempt high performing routes with LRT Interface (not yet identified)
- LRT - Reduce weekday freq from 12 to 15 min **Remove**; no consensus for LRT changes

Agenda Item 4.

FY 2011-12 Transit Service Changes

Based on these adjustments, **staff is seeking additional input/suggested changes and concurrence with the revised ranking of alternatives presented in Table 2. Assuming that \$2.1 million remains the budget reduction goal that must come from service changes, approval of the ranking would mean that options 1-12 would be implemented.** However, there remains potential for modest fluctuation of the \$2.1 million budget reduction target. To the extent additional savings is identified, a fewer number of service changes may be needed. Additional information will be available prior to the full City Council's consideration of the service changes.

TABLE 2: ADJUSTED RANKING OF ALTERNATIVES

RANK	ROUTE	OPTION	ESTIMATED SAVINGS	CUMULATIVE SAVINGS	IMPLEMENTATION
1	EXP 532	532: Eliminate one A.M. and one P.M. trip	\$ 8,302	\$ 8,302	January 2012
2	EXP 540	540: Eliminate one A.M. and one P.M. trip	\$ 6,661	\$ 14,963	January 2012
3	EXP 520	520: Eliminate segment on River Dr. and Alameda Dr.	\$ -	\$ 14,963	July 2011
4	EXP 521	521: Eliminate segment on PRICE RD. ; route would begin at Baseline and Price	\$ 15,191	\$ 30,154	July 2011
5	LOCAL 108-Elliot	Reduce Route 108 (Elliot) from 30 to 60 minutes on weekdays (In Tempe)	\$ 171,414	\$ 201,567	July 2011
6	LOCAL 108-Elliot	End Route 108 (Elliot) at Elliot Rd. and Priest Dr.	\$ 239,192	\$ 440,760	July 2011
7	LOCAL 48-48th/52nd/Rio	Reduce peak service frequency on route 48 (48th St./Rio Salado Pkwy.) from 15 to 30 min.	\$ 204,217	\$ 644,977	July 2011
8	LOCAL 62-Hardy	Reduce peak service frequency on route 62 (Guadalupe/Hardy) from 15 to 30 min.	\$ 335,961	\$ 980,938	July 2011
9	LOCAL 40-Apache	Eliminate Route 40 (Apache) in Tempe	\$ 506,380	\$ 1,487,318	July 2011
10	LOCAL - Eliminate bus fares for events	Reinstitute regular fares for local bus service on New Year's Eve and July 4th	\$ 10,000	\$ 1,497,318	July 2011
11	72-Scottsdale	Eliminate unscheduled additional trips currently provided on route 72 (Rural Rd.)	\$ 289,940	\$ 1,787,257	July 2011
12	ORBIT - All Routes	Reduce Saturday Orbit service from 15 to 30 minutes	\$ 429,464	\$ 2,216,722	July 2011
13	LOCAL - All routes	Reduce Sunday service to 60 minutes on all local bus routes (in Tempe)	\$ 453,233	\$ 2,669,954	Maintain
14	ORBIT - All Routes	Reduce weekday freq. from 15 to 20 min. ALL DAY; supply additional trips as needed	\$ 649,077	\$ 3,319,032	Maintain
15	LOCAL - All Routes	Eliminate local bus service AFTER 10 p.m. in Tempe	\$ 747,530	\$ 4,066,562	Maintain

PUBLIC INVOLVEMENT PROCESS AND RESULTS

The Transit Program's public involvement process is designed to be open, equitable, and aimed at generating reliable and actionable information on public/stakeholder opinion. The process provides community members with an opportunity to learn about potential service changes, interact with city staff and neighbors to raise questions and concerns, and provide input on service change options.

Transit staff developed a survey to assess the public impact of the proposed service changes (**Attachment C**). Community members were able to complete the survey through several public meeting forums or outreach points including:

- **Neighborhood Association Meetings:** Brentwood Cavalier, Riverside Sunset, North Tempe, Hughes Acres, Mitchell Park East.
- **Boards and Commissions:** Parks & Recreation Board, Downtown Tempe Community, Neighborhood Advisory Commission, Tempe Chamber of Commerce: Government Relations/Transportation Committee, Tempe Chamber of Commerce: Ad Hoc Transit Committee, Tempe Community Council, Mayor's Youth Advisory Commission, Mayor's Commission on Disability Concerns.
- **Public Meetings:** February 9 at 6 p.m. at the Tempe Transportation Center, 200 East Fifth St. and February 12 at 10:30 a.m. at the Tempe History Museum, 809 East Southern Ave.
- **City of Tempe Website:** Survey was made available online from February 1 – February 28.
- **City of Tempe Transit Store:** Survey was made available to patrons of Tempe's Transit Store located at the Tempe Transportation Center
- **Intercept Surveys:** Transit staff conducted intercept surveys at three (3) major transit centers (Tempe Transportation Center, Tempe Marketplace, Arizona Mill Mall) and in the Town of Guadalupe.

The following methods used to communicate the public meetings and online comment form include:

- Press releases
- Face Book, Twitter
- Advertisements on azcentral.com
- Web site (TIM, Valley Metro)
- Tempe 11
- Tempe Today Waterbill
- Targeted door hangers
- Multi-gen Center survey
- Boys and Girls Club survey distribution (Guadalupe and downtown Tempe)
- ASU and School district notification
- Boards and Commission presentations and survey distribution
- Neighborhood Homeowner and Association notification and presentations
- Posters on Orbit and local buses
- On board bus announcements
- Signs at affected bus stops
- Distribution of surveys on affected local and express buses
- Distribution of surveys at Arizona Mills, Tempe Market Place, Tempe Transportation Center, Tempe Community Action Agency and Town of Guadalupe bus shelters
- Friends of Transit Listerv

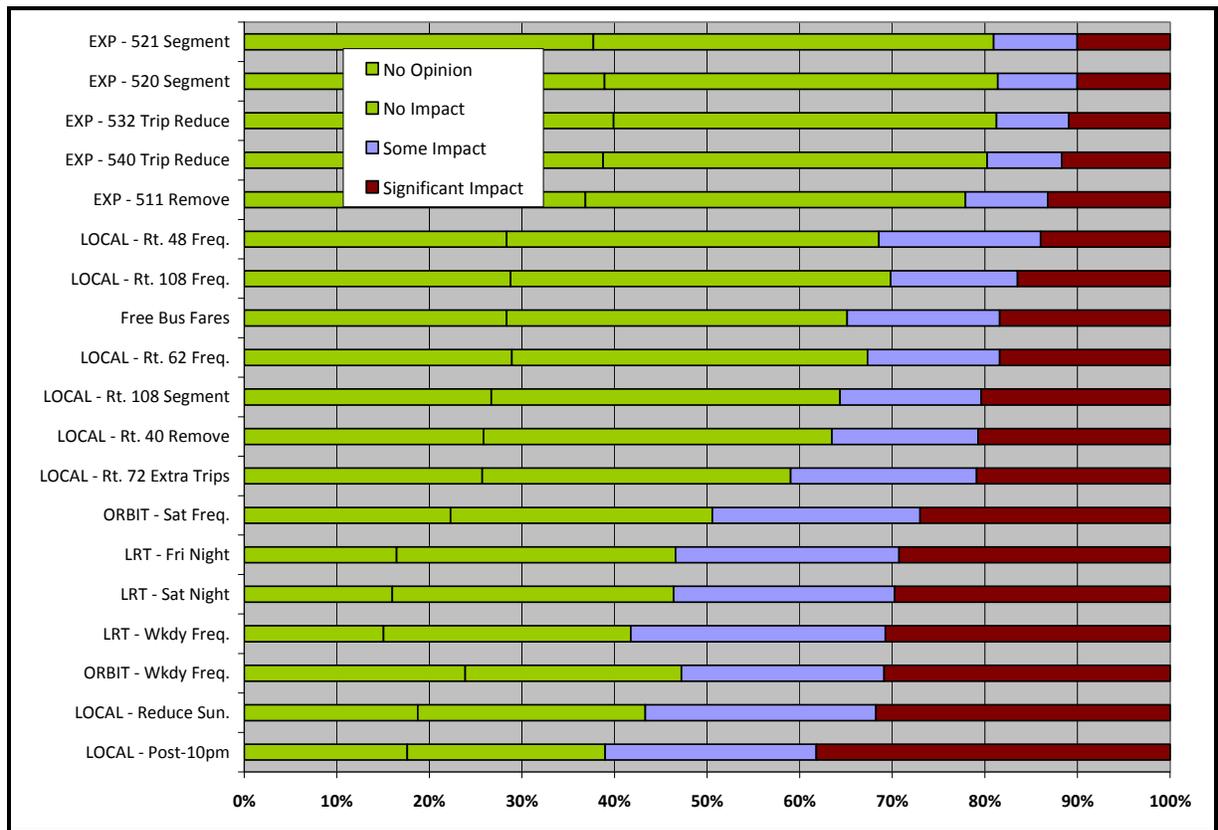
1,409 surveys were received and analyzed. The intent of the survey was to provide those most affected by the potential changes to have their opinions heard. Although the survey results are not intended to be statistically significant or generalized beyond those who responded, city staff made efforts to ensure an equitable rate of response. For example, during the official public input period, very few surveys were received from Guadalupe residents. Due to the several potential service changes that would affect its residents and to ensure equity in the decision-making process, additional outreach was conducted with the town of Guadalupe.

Agenda Item 4.

FY 2011-12 Transit Service Changes

Graph 2 on page 8 provides a stacked bar chart that illustrates the results of the “impact” portion of the survey. Respondents were asked whether the potential service changes would have “no impact”, “some impact” or “significant impact” on their travel; “no opinion” was also an option. The results are ordered from lowest public impact to highest. Ten (10) additional questions asked of respondents focused on system and fare usage, opinion on a possible Orbit fare, impacts to work or school travel, and several demographic questions. Formal comments were received through the hard copy and online surveys and court reporters in attendance at the public meetings. In addition, Tempe Chamber of Commerce Transportation and Government Relations Committee provided a position paper on the changes. Due to the volume of written comments, these are made available for review on the city’s website: www.tempe.gov/tim.

GRAPH 2: TRANSIT SERVICE CHANGES – SURVEY RESULTS



ATTACHMENTS

Attachment A – Transit Performance Statistics

Attachment B – Initial Ranking of Alternatives with Performance and Cost Data

Attachment C – Survey Instrument

Available Online – Record of Written Comments