

# CITY OF TEMPE



Transit Fund Financial Balancing Plan:

## **PROPOSED BUS SERVICE CHANGES**

Fiscal Year 2010-11

Prepared for

City of Tempe  
Council Transportation Committee  
June 15, 2010



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# Executive Summary

The purpose of this document is to provide the Council Transportation Committee with information on proposed FY 2010-11 bus service reductions which are part of the response to the Transit Fund's projected structural deficit of \$19 million from fiscal year (FY) 09-10 through FY 12-13.

The Tempe City Council approved the Transit Fund Financial Balancing Plan which draws on fund balance to sustain operations over the next three fiscal years, utilizes fund balance to retire debt once the budget is balanced, and phases in annual recurring cost reductions and/or increased revenues of \$4.5-\$4.9 million between FY 2010-11 and FY 2012-13. Specific recommendations totaling approximately \$4.5 million for FY 2010-11 include reducing personnel service and other service costs by \$1.2 million and reducing transit services (bus-rail) costs by \$3.3 million.

The budget reduction process for bus and rail services implemented during the months of February through May 2010 identified \$3.3 million in cost savings/additional revenue and potential bus-rail service reductions for FY 2010-11:

- Cost savings & additional revenue: \$1,751,624 (53%)
- Bus-rail service reductions: \$1,582,450 (47%)

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**Total: \$3,334,074**

Light rail reductions make up \$378,000 (24 percent) of the total \$1.58 million in service reductions. These changes were approved by the Tempe City Council on May 6 and METRO Board of Directors on May 19.

Staff are presenting the following bus service reductions based extensive public/stakeholder involvement, regional coordination, and professional evaluation. The Transportation Commission considered the proposed bus service changes at its June 8 meeting and unanimously agreed to forward the recommendations to the Council Transportation Committee.

Staff is requesting input from Council Transportation Committee and a recommendation(s) to forward these items to the City Council for approval at the June 24 Issue Review Session. Approved reductions will be implemented on July 26, 2010.

• **LOCAL BUS SERVICE:**

- All Routes – Eliminate local bus service before 5:00 a.m.
- Route 40 (Apache) – Eliminate segment along University Dr. between downtown Tempe and Sky Harbor International Airport;
- Route 72 (Rural/Scottsdale) – Reduce weekday peak period service from 15 to 20 minutes in Tempe, Scottsdale, and Chandler (Tempe to supplement with booster service);
- Route 66 (Kyrene, Mill, 68th Street) – Temporarily restructure Route 66 in north Tempe in response to Scottsdale elimination of route.

- **EXPRESS BUS SERVICE:**
  - Route 536 – Eliminate entire route;
  - Route 511 – Restructure to service Scottsdale and Tempe only; southern terminus would be the Apache & Price LRT station (Chandler segment eliminated).
  
- **FLASH SYSTEM (Downtown & ASU Campus Circulator)**
  - Flash Forward, Back, University – Restructure Flash system to operate more efficiently (implementation planned for July 1).

<b>1.0 TRANSIT FUND FINANCIAL BALANCING PLAN</b>
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Due primarily to the downturn in sales tax revenues and increasing program costs, the January 2010 Transit Fund forecast indicates that the fund is not sustainable over the long term as costs are projected to exceed revenue. The Transit Fund deficit is projected to average \$19 million from fiscal year (FY) 09-10 through FY 12-13. Upon further review of the Transit 20 Year Financial Forecast, the structural operating deficits average \$15 million per year. If no structural changes are made, the fund balance will be depleted in FY 14-15. It is proposed that future fund deficits can be eliminated primarily by cost reductions totaling \$14.1 million, phased in over the three year period (FY 10-11 thru FY 12-13), coupled with the anticipated economic recovery and smaller cost decreases beyond the three year phase-in period.

In June 2009, the Transportation Commission formed the Ad-Hoc Committee to develop a recommended financial balancing plan, which consists of an overall financial strategy and recommended actions to reduce costs and/or increase revenue. The Committee identified a recommended financial strategy that involves:

- Using approximately \$18.5 million in fund balance to help sustain operations and cover annual projected deficits over the next three fiscal years;
- Eliminating the structural deficit by phasing in annual recurring cost reductions and/or increased revenues by \$4.5 million in FY 10-11, \$4.7 million in FY 11-12, and \$4.9 million in FY 12-13; and,
- Utilizing fund balance to retire debt once the budget is balanced.

Based on this financial strategy, the Committee undertook a process to identify and evaluate potential cost reduction measures and revenue generating sources for the upcoming fiscal year and to set the framework for other measures in future fiscal years. Specific recommendations totaling approximately \$4.5 million for the upcoming fiscal year are:

- **Reducing transit services (bus-rail) costs by \$3.3 million.**
- Reducing personnel service and other service costs by \$1.2 million.

Approval of the financial balancing plan and proposed bus and light rail service changes for FY 2010-11 were originally scheduled to occur concurrently in May. Due to the recent elimination of the funding of the Local Transportation Assistance Fund (LTAF) by the state, numerous bus service changes were proposed by neighboring cities with potential impacts to Tempe. As a result, recommendations on bus service changes for FY 2010-11 were delayed to allow completion of the regional process.

## 2.0 TRANSIT SERVICES BUDGET REDUCTIONS

The FY 2010-11 budget reduction target for transit services is \$3.3 million.

The budget reduction process implemented during the months of February through May 2010 has identified \$3,334,074 million in program budget savings and service reductions. The major elements are summarized in Table 2.1 below and more fully explained in subsections 2.1-2.5. Due to the complexity of modeling multiple and interacting variables and ongoing contractor cost uncertainty, budget impact figures should be considered estimates.

Table 2.1: Summary of Bus-Rail Budget Savings

Financial/Operating Model Adjustments:	\$ 141,205	4%
Additional Revenue:	\$ 888,911	27%
Operating Adjustments:	\$ 127,312	4%
Cost Reductions:	\$ 594,196	18%
Service Reductions:	\$ 1,582,450	47%
<b>Cumulative Budget Impact:</b>	<b>\$3,334,074</b>	<b>100%</b>

### 2.1 FINANCIAL/OPERATING MODEL ADJUSTMENTS

A financial/operating model was utilized to test and understand the budget implications of multiple interacting financial and operating variables. Prior to testing various budget reduction options, two updates to the financial model were necessary which included the following items:

<b>A. Mileage/operating assumption updates</b> - The mileage and operating assumption updates are related to refinements in operating data associated with the January 25, 2010 service change. In addition, a correction to operating data provided by Valley Metro/RPTA was necessary.	\$291,964
<b>B. Lower than expected light rail passenger fares</b> - Original light rail passenger revenue estimates (generated prior to revenue service in Dec. 08) for FY 2010-11 were included the financial/operating model. The original estimates were based on Valley Metro Rail's consultant research which overestimated fare revenue. VMR revised these estimates soon after service commenced in December 2008, but the correction was not included in Tempe's financial/operating model until 2010.	(\$150,759)
<b>Cumulative Budget Impact:</b>	<b>\$141,205</b>

## 2.2 ADDITIONAL REVENUE

The following sources of additional revenue were identified for FY 2010-11.

<p><b>A. Bus System Fare Recovery Update</b> – In July 2009, the region approved a system wide fare increase. Actual revenue associated with the increase is exceeding original estimates.</p>	<p>\$212,649</p>
<p><b>B. Light Rail Advertising</b> – Advertising on light rail cars was approved by the Valley Metro Rail Board of Directors in 2009.</p>	<p>\$70,075</p>
<p><b>C. Extension of Alternative Fuel Tax Credit</b> – Congress is expected to approve a bill that will temporarily extend the Alternative Fuel Tax Credit through December 31, 2010. The Tax Extenders Act (H.R. 4213) was approved by the House of Representatives and is now being considered by the U.S. Senate. The credit provides \$0.50 per gallon of approved alternative fuels including LNG/CNG which is the fuel used by the majority of Tempe’s buses.</p> <p>A separate bill (The Natural Gas Act) is expected to be introduced later this year which would extend the tax credit further into future.</p>	<p>\$346,867</p>
<p><b>D. ASU Financial Support for Orbit Mars</b> – ASU is providing funds to support the operation of the Orbit Mars due to the high use by university students and staff.</p>	<p>\$144,578</p>
<p><b>E. Tempe Facility Investment Allocation</b> – Amortize and allocate Tempe’s local investment in East Valley Bus Operations and Maintenance Facility to cities that benefit.</p>	<p>\$114,742</p>
<p><b>Cumulative Budget Impact:</b></p>	<p><b>\$888,911</b></p>

## 2.3 OPERATING ADJUSTMENTS

Operating adjustments include minor changes to the transit system based on operational need, physical limitations, or regional coordination concerns. Such adjustments are not generally significant enough to require public input. The following adjustments were recently identified and either implemented already or will be, pending Council direction, in July 2010:

<p><b>A. Increase “Transit Holidays” (bus &amp; rail) from 6 to 11 days</b> – Current transit holidays include New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day. The additional holidays include Martin Luther King Day, President’s Day, Veterans Day, Day after Thanksgiving, and Christmas Eve. On transit holidays, bus and rail service operates on Sunday schedules.</p>	<p>\$109,543</p>
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<b>B. Route Restructuring at Arizona Mill Mall</b> – In response to late night security concerns at Arizona Mills Mall, transit service has been removed from the facility’s interior after 10:00 p.m. Access to bus service on Priest Dr. and Baseline Rd. remains available until midnight and all previous bus connections are preserved.	\$17,769
<del><b>C. Route 81-Hayden/McClintock Segment Elimination</b></del> — Due to service elimination by the City of Chandler, the route 81 will no longer serve the ½ mile segment on McClintock Dr. between Warner Rd. and the Tempe border. Map on page 13.  <i>[This item removed as Chandler will not be implementing the noted service change]</i>	\$33,184
<b>Cumulative Budget Impact [REVISED]:</b>	<b>\$127,312</b>

## 2.4 COST REDUCTIONS

Cost reductions include decreases in the estimated cost to operate service or improvements in efficiency which contribute to lower overall costs. The following cost reductions were identified for FY 2010-11:

<b>A. Reduction in Valley Metro/RPTA’s Operating Cost (BUS)</b> – Valley Metro/RPTA operates several local and express bus routes in Tempe. Due to reductions in the cost of fuel and the extension of the Alternative Fuel Tax Credit, Valley Metro/RPTA has estimated a decline in FY 2010-11 operating rates for bus service.	\$216,602
<b>B. Reduction in Valley Metro/RPTA’s Operating Cost (Dial-Ride)</b> – Valley Metro/RPTA operates dial-a-ride service for the East Valley including Tempe. Due to reductions in the cost of fuel and demand for dial-a-ride services, Valley Metro/RPTA has estimated a decline in FY 2010-11 dial-a-ride operating costs.	\$71,726
<b>C. Reduction in Valley Metro Rail Agency and Security Costs</b> – Revised agency and security costs below original estimates.	\$68,082
<b>D. Increase in Fuel Efficiency (Tempe Bus Services)</b> – Improved fuel economy of Tempe operated bus services and support operations is the result of improved operating practices and the gradual introduction of new replacement fleet.	\$101,049

<b>E. Budget Adjustment to Bus Contract Performance Incentive</b> – The bus contract contains a performance incentive/disincentive program with aggressive standards. The financial/operating model contained estimates assuming the contractor achieved top scores on standards. Actual performance during FY 2009-10 suggests a lower estimate may be reasonably assumed for FY 2010-11.	\$136,737
<b>F. Reduction in Tempe Bus Contract Operating Costs</b> – As of June 4, 2010, the city has not reached an agreement with its operating contractor to reduce costs. A competitive re-procurement of the contract may be necessary.	TBD.
<b>Cumulative Budget Impact:</b>	<b>\$594,196</b>

## 2.5 SERVICE REDUCTIONS (RECOMMENDATIONS)

At the beginning of the process, staff presented eighteen (18) general service reduction options spanning all service modes which totaled approximately \$10.2 million in annual budget savings. At the time, an overall financial plan had not been identified for the Transit Fund so it was not known the extent of service reductions that would be necessary for FY 2010-11.

The following service reductions were the subject of extensive public/stakeholder involvement, regional coordination, professional evaluation, and consideration by the Transportation Commission’s Accountability and Governance Committee.

The reductions generate an estimated \$1,582,450 in budget savings. This figure includes \$378,000 (24 percent) in light rail reductions which were previously approved by the City Council and METRO Board of Directors.

### LOCAL BUS SERVICE

#### A. All Local Bus Routes - Eliminate local bus service before 5:00 a.m.:

- REVISED Budget Impact: \$154,157 (Estimate of \$102,107 reported to Transportation Commission; revision based on development of route schedules in coordination with neighboring cities);
- All regional local bus and rail service begins at 5:00 a.m.;
- Currently, only 7 of Tempe’s 14 Local bus routes provide trips before 5:00 a.m.
- 38 percent of round 2 respondents reported some or significant impact by eliminating bus service before 5:30 a.m.

#### B. Route 40-Apache (Map p. 9) – Eliminate segment along University Dr. between downtown Tempe and Sky Harbor International Airport:

- Budget Impact: \$716,741
- Tempe is currently funding bus service within the City of Phoenix on this route;

- Other bus service exists on University Dr (Route 30) and in the immediate area (Orbit Venus) that connects area residents to points west as well as downtown Tempe and connecting transit service;
- Access to the airport is provided by the light rail system although not as early or late as the current route 40;
- Boardings in Tempe & Phoenix segments are below average;
- 27 percent of round 2 respondents indicated some or significant impact by eliminating this segment.

**C. Route 72-Rural/Scottsdale (Map p. 11) – Reduce weekday peak period service from 15 to 20 minutes in Tempe, Scottsdale, and Chandler (Tempe to supplement with booster service):**

- Budget Impact: \$128,988
- Route 72 currently operates every 15 minutes from 5:30 a.m. to 5:30 p.m. on weekdays (30 minutes on weeknights and weekends);
- Due to LTAF elimination, Scottsdale and Chandler need adjustment to reduce costs - this options was not identified in round 1 or 2 of Tempe’s local process. It was included in the regional process. One (1) comment pertaining to Tempe was received stating concern over the frequency reduction.
- Route 72 generates the highest boardings in Tempe next to the light rail system;
- Staff recommend operating booster service to meet existing demand. The budget impact amount includes the cost of the booster service.

**D. Route 66-Kyrene, Mill, 68th Street (Map p. 10) – Temporarily restructure Route 66 in north Tempe in response to Scottsdale elimination of this route:**

- Budget Impact: TBD.
- Current route 66 operates in Tempe along Kyrene Rd., Mill Ave., and College Ave. (north Tempe) before entering Scottsdale on 68th Street and ending in downtown Scottsdale;
- The temporary route in north Tempe will operate along College Ave., McKellips Rd., Scottsdale Rd., and Curry Rd.;
- Revised route is temporary pending a north Tempe public process to consider how to best serve the area.

**EXPRESS BUS SERVICE**

**A. Express Route 536-Tempe/Mesa (Map p. 13) - Eliminate express route 536:**

- Budget Impact: \$90,251 accounted in regional Prop. 400 Public Transit Fund (PTF).
- 536 provides 10 trips per weekday between east Mesa and downtown Tempe;
- After 18 months of service, the route has not generated substantial ridership;
- Mesa’s budget balancing plan requires elimination of this service;

- 13 percent of round 2 respondents reported some or significant impact by eliminating route.

**B. Express Route 511-Scottsdale/Tempe/Chandler (Map p. 12) - Restructure express route 511 to service Scottsdale and Tempe only (southern terminus would be the Apache & Price LRT station):**

- Budget Impact: \$64,635 accounted in regional Prop. 400 Public Transit Fund (PTF).
- 511 provides 8 trips per weekday along the US 101 corridor serving Scottsdale, Tempe, and Chandler;
- Two (2) stops in Tempe are the Apache & Price light rail station and the ASU Research Park;
- After 18 months of service, route has not generated substantial ridership;
- Chandler's budget balancing plan requires elimination of this service;
- Scottsdale and Tempe will continue to evaluate performance and may recommend additional changes in FY 2011-12;
- 11 percent of round 2 respondents indicated some or significant impact by eliminating route.

## FLASH SYSTEM

**A. Flash Forward, Back, and University-Tempe/ASU (Maps p. 14) – Restructure Flash system to operate more efficiently:**

- Budget Impact: \$204,564;
- Because FLASH ridership has declined since introduction of Orbit & LRT services, restructured route aims to more efficiently integrate FLASH with these modes;
- Agreement reached with ASU to incorporate university operated shuttle service into FLASH system which will reduce costs to the university;
- ASU will increase share of FLASH operating costs from 70 to 100 percent.

## LIGHT RAIL

**A. Light Rail Frequency Reduction – Reduce peak service frequency from 10 to 12 minutes**

- Budget Impact: \$252,000;
- Previously approved by Tempe City Council and METRO Board of Directors:

**B. Light Rail Peak Hours Reduction – Reduce peak service period by 2 hours**

- Budget Impact: \$126,000;
- Previously approved by Tempe City Council and METRO Board of Directors:

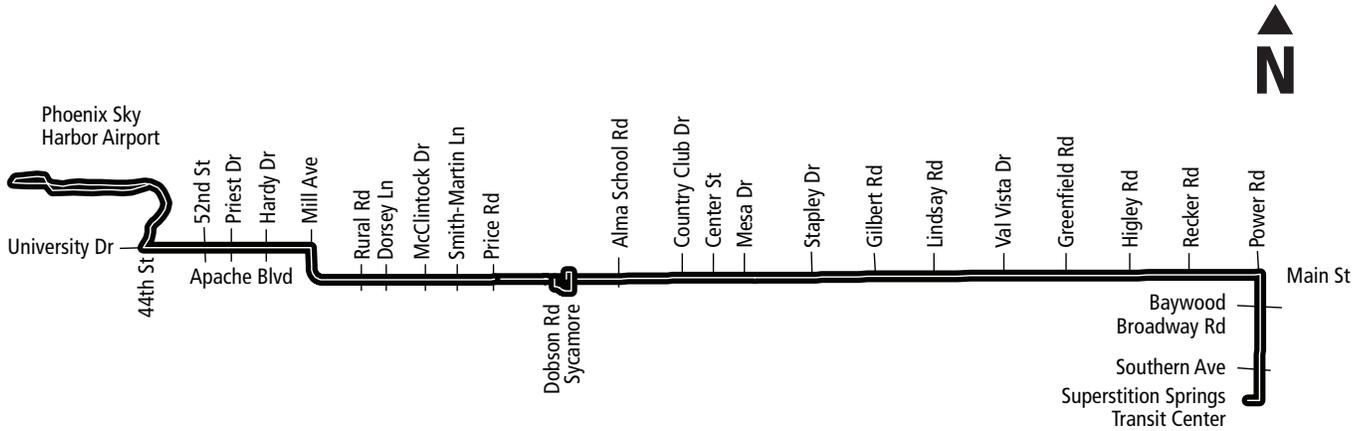
# Route 40 Apache/Main - Proposed Bus Route Change

for July 2010 · [www.tempe.gov/tim](http://www.tempe.gov/tim)



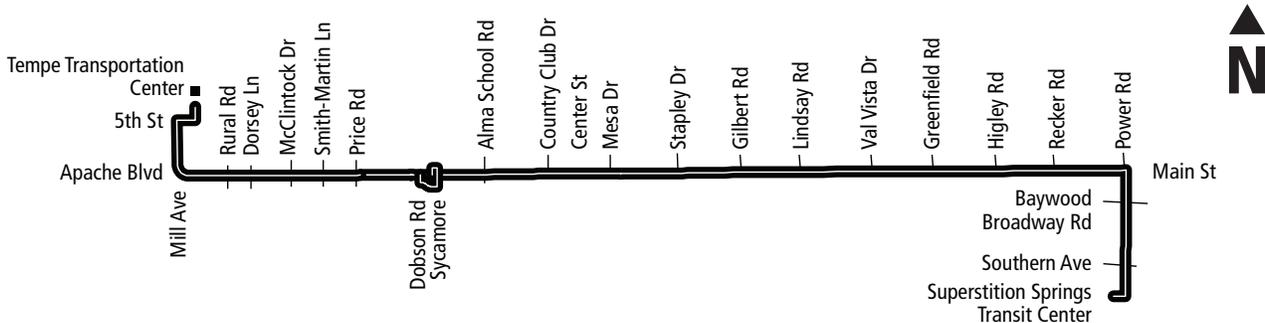
## Current Route

- Route travels between Sky Harbor Airport and Superstition Springs Transit Center.
- Route begins operating as early as 3:45 a.m.



## Proposed Route

- Route would travel between Tempe Transportation Center and Superstition Springs Transit Center.
- Route would begin operating at 5 a.m.



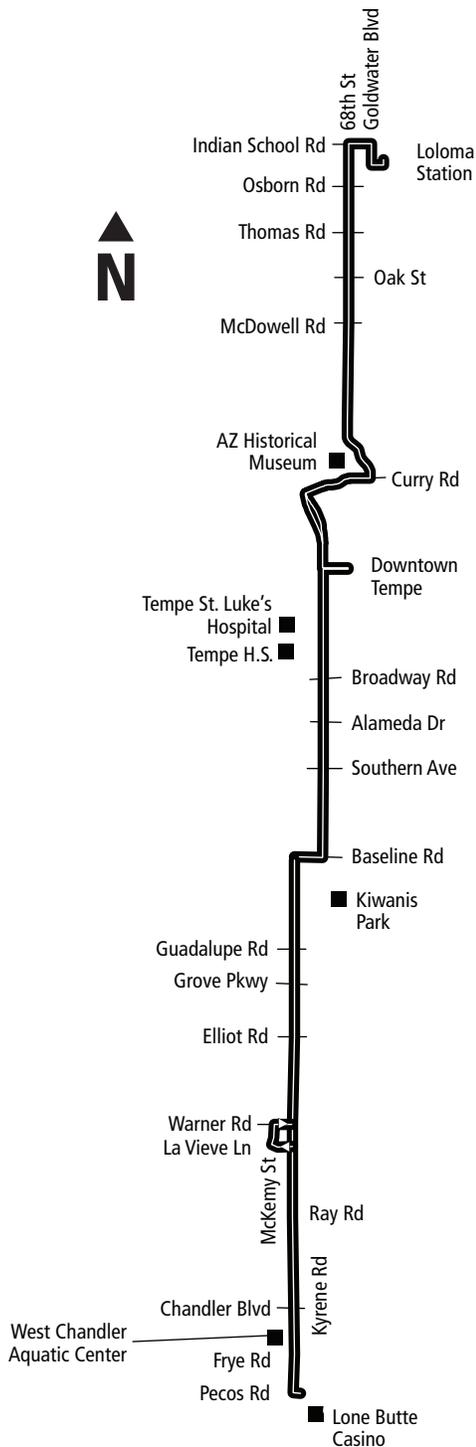
# Route 66 Mill/Kyrene - Proposed Bus Route Change

for July 2010 · [www.tempe.gov/tim](http://www.tempe.gov/tim)



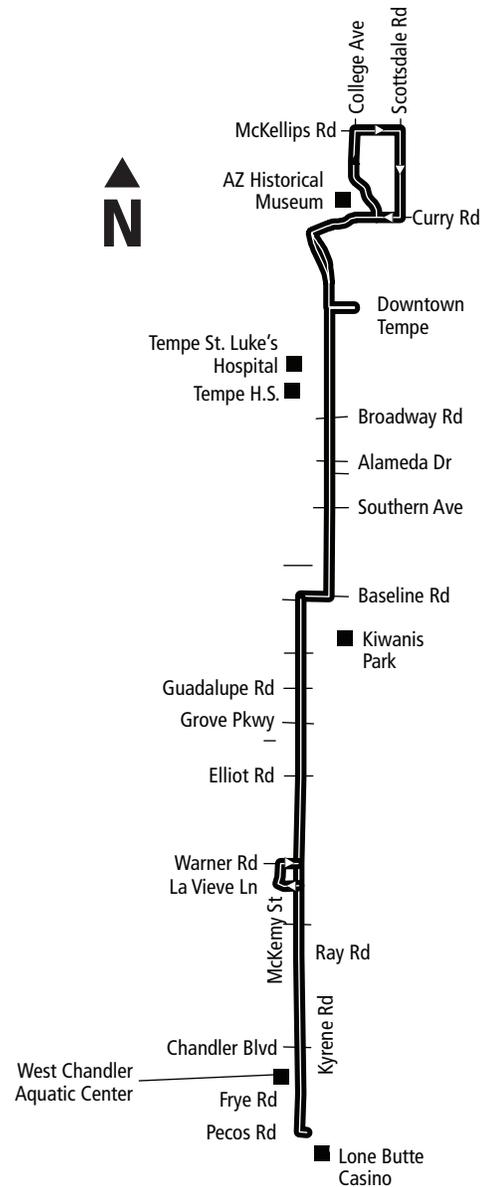
## Current Route

- Route travels between Gila River Casino and Loloma Station in Scottsdale.



## Proposed Route

- Route would travel between Gila River Casino and McKellips Road in north Tempe.



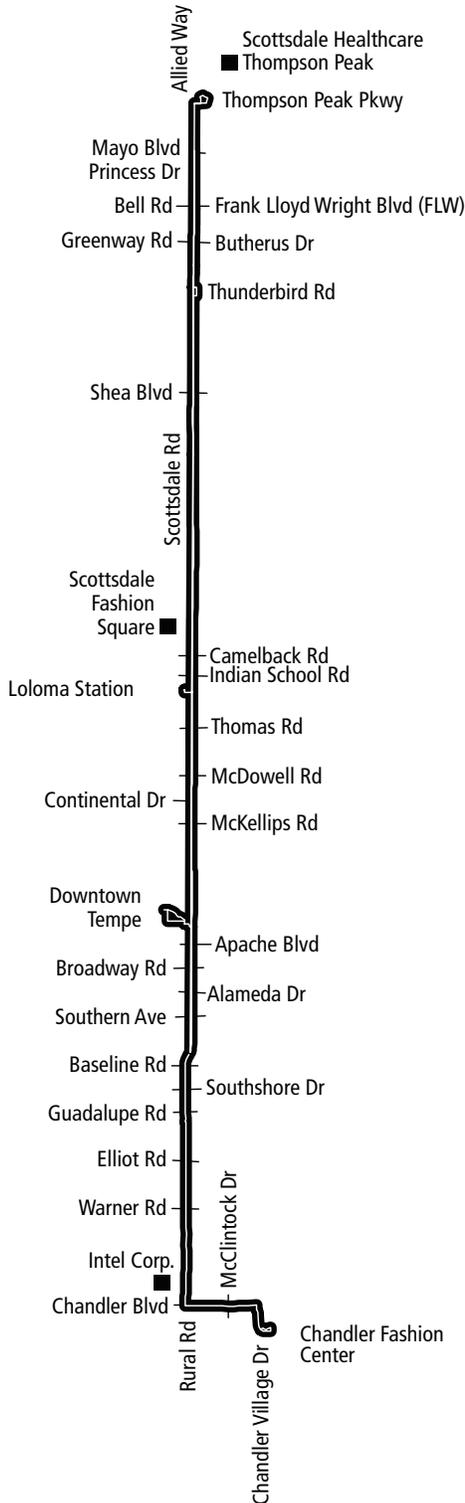
# Route 72 Scottsdale/Rural - Proposed Bus Route Change

for July 2010 · [www.tempe.gov/tim](http://www.tempe.gov/tim)



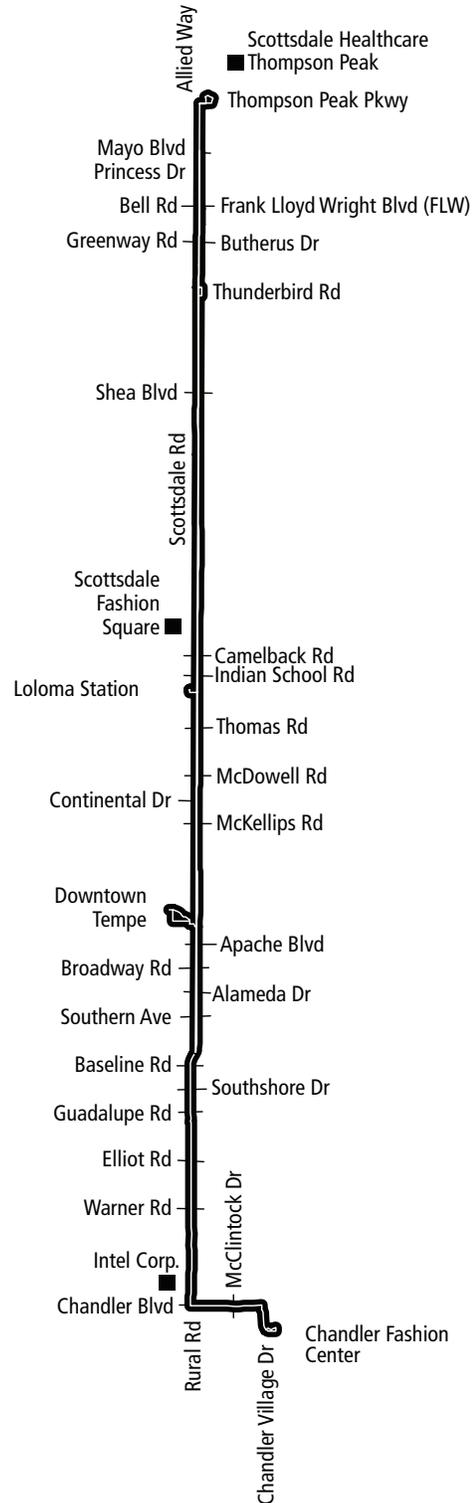
## Current Route

- Route begins operating as early as 3:45 a.m.
- Route operates every 15 minutes during rush hour.



## Proposed Route

- Route would begin operating at 5 a.m.
- Route would operate every 20 minutes during rush hour (with extra trips between Baseline and downtown Tempe.)



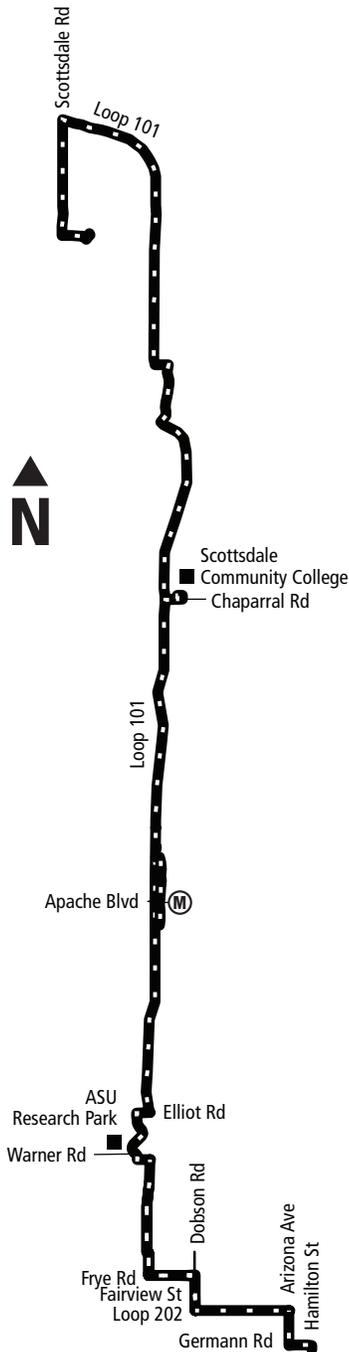
# Route 511 Chandler/Scottsdale Airpark Express - Proposed Bus Route Change

for July 2010 · [www.tempe.gov/tim](http://www.tempe.gov/tim)



## Current Route

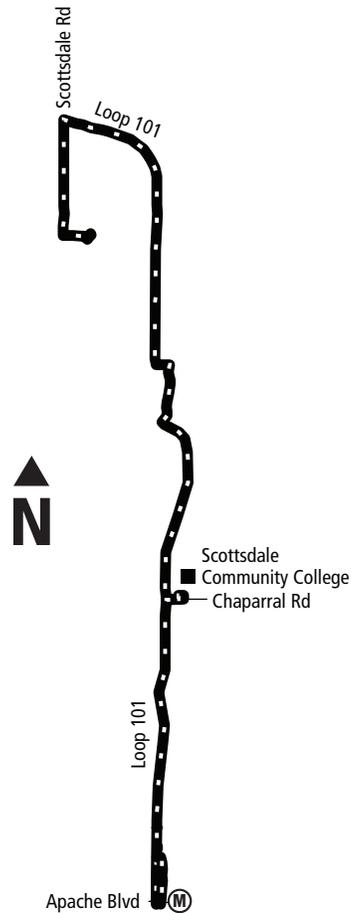
- Route travels from Germann Road and Hamilton Street in Chandler to Scottsdale Road and Loop 101



METRO Light Rail Stop

## Proposed Route

- Route would travel from Apache Boulevard in Tempe to Scottsdale Road and Loop 101



METRO Light Rail Stop

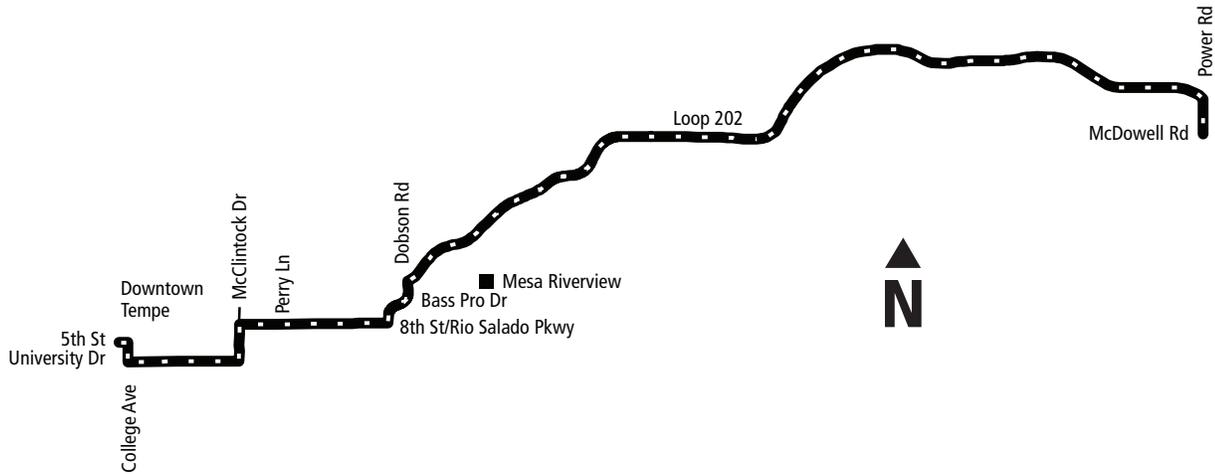
# Express Route 536 - Northwest Mesa/Tempe/ASU Proposed Bus Route Change

for July 2010 · [www.tempe.gov/tim](http://www.tempe.gov/tim)



## Current Route

- Route travels from Power Road in Mesa to Tempe Transportation Center



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## Proposed Route

- Eliminate the route



## **3.0 PUBLIC OUTREACH**

Given the potential magnitude of the reductions, staff implemented an extensive public and stakeholder involvement process to gather feedback and information. The public outreach process included three (3) rounds of public participation at both local and regional levels from February through May 2010 as well as a parallel process conducted by METRO Rail. Provided below is an overview of the outreach effort:

### **Round 1: Feb-Mar (Tempe Only)**

Staff presented eighteen (18) general service reduction options spanning all service modes which totaled approximately \$10.2 million in annual budget savings (Appendix A lists the options). At the time, an overall financial plan had not been identified for the Transit Fund so it was not known the extent of service reductions that would be necessary for FY 2010-11. Public input received during round 1 and guidance from the Transportation Commission's Accountability and Governance Committee provided information that assisted staff in developing more specific transit service reduction options with less negative community and individual impact.

### **Round 2: Mar-Apr (Tempe Only)**

Prior to the beginning of round 2, the Ad Hoc Committee of the Transportation Commission recommended a financial strategy for the Transit Fund that would balance the fund over three years. Based on this strategy, a \$3.5 million budget reduction target for FY 2010-11 was established for bus and rail services.

Staff presented fifteen (15) targeted service reduction options totaling an estimated \$3.3 million in annual budget savings (Appendix A lists the options). As of March, staff had identified \$600,000 in internal savings bringing the total identified budget savings to \$3.9 million.

### **Round 3: Apr-May (Regional)**

Due to the elimination of state LTAF funding, numerous bus service reductions were proposed by neighboring cities that impacted Tempe. To ensure effective regional coordination, Tempe included round 2 service reduction proposals in the regional public involvement process.

## **3.1 PUBLIC INPUT**

During each round of the process, residents were able to submit comments on Tempe's website. Passengers and residents were able to comment online about round 1 proposals from Feb. 22 through March 7. Round 2 proposals were available for online comment from March 29 through April 13.

Survey results for rounds 1 and 2 are provided in Table 3.1 and Table 3.2 respectively. Residents were asked to rate each option on a scale designed to measure the degree of impact to individual travel. Residents could respond by checking "no impact", "some impact", "significant impact", or "no opinion." The "Some + Significant" column total the "some impact" and "significant impact" ratings.

**Table 3.1: Round 1 Public Input**

Service Change Option (Ordered based on public feedback)			No Impact/ Opinion	Some Impact	Significant Impact	Some + Significant
1	EXP	Eliminate lower performing Express bus service in Tempe (e.g., 511, 532, 536, 540)	77%	10%	13%	23%
2	LOCAL	Eliminate local bus service BEFORE 5:30 a.m.	63%	18%	20%	37%
3	LOCAL	Eliminate lower ridership route segments (e.g., 68th Street/66-Mill/Kyrene in North Tempe)	60%	18%	22%	40%
4	LRT	Reduce peak hour LRT service from every 10 minutes to every 12 minutes	60%	25%	15%	40%
5	LOCAL	Eliminate lower ridership local bus routes (e.g., 40-Apache; 108 Elliot) in Tempe	59%	20%	21%	41%
6	LRT	Eliminate Saturday late night LRT service until 2 a.m. – train would stop running at 12 a.m.	57%	20%	23%	43%
7	ORBIT	Reduce ALL weekday Orbit service from every 15 minutes to every 20 minutes	57%	25%	18%	43%
8	LRT	Eliminate Friday late night LRT service until 2 a.m. – train would stop running at 12 a.m.	56%	21%	23%	44%
9	LRT	Change peak LRT service hours FROM 6 a.m. to 7 p.m. TO 7 a.m. to 6 p.m.	56%	22%	22%	44%
10	ORBIT	Reduce weekday Orbit service AFTER 7 p.m. from every 15 minutes to every 30 minutes	55%	24%	22%	45%
11	LRT	Change LRT service hours FROM 4 a.m. to 12 a.m. TO 5 a.m. to 11 p.m.	54%	24%	22%	46%
12	ORBIT	Reduce Saturday Orbit service from every 15 minutes to every 30 minutes	49%	27%	23%	51%
13	LRT	Reduce peak hour LRT service from every 10 minutes to every 15 minutes	48%	26%	25%	52%
14	ORBIT	Eliminate Sunday Orbit Service	45%	21%	34%	55%
15	LOCAL	Eliminate local bus service AFTER 10 p.m.	42%	27%	31%	58%
16	LOCAL	Reduce peak/rush hour local bus service from every 15 minutes to every 30 minutes	34%	29%	38%	66%
17	LOCAL	Reduce Saturday local bus service from every 30 minutes to every 60 minutes	33%	25%	43%	67%
18	LOCAL	Eliminate Sunday local bus service	32%	20%	48%	68%

**Table 3.2: Round 2 Public Input**

Service Change Option (Ordered based on public feedback)			No Impact/ Opinion	Some Impact	Significant Impact	Some + Significant
1	EXP	Restructure route 511 in Tempe	89%	5%	6%	11%
2	EXP	Eliminate route 532 in Tempe	87%	5%	7%	13%
3	EXP	Eliminate route 536 in Tempe	87%	5%	8%	13%
4	LOCAL	Reduce route 48 –48th Street/Rio Salado peak frequency to 20 min.	77%	11%	12%	23%
5	LOCAL	Reduce route 108 – Elliot frequency to 60 min. on weekdays	75%	11%	14%	25%
6	LOCAL	Eliminate route 40 –Apache between DT Tempe & Airport	73%	10%	17%	27%
7	EXP	Eliminate route 540 in Tempe	73%	4%	24%	27%
8	LOCAL	Reduce route 62 – Hardy /Guadalupe peak frequency to 20 min.	72%	13%	15%	28%
9	LOCAL	Reduce route 81 – Hayden /McClintock peak frequency to 20 min.	70%	15%	15%	30%
10	LOCAL	Eliminate local bus service BEFORE 5:30 a.m.	62%	12%	27%	38%
11	ORBIT	Reduce Saturday Orbit frequency from 15 to 20 min.	59%	20%	22%	41%
12	LRT	Reduce LRT peak service frequency from from 10 to 12 min.	58%	30%	12%	42%
13	LRT	Reduce LRT peak service by 2 hours	57%	24%	19%	43%
14	ORBIT	Reduce weekday Orbit service AFTER 7 p.m. from 15 to 30 min.	55%	17%	28%	45%
15	LOCAL	Reduce Sunday bus service to 60 min. (except route 72)	51%	19%	30%	49%

**Round 2 Survey Highlights:**

- 421 surveys received during round 2 (393 surveys received during round 1).
- The degree of reported individual impact declined from the round 1 options to round 2. The round 2 options are narrower in scope and target the lower demand areas of the transit system:
  - Round 1: No Impact (40%); Some Impact (28%); Significant Impact (32%);
  - Round 2: No Impact (59%); Some Impact (18%); Significant Impact (23%).
- Round 2 options with the highest overall reported impact:
  - Reducing Sunday service from 30 to 60 minutes had the highest overall impact;
  - Light rail cuts to peak period hours and frequency received high overall opposition, although most respondents indicated the impact was not significant;

- Residents were opposed to cuts in Orbit weeknight and Saturday frequency;
- Although relatively moderate in overall impact, the options receiving the highest relative shares of “significant impact” included:
  - Reduction of Sunday service from 30 to 60 min.;
  - Reduction of Orbit weekday frequency from 15 to 30 min. after 7 p.m.;
  - Elimination of local bus service before 5:30 a.m.;
  - Elimination of express route 540 (60% of 540 respondents who reported a “significant impact” were not Tempe residents);
  - Reduction of Orbit Saturday frequency from 15 to 20 min.

### **3.2 PUBLIC INVOLVEMENT METHODS**

The primary method of obtaining and assessing public input was through a survey instrument designed to measure the degree of impact to individual travel. Appendix A includes a copy of the surveys used for rounds 1 and 2. The survey was distributed at all public meetings, major transit centers, and was available on on-line. Over 800 surveys were completed during round 1 and 2 of Tempe’s public process. In addition, staff made presentations to multiple neighborhood associations and boards and commissions. Provided below is a list of activities undertaken to obtain public and stakeholder feedback on the possible service reductions.

#### **Formal public meetings:**

- Feb. 23 at 6 p.m. at the Tempe Transportation Center (Round 1)
- March 1 at 6 p.m. at the Pyle Adult Recreation Center (Round 1)
- March 29 at 6 p.m. at the Pyle Adult Recreation Center (Round 2)
- March 30 at 6 p.m. at the Tempe Transportation Center (Round 2)
- March 9 at 6 p.m. at the Tempe Transportation Center (METRO)
- May 25 at 5:30 p.m. at Webster Elementary School in Mesa (Valley Metro)

#### **Presentations given to the following Boards and Commissions (not including Transportation Commission and associated committees):**

- Neighborhood Advisory Commission – March 3
- Mayor’s Commission on Disability Concerns – March 4
- Rio Salado Commission – March 23
- Downtown Tempe Community Board – April 6
- Tempe Community Council Board – April 7
- Committee for Youth, Families and Community – April 13
- Youth Advisory Commission – April 20
- Parks and Recreation Board – April 21

#### **Presentations were given to the following neighborhood associations:**

- Brentwood/Cavalier – Feb. 2 and April 10
- Mitchell Park West – Feb. 27
- Riverside/Sunset – March 2
- North Tempe – March 8
- Corona del Sol – March 22
- University Heights – March 24

- Pheasant Ridge – April 6

**Other stakeholder meetings included:**

- Friendship Village residents – March 16
- Representatives from Tempe Elementary School District #3 – March 25
- Representatives from Tempe Union High School District – March 30

**On-line survey/comment form:**

During each round of the process, residents were able to submit comments on Tempe’s website. Passengers and residents were able to comment online about Round 1 proposals from Feb. 22 through March 7. Round 2 proposals were available for online comment from March 29 through April 13.

**Intercept Surveys:**

During each round of the process, staff conducted intercept surveys at the Tempe Transportation Center (TTC), Tempe Marketplace, and the Arizona Mills Mall transit center. These locations represent the northern (TTC) and southern (AZ Mills Mall) transit hubs in Tempe.

**3.3 COMMUNICATION (PUBLIC PROCESS)**

Methods to communicate the public meetings and online survey included:

- Information on buses (posters and hanging flyers)
- Intercept surveys conducted at Tempe Transportation Center, Tempe Marketplace and Arizona Mills Mall
- Friendship Village and Multi-gen Center notification
- Press releases
- Email blast to all neighborhood Chairs
- Signage at all affected Express bus stops
- ASU and School district notification
- Web site (TIM, Valley Metro)
- Tempe 11
- Tempe Today Waterbill
- Twitter, Facebook

**3.3 COMMUNICATION (IMPLEMENTATION OF SERVICE CHANGES)**

Methods to communicate the service changes will include:

- Information on buses (posters and hanging flyers)
- Friendship Village and Multi-gen Center notification
- Press releases
- Email blast to all neighborhood Chairs
- Signage at all affected bus stops
- ASU and school district notification
- Web sites (TIM, Valley Metro)
- Tempe 11

- Tempe Today Waterbill
- Twitter, Facebook
- Web ads on azcentral.com
- On hold messages at Valley Metro customer service phone line
- Audio announcements on board buses

## Tempe Transit Funding Priority Survey – Spring 2010

Below is a list of transit service cuts proposed by Tempe in order to address an \$18 million deficit. Please indicate how these proposed service reductions would affect your travel habits. For example, if Sunday bus service is very important to you, you would select "Significant Impact on My Travel" for proposal #9. This information will help staff identify and prioritize proposed service reductions that will be presented to the public for consideration in late March. **Put an "X" in one box per row only. Only complete surveys will be accepted.**

#	Mode	Service Reduction Proposal	Annual Tempe Savings	No Impact on My Travel	Some Impact on My Travel	Significant Impact on My Travel	No Opinion
1	LIGHT RAIL	Eliminate Friday late night service until 2 a.m. – train would stop running at 12 a.m.	\$64,120				
2	LIGHT RAIL	Eliminate Saturday late night service until 2 a.m. – train would stop running at 12 a.m.	\$40,320				
3	LIGHT RAIL	Change peak service hours FROM 6 a.m. to 7 p.m. TO 7 a.m. to 6 p.m.	\$70,560				
4	LIGHT RAIL	Change service hours FROM 4 a.m. to 12 a.m. TO 5 a.m. to 11 p.m.	\$89,880				
5	LIGHT RAIL	Reduce peak hour service from every 10 minutes to every 12 minutes	\$112,280				
6	LIGHT RAIL	Reduce peak hour service from every 10 minutes to every 15 minutes	\$138,880				
7	LOCAL BUS	Eliminate lower ridership local bus routes (e.g., 40-Apache; 108 Elliot) in Tempe	\$1.6 million				
8	LOCAL BUS	Eliminate lower ridership route segments (e.g., 68th Street/66-Mill/Kyrene in North Tempe)	\$250,000				
9	LOCAL BUS	Eliminate Sunday local bus service	\$1.1 million				
10	LOCAL BUS	Eliminate local bus service BEFORE 5:30 a.m.	\$450,000				
11	LOCAL BUS	Eliminate local bus service AFTER 10 p.m.	\$1 million				
12	LOCAL BUS	Reduce Saturday local bus service from every 30 minutes to every 60 minutes	\$500,000				
13	LOCAL BUS	Reduce peak/rush hour local bus service from every 15 minutes to every 30 minutes	\$1.7 million				
14	EXPRESS BUS	Eliminate lower performing Express bus service in Tempe (e.g., 511, 532, 536, 540)	\$292,000				
15	ORBIT	Eliminate Sunday Orbit Service	\$450,000				
16	ORBIT	Reduce Saturday Orbit service from every 15 minutes to every 30 minutes	\$475,000				
17	ORBIT	Reduce weekday Orbit service AFTER 7 p.m. from every 15 minutes to every 30 minutes	\$600,000				
18	ORBIT	Reduce ALL weekday Orbit service from every 15 minutes to every 20 minutes	\$1.9 million				

Continued on other side.....

[www.tempe.gov/tim](http://www.tempe.gov/tim)

19. In your opinion, list the TOP 3 service reduction proposals that are most important to **AVOID**. In other words, what are the top 3 services that should be maintained (**INPUT THE NUMBER OF THE PROPOSAL FROM FRONT PAGE**):

1 <sup>st</sup> Highest Priority	2 <sup>nd</sup> Highest Priority	3 <sup>rd</sup> Highest Priority

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Please circle your answer:**

A. Do you work, shop, or go to school in Tempe?      Yes                  No

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

C. If you use transit, what transit mode do you primarily use?    Light Rail          Bus          Express          Orbit

D. If you use transit, on average, how many days a week do you ride light rail, local bus, express bus, or Orbit?

1 to 2 days a week      3 to 5 days a week      6 to 7 days a week                  No answer

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

F. If employed, would approval of any of the service reduction proposals impact your ability to get to work?

Yes                  No

If YES, list which option(s): \_\_\_\_\_

G. If in school/college, would approval of any of the service reduction proposals impact your ability to get to school?

Yes                  No

If YES, list which option(s) \_\_\_\_\_

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

I. 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

J. Would you be willing to pay 50 cents per trip for Orbit service?      Yes    No    Unsure    No answer

K. Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Tempe Transit Funding Survey (Round 2) – Spring 2010**

**(tempe.gov/tim)**

Based on public input from Round 1 proposals, below is a list of transit service cuts proposed by Tempe in order to address an \$18 million deficit. Please indicate how these proposed service reductions would affect your travel habits. For example, if light rail service every 10 minutes is very important to you, you would select "Significant Impact on My Travel" for proposal #2. **Put an "X" in one box per row only. Only complete surveys will be accepted.** Service changes would go into affect July 2010.

#	Mode	Service Reduction Proposal	Estimated Savings	No Impact on My Travel	Some Impact on My Travel	Significant Impact on My Travel	No Opinion
1	LIGHT RAIL	Change peak service hours FROM 6 a.m. - 7 p.m. TO 7 a.m. - 6 p.m.	\$70,560				
2	LIGHT RAIL	Reduce peak hour service from every 10 minutes to every 12 minutes	\$112,280				
3	LOCAL BUS	Eliminate route 40 –Apache segment between downtown Tempe and Sky Harbor Airport	\$868,819				
4	LOCAL BUS	Reduce Sunday local bus service to every 60 minutes (except route 72 – Scottsdale/Rural)	\$381,626				
5	LOCAL BUS	Reduce route 108 – Elliot frequency to every 60 minutes on weekdays	\$218,764				
6	LOCAL BUS	Reduce route 62 – Hardy /Guadalupe frequency to every 20 minutes during rush hour	\$158,341				
7	LOCAL BUS	Reduce route 81 – Hayden /McClintock frequency to every 20 minutes during rush hour	\$90,898				
8	LOCAL BUS	Reduce route 48 –48 <sup>th</sup> Street/Rio Salado frequency to every 20 minutes during rush hour	\$96,214				
9	LOCAL BUS	Eliminate service before 5:30 a.m.	\$384,261				
10	EXPRESS	Restructure route 511 in Tempe	\$51,018				
11	EXPRESS	Eliminate route 532 in Tempe	\$46,909				
12	EXPRESS	Eliminate route 536 in Tempe	\$43,183				
13	EXPRESS	Eliminate route 540 in Tempe	\$75,642				
14	ORBIT	Reduce weekday Orbit service AFTER 7 p.m. from every 15 minutes to every 30 minutes	\$347,420				
15	ORBIT	Reduce Saturday Orbit service frequency from every 15 minutes to every 20 minutes	\$118,455				

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Comments \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Average Daily Ridership Data on Tempe Funded Routes (February 2010 - April 2010)

Due to service changes occurring January 25, 2010 ridership data is being provided for Feb-Apr 2010.

	Weekday		Saturday		Sunday/Holiday	
	Avg. Daily	per mile <sup>1</sup>	Avg. Daily	per mile <sup>1</sup>	Avg. Daily	per mile <sup>1</sup>
<b>Local Bus Service</b>						
30 - University	822	1.77	309	0.69	90	0.47
40 - Apache (Tempe)	522	1.08	366	0.81	352	0.78
40 - Apache (Phoenix) <sup>5</sup>	172	0.57	130	0.46	144	0.51
45 - Broadway	1,342	2.40	575	1.41	362	1.09
48 - 48th/Rio Salado	683	0.83	430	0.68	245	0.43
56 - Priest (Tempe)	1,473	2.07	1,118	2.03	666	1.39
56 - Priest (Guadalupe) <sup>5</sup>	166	1.70	120	1.50	83	1.19
61 - Southern	1,474	2.41	726	1.62	451	1.23
62 - Hardy/Guadalupe	1,602	1.18	922	0.87	636	0.69
65 - Mill/Kyrene	1,256	2.14	458	1.33	308	0.99
66 - 68th St/Mill/Kyrene	846	1.17	393	0.97	255	0.70
72 - Rural/Scottsdale <sup>2</sup>	2,614	1.82	1,572	1.74	1,146	1.42
77 - Baseline	1,262	2.56	676	1.62	516	1.38
81 - Hayden/McClintock	1,718	1.62	717	1.77	450	1.27
108 - Elliot (Tempe)	382	0.84	151	0.68	95	0.47
108 - Elliot (Guadalupe) <sup>5</sup>	48	0.62	17	0.43	12	0.34
<b>Local Bus Total</b>	<b>16,382</b>	<b>1.64</b>	<b>8,680</b>	<b>1.26</b>	<b>5,810</b>	<b>0.97</b>
<b>Express Bus Service <sup>2</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>
511	12	0.25	n/a	n/a	n/a	n/a
520	45	0.70	n/a	n/a	n/a	n/a
521	114	1.02	n/a	n/a	n/a	n/a
532	15	0.33	n/a	n/a	n/a	n/a
536	20	0.57	n/a	n/a	n/a	n/a
540	22	0.49	n/a	n/a	n/a	n/a
<b>Express Total</b>	<b>228</b>	<b>0.65</b>	n/a	n/a	n/a	n/a
<b>Neighborhood Circulators</b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>
EARTH	1,615	1.45	1,381	1.43	712	1.81
JUPITER	1,840	2.16	1,128	1.51	602	1.98
MARS	1,855	2.08	1,065	1.36	512	1.63
MERCURY	2,626	3.19	1,347	2.56	734	3.39
VENUS	1,939	2.78	1,195	1.96	538	2.14
<b>Orbit Total</b>	<b>9,875</b>	<b>2.26</b>	<b>6,116</b>	<b>1.69</b>	<b>3,098</b>	<b>2.09</b>
<b>Downtown Circulators</b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>
Flash	2,543	4.36	n/a	n/a	n/a	n/a
<b>High Capacity Transit</b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>	<b>Boardings</b>	<b>per mile <sup>1</sup></b>
Metro light rail <sup>3</sup>	12,519	5.00	9,209	4.14	5,615	4.48
<b>System Total</b>	<b>41,547</b>	<b>2.34</b>	<b>24,005</b>	<b>1.89</b>	<b>14,523</b>	<b>1.69</b>
<b>Valley-wide Average <sup>4</sup></b>	<b>713,362</b>	<b>2.15</b>	<b>367,571</b>	<b>1.89</b>	<b>230,032</b>	<b>1.43</b>

### Notes

1. Boardings per mile (productivity) is a ratio of supply to demand. Higher ratios indicate more productive/cost-effective service.
  2. Express Services & Route 72 are 100% regionally funded.
  3. Metro light rail operations and service levels are subject to regional consensus by participating cities.
  4. Regional boardings per mile for Feb-Apr 2010 (Valley Metro Monthly Ridership Reports).
  5. Tempe & Valley Metro partner to provide bus service in Guadalupe (Routes 56 & 108); Tempe funds Route 40 in Phoenix.
- All statistics subject to change based on Valley Metro updates