

# DESTINATIONS

*Destinations is the official newsletter of the Regional Public Transportation Authority Vol. IV, Issue III Summer 2001*

## Transit Director Retires

**An Interview with Neal Manske** by Susan Tierney

*Destinations recently had the opportunity to interview Phoenix's interim public transit director, Neal Manske, about his experiences working in public transportation and his impending retirement. He left the city's Public Transit Department for his Prescott home on May 25. With a more rural lifestyle and less hectic pace, he and wife Cathy will tackle some long-awaited home projects. Manske was employed by the city during the defeat of the first two elections to create a municipal or regional sales tax that would fund transit. With the passage of the four-tenths of a cent transit tax in March 2000, he leaves with a good feeling, knowing the entire Valley will benefit from this boost to improve much-needed transit services in a fast-growing community.*



**Q Other than the passage of Transit 2000 last year, what would you say is your proudest accomplishment?**

My proudest moments revolve around my kids. They are well adjusted and happy in their own lives, and I am very proud of that. *(Manske has two children: Corey, 28, and Stephanie, 26. Both are NAU graduates, are married, and live in the Valley.)*

As far as work goes, I think I've been able to contribute to making people feel good about working here. Public transportation is all about people helping people. As a manager, I'd like to think I have helped staff understand how important this is and that I've contributed to making this a great place to work. We also have made good hiring choices. Our staff has a special energy that generates motivation and creativity. I am proud that we work as a team with all of the other cities in our efforts to serve the customers as best we can.

**Q What would you have changed about public transit in Phoenix if you could have?**

I would have changed the outcome of the 1989 sales tax election.\* If you think about it, the Phoenix metro area has changed dramatically every year. With the funding that we could have been investing since that time, especially around the Central corridor, we could have had some tremendous development around the (light rail) stations by now. Had we done this sooner, we would have made an impact sooner. Most of all, the areas that have needed bus service for so long would have gotten it. That's been the toughest part about this job that I wish I could have changed.

**Q Do you believe support for public transit at the city leader level will continue?**

I think it will intensify. The bar has been set. Politicians will be asked before they are elected how supportive they are about issues like transit. Popular support will continue for transit because people will want it. The bus and rail service will accommodate the public's transportation needs.

**Q Phoenix residents passed Transit 2000 just over a year ago to fund bus improvements and create light rail service. What else can be done to put Phoenix on the national radar screen for effective transit systems?** (Continues on next page)

\*The 1989 Valtrans plan proposed a countywide half-cent sales tax to fund the creation of a regional

# Summer 2001 Ozone Campaign

## Join the Battle for Bluer Skies

The 2001 ozone campaign, “Blue Looks Better on You,” was kicked off on June 1. The campaign encourages Valley residents to help with the fight against air pollution this summer by ridesharing or telecommuting.

One of the campaign’s goals is to make residents feel good about joining the cause to make our skies bluer. With that in mind, the campaign highlights the Valley’s accomplishments in improving air quality and incorporates soothing, peaceful images in all collateral and advertising materials. The tone is positive, trendy, and fashionable.



The “Blue” campaign will be featured on billboards, in radio ads, and at publicity events around the Valley. For more information on how you can make Valley skies bluer, visit the Valley Metro website at [www.valleymetro.maricopa.gov](http://www.valleymetro.maricopa.gov) or call (602) 262-RIDE (7433).

*The **RPTA** is a political subdivision of Arizona overseen by an 11-member board of elected officials and was created by voters in 1985 with the passage of Proposition 300.*

*For the hearing and speech impaired, Rideshare and ADA information is available on **TTY** by calling **(602) 495-0936**.*

## **Transit Director Retires**—Continued from p. 1

When people from other areas visit here and remark about it, then that’s a milestone. The real trick to developing transit over the next decade is to exceed expectations.

### **Q What is your work philosophy?**

The reward for doing a good job is coming back and doing it again the next day. My father set an example for me; his work time was devoted solely to work. But be sure to have some fun along the way. It’s important to become family and to have a lot of faith and trust in your staff. Always try to rise above the negative stuff.

### **Q How do you motivate people?**

Nobody works for their boss; they work for themselves. I believe people truly want to do a good job. It’s important to recognize and congratulate them, and then they create their own motivation.

### **Q In your career, whom have you most admired?**

I have a lot of respect for Dick Thomas (former public transit director for Phoenix). He led by example. I like honesty and loyalty, and I look for that in others.

### **Q Could you have planned a better career?**

No.

### **Q What legacy would you like to leave behind?**

I’d like to leave behind a feeling of, “If I do my job and do it well, then I know the customer is well served.” The impact of everything we do is always on the customer. We must always keep them in mind.

*Manske was hired in 1983 as the transit planning supervisor for the Phoenix Public Transit Department. In 1986 he was promoted to deputy director to manage the Planning and Operations Division. He became interim director in 1996. Prior to his arrival in Phoenix, Manske worked for the city of Madison, Wisconsin, as a transit planner. In all, he has 25 years of experience in public transportation administration.*

*Goodbye, Neal—you’ll be missed!*



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# City By City

## Reading

### Next Bus Service Improvements to Occur in November

Valley Metro has adopted a new timeline for implementing bus service improvements. Because new buses are now slated for delivery this fall, Valley Metro will introduce the service changes previously scheduled for August 2001 and March 2002 in late November of this year.

Therefore, the next edition of the Valley Metro Bus Book will be published in November—not August. Valley Metro will distribute fliers on the buses to announce any service changes effective before November 2001. In the meantime, Valley Metro is asking passengers to hold on to their copies of the current Bus Book to help make supplies last.

Combining the service changes helps Valley Metro make the transition to a new regular schedule for future service changes. Beginning in July 2002, service changes and Bus Books will be introduced in mid-July and mid-January. This will allow Valley Metro to implement significant service improvements every six months and at times of the year when demand is relatively low, helping to minimize the confusion and inconvenience that passengers sometimes experience when bus schedules and routes change.

## Region

### Valley Metro Bus Features Student's Winning Design

#### Design

Camelback High School sophomore Maria Madrid was announced last month as the winner of Valley Metro's first annual "Design a Bus Wrap" student art contest. A bus wrap is an advertisement that covers the entire bus.

Participants in the contest, which was open to all students in the Phoenix Union High School District, were asked to create a design that promotes public transit and its benefits to the community. Madrid's winning entry features the slogan, "Ride with us—on a Valley Metro bus!" A bus wrapped with her design will provide regular service throughout the Valley and be displayed at community events for the next year.

Part of the school outreach program, the contest sought to provide a forum for young artists, to foster civic pride, and to promote a sense of respect and responsibility for public property. The Valley Metro school outreach program provides free classroom presentations to Valley elementary, junior high, and high school students.

For more information about the school outreach program, call Valley Metro at



The winning entry in the first annual "Design a Bus Wrap" student art contest, which was organized by Valley Metro and the Phoenix Union High School District.



Tempe's new, neighborhood circulator buses feature designs reflecting the community by local artists and photographers.

## Tempe

### City Launches First "Neighborhood Bus"

The city of Tempe has launched its first neighborhood circulator bus route, utilizing state-of-the-art electric hybrid buses. This free shuttle connects the Escalante and University Heights neighborhoods with the Riverside/Sunset and Lindon Park neighborhoods via downtown Tempe and ASU.

"The neighborhood circulator helps people get to important places within their neighborhood, as well as helping them access the fixed-route bus routes on major streets," said Mary O'Connor, Tempe transit manager. "It's all about community connections—connecting people to the places they want and need to go."

The city solicited citizen input when planning the route, which operates approximately every 15 minutes from 7 a.m. to 8 p.m., seven days a week. The circulator buses are equipped with quiet, clean-burning electric hybrid engines with microturbines that recharge the batteries, increasing the buses' service range.

For more information, please call Tempe In Motion at (480) 350-2739 or visit [www.tempe.gov/tim](http://www.tempe.gov/tim).

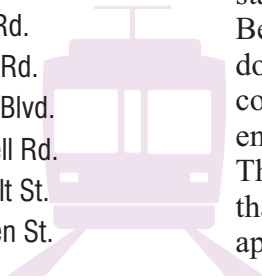
# Light Rail Stations

## Station Locations Approved

With 17 Phoenix light rail stations having been approved by the Phoenix City Council, the Valley's light rail system moves forward. Public input was gathered from nearly 200 meetings attended by residents and business owners.

The approved locations are:

- 19th Ave. and Camelback Rd.
- Seventh Ave. and Camelback Rd.
- Central Ave. and Camelback Rd.
- Central Ave. and Campbell Ave.
- Central Ave. and Indian School Rd.
- Central Ave. and Osborn Rd.
- Central Ave. and Thomas Rd.
- Central Ave. and Encanto Blvd.
- Central Ave. and McDowell Rd.
- Central Ave. and Roosevelt St.
- Central Ave. and Van Buren St. (Central Station)
- First Ave. between Washington St. and Jefferson St. (southbound)/ Central Ave. between Adams St. and Washington St. (northbound)
- Jefferson St. and Third St. (eastbound)/ Washington St. between Second St. and Third St. (westbound)
- 12th Street and Washington St.
- 24th Street and Washington St.
- 32nd Street and Washington St.
- 40th Street and Washington St.







Construction of the 20.3-mile starter segment of the light rail line is scheduled to begin in 2003, with the segment expected to become operational in late 2006. The segment starts in Phoenix at 19th Ave. and Bethany Home Rd. and travels to downtown Phoenix and Tempe. It then continues about a mile into Mesa and ends at Longmore and Main St. The portion of the starter segment that travels through Phoenix is approximately 13 miles long.

For more information, visit the Light Rail Community Office at 411 N. Central Ave., Suite 195, between 8 a.m. and 6 p.m. Monday through Friday or call the project hotline at (602) 534-1807. You can also find detailed information at the project website:

[www.valleyconnections.com](http://www.valleyconnections.com)

## Valley Residents' Views on Telework

Recent research shows that telework is growing in popularity and that Valley residents see it as a viable option for reducing pollution and traffic congestion. According to this research:

-  Most people polled (65%) believe that the best way to ease traffic congestion in the Valley is to have "employers allow telecommuting."
-  The number of telecommuters in the Valley has doubled in the past year.
-  Most teleworkers (78%) said that they experience either "high" or "very high" job satisfaction while telecommuting.
-  Currently, telecommuting has reduced automobile travel Valley-wide by more than one million vehicle miles per year. As a result, every day roughly 47,000 pounds of pollution are not released into our air.

(Sources: 2001 TDM Survey and 2000 Employee Tracking Survey, both conducted by WestGroup Research)

# DESTINATIONS

*Destinations is also available on audio tape. If you know of anyone who might be interested in receiving Destinations in that format, please call the RPTA's Pat Dillon at (602) 534-1806. Destinations is the official newsletter of the Regional Public Transportation Authority (RPTA). It is published with a circulation of approximately 6,000 copies. We welcome your letters, comments, and suggestions.*

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386