

DESTINATIONS

DESTINATIONS IS THE OFFICIAL NEWSLETTER OF VALLEY METRO

Looking Back and Moving Forward

This issue of Destinations is dedicated to the Valley Metro Board of Directors for their leadership in 2007. We'd like to remember the 14 member agency elected officials and their staff who have made positive and productive contributions towards accomplishing goals and clearing the path for success. Each step taken towards building better transit service results in successfully delivering on the promises made with Proposition 400.

Working towards a single agency through a strategic plan has been an unwavering directive set forth by the Board. While this may be at the core of rebuilding the RPTA, there have been many successes and challenges that have exemplified regional partnership in 2007.

CELEBRATING 2007 ACCOMPLISHMENTS

- Board approves mission and vision statements and goals for the agency
- Groundbreaking of the Sycamore Transit Station in Mesa
- Two new express bus routes offering bi-directional peak hour service in Glendale/Phoenix and Surprise/Scottsdale
- Grand opening of East Valley Bus Operations and Maintenance facility in Tempe
- Official opening of the Superstition Springs Park-and-Ride at Power and US 60
- Valley Metro was awarded New Freedom Grants for the East Valley Partners Alternative

Transportation Services Program and the Regional Travel Training Program

- The Regional Paratransit Study is completed after months of review, input, member briefings, workshops and numerous meetings
- The Valley Metro Mesa Operations Facility is the first major transit system in the nation to utilize a paperless, high-tech solution to manual bus and vehicle inspections.

(Continued on page 2)



2007 accomplishments: The East Valley Bus Operations Facility, the A to B ad campaign and the Superstition Springs Park-and-Ride (top to bottom)

2007

Continued from page 1

- The public relations campaign, Find Your Match, began with a proclamation from the Governor and continued with a speed-dating event in Scottsdale on a Valley Metro bus. It netted nearly \$500,000 worth of media and publicity
- The 2007 Valley Bike Month activities generated 3,000,000 impressions and 20 media placements valued at \$74,500
- The “Valley Metro is the Best Way to get from Point A to Point B” advertising campaign received a Spotlight Award by the South West Transit Association
- ValleyMetro.org web site was awarded by More Riders Magazine as one of the best transit web sites in America for attracting riders

2008 PROJECTS

Though it is beneficial to recognize and celebrate accomplishments, the RPTA is looking ahead to the future and will continue to work hard to achieve success while staying focused on the upcoming projects.

- Implementation of the Regional Paratransit Study
- Final design and construction of the Arizona Avenue Bus Rapid Transit (BRT) service after completing the design concept report
- Completion of the Comprehensive BRT Study
- Completion and recommendation of the Park-and-Ride Reprioritization Study
- Start-up of new new express bus service from the new Glendale and Chandler park-and-rides
- Start-up of the new Red Mountain express service to downtown Phoenix from Mesa
- Start-up of the Mesa Main Street BRT service begins with the first day of Metro light rail service
- The Strategic Plan provides future direction for the RPTA
- The Valley Metro Identity Plan is implemented

For more information about 2008 projects, go online at ValleyMetro.org.



Valley Metro is a political subdivision of the state of Arizona overseen by a 14-member board of local elected officials. It was created by voters in 1985 with the passage of Proposition 300.

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

MISSION

At RPTA we develop and deliver an integrated regional transit system with excellence, in collaboration with member agencies and through public and private partnerships. In doing so, we improve the quality of life and the environment, and support economic development.

VISION

Enable people in Maricopa County to travel with ease using safe, accessible, efficient, dependable and integrated public transportation services.

GOALS

- › Deliver cost-effective transit services
- › Deliver on Proposition 400 projects and assist with city transit projects as appropriate
- › Integrate transit services across the region
- › Increase transit visibility (marketing, customer satisfaction, public-private partnerships)
- › Hire/retain and develop top talent at every level
- › Contribute to an enhanced quality of life in the region (air quality, congestion, services)

City by City

Transit updates from across the Valley Metro service area

Gila River Indian Community Helps Fund Chandler Park-and-Ride

Chandler's Transit Division has received a \$50,000 grant from the Gila River Indian Community to assist with construction of the city's regional park-and-ride facility. The grant, which is funded from state-shared gaming revenues, will help with the construction of the new commuter facility located on a 10-acre site at the southwest corner of Germann Road and Hamilton Street adjacent to Chandler's Tumbleweed Park.



The facility will have approximately 450 parking spaces to support the regional bus system, carpooling and vanpooling. New bus service to downtown Phoenix and the Scottsdale Airpark will serve the park-and-ride, which is funded by the Regional Transportation Plan's Proposition 400. Opening in July 2008, the park-and-ride will serve residents of Chandler and neighboring communities, including the Gila River Indian Community.

For more information, go to www.chandleraz.gov.



More Chandler Residents On-board For Transit

City has increased ridership, facilities

Bus ridership in Chandler is expected to break records with an anticipated 690,000 passenger boardings between July 2007 and June 2008, which is an increase of 52 percent from three years ago. Eight bus routes, including two commuter express routes, currently serve Chandler providing a total of 704,600 miles of annual transit service.

Recent service changes include the expansions of Route 72 on Rural Road and Route 156 on Chandler Boulevard. During that time the number of bus trips have doubled, the hours of operation have expanded, and weekend service was added. Adding to passenger convenience, Chandler has installed 29 new bus shelters and constructed 16 bus pullouts since 2004.

For more information about bus routes in Chandler go to ValleyMetro.org



A transit center at the Chandler Fashion Center mall is one of many among improvements Chandler has made to support bus ridership

Phoenix's Police Transit Bureau Aids Riders

Graffiti reduction, on-board behavior targets of enforcement

The Phoenix Public Transit Department has been working to provide safer trips for bus riders in Phoenix through the creation of the Phoenix Police Department Transit Bureau. Funded by the Public Transit Department the bureau, now in its second year of operation, provides transit-focused security at facilities like park-and-rides, bus stops and maintenance centers. Bureau staff also tackle issues on-board buses operated by the city of Phoenix.

Currently, the Police Transit Bureau has more than 60 employees, including sworn police officers, municipal guards and police assistants, which are non-sworn uniformed police employees. Led by Commander Louis Tovar, the bureau is focusing particular attention on graffiti crimes, which is an important quality-of-life issue for bus riders that also can cost taxpayers hundreds of thousands of dollars in rehabilitation expenses. Police officers and police assistants are also taking extra measures to maintain transit security using surprise checks and undercover work.

“By creating a police bureau dedicated to transit, our men and women can learn much more about challenges facing our bus operators and facility managers,” noted Tovar. “It gives us an extra boost in combating crimes like vandalism and assault where preventative measures can help diffuse a situation.”



Phoenix Mayor Phil Gordon stands with two police assistants who help keep the SMART neighborhood circulator safe for passengers.



City of Phoenix

Currently, the Police Transit Bureau has more than sixty employees.

Destinations is the official newsletter of Valley Metro. It is published with a circulation of approximately 6,000 copies. We welcome your letters, comments, and suggestions.

Destinations is also available on audiotape. If you know of anyone who might be interested in receiving *Destinations* in that format, please call Valley Metro's Pat Dillon at (602) 534-1806.

Valley Metro Board of Directors

Avondale Mayor Marie Lopez Rogers
Chandler Councilmember Trinity Donovan
El Mirage Mayor Fred Waterman
Gilbert Councilmember Les Presmyk
Goodyear Councilman Frank Cavalier
Glendale Mayor Elaine M. Scruggs (Chair)
Maricopa County Supervisor Mary Rose Wilcox
Mesa Mayor Keno Hawker
Peoria Councilmember Ron Aames
Phoenix Councilmember Michael Johnson (Treasurer)
Queen Creek Mayor Art Sanders
Scottsdale Vice Mayor Wayne Ecton (Vice Chair)
Surprise Councilmember Joe Johnson
Tempe Councilmember Shana Ellis (Secretary)
Valley Metro/RPTA Executive Director David A. Boggs

Production Team

Managing Editor: Susan Tierney
Layout: Mike Smith



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

Valley Metro Welcomes New Board Members

Officers elected for new term

The new year rings in two new board members to Valley Metro as the agency says farewell to two outgoing members. Departing the agency after two years serving as board member and Co-Chair is Phoenix Councilwoman Peggy Bilsten. Her direction for the agency included the regionalization of the paratransit services and the development of a resolution leading to a regionalization of all transit services. Councilmember Michael Johnson is replacing Bilsten as the representative from Phoenix.



Councilwoman Bilsten is recognized for her support of transit and passenger focus.

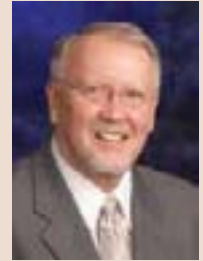
Also leaving the Board is Surprise Councilman Danny Arismendez, who served in 2007. Councilmember Joe Johnson is now representing Surprise as a Valley Metro board member.

2008

2008 VALLEY METRO BOARD OFFICERS



Chair:
Glendale Mayor
Elaine M. Scruggs



Vice Chair:
Scottsdale Vice Mayor
Wayne Ecton



Treasurer:
Phoenix Councilmember
Michael Johnson



Secretary:
Tempe Councilmember
Shana Ellis

Bus Riders: Catch the Changes in Service

On January 28, service was added or changed to give riders better options for traveling in the Valley.

- Introduced two new city of Phoenix neighborhood circulators: Desert Ridge Area Revolving Transport (DART) and Deer Run (Deer Valley)
- Added new RAPID trips on existing routes
- Extended ALEX neighborhood circulator to 19th Avenue
- Extended hours of service from 5 a.m. to midnight on routes 8, 10, 15, 43 and 77
- Introduced Route 17A on McDowell from 75th Avenue to Litchfield Road
- Changed routing on Glendale's GUS 1 and GUS 2
- Changed Route 70 with select trips serving Glendale Park-and-Ride and all trips serving South Mountain Community College on 24th Street
- Adjusted Route 573 to serve the Glendale Park-and-Ride and trip times are revised for the first two morning trips departing Phoenix
- Adjusted two morning trips on Route 572 to allow transferring to the Route 573 at Arrowhead Towne Center
- Changed all trip times on the Route 660 to accommodate travelers between Arrowhead Towne Center, Surprise and Wickenburg

Please refer to the online Bus Book for details on these routes or call (602) 253-5000.



The Metro light rail train is very quiet. Stay safe on Washington Street by obeying all traffic signals.

Heed as you proceed on Washington Street

Did you know that a light rail train traveling 35 miles-per-hour has a stopping distance of 200 feet? That's almost two-thirds the length of a football field. Motorists, bicyclists and pedestrians on Washington Street must take care to follow all traffic signals to stay safe.

Instead of using police officers to guide traffic at intersections during testing, METRO is using a new, high-tech traffic management system on a one-mile section of Washington Street between 44th Street and Priest Drive.

"The new signal system has been tested and proven to work effectively," said Joe Marie, director of operations and maintenance. "Now it's up to motorists,

bicyclists and pedestrians to do their part and obey all traffic signals."

Heed the simple and important rules of light rail safety:

- Obey traffic lights
- Cross only at crosswalks and obey the signals
- Expect a train at any time, from either direction
- Never stop your car on the tracks, never walk, skateboard or bicycle in the track area
- Parents should hold the hands of small children when near light rail tracks

Learn more at www.MetroLightRail.org/safety.



302 N. First Ave. ▲ Suite 700 ▲ Phoenix, Arizona 85003 ▲ (602) 262-7433

PRSR STD
US POSTAGE
PAID
Phoenix, Arizona
Permit No. 386