STUDY SESSION

Joint Study Session of
Valley Metro RPTA and Valley Metro Rail

Date:
December 5, 2019

Starting Time
10:15 a.m.

Location:
Valley Metro
Conference Room (10A)
101 N. 1st Avenue, 10th Floor
Phoenix

If you require assistance accessing the meetings on the 10th floor, please go to the 14th floor or call 602.262.7433.
Study Session Notice & Agenda

November 27, 2019

Joint Study Session Agenda
Valley Metro RPTA and Valley Metro Rail
Thursday, December 5, 2019
10:15 a.m.
Conference Room 10A
101 N. 1st Avenue, 10th Floor

Study sessions provide a less formal setting for the Boards of Directors to discuss specific topics, at length, with each other and Valley Metro staff members. Work study sessions provide an opportunity for staff to receive direction from the Boards and for the public to observe the discussions.

1. Rider Safety Satisfaction Survey Results

Over the last three years Valley Metro has implemented a number of initiatives intended to improve light rail riders' perceptions of safety. In 2019, Valley Metro contracted with WestGroup Research to conduct study of light rail rider perceptions of safety. Kathy DeBoer, Senior Vice President, of WestGroup Research, will provide an overview of the survey results.

2. EnoMAX Professional Development Program Overview

To bring greater awareness and understanding of the EnoMAX program, Hillary Foose, Director, Communications & Strategic Initiatives and Julie Landspurg, Training and Development Administrator, will provide an overview and share the value of the program to staff participants and the overall agency.

Qualified sign language interpreters are available with 72 hours notice. Materials in alternative formats (large print, audiocassette, or computer diskette) are available upon request. For further information, please call Valley Metro at 602-262-7433 or TTY at 602-251-2039. To attend this meeting via teleconference, contact the receptionist at 602-262-7433 for the dial-in-information. The supporting information for this agenda can be found on our web site at www.valleymetro.org.
Study Session Background

DATE
November 27, 2019

STUDY SESSION ITEM 1

SUBJECT
2019 Light Rail Rider Safety Study and Incident Data

BACKGROUND | DISCUSSION
Over the last three years, the Board approved and Valley Metro implemented a number of initiatives intended to improve light rail riders’ perceptions of safety. These initiatives have included Respect the Ride (2017); Paid Fare Zones, increased security staffing, and AlertVM (2018); and Customer Experience Coordinators (2019). To gauge the impact of these initiatives, in 2019, Valley Metro contracted with WestGroup Research to conduct a study of light rail rider perceptions of safety. In addition, Valley Metro has compiled incident data from July 2017 through September of 2019. Light rail riders’ perceptions of safety and the number of incidents reported show dramatic improvements.

Light Rail Rider Perceptions of Safety
Historically, Valley Metro has conducted a Rider Satisfaction Study every two years. These studies were conducted in the spring, included between 668 and 719 light rail riders, and included the question “Based on your experience on your typical trip using light rail over the last 30 days, please indicate your level of satisfaction with personal safety.” Results from the 2016 and 2018 surveys show:

<table>
<thead>
<tr>
<th>Light Rail Rider Satisfaction with Personal Safety</th>
<th>2016</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Very Satisfied &amp; Satisfied</td>
<td>73%</td>
<td>64%</td>
</tr>
<tr>
<td>Very Dissatisfied &amp; Dissatisfied</td>
<td>9%</td>
<td>14%</td>
</tr>
</tbody>
</table>

In July 2019, WestGroup Research conducted an in-depth study of light rail riders’ perceptions of safety. Five hundred and fifty-seven riders were surveyed, including the question “how safe and secure do you feel Valley Metro Rail is?”

<table>
<thead>
<tr>
<th>How Safe and Secure do you feel VM Rail is?</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Safe &amp; Safe</td>
<td>81%</td>
</tr>
<tr>
<td>Very Unsafe &amp; Unsafe</td>
<td>4%</td>
</tr>
</tbody>
</table>
The study also found that 47% of riders said that overall safety and security had improved in the last year and 33% said their personal safety had improved. Of those respondents, slightly more than half sited an increased security presence as the reason.

Light Rail Incident Report Data
Valley Metro captures data on incidents occurring on light rail platforms or in rail vehicles. Incidents are classified in three categories: property crimes, crimes against people, and code of conduct violations. The table below displays the rate of incidents per 100,000 boardings from the first quarter of fiscal year 2018, before the implementation of the new security initiatives, through the first quarter of fiscal year 2020.

<table>
<thead>
<tr>
<th>Light Rail Incidents Per 100,000 Boardings</th>
<th>Average per Month in the First Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2018</td>
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<tr>
<td>Crimes Against People</td>
<td>0.6</td>
</tr>
<tr>
<td>Code of Conduct</td>
<td>56.0</td>
</tr>
<tr>
<td>Property Crimes</td>
<td>1.3</td>
</tr>
<tr>
<td>Total</td>
<td>57.9</td>
</tr>
</tbody>
</table>

Frequently, an increase in security presence will result in the reporting of additional incidents. As the data above shows, to the degree that has occurred, it has been more than off-set by a decrease in misconduct. While crimes against people are statistically unchanged\(^1\), the total rate of incidents is down 75% and the rate of property crimes is down 95%.

CONTACT
Jim Hillyard
Chief Administrative Officer
602-495-8234
jhillyard@valleymetro.org

ATTACHMENT
Powerpoint presentation

\(^1\) The apparent slight increase in the average rate of crimes against people between the first quarter of FY 2018 and FY 2020 is consistent with random variation in the number of incidents and does not constitute a statistically significant increase.
2019 Light Rail Rider Safety Study
Board Study Session – December 5, 2019

Background and Methodology

• 557 in-person intercept surveys completed July 2 – July 25, 2019
• Intercepts were conducted across all seven days of the week and at various times of the day.
• Key sub-groups analyzed include weekday riders, weekend riders and special event riders (Friday evening Diamondbacks game).
• Quotas were set to achieve 50% male/50% female riders.
• The overall margin of error for the study is +/-4.15% at the 95% confidence level

<table>
<thead>
<tr>
<th>Rider Type</th>
<th>Total n=557</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekdays</td>
<td>425</td>
</tr>
<tr>
<td>Weekends</td>
<td>82</td>
</tr>
<tr>
<td>Special Event</td>
<td>50</td>
</tr>
</tbody>
</table>
Rider Attributes

Length of Time Using Light Rail

- <6 months: 15%
- 6-12 months: 10%
- 1-2 years: 18%
- 3-5 years: 24%
- 6-10 years: 20%
- 11-20 years: 13%

Average number of years using light rail: 4.8

Q1: How long have you been using Valley Metro Rail (also known as light rail) as a means of transportation in the Valley?

n=557

Rider Attributes

Change in Light Rail Use Compared to Year Ago

- More Often: 52%
- Same: 40%
- Less Often: 8%

Q4. Compared to a year ago, how has your use of Valley Metro Rail changed? Are you riding...

n=557
### Light Rail Safety Elements

#### Perceptions of Change in Light Rail Safety Elements Over Past 12 Months

<table>
<thead>
<tr>
<th>Category</th>
<th>Improved</th>
<th>Remained the same</th>
<th>Worsened</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presence of security/fare inspection personnel</td>
<td>47%</td>
<td>42%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Cleanliness at the light rail stations</td>
<td>44%</td>
<td>47%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Professionalism of security/fare inspection personnel</td>
<td>43%</td>
<td>46%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Cleanliness inside the train</td>
<td>42%</td>
<td>51%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Enforcement of the VM Rail Code of Conduct</td>
<td>40%</td>
<td>46%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Your personal safety as a rider</td>
<td>33%</td>
<td>59%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Behavior of fellow light rail passengers</td>
<td>23%</td>
<td>56%</td>
<td>17%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Q5a. Based on your experience using Valley Metro Rail, do you think ______ has improved, remained the same, or worsened over the past 12 months? Total n=557

### Personal Safety

#### Your Personal Safety as a Rider Change Over Past 12 Months

- Improved, 33%
- Remained the same, 59%
- Worsened, 5%
- Don’t know, 3%

Q5a. Based on your experience using Valley Metro Rail, do you think your personal safety as a rider has improved, remained the same, or worsened over the past 12 months? Total n=557

#### Reason Personal Safety “Improved”

<table>
<thead>
<tr>
<th>Reason</th>
<th>n=185</th>
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</thead>
<tbody>
<tr>
<td>Increased security/see more security</td>
<td>54%</td>
</tr>
<tr>
<td>More rule enforcement/checking passes</td>
<td>12%</td>
</tr>
<tr>
<td>No problems/improving/feel safe</td>
<td>8%</td>
</tr>
<tr>
<td>Noticed less incidents/fewer fights</td>
<td>6%</td>
</tr>
<tr>
<td>Feel safer with app/ability to report problems</td>
<td>4%</td>
</tr>
<tr>
<td>Less people on drugs/drunk</td>
<td>3%</td>
</tr>
<tr>
<td>Nicer people using service</td>
<td>3%</td>
</tr>
<tr>
<td>Responsive/quick to respond</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Unsure</td>
<td>12%</td>
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</tbody>
</table>

Q5aNEW: Please explain why you feel your personal safety has improved/worsened.
Awareness of Light Rail Changes

Q5b. Have you seen any changes on board the trains in the past 12 months? Total n=557, *n=226 due to programming error

- While riders were least likely to have seen information on trains about the app for their phone, the “not sure” percentage was elevated (34%) because it also included those who reported not having the app.

Perception of Safety and Security

Q7: Using a 1 to 5 scale where 1 means not at all safe and a 5 means very safe, how safe and secure do you feel Valley Metro Rail is?

Q9. Over the past year, would you say that the overall safety and security of the light rail system has improved, remained the same or worsened?

38% claim to have personally witnessed an unsafe event
**Campaign Awareness & Impression**

**Campaign Awareness**

- "Right and Rong" 65%
- "Respect the Ride" 56%

**Opinion of Campaigns Among those Aware**

- "Right and Rong" (n=364)
  - Very favorable: 65%
  - Somewhat favorable: 25%
  - Not very favorable: 9%
  - Not at all favorable: 5%
  - Not sure: 4%

- "Respect the Ride" (n=313)
  - Very favorable: 60%
  - Somewhat favorable: 30%
  - Not very favorable: 4%
  - Not at all favorable: 4%
  - Not sure: 4%

**Overall Satisfaction with Light Rail Service**

- Total n=557

**Overall Satisfaction**

- Very satisfied ("5"): 58%
- Satisfied ("4"): 30%
- Neutral ("3"): 9%
- Dissatisfied ("2" and "1"): 3%

Nearly nine in ten (88%) indicated being satisfied with Valley Metro’s light rail service (58% very satisfied + 30% "4"). Note: This represents a significantly higher level of satisfaction than the 77% measured among light rail only riders in the 2016 rider satisfaction study.
Likely to Recommend and Continue Riding

Likeihood of Recommending Light Rail to others
Total n=557

<table>
<thead>
<tr>
<th>Likelihood of Recommending Light Rail to others</th>
<th>71%</th>
<th>18%</th>
<th>6%</th>
<th>4%</th>
<th>2%</th>
</tr>
</thead>
</table>

Likeihood of Riding Light Rail in One Year
Total n=557

<table>
<thead>
<tr>
<th>Likelihood of Riding Light Rail in One Year</th>
<th>76%</th>
<th>9%</th>
<th>7%</th>
<th>3%</th>
<th>3%</th>
</tr>
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</table>

Using a 1 to 5 scale where 1 means “Not at all likely” and 5 means “Very likely”...

Q10a: How likely are you to recommend the light rail system to other people?
Q10b: How likely are you to ride the light rail system one year from now?

Conclusions (1)

• Overall, a majority of light rail riders feel it is safe to ride light rail and either perceive safety and safety-related elements as improving or remaining the same.

• The presence of more security/fare inspectors has been noticed and a portion of riders report that light rail safety and security is better than it was previously.

• Many are also noticing the changes onboard trains and at stations.
Conclusions (2)

• Valley Metro’s “Right and Rong” and “Respect the Ride” campaigns are effective.

• The vast majority aware of the campaigns hold favorable opinions and believe that they make a difference in their experience as a light rail rider.

Conclusions (3)

• Valley Metro light rail riders have positive experiences and positive attitudes about the service.

• Most are satisfied with light rail service, would recommend it to others and intend to continue riding light rail.

• A supportive fact is that one-third opted to use light rail instead of using a personal vehicle available to them.
Conclusions (4)

• In spite of the fact that 38% of riders report having personally observed an event that cause them to feel unsafe onboard the trains in the past, 81% say the light rail is safe or very safe and a plurality say overall safety is improving.

• Also, at this point, a majority of riders have not seen changes in the behavior of fellow passengers, but believe that progress is being made.

Thank You
### Light Rail Incidents & Reports

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<tbody>
<tr>
<td>Property Crimes</td>
<td>1.4</td>
<td>1.8</td>
<td>0.6</td>
<td>0.3</td>
<td>0.1</td>
<td>0.2</td>
<td>0.3</td>
<td>0.1</td>
<td>0.4</td>
<td>0.3</td>
<td>0.4</td>
<td>0.2</td>
<td>0.0</td>
<td>0.3</td>
<td>0.2</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
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<td>0.4</td>
<td>0.2</td>
<td>0.0</td>
<td>0.0</td>
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<tr>
<td>Code of Conduct</td>
<td>52.7</td>
<td>65.7</td>
<td>49.5</td>
<td>43.4</td>
<td>38.9</td>
<td>48.0</td>
<td>49.3</td>
<td>21.6</td>
<td>24.2</td>
<td>20.2</td>
<td>35.2</td>
<td>35.7</td>
<td>35.4</td>
<td>41.8</td>
<td>38.8</td>
<td>26.9</td>
<td>19.5</td>
<td>24.8</td>
<td>28.1</td>
<td>26.4</td>
<td>21.9</td>
<td>23.0</td>
<td>17.6</td>
<td>14.2</td>
<td>20.2</td>
<td>12.3</td>
<td>9.1</td>
</tr>
<tr>
<td>Crimes Against People</td>
<td>0.4</td>
<td>0.6</td>
<td>0.9</td>
<td>1.0</td>
<td>1.4</td>
<td>0.9</td>
<td>1.2</td>
<td>1.2</td>
<td>0.7</td>
<td>1.4</td>
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<td>0.4</td>
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<tr>
<td>AlertVM</td>
<td>4.6</td>
<td>22.4</td>
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Study Session Background

DATE
November 27, 2019

STUDY SESSION ITEM 2

SUBJECT
EnoMAX Professional Development Program Overview

BACKGROUND | DISCUSSION
To bring greater awareness and understanding of the EnoMAX program, Valley Metro will provide a program overview and share the value of the program to staff participants and the overall agency.

Valley Metro’s invitation to join EnoMAX was prompted by former Department of Transportation Secretary Mary Peters and by peer agency leadership as an organization that is operating and building with excellence and, most importantly, a transit operator that they could learn from. Valley Metro joined the Multi-Agency Exchange (or MAX) in 2018 as a way to further enhance our emerging leader professional development series. We now have 16 graduates from the program ranging from early to mid-level supervisors and project managers, crossing all divisions within the organization.

EnoMAX is “designed by transit agencies, for transit agencies” to develop well-rounded and inspired transit industry leaders. It’s an exchange program, giving participants hands-on training through peer agency visits, consisting of field trips, classroom training, shadowing peer matches and meeting with executive leadership. In addition to the extensive peer-to-peer learning and leadership development, Valley Metro is engaged with this program to generate and implement new ideas that seek to improve and/or innovate our agency and to transfer learning throughout the organization.

CONTACTS
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Director, Communications & Strategic Initiatives
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hfoose@valleymetro.org

Julie Landspurg
Manager, Training & Development
602-523-6028
jlandspurg@valleymetro.org

ATTACHMENT
EnoMAX Program PowerPoint
Eno Center for Transportation

Eno is a non-profit charitable foundation, that focuses on all modes of transportation, with the mission of cultivating creative and visionary leadership for the sector by: professional development programs, policy forums, and publications.
Eno Membership

• Agency Access to Eno Research Library, Events & Webinars

• Eno Transportation Weekly Policy Publication ($2,500 value)

• Transit Mid-Manager Program Tuition Waiver ($4,250 value)

• Participation in EnoMAX Program
What is EnoMAX

The EnoMAX (Multi-Agency Exchange) Program is a professional development, inter-agency networking and best-practice sharing program between public transportation operators and the Eno Center for Transportation.
EnoMAX History

2012
MAX created by RTD, Denver; LA Metro MARTA, Atlanta and DART, Dallas

2016
Eno partners with agencies to form EnoMAX

2018
CATS, Charlotte and WMATA, Washington DC join

2019
Sound Transit, Seattle and Valley Metro join

2020
Port Authority, Pittsburgh join

Goal - expand to 12 agencies

Future
# EnoMAX Program Pillars

<table>
<thead>
<tr>
<th>4 Pillars</th>
<th>Primary Techniques</th>
<th>Deliverables</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Increase Industry Knowledge</td>
<td>Student Briefings (to supervisors and executive team)</td>
</tr>
<tr>
<td>1</td>
<td>Presentations</td>
<td>Implementation of new processes products, services</td>
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<td></td>
<td>Tours</td>
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<td>Exercises</td>
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<td>Webinars</td>
<td>Business Case presentation and documentation</td>
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<td>Reading Lists</td>
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<td>Resource Links</td>
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<td>2</td>
<td>Presentations</td>
<td>Ongoing contacts</td>
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<td></td>
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<td>3</td>
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<td>4</td>
<td>Business Matches</td>
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<td>Peer Network Matches</td>
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<td>Social Events</td>
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</table>
EnoMAX Program Benefits

Let’s hear from our 2019 EnoMAX participants who will briefly share their experience and benefits.
Transfer of Learning Across Valley Metro

“I appreciated the opportunity to not only share some of Valley Metro’s operational processes, but to hear how these same processes are handled at Sound Transit.”
--Dan Filippino, Rail Operations Manager

“Being an EnoMAX Peer Match allowed me to have a great discussion with a representative from Sound Transit about ideas for a lessons learned program, which can be incorporated at each agency.”
--Tony Santana, Resident Engineer

“Participating in EnoMAX allowed me to view my role from a different perspective. It helped me understand that even within a community there are different needs…and it’s important to recognize the small but meaningful differences.”
--Flor Mason, Community Outreach Coordinator
Business Project

• A challenge or issue in daily work or within the division

• Seen as an opportunity to improve and work on as part of EnoMAX experience

• Aligns with Valley Metro’s Strategic Objectives

• Includes impact and how Valley Metro would be better if the issue were addressed
Business Project Reviews

Derek Brodeur, Facilities Maintenance Manager
2018 EnoMAX Graduate

Omar Peters, Planner III
2019 EnoMAX Graduate
Cleaning Maintenance Program

Derek Brodeur
Project Description:

Investigate other agencies’ cleaning programs, procedures and the effort put forth to ensure facilities and revenue service trains are in a safe, clean and orderly condition.

Determination: Add an additional station alignment cleaner per shift and three pressure washing crews on the night shift (in effect on July 22, 2019).
Cleanliness Inspection Results:

- 20% improved inspection score average
- Average inspection score increased by more than 1 point (3.1 to 4.2)
Customer Complaint Results:

- 1.33 Average Monthly Complaints Before
- 0.6 Average Monthly Complaints After
Current Light Rail Cleaning Fleet
The Problem

**90% of riders access Valley Metro transit by walking or biking**

**Increasing number of people are dying or being injured while walking or bicycling on regional roads**

Valley Metro rider experience includes the full trip from **door-to-door**

**Business Project:**

*How can Valley Metro improve the experience of riders connecting to the transit system?*
Lessons from EnoMAX Peers

- **First/Last-Mile Strategic Plan**
  Strategies and policies to improve connectivity to RTD

- **Active Transportation Strategic Plan (ATSP)**
  Jurisdictions can count access improvement towards their 3% contribution for rail capital costs

- **Metro Active Transport (MAT)**
  Program funded by Measure M to expand the reach of transit

- **System Access Fund**
  ST3 dedicated funding for transit access projects
Recommendation

Plan

Develop Strategic Plan
• *Short-term approach*
• Identify areas needing safe walking and bicycling connections to transit
• Develop framework and identify funding for improvements

Fund

Dedicate Funding
• *Long-term approach*
• Create Transit Access Funding bucket as part of Prop 400 ext.
• Member cities leverage funds to make safe connections for people walking or bicycling to transit
Congratulations EnoMAX Class of 2019!