

**CITY OF PHOENIX
CITIZENS TRANSPORTATION COMMISSION**

Pursuant to Arizona Revised Statutes, A.R.S. Section 38-431.02, notice is hereby given to the members of the **CITY OF PHOENIX CITIZENS TRANSPORTATION COMMISSION** and to the general public, that the **CITIZENS TRANSPORTATION COMMISSION (CTC)** will hold a meeting open to the public on **April 23, 2020 at 5:00 p.m.** **virtual meeting information forthcoming.**

One or more commission members may participate via teleconference, and agenda items may be taken out of order. The agenda for the meeting is as follows:

1.	Call to Order	Chair Mellor
2.	Chair Announcements	Chair Mellor
3.	Approval or correction of the minutes from the Feb. 27, 2020 meeting <i>This item is for approval</i>	Commission members
4.	Public Transit and Street Transportation departments response to COVID-19 pandemic This item provides the Commission with information about department responses to COVID-19. <i>This item is for information and discussion</i>	Public Transit and Street Transportation Departments
5.	North/South transit facilities award This report provides the CTC with a contract award recommendation resulting from the procurement process (RFP) to provide transit operations from the City's North and South transit facilities. <i>This item is for discussion and possible action</i>	Public Transit
6.	South Central light rail business update This report provides the CTC with an update of ongoing business outreach efforts taking place in the South Central Avenue corridor related to the light rail extension construction project. <i>This item is for information and discussion</i>	Public Transit
7.	Update on Capitol/I-10W evaluation process This report provides the CTC with an update on the community outreach process on the Capitol/I-10 West light rail extension conducted by the City of Phoenix and Valley Metro. <i>This item is for information and discussion</i>	Public Transit

8.	<p>Updates from Public Transit and Street Transportation departments</p> <p>This item is scheduled to allow staff to provide brief informational reports on topics of interest to the Commission.</p> <p><i>This item is for information only</i></p>	Public Transit and Street Transportation Departments
9.	<p>T2050 financial update</p> <p>This report shows the current fiscal year sales tax revenues collected, life-to-date sales tax revenues collected, and the current year program expenditures.</p> <p><i>This item is for information only</i></p>	Report Only
10.	<p>Upcoming T2050 related public meetings/events</p> <p>This report provides a list of upcoming T2050 related public meetings/events held by the Public Transit and Street Transportation Departments, and Valley Metro.</p> <p><i>This item is for information only</i></p>	Report Only
11.	<p>Call to the public</p> <p>Consideration, discussion, and concerns from the public. Those wishing to address the Commission need not request permission in advance. Action taken as a result of the public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration at a later date.</p>	Chair Mellor
12.	<p>Request for future agenda items</p> <p>Commissioners request for information, follow-up or future agenda items.</p>	Commission members
13.	<p>Adjournment</p>	Chair Mellor

For further information, please call Lars Jacoby, Management Assistant II, 602-534-6192.

Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-262-6811.

To request reasonable accommodations, call Lars Jacoby at Voice/602-534-6192 or TTY/7-1-1 as early as possible to coordinate needed arrangements.

**CITY OF PHOENIX
CITIZENS TRANSPORTATION COMMISSION
FEBRUARY 27, 2020 MINUTES**

Public Transit Department
302 N. First Avenue, 7th Floor

Commissioners Present	Public Present	City Staff Present
Sue Glawe	Don Utterback	Jesús Sapien
Luis Heredia	Ogbonna Abariknu	Kini Knudson
Gail Knight (Phn)	Mike James	Markus Coleman
Gabe Loyola	Alan Cheng	Julie Kriegh
David Martin	Kelly Hines	Angel Borrego
Jennifer Mellor	Tyler Olsen	Ken Kessler
Roy Miller (Phn)	Sarai Crawford	Lars Jacoby
David Moody	Abby Gove	Joe Bowar
Rick Naimark	Dolly Hanes	Kevin Teng
Alex Navidad		Albert Crespo
Phil Pangrazio (Phn)		Micah Ray Alexander
Dave Siebert (Phn)		Dora Garcia
		Kyle Marshall
		Enrique Rivera
		Chris Swell
		Kelly Murray
		Roberto Valentin
		Brenda Yanez

Absent

David Adame
Brooke Nisenbaum
William "Sparky" Smith

1. Call to Order
Chairperson Mellor called the meeting to order at 5:04 p.m. with a quorum present.
2. Chair Announcements
There were no announcements made.
3. Approval or correction of the minutes from the Jan. 23, 2020 meeting
A motion was made by Vice Chair Naimark and seconded by Commissioner Glawe to approve the Jan. 23, 2020 minutes. The motion passed.
4. Bus Operations Control Center (OCC) and Data Collection Service contract award recommendation
Public Transit Director Jesús Sapien introduced agenda item 4 and Deputy Public Transit Director Albert Crespo. Mr. Crespo provided an overview of the operations and functions of the OCC. In addition to the overview of the OCC and Request for Proposals (RPF) process, Mr. Crespo explained the scope of work for the

proposed contract. He provided the commission an overview of the RFP's evaluation criteria, results, and the recommended contract award to Transdev Services, Inc. The overall cost of the awarded contract is approximately \$14 million over the 5-year base, and available two-year option. Mr. Crespo requested the Citizens Transportation Commission (CTC) recommend to the Transportation, Infrastructure and Innovation Subcommittee (TII) approval to award the OCC and Data Collection Services Contract to Transdev Service, Inc.

The commission discussed the current contract award recipient, score weighing, and price.

A motion was made by Vice Chair Naimark and seconded by Commissioner Martin to recommend to the Transportation, Infrastructure and Innovation Subcommittee (TII) approval to award the OCC and Data Collection Services Contract to Transdev Service, Inc.

Chairperson Mellor requested roll call voting. The motion carried by the following vote:

Yes: 12 - Chairperson Glawe, Commissioner Heredia, Commissioner Knight, Commissioner Loyola, Commissioner Martin, Chairperson Mellor, Commissioner Moody, Vice Chair Naimark, Commissioner Navidad, Commissioner Pangrazio, Commissioner Siebert, Commissioner Miller

No: 0

5. Regional Fare Collection System contract award recommendation

Deputy Public Transit Director Joe Bowar provided an overview of the current regional fare collection system (FCS). He informed of the need for a new fare collection system for the region's bus and light rail transit systems. Mr. Bowar gave the commission an overview the RFP process for a new system, including the evaluation criteria, results, and the recommended contract award to Vix Technology, Inc. The overall cost of the awarded contract is approximately \$61.2 million over the 13-year base, to which includes an installation period, and the two optional three-year extensions. Mr. Bowar requested the CTC recommend to TII to enter into a contract with Vix Technology, Inc. for the implementation and long-term hosting and maintenance of the new regional fare collection system.

Commissioner Loyola inquired about coordinating with other cities in conjunction with the system. Mr. Bowar informed the commission the scope of work is regional, while the contract is held with the City.

Commissioner Martin asked if Proposition 400 (Prop. 400) funds were being used for the light rail portion of the fare collection system's operating costs, as it is his understanding that Prop. 400 funds are not allowed to be used for light rail per state statute. Deputy Public Transit Director Ken Kessler noted that the Prop. 400 funds referenced on the slide were for the bus portion of FCS only, and that light

rail costs are to be funded by member cities' contributions (local funds from each of the light rail cities).

The commission discussed the time frame from approval to implementation, and the recommended vendor's costs and what those consist of. Staff informed the commission that the duration of time from approval to implementation accounts for pilot testing in phases, in addition to installations required on vehicles region-wide.

A motion was made by Commissioner Martin and seconded by Commissioner Loyola to recommend to TII approval to enter into a contract with Vix Technology, Inc., for the implementation, hosting, and maintenance of the new regional fare collection system.

Chairperson Mellor requested roll call voting. The motion carried by the following vote:

Yes: 11 - Chairperson Glawe, Commissioner Heredia, Commissioner Knight, Commissioner Loyola, Commissioner Martin, Chairperson Mellor, Commissioner Moody, Vice Chair Naimark, Commissioner Navidad, Commissioner Pangrazio, Commissioner Siebert

No: 0

Absent: 1 – Commissioner Miller (dropped call)

6. Automated Driving Systems Update

Report provided to Commission members

7. Updates from Public Transit and Street Transportation departments

Light Rail Administrator Markus Coleman provided the commission with an update of current projects and the new 'Construct VM' app. He also informed the commission of the updated Federal Transit Administration's rating for the South Central/Downtown Hub light rail project had been elevated from medium to a medium-high.

Public Transit Director Jesús Sapien provided the commission with an update of current events within the department (Council approval of April service changes and upcoming outreach, and the new Bus Rapid Transit webpage).

Street Transportation Director Kini Knudson provided a summary of department activities (interactive mapping tool, the Grand Canal Project celebration, Roosevelt Bike Lane pilot program).

8. T2050 financial update

Report provided to Commission members.

9. Upcoming T2050 Related Public Meetings/Events

Report provided to Commission members.

The commissioner requested a business evaluation of South Central Extension/Downtown Hub.

10. Call to the Public
None

11. Request for Future Agenda Items
A list of potential future items was reviewed by the Commission.

12. Adjournment

The meeting was adjourned at 5:51

February 27, 2020

DRAFT

CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Mario Paniagua
Deputy City Manager

FROM: Jesús Sapien
Public Transit Director

Kini Knudson, P.E.
Street Transportation Director

Markus Coleman
Light Rail Administrator

SUBJECT: Public Transit and Street Transportation departments
response to COVID-19 pandemic

This report provides information on the Public Transit and Street Transportation departments' responses to the COVID-19 pandemic and efforts to stem the spread of the virus.

PUBLIC TRANSIT

Governor Ducey's executive orders in March identified public transportation as an essential service, and with that expectation, the Public Transit Department has responded to the COVID-19 pandemic in several ways to keep transit operational in the region, including:

- Increased cleaning schedules on bus and light rail vehicles and transit facilities throughout the region
- Access to public facilities limited, closed, or by appointment
- Rear-door boarding for bus passengers across the region
- Social distancing measures between bus and light rail operators and passengers
 - Plexiglas barriers on buses
 - Roped off seating on light rail
- Hand sanitizer dispensers on buses
- Contractors' distribution of personal protective equipment (hand sanitizer, gloves and masks) to transit operators
- Reduced RAPID/Express commuter bus schedules
- Reduced light rail service hours and frequencies
- Passenger safety and health-related messaging and signage increased
- Passenger capacity limits across regional transit routes to maintain social distancing
- Teleworking measures implemented for all applicable positions

STREET TRANSPORTATION

The spring paving window has not been affected by COVID-19 related impacts, although the Street Transportation Department is preparing for potential delays to the application of permanent striping on newly paved roads due to a reduction in staffing levels. Additionally, on March 27, 2020, the City Engineer's Office issued a letter to the

Associated General Contractors requesting contracts be reevaluated and modified to their worksite-specific safety plans to adhere to the Centers for Diseases Control and Occupational Safety and Health Administration guidelines and recommendations.

RECOMMENDATION

This item is for information and discussion only.

Phoenix Public Transit Department




Response to COVID-19

Citizens Transportation Commission

April 23, 2020

COVID-19 Impacts on Phoenix Transit

LEARN ABOUT IMPACTED CITY SERVICES & COMMUNITY RESOURCES
Access to Phoenix City Hall is now by appointment only. Learn which City of Phoenix services and facilities are still open and which are impacted. See also new Resources page.

 **City of Phoenix**  

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City of Phoenix > Newsroom > Public Transit

PUBLIC TRANSIT

STAY UPDATED - STAY INFORMED - STAY SAFE

CORONAVIRUS

CITY SERVICES UPDATE




Phoenix Public Transit and Region Promotes Social Distancing on Buses

PUBLIC TRANSIT

Tweets by @PhoenixMetroBus


PHX Public Transit Retweeted

 **AZ Transit Assoc.**
@Arizona_Transit

SERVICE IMPACT Updates due to COVID-19 can be found here: valleymetro.org/news/service-i
... @valleymetro @PhoenixMetroBus #LightRail #AvondaleZoom #TempeOrbit #Express #RAPIDBus #ValleyMetroParatransit

36m

PHX Public Transit Retweeted

 **AZ Transit Assoc.**
@Arizona_Transit

- Many city workers are teleworking when possible, including 80 % of Public Transit's employees
- Many of Phoenix's buildings operating by appointment only, including Public Transit's downtown administration building
- Public meetings currently being held audience-free, with access and public comment period available online
- City staff updating Phoenix.gov website and social media channels daily with impacts and news

Transit Response to COVID-19

Enhanced Cleanings began March 4



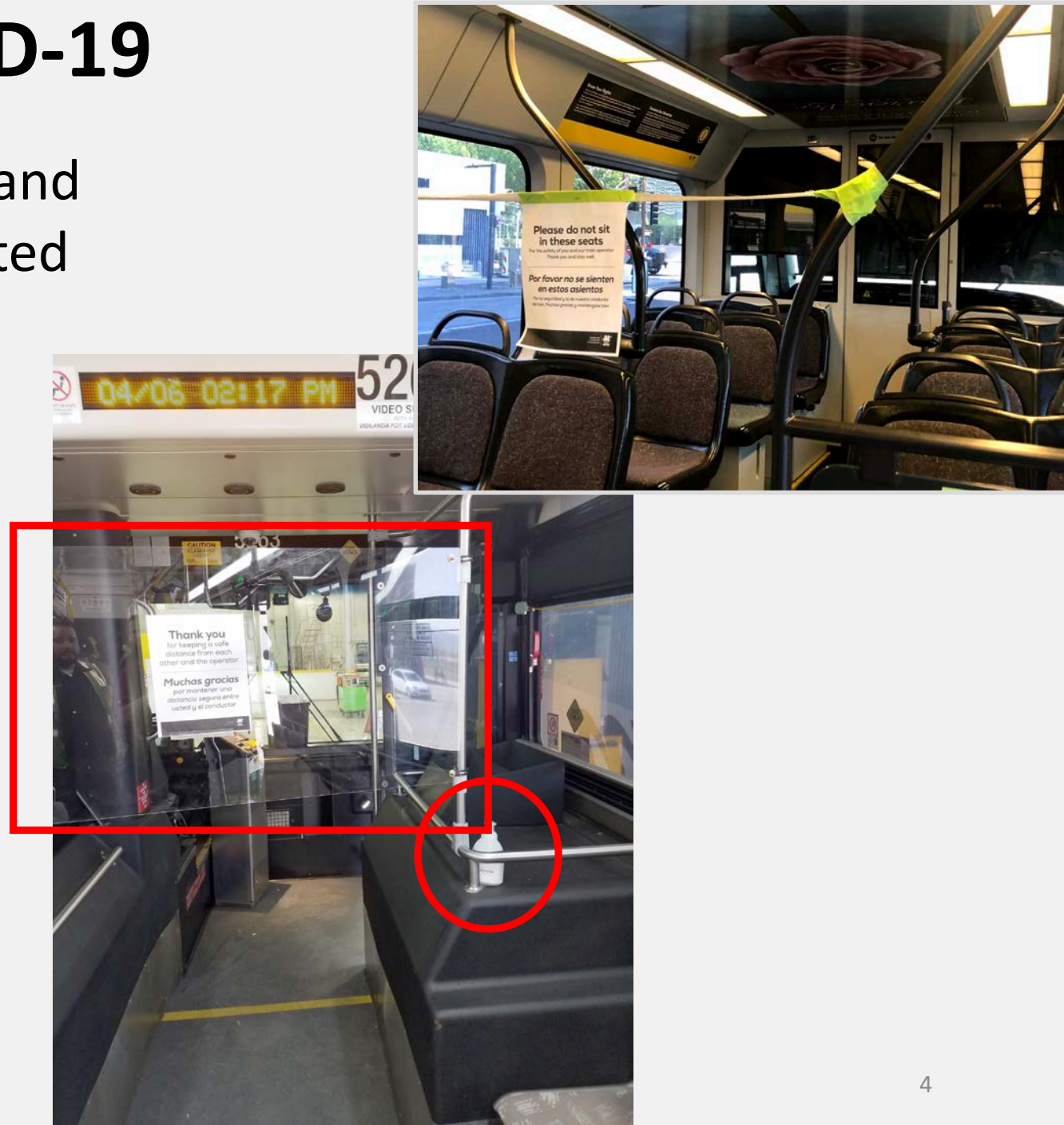
Enhanced cleaning and disinfecting regimens on buses, light rail, Dial-a-Ride, and at transit facilities, including the following:

- Disinfecting 'high touch' areas daily
- Wiping other surfaces
- Fogging vehicle interiors

Transit Response to COVID-19

Social distancing between operators and passengers promoted and implemented

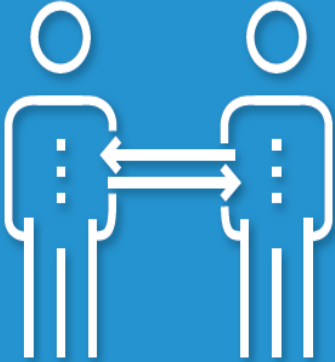
- Rear door boarding and alighting
- Driver's area separated with Plexiglass on all buses
- No seating next to light rail operator cab
- Contractors distributing PPE to employees
- Hand sanitizer on vehicles



Transit Response to COVID-19

Passenger Messaging

- Websites
- Social Media
- On-board
- System Signage
- English/Spanish



HELP US PROTECT YOU


Practice social distancing while on board. Stay 6 feet away from your operator and fellow passengers.

More information at [cdc.gov/COVID19](https://www.cdc.gov/COVID19)

¡AYÚDENOS A PROTEGERLO!

Practique el distanciamiento social mientras se encuentre a bordo. Manténgase a 6 pies de distancia de su conductor y de sus compañeros de viaje.

Más información en [cdc.gov/COVID19](https://www.cdc.gov/COVID19)

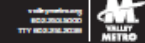


**Please board
from the rear door**

For the safety of you and our bus operator.
Thank you and stay well.

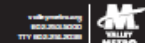
**Por favor aborde por
la puerta trasera**

Por su seguridad y la de nuestro conductor del
autobús. Muchas gracias y manténgase bien.



Thank you
for keeping a safe
distance from each
other and the operator

Muchas gracias
por mantener una
distancia segura entre
usted y el conductor



Ridership Decline Since Outbreak

March declines: *Preliminary data shows drops across entire system*

- Local bus: ↓45%
- Rapid/Express: ↓65%
- Light Rail: ↓50%
- Phoenix Dial-a-Ride: ↓50%

Transit Response to COVID-19




Commuter bus service reduction effective April 6

**Effective April 6,
Express and RAPID
bus services are being
reduced as a response
to COVID-19.**

Check valleymetro.org for details.

***A partir del 6 de abril y
hasta nuevo aviso, los
servicios de autobús
RAPID y Express serán
reducidos en respuesta
al virus COVID-19.***

Vea los detalles en valleymetro.org.

   @valleymetro

602.253.5000
TTY 602.251.2039



Phoenix and Valley Metro are reducing the frequency of RAPID and Express commuter bus services.



Transit Response to COVID-19

Light rail service reduction effective April 11

Monday – Saturday light rail schedule adjusted as a result of reduction in use due to stay-at-home orders.

- 15-minute frequency from 5 a.m. – 6 p.m.
 - Previous 12-minute frequency
- No changes to Sunday service

	Previous Hours*	Current Hours*
Monday – Thursday	4:20 a.m. – 11 p.m.	4:40 a.m. – 11 p.m.
Friday	4:20 a.m. – 2 a.m.	4:40 a.m. – 11 p.m.
Saturday	4:40 a.m. – 2 a.m.	4:40 a.m. – 11 p.m.
Sunday	4:40 a.m. – 11 p.m.	4:40 a.m. – 11 p.m.

*Times represent first/last full trip

Transit service adjustments possible due to COVID-19.


Check valleymetro.org for updates.

Es posible que se hagan ajustes al servicio de transporte debido al virus COVID-19.

Visite valleymetro.org para ver las actualizaciones.

Riders are urged to follow the guidance of the CDC and use preventive measures, including frequent hand washing, avoiding close contact with others and staying home when sick or when travel is unnecessary.

Se les urgen a los pasajeros que sigan las directrices de los Centros para el Control de Enfermedades "CDC" y usen medidas preventivas, incluyendo lavarse las manos frecuentemente, evitar el contacto cercano con otras personas, y permanecer en casa cuando se enfermen o cuando no es necesario viajar.

   @valleymetro

602.253.5000
TTY 602.251.2039



Transportation remains an essential service

- Passengers riding today are the ones most in need of transportation
- The region's transit system continues providing rides to construction workers, grocery store employees, health care industry workers, food industry employees, etc.



Council-Approved Passenger Cap

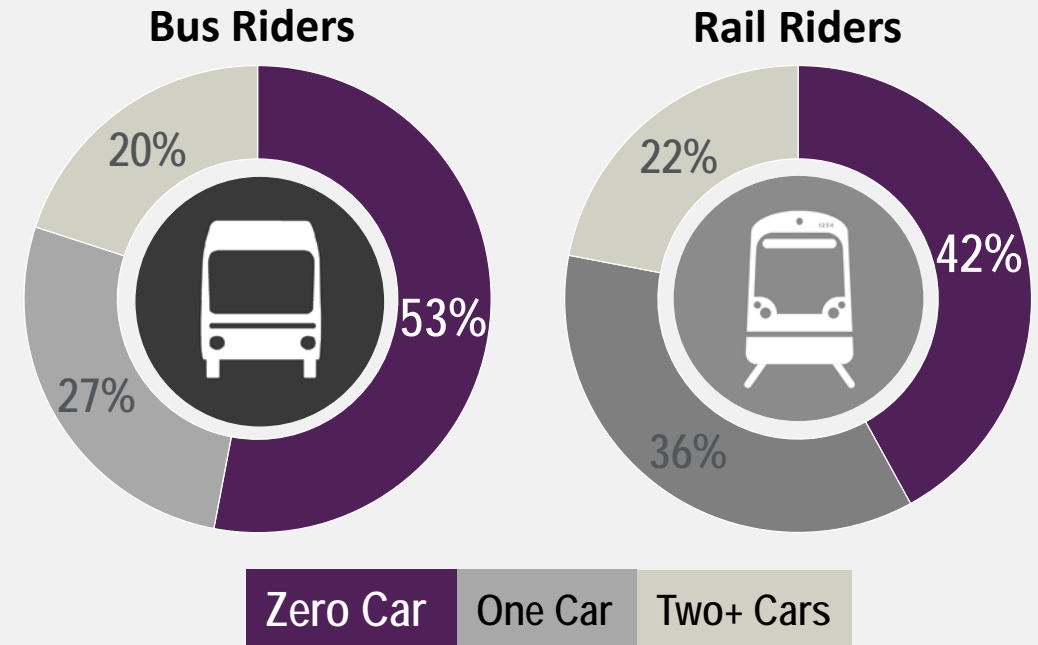
- Implemented passenger limits for different vehicle types across the system
 - Maximum of 5 passengers on a circulator, 10 passengers on a 40-foot bus, 15 passengers on a 60-foot bus
 - Exceptions for wheelchair/mobility aid users as needed
 - To reduce conflict, allow operators to not strictly enforce
 - Closely monitor impacts on riders
- Passengers may accumulate at bus stops, decreasing abilities to socially distance
- Potential to increase wait times and travel times
- Impacts passengers who need transit most
- Regulation and enforcement
- Title VI and ADA considerations

Who is Riding?

Passenger profile

2019 Origin and Destination Survey Data

- Almost half use transit to travel to/from work
- 37% use transit for other purposes: medical, errands, shopping, etc.



Household income



*15% of transit riders declined to answer

Federal Transit Administration

Relief funds

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was signed on March 27, and provides \$25 billion for public transportation agencies nationwide.

\$268.4 million to Arizona's urbanized areas, with the MAG region to receive \$198M:

Phoenix-Mesa, AZ	\$188.4M
Avondale-Goodyear, AZ	\$9.6M

Next Steps...

Public Transit is currently developing reduction scenarios jointly with Valley Metro, should they become necessary.

- Phoenix and Valley Metro have discussed potential service reductions
- Regional consistency key to operational changes
- Continue partnering with contractors moving forward



QUESTIONS?

Citizens Transportation Commission Report

TO: Mario Paniagua
Deputy City Manager

FROM: Jesús Sapien
Public Transit Director

SUBJECT: Results of the North/South Transit Facilities
Fixed Route Services Request for Proposals

This report requests the Citizens Transportation Commission recommend approval to the City Council to enter into an agreement with Transdev Services, Inc., for the management and operation of fixed route services at the North and South transit facilities.

SUMMARY

Since July 1, 2015, Transdev Services, Inc. has provided the city with fixed-route (bus) transit services operated from the North and South facilities under a fixed cost (cost per mile) contract. The contract comprises approximately 70 percent of Phoenix's bus service and expires June 30, 2020. Transdev currently employs 990 local staff to operate, maintain and administer this contract on behalf of the city. That number reflects the recent growth of the transit system as the city has continued to improve and add bus service as part of the Phoenix Transportation 2050 plan (T2050).

There is a combined fleet of 340 vehicles between these two transit facilities, which provide service on 36 bus routes throughout the region, with a current service level of over 15 million miles per year. The routes include 27 regional, 6 RAPID and three circulator routes. Service operated under this contract has accounted for an average of approximately 2 million passenger boardings per month.

EVALUATION INFORMATION

In accordance with Council authorization on April 17, 2019, the City of Phoenix Public Transit Department issued a Request for Proposals (RFP #PTD19-007) to award a contract for the operation of fixed route transit services from the City's North and South transit facilities on August 29, 2019. The initial five-year base contract will begin July 1, 2020 and includes a two-year option to extend if it is in the City's best interest to do so and the contractor has performed satisfactorily during the base period.

The Public Transit Department receives considerable funding from Federal Transit Administration grants to operate bus service. Therefore, all procurements and contracts must comply with federal requirements and process guidelines. The process used to develop the work scope for the RFP and for the selection of this recommended contract award and outlined in the report complies with federal guidelines.

A pre-proposal conference was held on Sept. 11, 2019, with site visits held immediately after to provide proposers with the opportunity to review the city's facilities and transit fleets. As part of the procurement process and in response to inquiries from proposers, the City provided 49 exhibits and responded to over 200 questions in order to provide

firms with detailed information on current transit operations and performance, vehicle conditions and replacement plans, employee wages and benefits, and various other questions posed. The City also extended the submission deadline in response to proposers' requests. On Nov. 15, 2019 proposals were received from the following firms: ACI Hallcon; First Transit, Inc.; RATP Dev USA; and Transdev Services, Inc.

An evaluation committee and technical advisory team was assembled to conduct detailed evaluations of the proposals, establish a competitive range, and select the proposer to receive the contract award. Both the committee and the technical team consisted of qualified staff from the City of Phoenix's Public Transit and Public Works departments, and staff from the City of Glendale which purchases transit services from Phoenix.

As approved by the City Council, the following evaluation criteria was used to determine the eventual awardee:

- Offeror's qualifications, expertise, and performance (250 points)
- Offeror's understanding of the scope of work and transition plan (200 points)
- Offeror's proposed management and personnel (150 points)
- Offeror's total cost (400 points)

The evaluation panel and technical advisors met during Dec. 2019 and Jan. 2020 to discuss each proposal in depth. After this initial evaluation stage, all four proposers were invited to in-person interviews with the evaluation committee on Feb. 19, 2020, to address each proposer's submittal. After the interviews, the evaluation committee reconvened to conduct final scoring at which time they recommended to award the contract to Transdev Inc., which received the highest overall technical score based on the evaluation criteria. The final scoring and cost proposals are shown below:

Rank	Proposer	Score (1000 max)	Total Cost (7 years)
1	Transdev Services, Inc.	983	\$790,191,716
2	First Transit, Inc.	889	\$821,168,004
3	RATP Dev USA	850	\$757,503,336
4	ACI Hallcon	745	\$852,894,261

OTHER INFORMATION

With the RFP process having begun in August 2019, the COVID-19 pandemic and its impacts could not have been anticipated during the solicitation period. However, the Public Transit Department develops its bus service procurements to account for economic changes which may result in increases or decreases in service needs. This is accomplished through pricing tiers, whereby proposers provide a base cost per mile according to the approximate level of service being operated at the time of the RFP's issuance. As requested in the RFP, proposals include, additional tiered pricing for the following levels of increases or decreases in service, and for each fiscal year anticipated under the contract:

Cost per Revenue Mile: 10.01% to 15% Increase
Cost per Revenue Mile: 15.01% to 20% Increase
Cost per Revenue Mile: 20.01% to 30% Increase
Cost per Revenue Mile: Base Mileage \pm10%
Cost per Revenue Mile: 10.01% to 15% Decrease
Cost per Revenue Mile: 15.01% to 20% Decrease
Cost per Revenue Mile: 20.01% to 30% Decrease

Any reductions or increases to service that exceed 30 percent from the base level would be negotiated with the contractor for agreement on a revised cost per mile at that service level; a thorough cost analysis by the City is required should this level of change occur. As a result, this proposed contract award provides known pricing throughout the contract period (5-7 years) which can be utilized to plan for, and respond to, service decreases that may result in a weaker economy as a result of the pandemic, as well as service restorations during improvements to the economy.

In addition to the 990 local jobs currently supported by this contract, Transdev in their proposal has stated a commitment to continue building upon their relationships within the community for local and small business utilization as well as local recruitment efforts, including partnerships with the Arizona Veteran Supportive Employer and Military/Veteran Resource Network Partner programs and with Local Job Network. Transdev also plans to launch a transit-focused internship for high school students. Other partnerships the company maintains locally are:

- Ability360
- Arizona Transportation Association (AzTA)
- Chicanos Por La Causa
- Hance Park Conservancy
- My Brother's Keeper
- Opportunities Industrialization Center (OIC)
- Phoenix Community Alliance
- Sister Cities
- Southwest Human Development
- St. Vincent de Paul

Transdev also partners with several local disadvantaged business enterprises (DBEs) to fulfill the company's commitment to the City, including:

- Capp Uniforms
- Competition Auto Body
- Graphic Ideals
- LJ's Cleaning Solutions
- Megan's Auto Body
- Mjach Designs

FINANCIAL IMPACT

The estimated cost is \$790,191,716 for both the five-year base and the optional two-year extension of the contract, which would begin July 1, 2020.

RECOMMENDATION

The Public Transit Department concurs with the evaluation committee's decision, and recommends the award of the North and South Transit Facilities Fixed-Route Transit services contract to Transdev Services, Inc. as the best overall proposal and best value to the City based on the evaluation criteria.

The Public Transit Department requests the Citizens Transportation Commission (CTC) recommend approval to the Transportation, Infrastructure and Innovation Subcommittee and City Council to enter into a contract with Transdev Services, Inc., for the management and operation of fixed route services at the North and South Transit Facilities.

DRAFT



North and South Transit
Facilities Fixed Route
Services Contract

Citizens Transportation Commission
April 23, 2020



North/South Facilities Fixed Route Service Contract

- 340+ total vehicles between both facilities
- 15 million annual service miles
- 2 million monthly passenger boardings
- 36 total routes between the two facilities:
 - 27 local routes, with service to adjacent cities
 - 6 RAPID routes
 - 3 circulators (ALEX, SMART, DASH)

North/South Facilities Fixed Route Service Contract

Contract currently supports 990 local jobs:

- 775 – Bus Operators
- 115 – Maintenance staff
- 50 – Supervisors
- 50 – Administrative staff

Current contract expires June 30, 2020



RFP Timeline

DATE	DETAILS
Feb. 28, 2019	CTC approves request to issue RFP
March 26, 2019	Council Subcommittee recommends to issue RFP
April 17, 2019	City Council approves RFP issuance
Aug. 29, 2019	RFP released
Nov. 15, 2019	4 responses received from: <ul style="list-style-type: none">• ACI Hallcon• First Transit, Inc.• RATP Dev USA• Transdev Services, Inc.
Dec. 2019 – Jan. 2020	Evaluation conducted by qualified panel members from internal and external regional transit staffs
Feb. 19, 2020	Interviews with proposers
Feb. 28, 2020	Award recommendation posted
July 1, 2020	Contract start date

Evaluation Process

CRITERIA	
Qualifications and past performance:	25%
Proposed organizational structure:	15%
Understanding of scope of work:	20%
Cost:	40%

PROPOSER	SCORE (1,000 max points)
Transdev Services, Inc.	983
First Transit, Inc.	919
RATP Dev USA	810
ACI Hallcon	745

Panel recommends awarding contract to Transdev:

- 5-year base contract
- Optional two-year extension
- Total proposed cost is \$790.2 million (max 7-year contract)





Panel Evaluation Results

Transdev Proposal Includes:

- Local recruitment outreach plan for job opportunities
- Plan to hire a Director of Business Improvement to support new CAD/AVL system
- Provided a plan to enhance responses to customer input
- Contract negotiations experience with multiple unions
- Decreased road calls during current contract
- Experience with transit-specific scheduling software used regionally
- Dedicated electronic technicians for on-board technology

Community Engagement and Partnerships

Transdev's RFP response:

- Partner with community organizations, schools and local businesses
- Partner with local small business for various services
- Plan to launch student internship program to engage future transit employees



Ridership Fluctuations in Contract

The COVID-19 pandemic has caused ridership declines system-wide. However, this RFP was developed to respond to service increases and decreases through a tiered pricing model, for each year of planned services of the contract.


HELP US PROTECT YOU

For your protection, Valley Metro is taking precautions by sanitizing buses, trains and light rail stations daily using anti-viral disinfectants. Social distancing strategies are in effect to create a safe environment for front-line staff and passengers.

Valley Metro encourages essential trips only and seeks to maintain lifeline transit service during this time.

Follow these important CDC recommendations to help our community stay safe and healthy.

More information at [cdc.gov/COVID19](https://www.cdc.gov/COVID19)



Wash your hands frequently for at least 20 seconds.
Lávase frecuentemente las manos durante por lo menos 20 segundos.

If you are sick, stay at home.
Si estás enfermo/a, quédate en casa.

If you need to go out, practice social distancing and stay 6 feet away from others.
Si necesitas salir, practica el distanciamiento social y mantén una distancia de otros personas.


¡AYÚDENOS A PROTEGERLO!

Para su protección, Valley Metro está tomando precauciones desinfectando diariamente con desinfectantes antivirales los autobuses, los trenes y las estaciones del tren ligero. Las estrategias de distanciamiento social están en vigor a fin de crear un entorno seguro para nuestro personal y nuestros pasajeros.

Valley Metro le sugiere que tome sólo aquellos viajes esenciales, e intente mantener en estos tiempos el servicio crítico de transporte público.

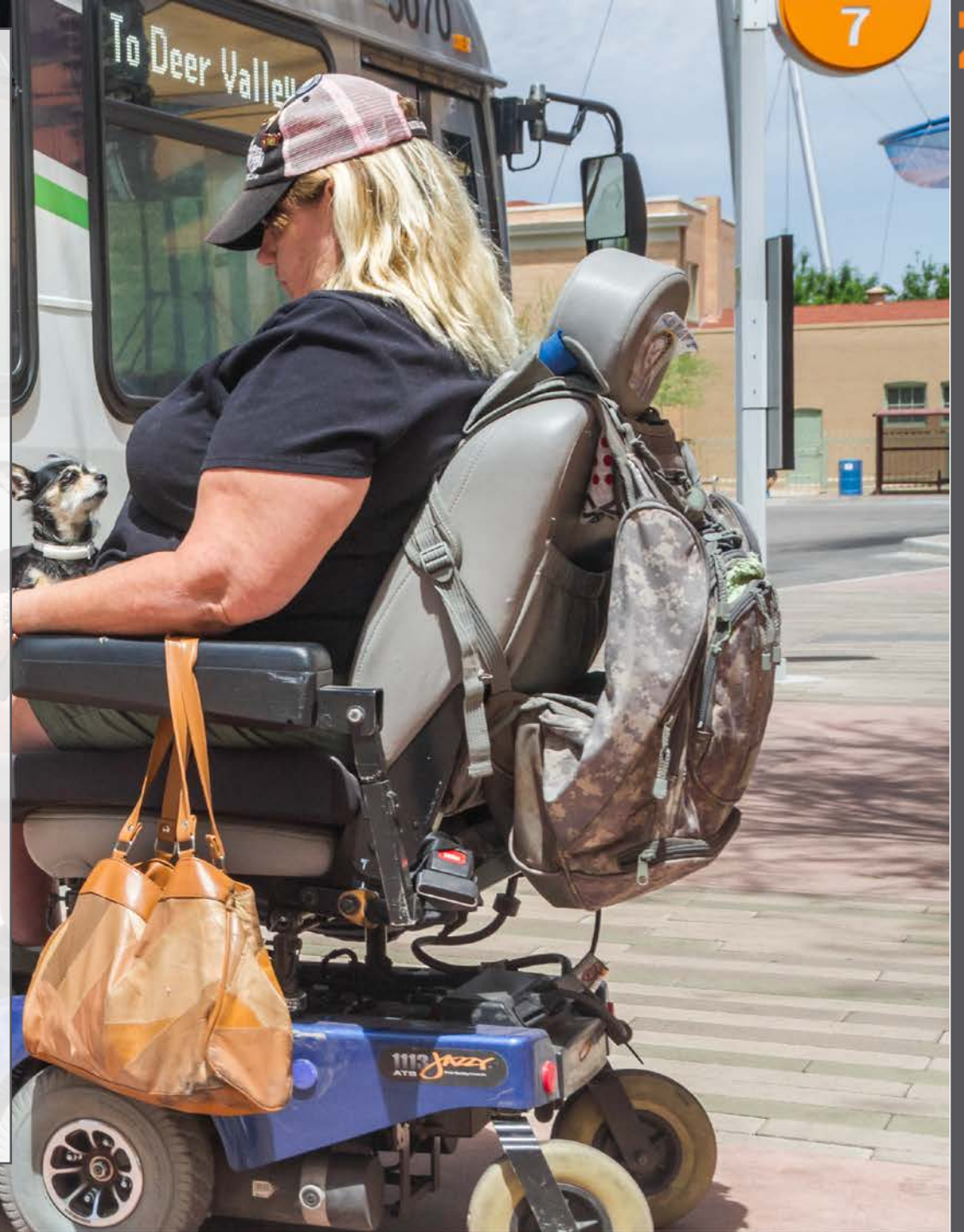
Siga estas importantes recomendaciones de los centros CDC para ayudar a que nuestra comunidad se mantenga segura y saludable.

Más información en [cdc.gov/COVID19](https://www.cdc.gov/COVID19)



Recommendation

Request the Citizens Transportation Commission recommend to the Transportation, Infrastructure and Innovation Subcommittee approval to award the North/South Facility Fixed Route Bus Services Contract to Transdev Services



CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Mario Paniagua
Deputy City Manager

FROM: Markus Coleman
Light Rail Administrator

SUBJECT: South Central Light Rail Business Update

This report is being provided in response to a request made by Commissioner Loyola for an update regarding ongoing business activities and continued outreach along the South Central Extension/Downtown Hub (SCE/DH) alignment.

BACKGROUND INFORMATION

In May 2018, Light Rail Administration began an early business assistance action program in the South Central Avenue corridor as part of the Transit Oriented Development (TOD) grant. The purpose of the program was to conduct an inventory of businesses operating along South Central Avenue and within a quarter-mile radius; solicit businesses to participate in a management technical assistance program, complete an assessment of the operations and management of each business; develop technical assistance recommendations for providing support to the businesses; and provide resources and technical assistance services to participating businesses

- As of March 30, 2020, the inventory of businesses allowed for the documentation of over 482 businesses within a quarter mile of the SCE/DH alignment that have operated in the area between January 2018 and February 2020. This number reflects businesses of varying status during the survey period, such as:
 - businesses operating in the program area;
 - businesses that operated in the area up to May 2018;
 - and businesses that moved into the area as of May 2018.

The grant team approached each of the businesses with an opportunity to create a business assistance plan tailored specifically for each business. The first step in creating a business assistance plan was to conduct an assessment of the existing conditions of the business; business owner goals, existing revenue stream, overhead cost, operational cost, staffing levels and resources needed to operate successfully. This information was compiled to guide the development of assistance plans. The assistance plans outline technical support services that could help businesses be more efficient with existing revenue sources, continue/increase patronization, create new revenue streams, and improve operations. As part of the process, a success tracking matrix is utilized to monitor all participating businesses and record outcomes of support services utilized.

There have been 115 businesses that have engaged in the business assistance program, and assessments and business assistance plans have been completed for those businesses. The program relies heavily on a strong synergy between services

offered by several City of Phoenix departments, Valley Metro and the grant team. Technical assistance services are fulfilled by staff from Neighborhood Services Department (NSD), Planning and Development Department (PDD), Community & Economic Development Department (CEDD), Valley Metro, various consultants hired by the grant team and community agencies specializing in the pertinent areas.

When the Business Assistance Specialist becomes aware of business issues such as unlicensed use of a building, incorrect/missing certificate of occupancy, façade improvements, etc., the business owner is referred to staff from the Customer Advocacy Center in PDD. The Customer Advocacy Center staff meets with the business owners to discuss their needs/challenges and works with several City programs to provide resources and financial assistance when possible. Currently, the programs most frequently used are:

- NSD Neighborhood Commercial Revitalization and Operation Paint and Patch Programs which support the rehabilitation/ improvements of commercial buildings along City of Phoenix targeted commercial corridors to ensure long term sustainability of the community, its businesses and the structures.
- NSD Management Technical Assistance program which offers up to \$4,000 in specialized consulting services to Phoenix businesses. The program is focused on helping business owners bridge skills and knowledge gaps in business management such as in accounting and bookkeeping, lease negotiation, marketing and advertising, ecommerce, customer service, etc.
- PDD Adaptive Reuse program which offers development guidance, streamlined processes, reduced timeframe, and cost savings to customers looking to adapt older buildings for new business uses or to bring current businesses into compliance.
- CEDD Business Retention and Expansion Program which offers concierge service to businesses interested in relocating, open a new location, find additional sources of capital, etc.

Some of the services requested and provided to business owners are listed in the table below.

Type of Business Technical Assistance Requested	# of referrals
Valley Metro Consulting – questions on design and construction	77
Marketing/Advertising Strategy	64
Website Development/Search Engine Optimization (SEO)	38
General Business Coaching	28
Social Media	24
Accounting	24
Business Plan Development	23
Staff Training/Human Resource Support	23

Access to Capital	19
Legal Assistance	8
Other Types of Assistance Requested	
Graphic Design	8
Adult Education services for employees	7
Façade Improvement/Building	13
Workforce Recruitment	6
Events Planning and Coordination	4
Homeless Intervention	2
Point of Sale (POS) System Analysis	2
Wi-Fi Access	2
Realtor related	2
Interior Design	1
Fundraising Training	1

The TOD team and Valley Metro staff conduct quarterly canvassing of businesses in the SCE/DH corridor to assess changes. As of February 2020:

- One business has relocated out of the corridor due to increased rent costs,
- Three businesses have relocated, or are in the process of relocating, to other locations within the corridor for lease related reasons.
- Five new businesses have moved into the corridor with several others still in the process.

To better serve the business owners along the SCE/DH corridor, and in preparation for the transition of Business Assistance services from the TOD grant team to Valley Metro, Valley Metro adopted a single point of contact (SPOC) system. With the SPOC system, each business is assigned a specialist who serves as the main contact in connecting them with resources, services and support. All requests for assistance from business owners are routed to the pertinent service area by the SPOC. Business support and connection to resources is provided by members of the business assistance team who maintain regular contact with both the business owner and the SPOC. Technical assistance services are also routed through the business assistance team member in conjunction with the SPOC. This strategy provides for a more cohesive business assistance program as well as improved tracking of City and business assistance staff who are in contact with business owners in the corridor. This in turn allows a more efficient use of limited resources and better customer service to the business owners.

RECOMMENDATION

This item is for information and discussion only.



BUSINESS ASSESSMENT ZONE MAP

3RD AVE - 3RD ST + VAN BUREN - SOUTH MOUNTAIN AVE

Downtown

Zone 1 Van Buren - Jefferson

Central City South 1

Zone 2 Jefferson - Beckeys

Central City South 2

Zone 3 Beckeys - River Bottom

South Phoenix 1

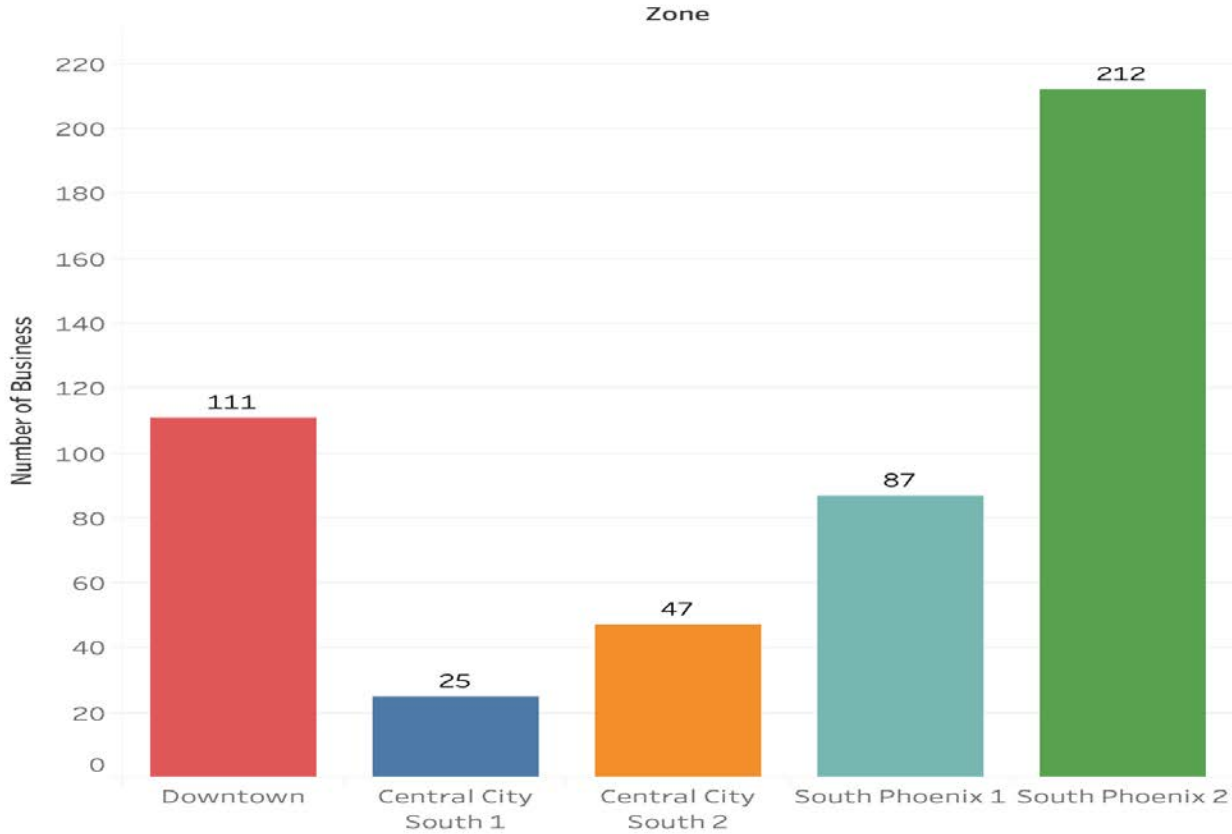
Zone 4 River Bottom - Broadway

South Phoenix 2

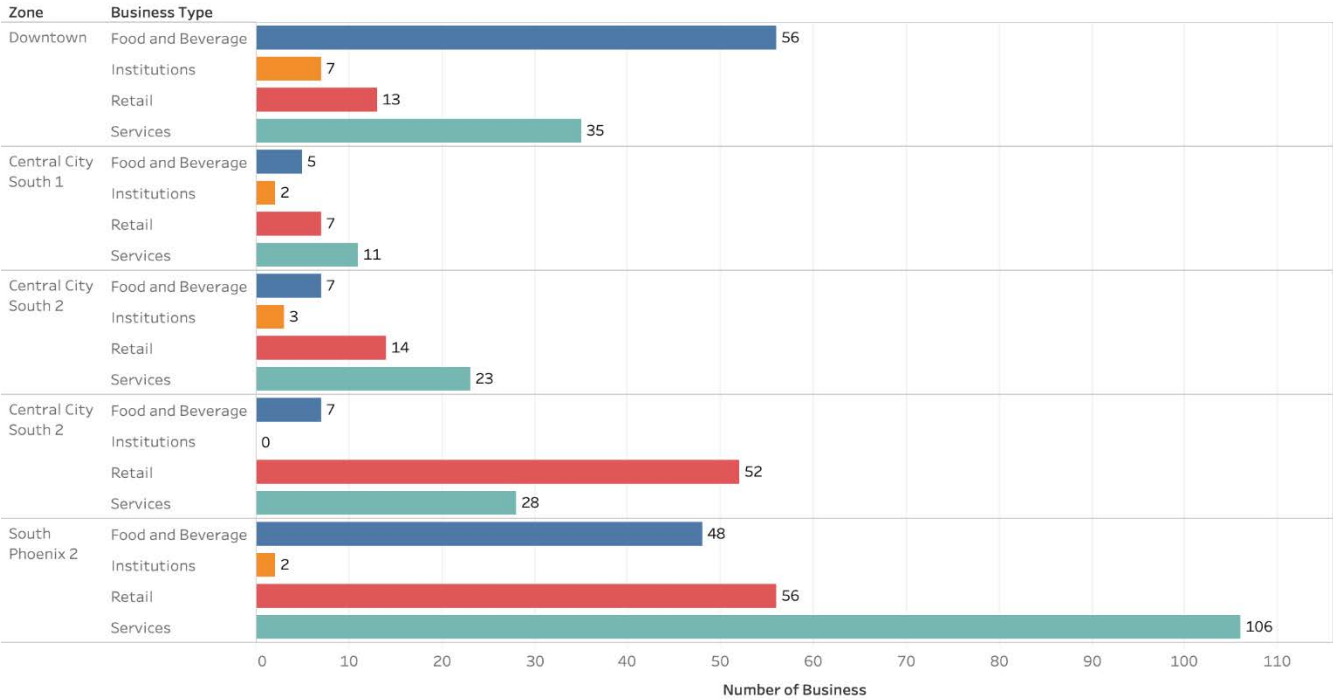
Zone 5 Broadway - South Mountain Ave



Number of Business



Business Type by Zone



**Businesses participating in the TOD
Business Assistance Program**

1st Step to Greatness	Evolve Dance Studio	Old School City
A+ Tint	Farah Laundromat	Ortega's Auto Repair
ACE Automotive Central	Fashion Central	Pawn 1st
AFC Physical Medicine	Federico's Mexican Food	Pete's Boss Cuts
Alteraciones Norma	Fenix Auto Repair	Phoenix Electric Bike Co (Phx Produce Co)
America Transfers	Fired Pie	Quarles & Brady
American Family Insurance	Fixture Zone	Raspados, Neveria Y Taqueria Tepehuaje
Amerimex	Gino's Pizza	Re/Max
Andreas Jewelry	Girls Depot	Renaissance Jewelers
Andy's Shoe Shine	Hanny's Restaurant	Rent-A-Wheel/Tire
Ayala Insurance	Hard Rock Cafe	Richie's Barbershop
AZ Latino Arts	Hermosa Beauty Salon	Serafina Coffee Roaster
AZ Working Girl Café (formerly City Hall Grill)	Innovation Auto Specialists	South Phoenix Health Clinic
Beto's Auto Glass	JB's Smoke Emporium	Spoonz Cafe
Bizzle's on Central	Jescar's Barbershop	Squid Ink Sushi
Bob's Lock and Cycle	Jose's Auto Repair	State Farm
Boost Mobile	Kayla's Barbershop	Thai Basil
Botas Juarez	King's Pallets 2	The Arrogant Butcher
Brother's Barbershop	Kiss Pollos	The Counter
Cajeme Auto Repair	Kory Liquor Market	The Croft Downtown
Canton Pediatrics	L.A Insurance	The Sagrado Galleria
Carniceria Sonora	La Bodega	The Strand Urban Italian
Cartel Coffee Lab	La Gran Bota	Tipsi Nail Salon
Central Barber Supply	La Olmeca Mexican Restaurant	Tom Yum Thai
Centrico	La Tapatia	Top Dawg Barber Shop
Charlsetta's Hair Salon	Lab One	Torrez Unlimited Construction
Chico Malo	Las Glorias Seafood Restaurant	Tropical Concept Nursery
Chilo's Tire Shop	Last Exit Live	Unique Designs by Susy
Cocina Varela	Love, Nails, and Wax	Urban Eyecare
Cornish Pasty Co.	Lucky Toy MotorSports	Urban Outfitters
Corral Cleaners	Mac I Am	Van Camp's Appliances
Detroit Coney Grill	Magic Carwash	Vegan House
Downtown Phoenix Dental	Mancuso's Restaurant	Xela II Body Shop Supplies
Drinking Water Store	Manny's Tattoo	Yerberia Botanica
Dulce Vida Raspados y Neveria	Marcos Printing	Yogi's Grill
Ed's Custom Welding	Maryln's Fish and Chips	Yogurt Time
El Castillo Chino Buffet	Mike's Place	Yoli's Sala de Belleza
El Mesquite	New EZ Tires	
El Tacazo	Noodle Bar	



South Central/Downtown Hub Business Assistance Program Update

City of Phoenix Citizens Transportation Committee

April 2020

Inventory Update – March 30, 2020

472 businesses

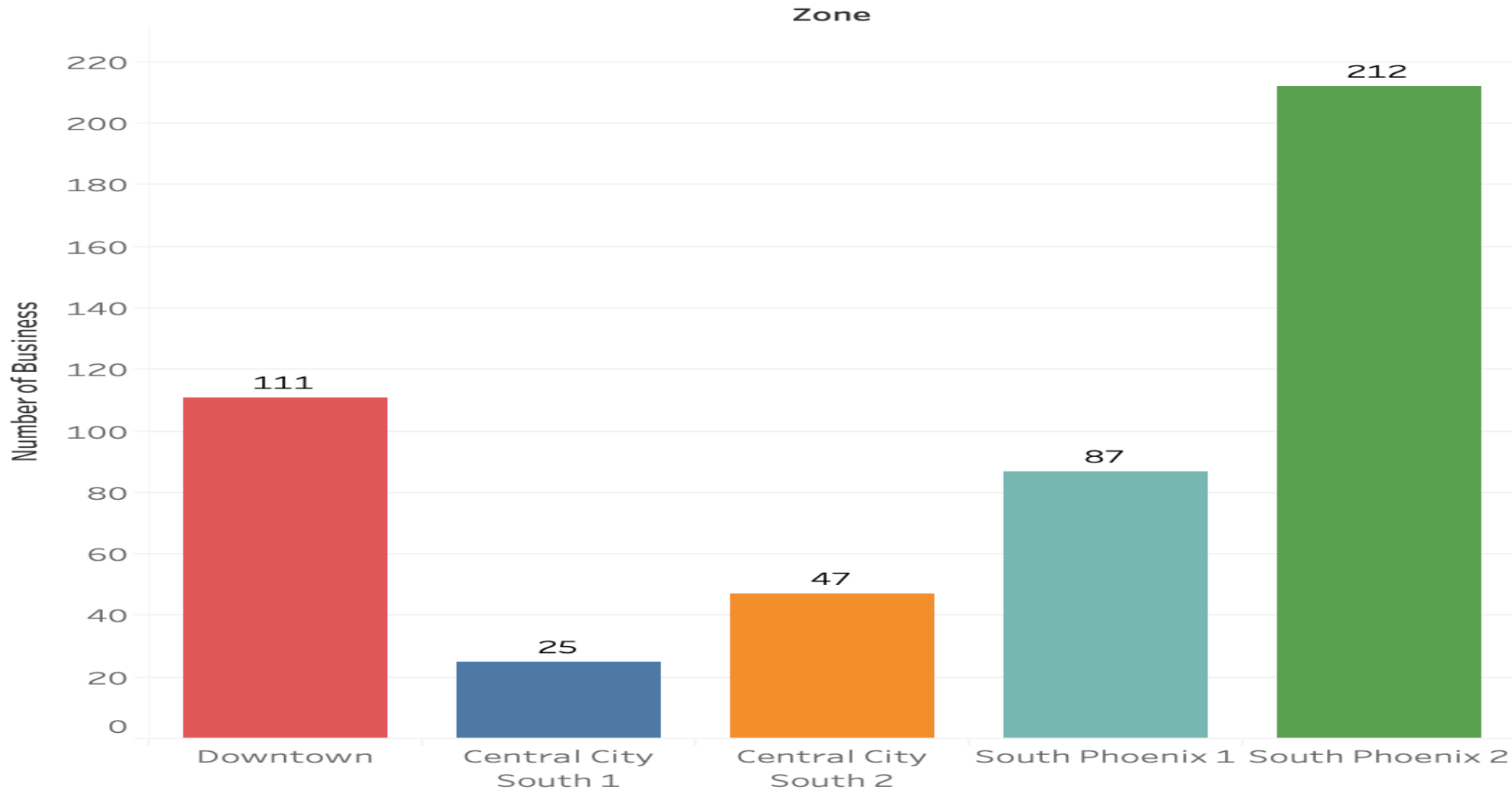
- operated between January 2018 - February 2020

Statuses Captured

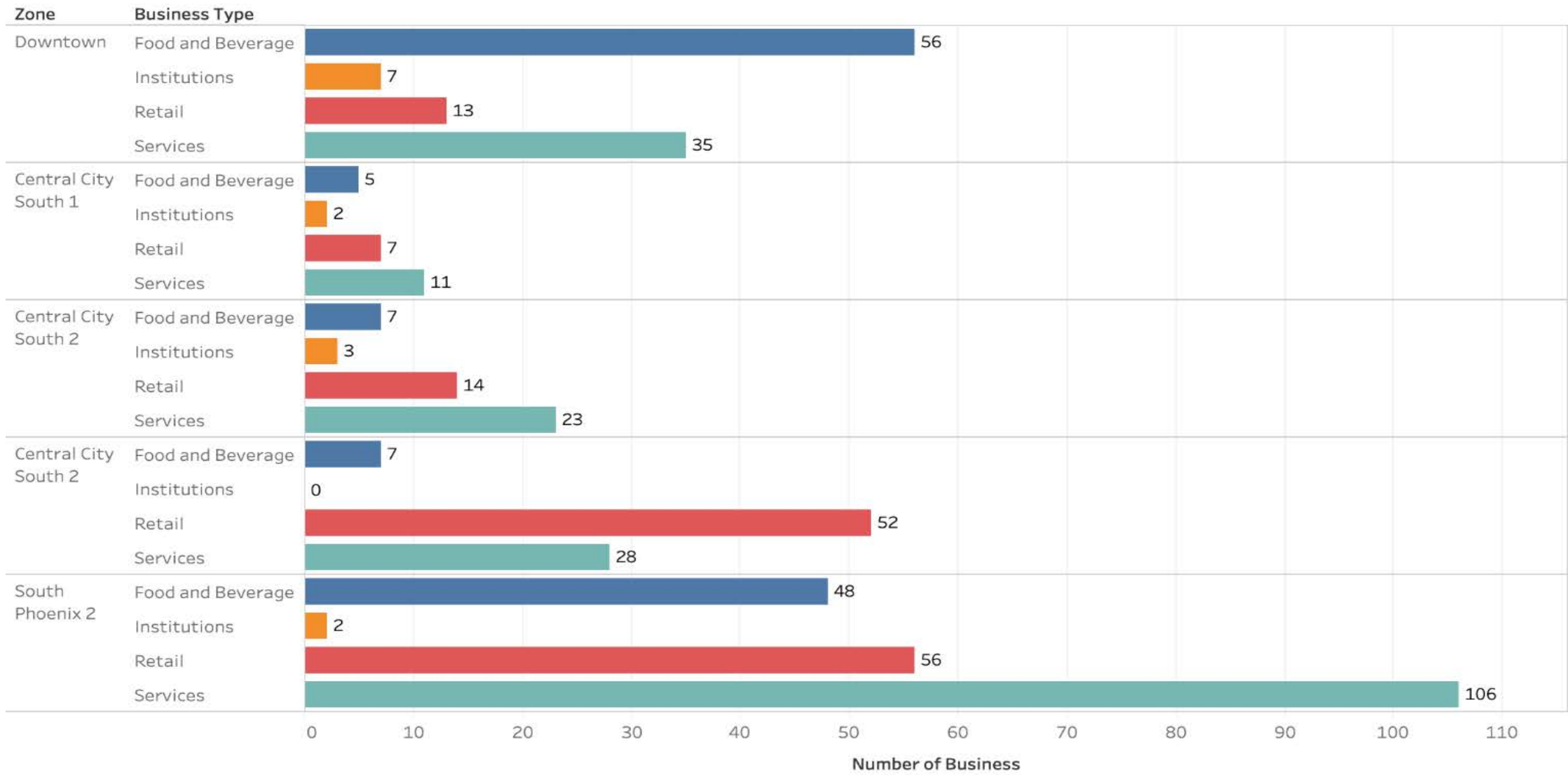
- businesses currently operating in the program area
- businesses that operated in the area up to May 2018
- businesses that moved into the area as of May 2018

Inventory – Breakdown by Zone

Number of Business



Business Type by Zone



Early Business Assistance

Conduct	Conduct an inventory of businesses operating along South Central Avenue and within a quarter-mile radius
Solicit	Solicit businesses to participate in a management technical assistance program
Complete	Complete an assessment of the operations and management of each business
Develop	Develop technical assistance recommendations for providing support to the businesses
Provide	Provide resources and technical assistance services to participating businesses

Assessment



Assess the existing conditions of the business



Business owner goals



Existing revenue stream



Overhead cost & operational cost

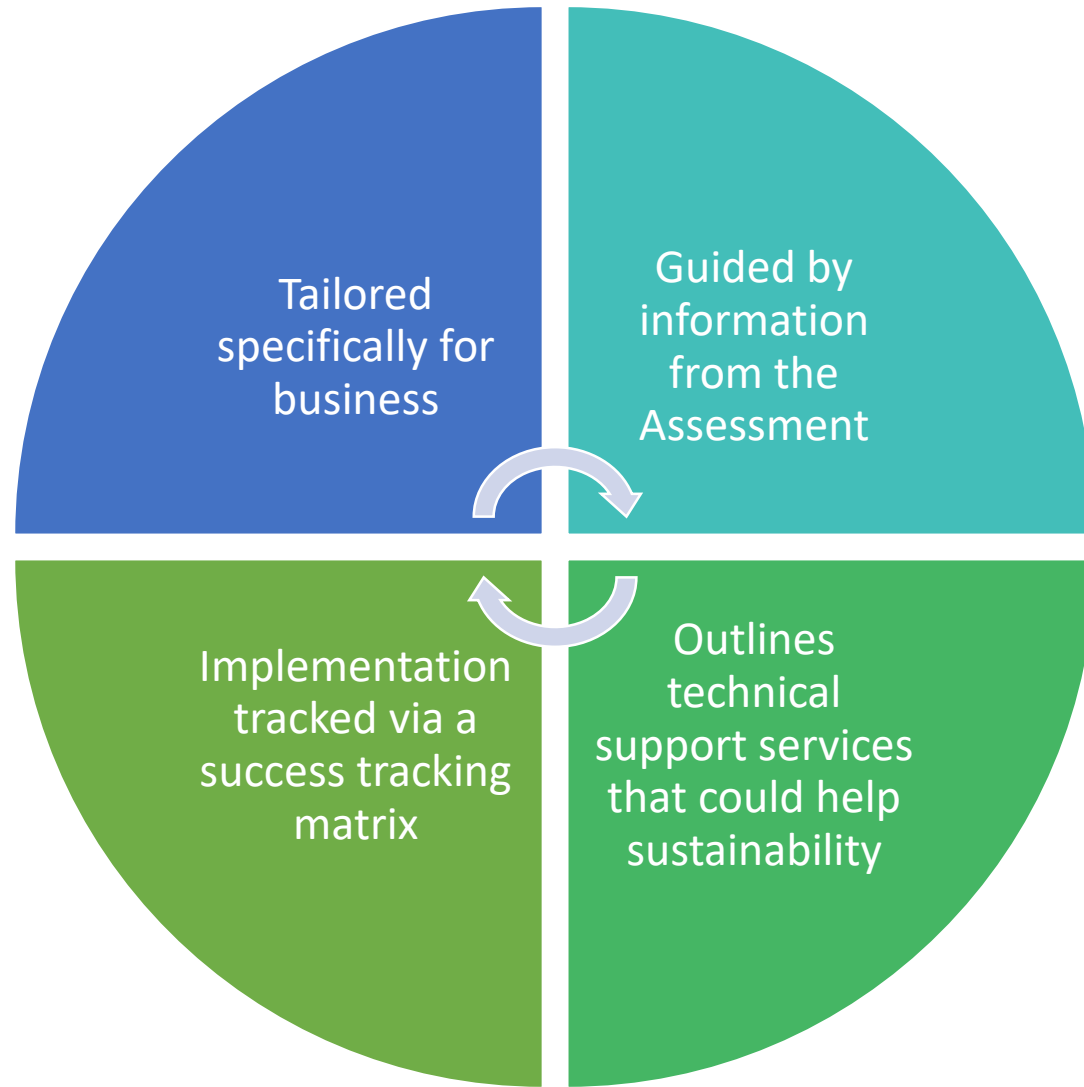


Staffing levels



Resources needed to operate successfully.

Business Assistance Plan



To Date



ASSESSMENTS AND PLANS
COMPLETED - 115



REQUESTS PENDING
MEETING WITH THE
BUSINESS OWNERS – 6

Technical Assistance – Synergy Between



- Neighborhood Services Dept
- Planning and Development Dept
- Community & Economic Dev Dept
- Valley Metro
- Various consultants hired by grant team
- Community agencies - specialized areas

Needs Met By City Programs



Planning & Development Department

Customer Advocacy Center

- Unlicensed use of a building
- Incorrect/missing certificate of occupancy
- Façade improvements
- Sign issues

Adaptive Reuse Program

- adapt older buildings for new business uses
- bring current businesses into compliance

Neighborhood Services Department

Neighborhood Commercial Revitalization and Operation Paint & Patch Programs

- support the rehabilitation/ improvements of commercial buildings along City of Phoenix targeted commercial corridors

Management Technical Assistance Program

- offers up to \$4,000 in specialized consulting services to Phoenix businesses to help business owners bridge skills & knowledge gaps in business management

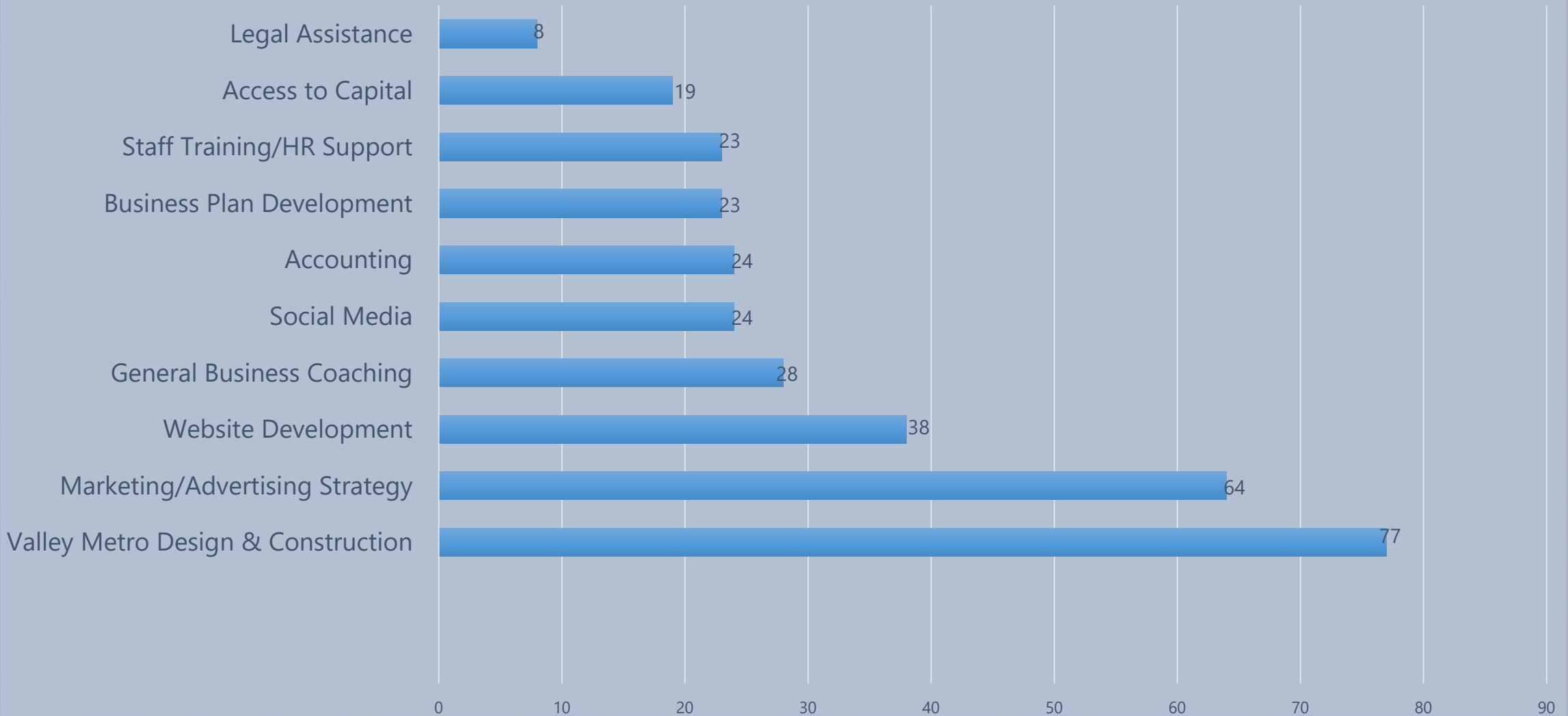
Community Economic Development Department

Business Retention and Expansion Program

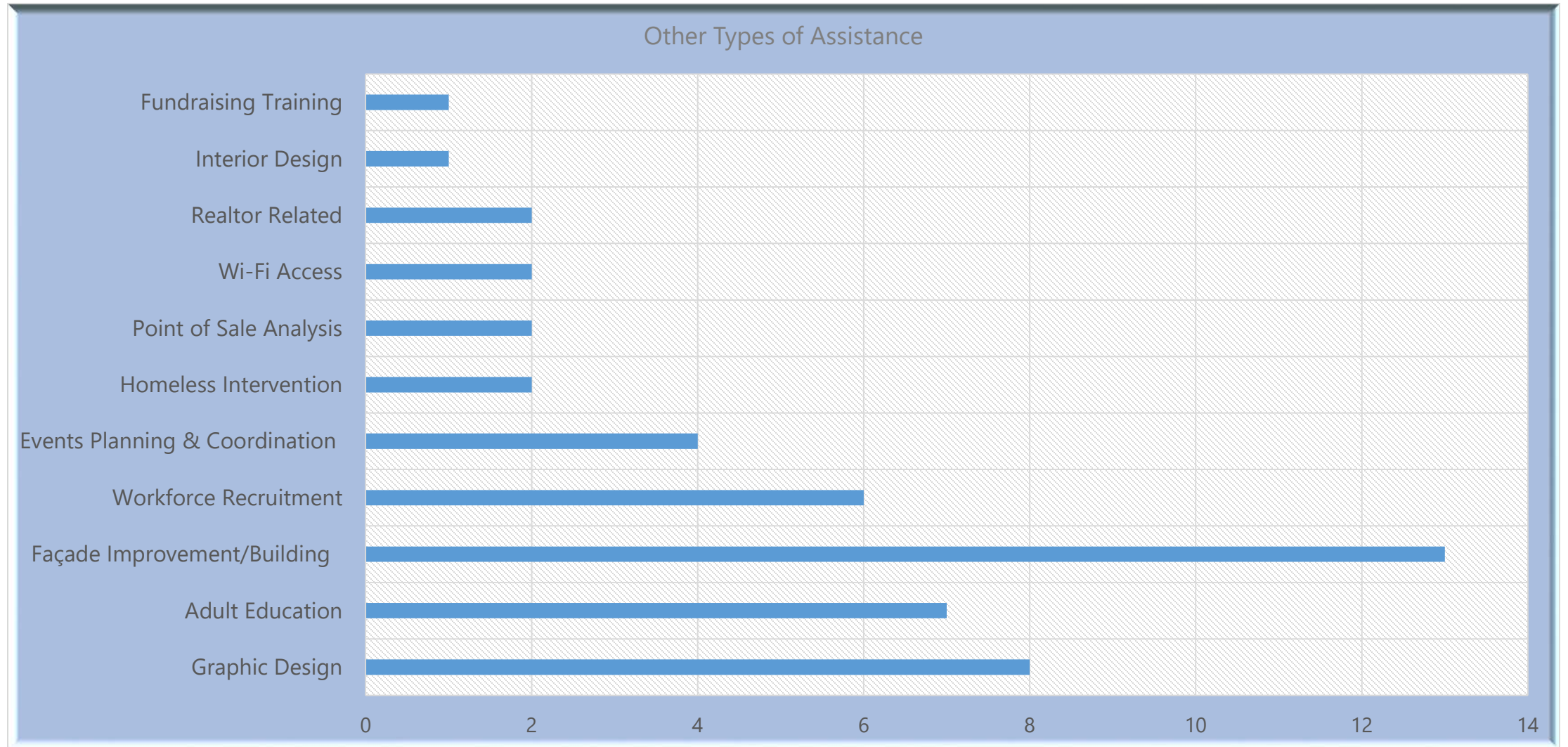
- offers concierge service to businesses interested in relocating, open a new location, find additional sources of capital, etc.

Services Provided to Business Owners

Technical Assistance



Services provided to business owners



- TOD team/Valley Metro staff conducted quarterly canvassing to assess changes

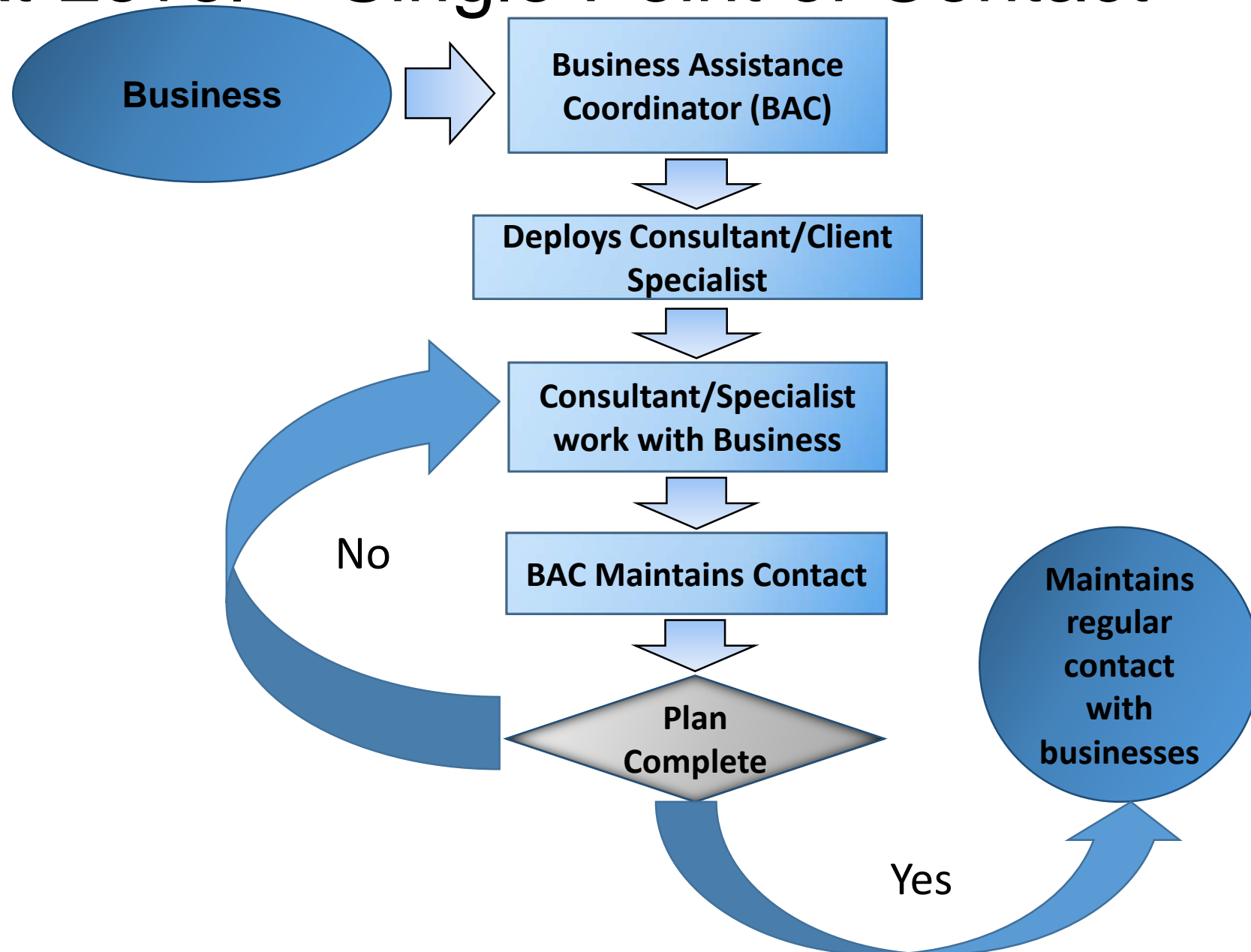
As of February 2020

One business has relocated out of the corridor due to increased rent costs

Three businesses have relocated, or are in the process of relocating, to other locations within the corridor for lease related reasons.

Five new businesses have moved into the corridor with several others still in the process

Next Level – Single Point of Contact



QUESTIONS



CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Mario Paniagua
Deputy City Manager

FROM: Markus Coleman
Light Rail Administrator

SUBJECT: UPDATE FOR WEST PHOENIX HIGH CAPACITY TRANSIT AND
CAPITOL/I-10 WEST LIGHT RAIL EXTENSION

This report provides information to the Citizens Transportation Commission regarding an update of the West Phoenix high-capacity transit and the Capitol/I-10 West Light Rail Project based on the engagement and analysis.

THE ISSUE

In response to the Phoenix City Council action in April 2019, Valley Metro and city of Phoenix staff engaged the community and conducted additional technical analysis to assess the best options for high capacity, high frequency transit service to connect West Phoenix to downtown Phoenix. This memo presents an update of the Capitol/I-10 West Extension project, based on that engagement and analysis.

A high-capacity transit (HCT) corridor included in the Phoenix Transit 2000 plan approved by voters in 2000 and subsequently identified in 2004 in the Regional Transportation Plan, the 10-mile Capitol/I-10 West light rail extension will connect the existing Valley Metro Rail system in downtown Phoenix to the 79th Avenue Park-and-Ride just north of Interstate 10 (I-10).

Project planning began in 2007 to identify a transit type and a specific route. Light rail was identified as the recommended transit type along a recommended route from downtown, primarily on Jefferson Street to the State Capitol, continuing west to Interstate 17 (I-17), north along the I-17 southbound frontage road, then west on I-10 in the freeway median to about 47th Avenue, and continuing the north side of I-10 to 79th Avenue.

Working closely with the community and in response to concerns about a route on Jefferson Street between 19th Avenue and I-17, Valley Metro modified the route to run on Van Buren Street from 19th Avenue to I-17. This route was approved by Phoenix City Council in 2012 (Figure 1). The project then moved into the more detailed conceptual engineering and environmental assessment phases, with public involvement occurring throughout the entire process.

In August 2015, Phoenix voters approved the Transportation 2050 (T2050) plan which included the Capitol/I-10 West project. In 2016, Phoenix City Council and Valley Metro Rail Board of Directors approved a phased approach to the project. Phase I will connect downtown Phoenix to the State Capitol area and Phase II will extend light rail along I-10 to 79th Avenue (**Figure 1**).

With the April 2019 Phoenix City Council action, Valley Metro and the city of Phoenix have engaged the community to review the project and consider current realities. Since 2012, opportunities to refine the Capitol/I-10 West project have emerged due to the Downtown Hub concept that is part of the South Central Extension project and robust downtown development.

Accordingly, the route between downtown Phoenix and the State Capitol along Jefferson Street has been reevaluated. Washington Street is being considered as an option to provide greater access to residential and employment centers in the area and provide a better connection to Phase II.

Figure 1: 2012 Locally Preferred Alternative (LPA)



In April 2019, the Phoenix City Council directed city staff and Valley Metro to:

- Develop a public hearings schedule to discuss high-capacity transit in West Phoenix
- Consider other transit types or commuter transit solutions for I-10 West segment
- Examine funding for all potential options
- Engage other West Valley cities to develop a regional approach
- Evaluate extending service to Desert Sky Mall

Council directed that this course of action take place over a 12- to 18-month period.

In response to the Phoenix City Council action of April 2019, Valley Metro and City of Phoenix staff extensively engaged the community from fall 2019 to spring 2020 to confirm or determine the best options for high capacity, high frequency transit service to connect West Phoenix to downtown Phoenix. The following sections detail project updates resulting from the extensive public engagement and technical evaluation efforts over the past year.

Public Engagement to Date:

The project team pursued an extensive public engagement effort, meeting with community groups, key stakeholders and businesses along the corridor; participating in community events; and conducting a series of public meetings. **Table 1** details the breadth of community outreach and engagement that has occurred since September 2019.

The project team presented a detailed history of the project and sought input on a variety of topics, including route options, transit types, a potential extension to Desert Sky Mall and project phasing and acceleration options. Information was presented, and input was sought through numerous small group meetings and three public meetings. All public meeting

presentation materials were provided on the Valley Metro website since the first public meeting on January 14, 2020. The feedback form was made available for the public to submit from January 14, 2020 through March 27, 2020. The project team also sought recommendations from stakeholders about other community members or groups that should be involved in this outreach effort. The project team then reached out to those recommended individuals and groups to seek their input. In addition, extensive notification was conducted for the public meetings held in January 2020, as detailed in **Table 2**.

Table 1: Stakeholder Meetings*

STAKEHOLDER	MEETING DATE
Neighborhood Ministries	9/17/2019
Phoenix Revitalization Corporation (PRC)	9/19/2019
Maryvale Revitalization Corporation (MRC)	9/24/2019
Phoenix Community Alliance (PCA)	9/24/2019
Eplex Realty	10/1/2019
Maryvale Adolescent Provider Partnership (MAPP's)	10/18/2019
City of Phoenix: Community and Economic Development (CED)	11/5/2019
City of Phoenix: Transportation Infrastructure and Innovation Subcommittee (TI&I)	11/6/2019
Maryvale Business Center Grand Opening hosted by Maryvale Revitalization Corp. & AZ Hispanic Chamber of Commerce	11/6/2019
Maricopa County Real Estate Department	11/6/2019
Phoenix Revitalization Corp. follow up (hosted by PRC) roundtable with neighborhood leaders	11/6/2019
Arizona Department of Public Safety (DPS)	11/13/2019
Maryvale Village Planning Committee (VPC)	11/13/2019
Central City Village Planning Committee (VPC)	11/18/2019
Estrella Village Planning Committee (VPC)	11/19/2019
SPARC Neighborhood Association (Thomas to Indian School/75th Ave. to 83rd Ave. area)	11/19/2019
Capitol Mall Association (previously Capitol Neighborhoods Coalition)	11/19/2019
Public Meeting #1 Hosted by Valley Metro - Desert West Community Center	1/14/2020
Public Meeting #2 Hosted by Valley Metro - Isaac Middle School	1/15/2020
Public Meeting #3 Hosted by Valley Metro - Neighborhood Ministries	1/18/2020
Arizona House of Representatives, Arizona Senate, Joint Legislative Budget Committee	1/24/2020
U.S. General Services Administration (GSA)	2/4/2020
Maryvale Revitalization Corporation (MRC)	1/29/2020, 2/11/2020
Osborn Block Watch Valentines Day Neighborhood Event	2/15/2020
Maryvale Revitalization Corporation (MRC)	2/18/2020
Maryvale Revitalization Corporation (MRC) Networking Group	2/21/2020
Capitol Mall Association	2/28/2020
Capitol Mall Association Neighborhood Meeting	3/10/2020
City of Tolleson	3/25/2020
City of Glendale	4/1/2020
Ak-Chin Pavilion	4/1/2020
Desert Sky Mall/Macerich	4/2/2020
City of Avondale	4/6/2020
City of Buckeye	4/14/2020
City of Goodyear	4/15/2020

*Completed meetings between September 17, 2019 and April 15, 2020

Table 2: Public Meeting Notification Summary

NOTIFICATION TYPE	DESCRIPTION OF AREA DISTRIBUTED	AMOUNT DISTRIBUTED
Door Hangers	19th Avenue to 27th Avenue between Van Buren Street and Madison Street, as well as from 19th Avenue to Interstate 17 between Fillmore Street and Van Buren Street	1,335 households
Canvassing	<p>Flyers were delivered to the following places along the project corridor:</p> <ul style="list-style-type: none"> • Apartment Complexes <ul style="list-style-type: none"> ○ Dakota Apartments ○ Ambassador Apartments ○ Monroe Street Abbey Apartments ○ West Town Court Apartment Homes ○ The Cove Apartments ○ Casa Anita Apartments ○ Bolero Apartment Homes • Community Centers <ul style="list-style-type: none"> ○ Neighborhood Ministries ○ Saint Matthew Church ○ Maryvale Revitalization Corporation Headquarter Offices ○ Heart of Isaac Community Center ○ Golden Gate Community Center ○ Desert West Community Center ○ Desert Sky Mall Transit Center ○ Chicanos Por La Causa Engagement Center at Desert Sky Mall • Schools <ul style="list-style-type: none"> ○ Capitol Elementary School ○ Saint Matthew Catholic School ○ JB Sutton Elementary School ○ Isaac Middle School ○ Morris Middle School ○ Alta E Butler School ○ Fowler Elementary ○ Carl Hayden High School ○ Esperanza Elementary School • Government Buildings <ul style="list-style-type: none"> ○ Phoenix Municipal Court ○ Sandra Day O'Connor US Courthouse ○ Phoenix Police Department ○ Arizona Department of Education ○ Arizona Department of Transportation (refused flyers) ○ Arizona Department of Insurance ○ Arizona Department of Health Services ○ Arizona Supreme Court ○ Arizona Corporation Commission ○ Arizona Department of Administration • Grocery Stores <ul style="list-style-type: none"> ○ Jefferson Food Market • Libraries <ul style="list-style-type: none"> ○ Desert Sage Library 	35 locations
Signage (A-Frame)	79th Avenue Park-and-Ride	1 Park and Ride
Electronic Email	Distributed to Valley Metro project stakeholder list	277 original emails
Media	<p>La Voz Newspaper Ad (Print)</p> <hr/> <p>Prensa Hispana Newspaper Ad (Print)</p> <hr/> <p>Facebook Ads (English and Spanish)</p> <p>Instagram Ads (English and Spanish)</p>	<p>1 purchase</p> <p>1 purchase</p> <p>500,035 total impressions and 4,458 clicks</p>
Unearned Media	Television, radio and online media	<p>Total Story Count: 20</p> <p>Total Audience: 769,606</p> <p>Total Nielsen Audience: 745,506</p> <p>Total Nielsen Radio Audience: 24,100</p> <p>Total Page Views: 10,640,655</p>

After the public meetings, the project team continued to proactively encourage stakeholders and the larger Phoenix community to review the online presentation materials and provide their thoughts and preferences through the online feedback forms which were available to the public through March 27, 2020. The project team received 183 total feedback forms (21 physical copies, 161 online English and one online Spanish).

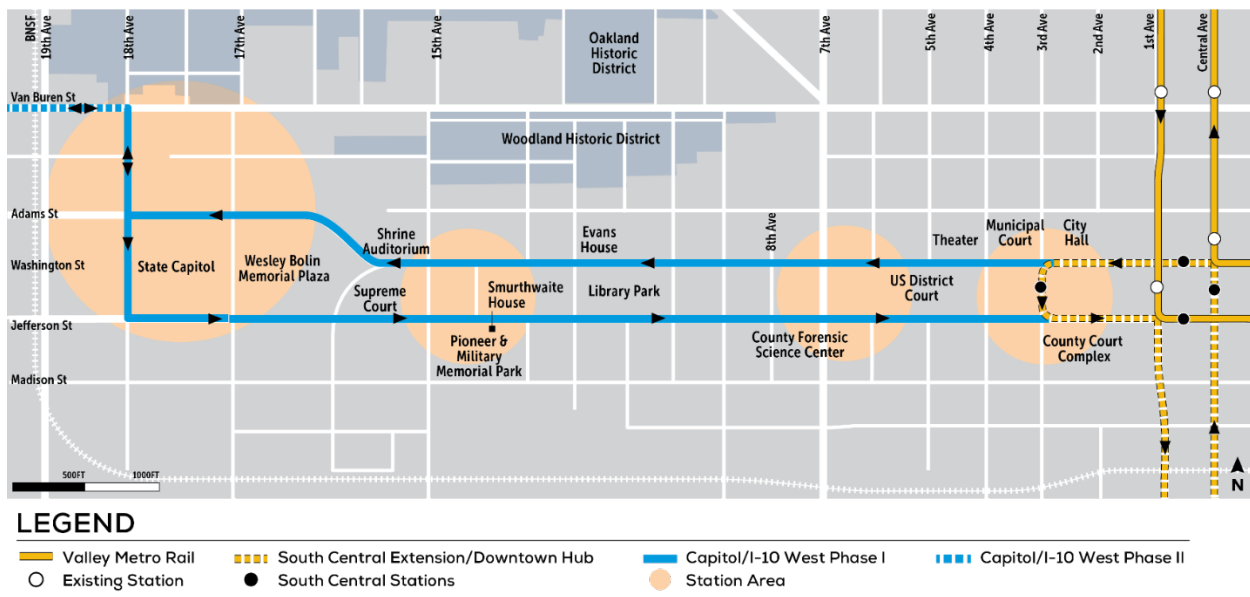
In general, respondents to the feedback forms expressed enthusiasm for the Capitol/I-10 West Extension. When asked to identify important considerations for completing the project sooner:

- 127 out of 183 respondents believe the transit type used is important.
- 117 out of 183 respondents believe the rate at which the project can be completed is important.
- 79 out of 183 respondents believe the project cost is an important consideration.

Phase I Alignment Update:

In the January 2020 public meetings, Valley Metro presented four potential Phase I alignments for the public's feedback: 2012 Approved Route, Washington Concept A (double track on Washington Street west of 8th Avenue), Washington Concept B (15th Avenue Loop) and Washington Concept C (18th Avenue Loop). Based on the feedback forms, respondents expressed the greatest support for the 18th Avenue Loop option (**Figure 2**) as the selected Phase I route. Benefits of the 18th Avenue Loop compared to other Phase I options include lower potential impacts to historic and government properties, lower impacts to vehicular traffic and bus operations, higher operational efficiencies and optimal preparation for a future connection to Phase II. By traversing two separate arterials, the 18th Avenue Loop would also serve more residential and employment centers, maximizing access to current and future users. Valley Metro is continuing to coordinate with the State of Arizona and other stakeholders to evaluate potential Phase I alignments and will provide a formal recommendation in summer 2020.

Figure 2: 18th Avenue Loop Option



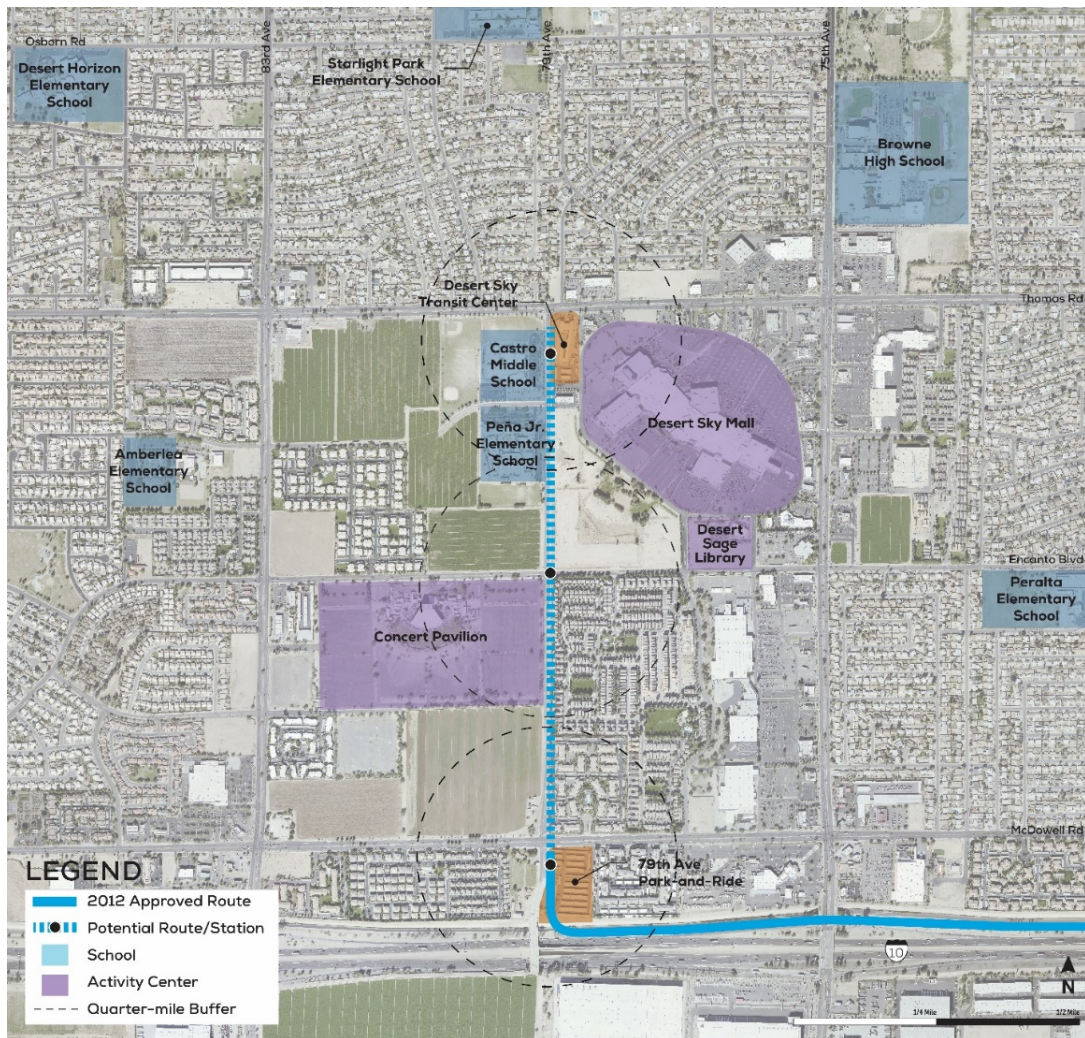
Phase II Update:

As directed by Phoenix City Council, an alternate transit type (exclusive busway) is under analysis for Phase II. During the January public meetings and subsequent survey period, the

project team received requests for clarification and additional information about how the exclusive busway would compare to light rail in terms of operation, technology and design, amongst other questions. The project team recommends extending the Phase II evaluation into fall 2020 in order to identify which transit type would provide the most efficient and effective service for west Phoenix for Phase II of the project. Valley Metro will present a Phase II recommendation in fall 2020.

Phoenix City Council also requested evaluation of a potential extension of Phase II from 79th Avenue Park-and-Ride to Desert Sky Mall (**Figure 3**). This extension would add one mile to the Phase II alignment and provide closer access to Ak-Chin Pavilion, Desert Sky Mall, Desert Sky Transit Center and several schools and neighborhoods around 79th Avenue and Thomas Road. Based on the feedback forms from the January 2020 public meetings, 153 out of 183 respondents expressed support for extending service to Desert Sky Mall. Valley Metro will continue to analyze the potential extension to Desert Sky Mall and will include a formal recommendation in fall 2020.

Figure 3: Phase II Extension to Desert Sky Mall



Next steps include:

1. Continue stakeholder outreach, including coordination with the State of Arizona on Phase I.
2. Continue evaluation of Phase I light rail alignment, with recommendation in summer 2020.
3. Continue work on Phase II into fall 2020 to:
 - a. Complete analysis of transit types and funding opportunities.
 - b. Complete evaluation of extending Phase II to Desert Sky Mall.
 - c. Continue discussions with West Valley communities.

Community engagement will be ongoing throughout these activities, including anticipated virtual public meetings in May 2020.

RECOMMENDATION

This item is for information and discussion.

Capitol/I-10 West Extension

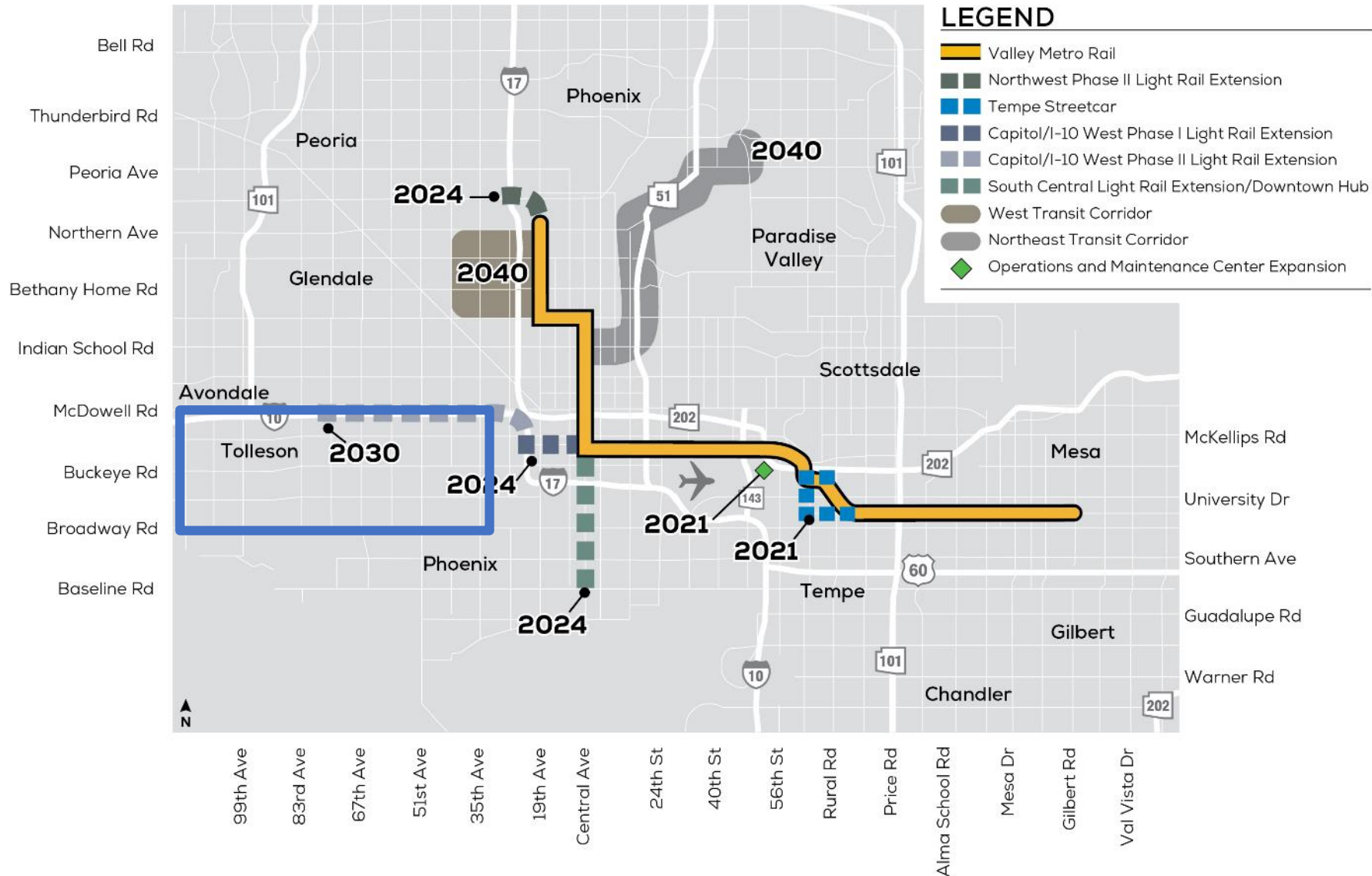
City of Phoenix Citizens Transportation Committee
April 2020



Agenda

- **Project Background**
- **Phoenix City Council 2019 Directive**
- **Public Engagement Efforts**
- **Feedback Analysis**
- **Next Steps**











Capitol/I-10 West Project



2012 Approved Route



LEGEND

-  Valley Metro Rail / Station
-  Approved Route
-  19th Avenue Design Option
-  Park-and-Ride
-  Station Target Area
-  Median Station Site
-  North Side Station Site
-  Activity Center
-  City of Tolleson
-  Unincorporated Maricopa County



Current Project Activity

- **April 2019 Phoenix City Council Directive:**
 - Develop a public meetings schedule to discuss high-capacity transit in West Phoenix
 - Consider other transit types or commuter transit solutions for I-10 West segment
 - Examine funding for all potential options
 - Engage other West Valley cities to develop a regional approach
 - Evaluate extending service to Desert Sky Mall
- **South Central Extension/Downtown Hub Project:**
 - Creates opportunity to reevaluate downtown route options



Public Engagement



Public Outreach



LISTEN / LEARN

MID 2019

WHO

- Key community project area groups

WHAT

- Background and status
- Perceptions
- Ideas & input

HOW

- Informal group meetings, presentations
- Social media, website, visuals



DISCUSS / COLLABORATE

LATE 2019/EARLY 2020

WHO

- Groups
- Public at large

WHAT

- Review transit routes
- Acceleration options

HOW

- Public meetings
- Informal group meetings, presentations
- Social media, website, visuals



DESCRIBE / REVIEW

MID 2020

WHO

- Groups
- Public at large

WHAT

- Recap, results, recommendations
- Next steps

HOW

- Public meetings
- Informal group meetings, presentations
- Social media, website, visuals



PREPARE / PRESENT

LATE 2020

WHO

- Decision-making groups (commission, subcommittee, Council)

WHAT

- Report and recommendations

HOW

- Presentations at meetings
- Visuals



Public Engagement to Date

- **30 Stakeholder meetings conducted**
- **Public meetings conducted:**
 - January 14, 2020- Desert West Community Center
 - January 15, 2020- Isaac Middle School
 - January 18, 2020- Neighborhood Ministries



Public Engagement to Date

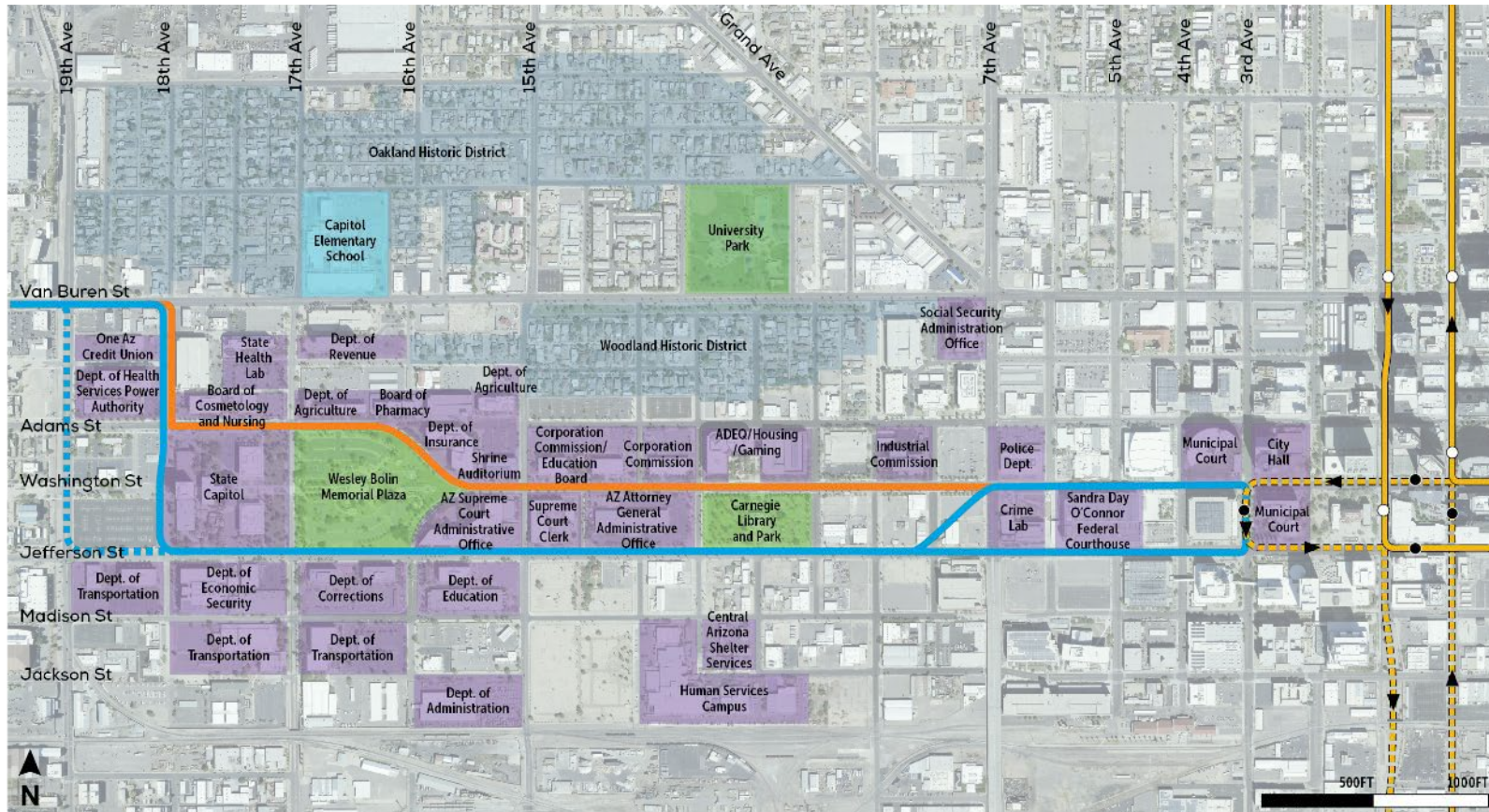
- Narrated public meeting presentation and all meeting materials posted online
- Information presented and input sought on:
 - Project history and current status
 - Downtown route options
 - Phase II transit type options
 - Potential extension to Desert Sky Mall
 - Options to advance completion of Phase II



Phase I Options



Downtown Reevaluation (2017)

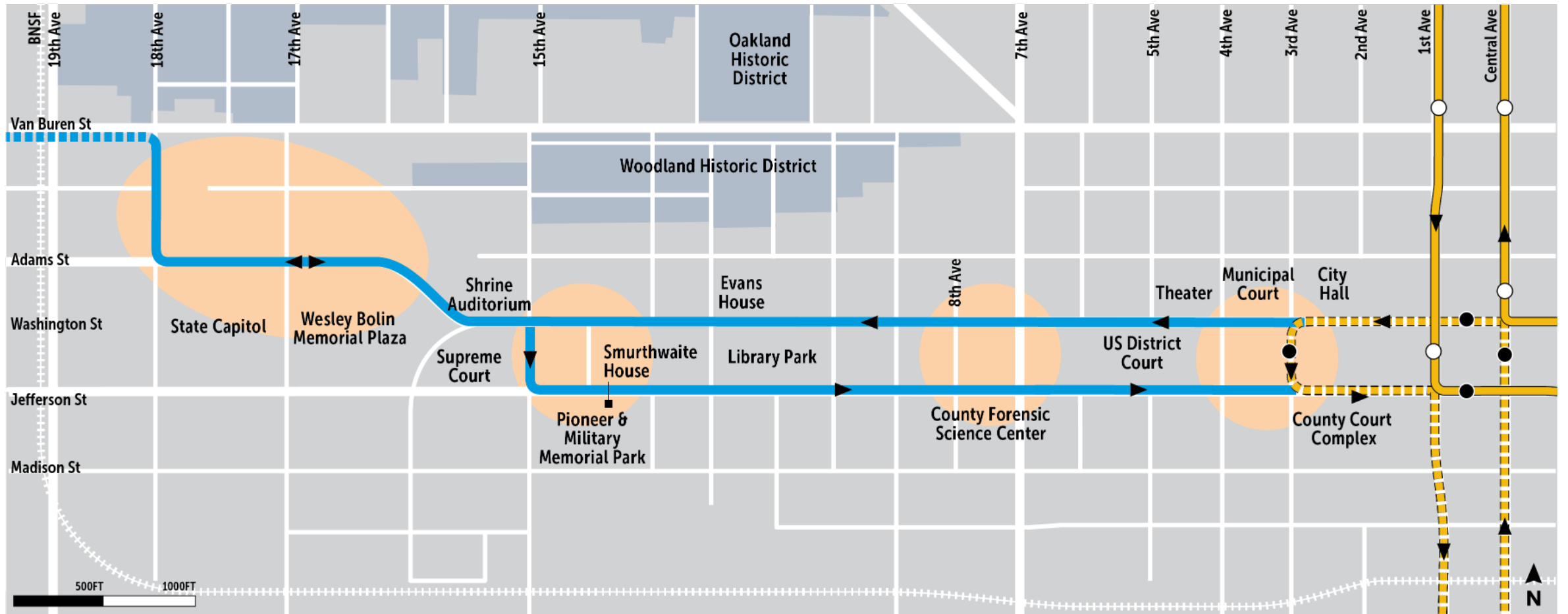


- **South Central Extension/ Downtown Hub provided opportunity to re-examine State Capitol connection**
- Prominent gateway between Downtown and the Capitol
- Greater access to residential uses and employment centers

LEGEND

Valley Metro Rail	South Central Extension/Downtown Hub	2012 Approved Route	School
Existing Station	South Central Stations	Considered Route	Park
		19th Avenue Design Option	Government Office

Washington Concept B



LEGEND

- Valley Metro Rail
- South Central Extension/Downtown Hub
- Capitol/I-10 West Phase I
- Capitol/I-10 West Phase II
- Existing Station
- South Central Stations
- Station Area



Washington Concept C



LEGEND

- | | | | |
|-------------------|--------------------------------------|---------------------------|----------------------------|
| Valley Metro Rail | South Central Extension/Downtown Hub | Capitol/I-10 West Phase I | Capitol/I-10 West Phase II |
| Existing Station | South Central Stations | Station Area | |

Phase II Analysis



Light Rail



Exclusive Busway



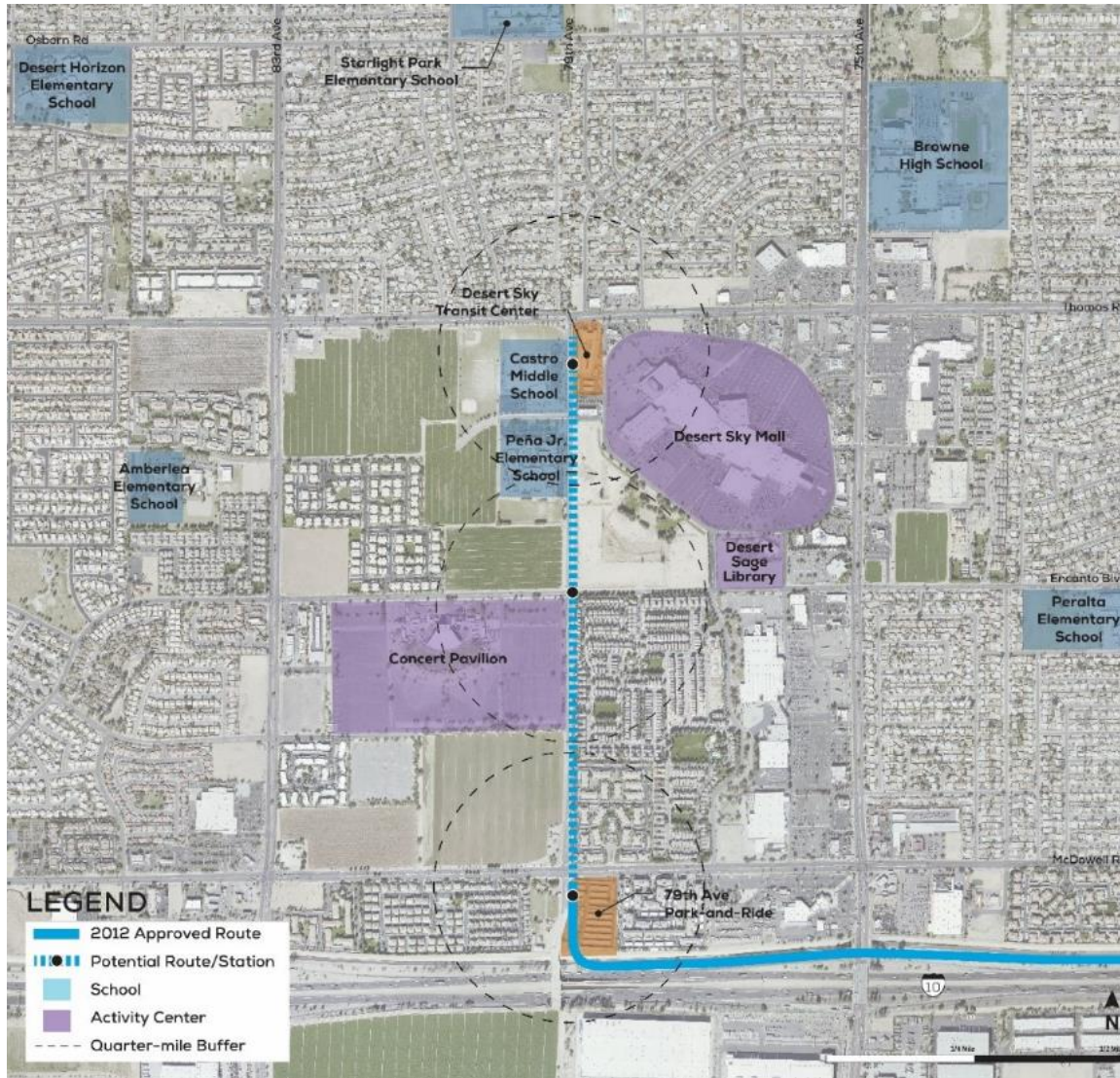
Phase II Analysis



Desert Sky Mall Extension



Desert Sky Mall Extension



- Consistent with future development goals
- Connects to key activity centers, increasing project ridership
- Increases project cost

Public Feedback Analysis

HIGHLIGHTS: 183 Total Respondents



Downtown Phase I Alignment

54% of respondents favored a single track loop on Washington and Jefferson Street (Concept C)



Phase II Transit Types

Interest from the public and stakeholders in exploring different transit types



Desert Sky Mall Extension

84% of respondents were in favor of expanding the route to Desert Sky Mall

Public Feedback Analysis (cont.)

WHEN ASKED TO IDENTIFY IMPORTANT CONSIDERATIONS FOR COMPLETING THE PROJECT SOONER



183

Total Respondents



Next Steps

Next Steps

- **Phase I coordination with State of Arizona**
- **Virtual public meetings in May 2020**
- **Continue work on Phase II:**
 - Complete analysis of transit types and funding opportunities
 - Complete evaluation of extending of extending Phase II to Desert Sky Mall
 - Wrap up discussions with West Valley communities
- **Request action by Phoenix City Council to approve alignment recommendation.**



CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Members of the Citizens Transportation Commission

Jesús Sapien

FROM: Public Transit Director

Kini Knudson

Street Transportation Director

SUBJECT: Transportation 2050 Financial Update

This report provides a financial update on the Phoenix Transportation 2050 plan (T2050). Included is a summary of the sales tax revenue collections and the use of those revenues for projects within the plan.

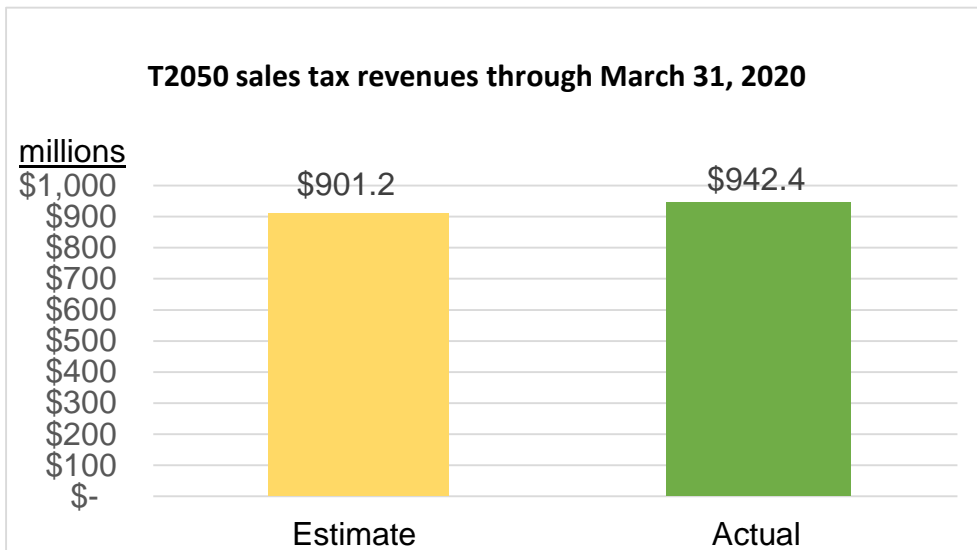
THE ISSUE

T2050 is a 35-year multimodal transportation plan that includes street improvements, bus and paratransit service enhancements, and light rail expansion. These categories are broken down into specific plan elements, and within each are specific projects planned to be implemented throughout the plan.

OTHER INFORMATION

The T2050 sales tax became effective Jan. 1, 2016, and with the one-month lag in sales tax reporting and collections, there have been **51** months of revenue collected by the City **through March 2020**. The sales tax revenues are used by the Public Transit and Street Transportation department's to budgets and implement T2050 projects.

The following graph provides estimated and actual sales tax through **March 31, 2020**. Estimates are based on a consistent annual growth rate. Some months and years will see a higher or lower return, but the differences are anticipated to balance over time.



The attached table (Attachment A) shows T2050 sales tax revenue collections and T2050 expenditures through **March 31, 2020**.

RECOMMENDATION

This report is for information and discussion only.

CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Mario Paniagua
Deputy City Manager

FROM: Jesús Sapien
Public Transit Director

Kini Knudson, P.E.
Street Transportation Director

Markus Coleman
Light Rail Administrator

SUBJECT: Upcoming T2050 Public Meetings/Events

This report provides the Citizens Transportation Commission (CTC) with a list of upcoming T2050 related public meetings by the Public Transit and Street Transportation departments, and Valley Metro.

This item is for information only.

Upcoming T2050 Related Public Meetings/Events

None scheduled at this time.