

EYE ON TRANSIT



A bus rider waits at Sunnyslope Transit Center and says he's excited about the new bus service in October.



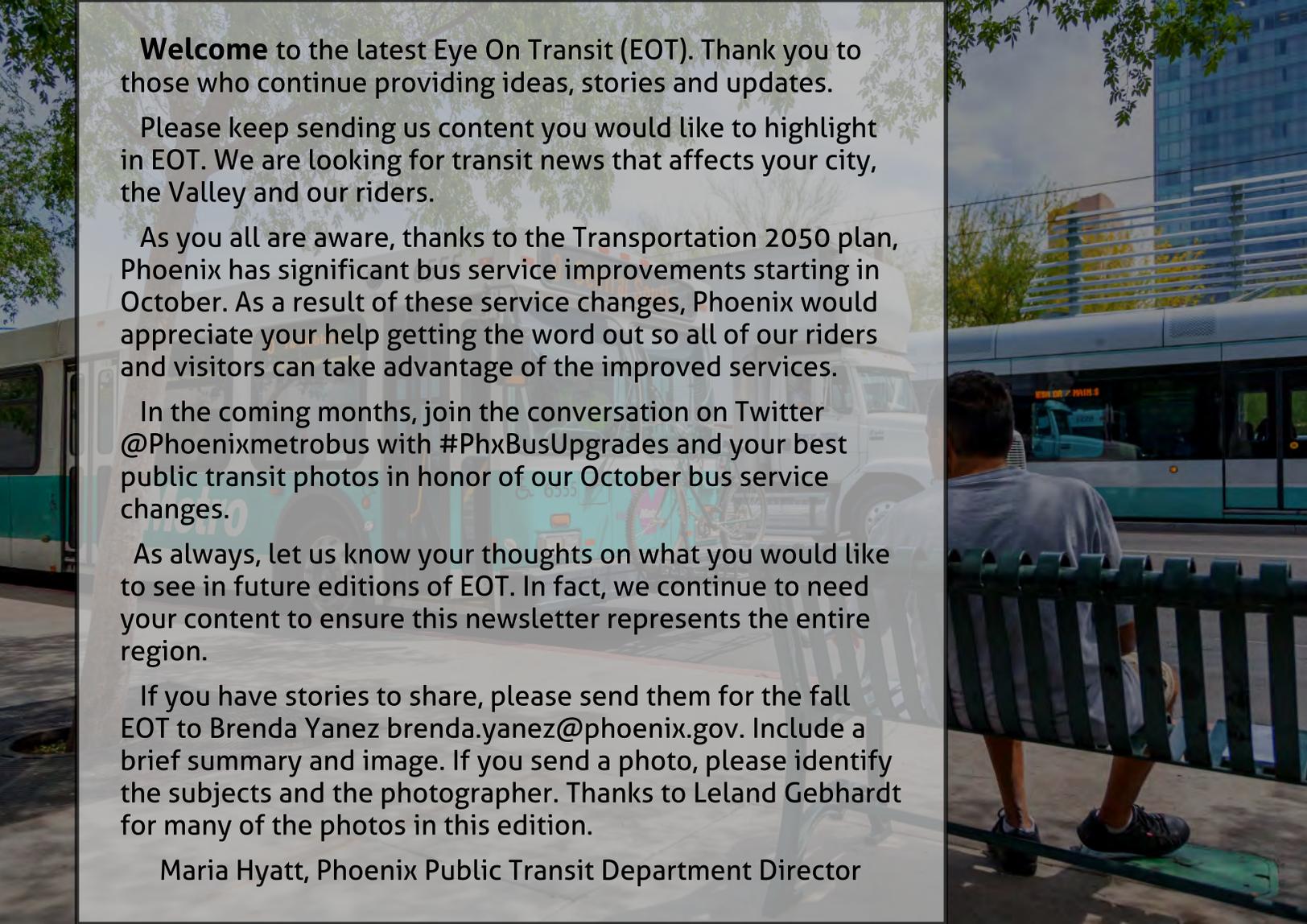
**DIAL-A-RIDE SERVICES
MAKE HISTORIC CHANGES
P. 4**

**PHOENIX APPROVES
IMPORTANT BUS SERVICE
UPGRADES P. 5**



City of Phoenix
PUBLIC TRANSIT DEPARTMENT

JULY 12, 2016 ISSUE 3



Welcome to the latest Eye On Transit (EOT). Thank you to those who continue providing ideas, stories and updates.

Please keep sending us content you would like to highlight in EOT. We are looking for transit news that affects your city, the Valley and our riders.

As you all are aware, thanks to the Transportation 2050 plan, Phoenix has significant bus service improvements starting in October. As a result of these service changes, Phoenix would appreciate your help getting the word out so all of our riders and visitors can take advantage of the improved services.

In the coming months, join the conversation on Twitter @Phoenixmetrobus with #PhxBusUpgrades and your best public transit photos in honor of our October bus service changes.

As always, let us know your thoughts on what you would like to see in future editions of EOT. In fact, we continue to need your content to ensure this newsletter represents the entire region.

If you have stories to share, please send them for the fall EOT to Brenda Yanez brenda.yanez@phoenix.gov. Include a brief summary and image. If you send a photo, please identify the subjects and the photographer. Thanks to Leland Gebhardt for many of the photos in this edition.

Maria Hyatt, Phoenix Public Transit Department Director

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DIAL-A-RIDE GETS BETTER

Enhanced services help riders travel easier

Dial-a-Ride (DAR) customers are now enjoying a one-seat ride across the metropolitan area without transfers. The changes took effect July 1, 2016. The elimination of transfers improves travel for thousands of DAR riders around the region.

The Regional Paratransit Working Group's efforts throughout the process included an 18-month review of DAR services by representatives from cities, towns and the disability community and a plan to strengthen the current program.

Check out our updated [Paratransit Ride Guide](#) and learn more about the changes at [Valley Metro](#).

In Phoenix a new contract secured DAR enhancements including overflow service provided through a cab subcontractor to address trips that can't be scheduled due to capacity constraints or early morning and late trips.

Phoenix also has provided technology improvements that are now standard to DAR riders including web-based trip and interactive voice recognition booking, automatic call back reminders and mobile app technologies.



MAJOR BUS SERVICE UPGRADES

Coming October 2016

BUS SERVICE HOURS

	Current	STEP 1 October 2016	STEP 2 Proposed April 2017
Mon-Thurs	5 a.m.- 10 p.m.	4 a.m.- midnight	4 a.m.-midnight
Fri	5 a.m.- 10 p.m.	4 a.m.- midnight	4 a.m.-2 a.m.
Sat	6 a.m.- 8 p.m.	5 a.m.- 10 p.m.	5 a.m.-2 a.m.
Sun	6 a.m.- 8 p.m.	5 a.m.- 10 p.m.	5 a.m.-11 p.m.

Continues on p.6



Video en Español

Twitter #PhxBusUpgrades

MAJOR BUS SERVICE UPGRADES



[Video en Español](#)

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During the Transportation 2050 outreach process, Phoenix residents spoke about wanting more service hours and we listened.

In June 2016, Phoenix City Council approved major changes to bus service hours and frequency.

The \$17 million improvements mean longer bus hours - three more hours every day of the week (see graphic on p. 5). In addition, riders can now count on shorter wait times because all Phoenix local routes will have a frequency of 30 minutes or less, seven days a week. The changes are particularly evident during off-peak hours and the weekend.

Phoenix Transit and Valley Metro collaborated on promotional videos featuring riders in both English (click on hyperlinks to view) and Español.

Twitter #PhxBusUpgrades

K-9 TEAMS IN TRANSIT

The Transit Enforcement Unit (TEU) K-9 teams recently finished their training and are now on full-time duty along Phoenix's transit system, as well as at large events throughout the Valley.



The K-9 teams in action featured in a PHXTV video.

The detection canine program is a partnership between Phoenix Public Transit and Police Departments, Valley Metro, the U.S. Department of Homeland Security and the Transportation Security Administration (TSA). The dogs went through the TSA training program in San Antonio, Texas before they and their handlers came home to Phoenix.

Recently local media were introduced to two of the teams at Central Station for a demonstration on how these officers and their K-9 partners work to make our transit system safer. On hand for the demo event was Officer Mark O'Connell and 'Gata,' and Officer Joe Congeroand 'Baron.'



WHAT'S NEW...

IN PUBLIC TRANSIT PROCUREMENT

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From issuing solicitations to the evaluation and award process concluding in City Council authorization, the Phoenix Public Transit Department (PTD) Contracts Section assists in procuring goods and services for transit operations in Phoenix.

Requests for Proposals (RFPs) are used for some of the more complex procurements and recognize evaluation criteria used by a committee to review each proposal.

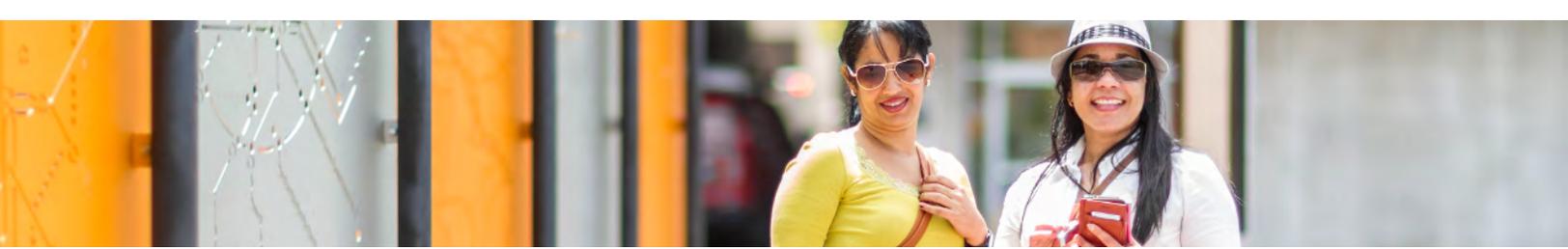
The Department recently used this procurement method to secure a new contract for Dial-a-Ride Services in the Phoenix area.

In March 2016, an RFP was issued for a new regional Computer Aided Dispatch / Automatic Vehicle Locator (CAD/AVL) system.

The CAD/AVL system is used

- As a contract monitoring tool (via the system's data analytics)
- To measure service levels
- To monitor the location of each vehicle
- To develop and refine efficient transit services
- To assist with diagnosing vehicle performance issues

Proposals are currently being evaluated with a contract award sometime this fall. (continues on p.9)



(continued from p.8...)

Invitations for Bid, or IFBs, are used when the goods or services to be procured can be clearly stated. These procurements do not require an evaluation committee and are primarily awarded to the responsive and responsible bidder offering the lowest price or in the case of a revenue contract, the highest amount of revenue.

PTD just issued an IFB for Transit Street Furniture and Bus Advertising. Once awarded, the revenue generated by the sale of advertising will be used by PTD to enhance passenger services it provides via the public transit system.

Additional IFBs to be issued in upcoming months include:

- Vehicle decommissioning services to prepare transit vehicles prior to being sent to the auction yard for sale to the public
- Bus stop cleaning and maintenance contract for transit furniture at over 4,044 bus stops, transit centers and park-and-ride locations
- Transit furniture and concrete services to manufacture, install and repair transit shelters and furniture as well as replacement of concrete
- Landscape maintenance at the 17 transit facilities, consisting of six transit centers, eight park-and-rides and three operating facilities
- For more on PTD Contracts Section, connect with Kim Hayden kimberly.hayden@phoenix.gov or Elizabeth Kellim elizabeth.kellim@phoenix.gov.

NETWORKING WITH OUR BIZ COMMUNITY

The Public Transit Department supported the *26th Construction Network Event for Contractors and Consultants* in June at the Burton Barr Library.

At the event small and disadvantaged businesses networked with prime contractors and learned about future public bid prospects. City staff was on hand to answer questions about the program and upcoming opportunities.

City Engineer Kini Knuson also updated attendees about upcoming city of Phoenix capital improvement project opportunities.

For questions about becoming an SBE or DBE firm contact Susan Sweeden susan.sweeden@phoenix.gov.



A photograph showing a person in a wheelchair being loaded onto a bus. The person is wearing a pink cap and a dark shirt. The wheelchair is blue and has a large bag on the back. The bus is white with a yellow ramp extended. The text "\$3.1 MILLION IN FUNDING FOR LOCAL TRANSIT PROGRAMS" is overlaid in large white letters on the left side of the image.

\$3.1 MILLION IN FUNDING FOR LOCAL TRANSIT PROGRAMS

The Federal Transit Administration's (FTA) Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities program makes operating and capital assistance funds available to nonprofit and government agencies that provide transportation to elderly and persons with disabilities.

The Maricopa Association of Governments (MAG) coordinated the 2016 fiscal year competitive process and worked with the city of Phoenix, the designed recipient, to approve the final projects. As a result, the Phoenix-Mesa urbanized area will receive \$3.1 million in federal funding for assisting our vulnerable population with transportation.

This will fund 30 projects for nonprofit agencies and municipalities in the Phoenix-Mesa area.

The projects include funding for new and replacement vehicles, sub-regional mobility management positions, travel training, taxi subsidy programs, bus stop enhancements and volunteer driver programs.

Visit [this link](#) for a complete list of projects and descriptions.



APTA RAIL RODEO

The city of Phoenix Public Transit Department supported the American Public Transportation Association 2016 International Rail Rodeo held in Phoenix, Arizona in June by providing a few volunteers.

Volunteers assisted as rodeo ambassadors and were key in getting participants to their competition sites as contestants fought for top honors in the operators skills competition.

For more about the event check out Valley Metro's Inside the Ride rail rodeo piece.

Rail Rodeo photos on this page courtesy of Valley Metro.

METRO

REPLACEMENT

BUSES

IN HOPPER



New articulated buses for both Phoenix local and RAPID routes are on order, with the first bus currently being built in Minnesota by New Flyer.



The first pilot bus is scheduled to arrive in Phoenix this fall and over the next year, riders can expect to see these new buses hit the road after they pass inspection processes in the production line at the plant and again in Phoenix.



The buses cost approximately \$820,000 per bus and are purchased with 85 percent federal funds and 15 percent regional funds. Stay tuned for more updates in the fall EOT.



TRANSDEV WORKS TO ENHANCE PASSENGER EXPERIENCE

Transdev, a contracted city of Phoenix transit service provider, launched the AmBUSsador program in an effort to improve the customer service experience for primarily RAPID riders.

The goal of the program is to better assist passengers by being yet another source for transit information at transit centers and park and ride locations throughout the Valley.

AmBUSsadors will greet passengers, answer transit questions and interact with riders to get feedback and suggestions on how the contractor can improve their service.

The event is part of a Verizon/ASU grant and included two other schools.

The app they created, called Met-Tracker, also offers alternatives for transportation such as taxi and ride-sharing.

The Phoenix Transit Department along with Mayor Greg Stanton recognized the students and the work they did to come up with an innovative transit concept solution.

Met-Tracker can include real-time data from metro websites and transit operations to give accurate arrival, departure times as well as load capacity of buses.



STUDENTS PROVIDE TRANSIT SOLUTIONS

Camelback High School students are paving the way for youth to come up with solutions for the future of transportation.

Kathyrn Noble and Yuribi Gonzalez won third place and \$500 each at the Verizon Showcase Shark Tank event at Arizona State University in May for creating an app that tracks a bus live while in route.



SUSTAINABILITY CIRCUS



PUBLIC TRANSIT SUPPORTS TAKE YOUR KIDS TO WORK DAY

The city of Phoenix Green Team organized *Take our Daughters and Sons to Work Day* in June. This year's theme was "*Sustainability Circus*" and focused on informing kids and their parents about Phoenix's 2050 sustainability goals through participation in various games and activities.

The Public Transit team involved the kids by talking to them about how public transit is good for the environment. Kids took part in a scavenger hunt to learn about the bus system and the Transportation 2050 enhancements.

Find out more about Phoenix 2050 sustainability goals at phoenix.gov/sustainability

Congratulations to city of Phoenix Public Transit and Street employees (below) recognized for their work on Proposition 104 / Transportation 2050 plan and public outreach at the 36th annual city of Phoenix City Manager's Employee Excellence Awards event in June. The new 35-year plan was adopted by voters in August 2015. For the latest on Transportation 2050, visit phoenix.gov/T2050.



EMPLOYEE EXCELLENCE AWARDS