

Title VI Analysis

City of Phoenix Proposed April 2020 Service Changes



City of Phoenix Public Transit Department



Summary

The City of Phoenix Public Transit Department is focused on improving the efficiency of Phoenix's transit service to best serve our passengers' needs. The proposed April 2020 bus service changes were developed by staff using the best methods and information available, including current ridership trends and customer feedback. They may be modified following review of feedback received during the public process outlined below. Any service cost increases will be funded through Transportation 2050, the dedicated Phoenix transportation tax.

The Public Transit Department regularly reviews routes to determine if modifications can be made to improve service. Improvements can include modifications such as schedule changes, service efficiencies, adding route connections, or leaving routes unchanged, based on the public input received. Bus service changes are coordinated regionally and occur in April and October of each year. The proposed April 2020 bus service changes that are within the City of Phoenix or operated by the City of Phoenix are as follows:

- Route 7 – Modify routing by eliminating deviation at Baseline Road to Jesse Owens Parkway and staying on 7th Street when crossing Baseline Road.
 - Route 60 – Modify routing on the east end past 16th Street, from Bethany Home Road and 16th Street to Camelback Road and 24th Street, to use 16th Street and Camelback Road instead of 16th Street, Missouri Avenue, 24th Street, Camelback Road, and 20th Street.
- SMART – Modify routing on 9th Avenue to 7th Avenue from Cinnabar Avenue to Cheryl Drive, on 5th Street to 3rd Street between Dunlap Avenue and Hatcher Road, and on 3rd St to Central Avenue between Ruth Road and Sunnyslope Transit Center.

PUBLIC INPUT PROCESS

The Public Transit Department will use the locally adopted public outreach process for the proposed April 2020 bus service changes. During November and December 2019, staff will solicit public comment on service changes through several in-person outreach events located near the proposed service change areas. There will be posters or A-Frames placed at impacted areas to notify the public of the proposed changes and direct the public to visit Valley Metro website to comment. In addition, City of Phoenix and Valley Metro staff will post service change proposals via social media, conduct interactive webinars and hold a formal public hearing to collect public input and feedback.



The Public Transit Department seeks to have Citizens Transportation Commission, Transportation, Infrastructure, and Innovation Subcommittee, and City Council approval of the final proposed bus service changes by January 2020 and to implement approved service changes on April 27, 2020.

TITLE VI ASSESSMENT

The following assessment is based on service change policies developed by the City of Phoenix Public Transit Department and Valley Metro. Section 9, Attachment I of the City of Phoenix Public Transit Title VI Program describes the City of Phoenix Major Service Change Equity Evaluation Procedures that apply to this analysis. Details describing the intent of this analysis and evaluation methods can be found in that document. The public input process, described in Section 2 of the City of Phoenix Public Transit Title VI Program, begins with this proposal from city staff. The public will have an opportunity to provide feedback through public open houses, citizen outreach efforts, social media, boards and commissions, the Citizens Transportation Commission, the Transportation, Infrastructure, and Innovation Subcommittee of the City Council, and the City Council before final approval. The public comment period will be open for 30 days following the posting of this proposal.

The City of Phoenix Public Transit Title VI Program is posted at <https://www.phoenix.gov/publictransit/title-vi-notice>

Background

Title VI of the Civil Rights Acts of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal financial assistance. Federal law requires the City of Phoenix to evaluate service changes and proposed improvements at the planning and programming stages to determine whether those changes have a discriminatory impact. This process will be used to evaluate bus services in an objective manner to identify the potential for adverse, disproportionately high, or disparate impacts to minority and/or low income populations. Proposed changes and impacts will be assessed on a route level and by jurisdiction.

Step 1 - Magnitude of Service Change

The first step of the Title VI assessment is to measure and document the magnitude of service change being proposed to determine if a project qualifies as a “major service change” (defined in Major Service Change Equity Evaluation Procedures Manual).

Valley Metro in cooperation with the City of Phoenix Public Transit Department have adopted guidelines to define a major change. Indicators include:



- Adding or Eliminating an entire route
- Expanding or reducing existing revenue miles on a route by more than 25% on any day of the week
- Expanding or reducing number of route directional miles more than 25%
- A change resulting in a 25% or greater variance from the existing route alignment

All projects that are determined to be a “major service change” will move to step 2.

Step 2 - Impacts on Title VI Populations

The second step of the Title VI assessment will evaluate each major service change to determine if it would have a disproportionate impact on low-income and/or minority populations. To do this, the City of Phoenix will compare the demographics of the populations within ½ mile of affected service to the demographics of Maricopa County as a whole.

The dataset used to calculate the percentages is US Census American Community Survey 2013-2017 5 Year Estimate. The geographic unit of measurement in the dataset is Census Block Groups. Census Block Groups with higher percentage of minority/low-income populations compared to the regional average are categorized as minority/low-income census block groups.

Based on the US Census American Community Survey 2013-2017 5-Year Estimate, 13.6% of households in Maricopa County are considered low-income. 46.0% of Maricopa County population is considered minority population. (See **Table 1: Regional Average Minority Population and Percent Low-Income Households**).

Table 1: Regional Average Minority Population and Percent Low-Income Households

	Percent Minority Population	Percent Low-Income Households
Regional Average (Maricopa County)	46.0%	13.6%

If the service area of a major service change route is within low-income and/or minority census block groups, the project will require additional assessment explaining mitigation or mitigating factors to justify the proposed change. Occasionally, a project will be forwarded for further review even if it does not meet the definition of “Major Service Change”. When a minor rerouting impacts a predominantly minority or low-income area, mitigation for that population will be addressed.

None of the proposed April 2020 changes qualify as a Major Change as summarized in **Table 2: Magnitude of Impact - Major Change Indicators by Individual Projects**.



This report summarizes the demographics of each service area and discusses the purpose of the proposed changes.

Table 2: Magnitude of Impact- Major Change Indicators by Individual Projects

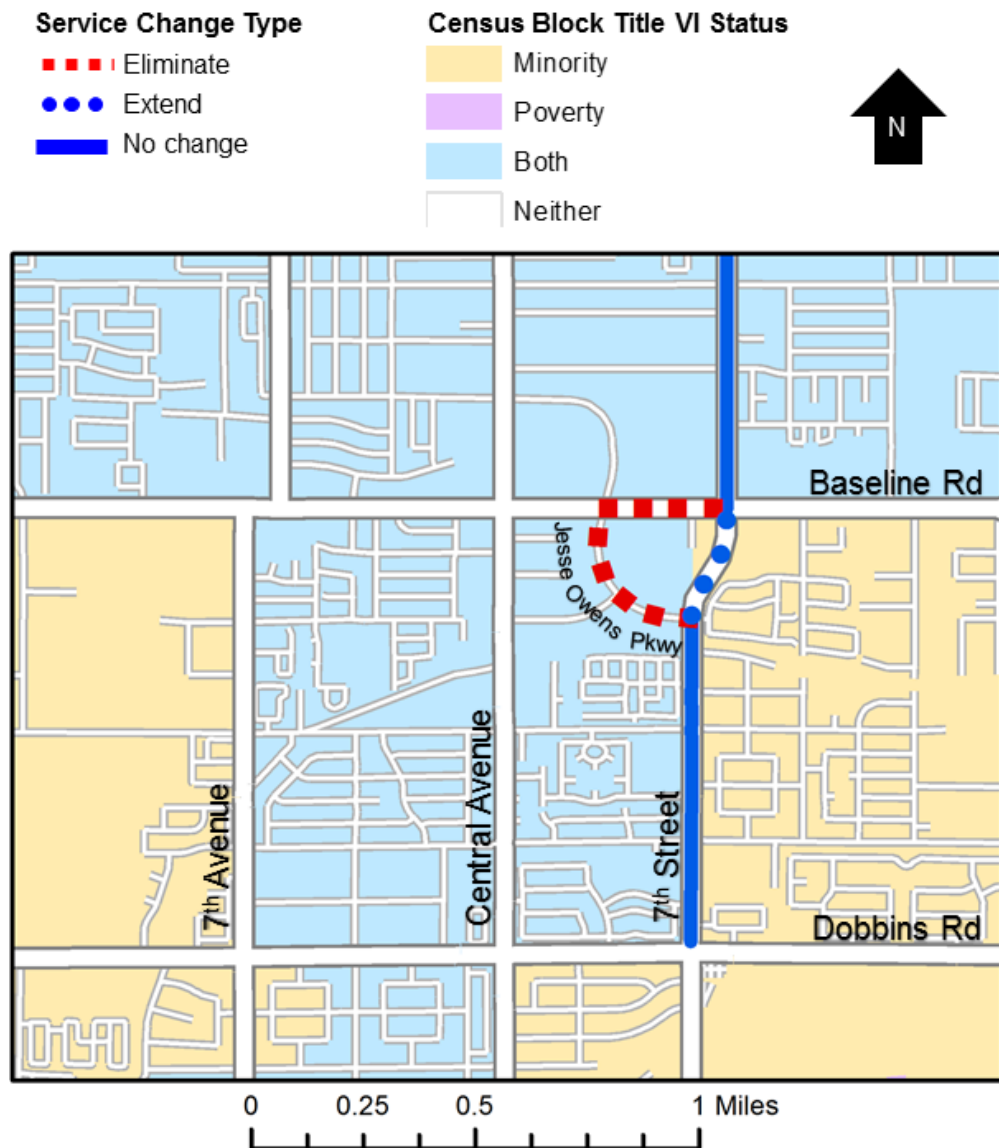
Project	Add or Eliminate Route	Expanding or reducing existing route by more than 25% of Weekday route revenue miles	Expanding or reducing existing route by more than 25% of Saturday routes revenue miles	Expanding or reducing existing route by more than 25% of Sunday route revenue miles	Expanding or reducing number of route directional miles more than 25%	A change resulting in a 25% or greater variance from the existing route alignment	Continue to Step 2 of Assessment
Route 7 (7th Street) – Modify Jesse Owens Parkway Deviation	NO	NO	NO	NO	NO	NO	NO
Route 60 (Bethany Home Road) – Modify east of 16th Street	NO	NO	NO	NO	NO	NO	NO
SMART Circulator – Minor Routing Modification	NO	NO	NO	NO	NO	NO	NO



Route 7 (7th Street) – Modify Jesse Owens Parkway Deviation

At the south end of Route 7, the route deviates from 7th Street to Jesse Owens Parkway at Baseline Road. The deviated segment of the route carries about 17 total daily boardings between the two directions. With the low ridership figure, staff is proposing to eliminate the deviation and remain on 7th Street between Baseline Road and Dobbins Road to reduce cost and increase the speed of service. The modified routing would reduce about 0.5 revenue miles per trip on Route 7. The proposed routing of Route 7 is illustrated in *Figure 1: Proposed Route 7 Routing*.

Figure 1: Proposed Route 7 Routing





Route 7 (continued)

Project Title VI Assessment

The proposed modification of Route 7 does not represent a major service impact as indicated in Tables 3a and 3b. However, the vicinity of the route modification is above regional average in minority population and low-income households (Table 3c), so mitigation will be addressed.

Mitigation of Impacts to Title VI Populations

With the reconfiguration, new bus stops will be installed on northbound 7th Street and Jesse Owens Pkwy and at southbound 7th Street and Baseline Road. With bus stops at 7th Street and Jesse Owens Pkwy and at 7th Street and Baseline Road, any destination on Jesse Owens Pkwy are within about 0.25 mile walk from these bus stops. Phoenix’s standard on bus stop spacing is every 0.25 miles. Bus transfer between Route 7 and Route 77 would still be available at 7th Street and Baseline Road.

Table 3a: Route 7 Revenue Miles (Phoenix Only)

	Mon-Thu	Friday	Saturday	Sunday
Current Revenue Miles	2,740	2,955	2,362	2,039
Proposed Revenue Miles	2,700	2,913	2,329	2,009
% Difference	(1.5%)	(1.4%)	(1.4%)	(1.5%)

Table 3b: Route7 Directional Miles (Phoenix Only)

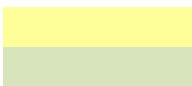

Current Directional Miles	26.9	 Major Decrease  Major Increase
Proposed Directional Miles	26.5	
% Difference	(1.4%)	

Table 3c: Route 7 Title VI Population (within 1/2 mile of impacted segment)

	Percent Minority Population	Percent Low - Income Households
Route 7 Service Area	87.8%	21.8%
Regional Average	46.0%	13.6%



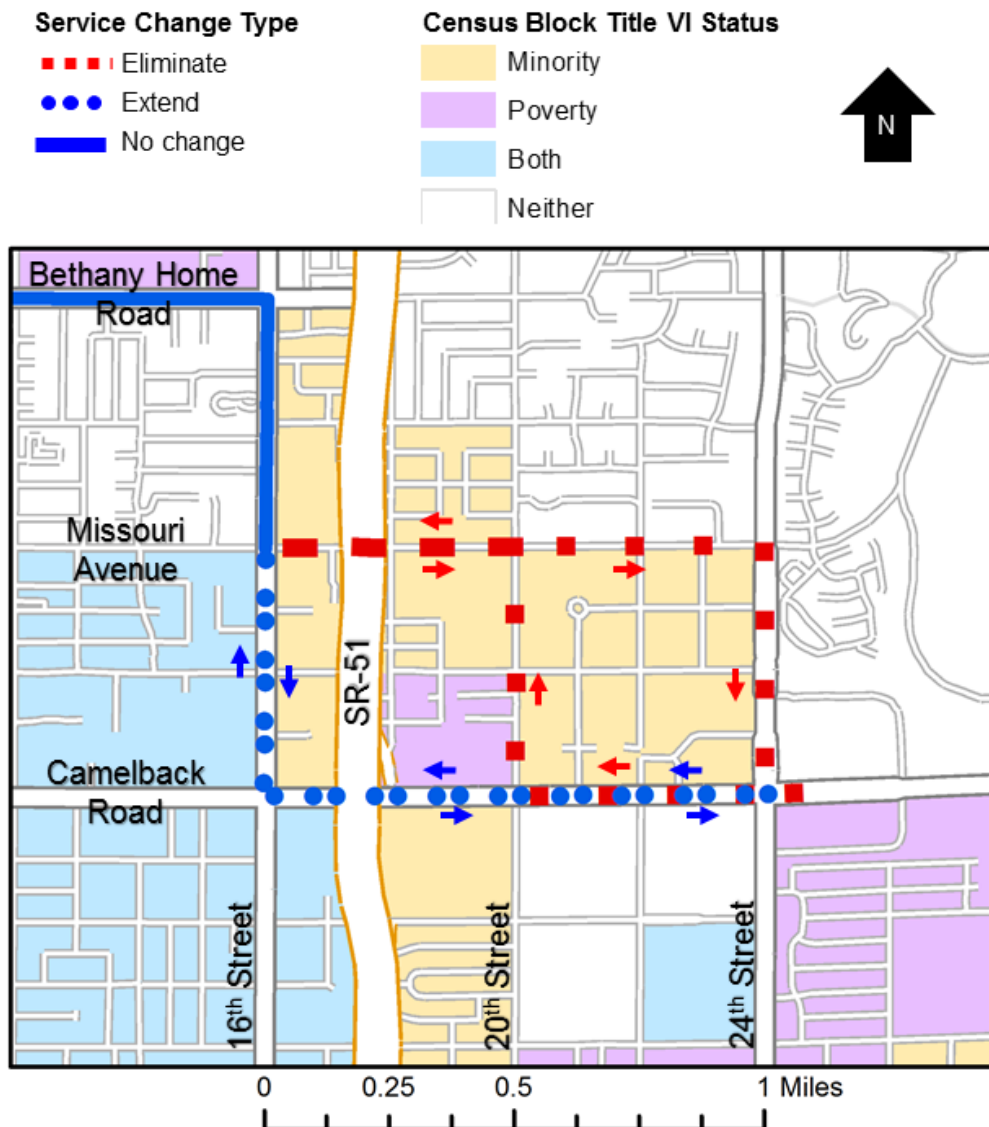
Route 60 (Bethany Home Road) – Modify east of 16th Street

Having received public feedback and confirming low ridership of the route on Missouri Avenue, staff proposes to modify the east end of Route 60 to:

- Eastbound –Bethany Home Road to 16th Street, south to Camelback Road, east to last stop at 24th Street.
- Westbound –Camelback Road to 16th Street, north to Bethany Home Road, west on Bethany Home Road.

The proposed routing would provide better access to shops near Camelback Road and 20th Street compared to the current routing through Missouri Avenue. This is a cost neutral modification proposal. The proposed routing of Route 60 is illustrated in *Figure 2: Proposed Route 60 Routing*.

Figure 2: Proposed Route 60 Routing





Route 60 (continued)

Project Title VI Assessment

The proposed modification of Route 60 does not represent a major service impact as indicated in Tables 4a and 4b. However, the vicinity of the route modification is above regional average in low-income households (Table 4c), so mitigation will be addressed.

Mitigation of Impacts to Title VI Populations

With the reconfiguration, existing bus stops with shelters and other amenities, will be used on 16th Street and Camelback Road. The proposed route modification replaces single-direction service with a bidirectional route for better access to retail at Camelback Colonnade, which has been expanding with new development, such as Target on Camelback Road and 16th Street. The proposed routing maintains service to a number of apartment complexes along 16th Street and Camelback Road, while balancing improved connection to retail. With the route modification, passengers still have the opportunity to access 24th Street via Route 70 (24th Street/Glendale Avenue). Bus transfers between Route 70 and Route 50 (Camelback Road) would still be available at 24th Street and Camelback Road.

Table 4a: Route 60 Revenue Miles (Phoenix Only)

	Mon-Thu	Friday	Saturday	Sunday
Current Revenue Miles	723	793	758	652
Proposed Revenue Miles	723	793	758	652
% Difference	0.0%	0.0%	0.0%	0.0%

Table 4b: Route 60 Directional Miles (Phoenix Only)

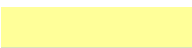

Current Directional Miles	8.8	 Major Decrease  Major Increase
Proposed Directional Miles	8.8	
% Difference	0.0%	

Table 4c: Route 60 Title VI Population (within 1/2 mile of impacted segment)

	Percent Minority Population	Percent Low - Income Households
Route 60 Service Area	42.6%	14.9%
Regional Average	46.0%	13.6%



SMART Circulator – Minor Routing Modification

The SMART (Sunnyslope Multi-Access Residential Transit) is a free neighborhood circulator that began in 2007 to connect the residents of Sunnyslope to area amenities, such as schools, the Acacia Library, shopping, John C. Lincoln Medical Center and the Sunnyslope Transit Center. The route was last modified in January 2013.

In June 2019, District 3 Councilwoman Stark directed staff to evaluate providing better access from the SMART to Mountain View Park. In addition, the Public Transit Department has received multiple requests from area residents to provide better access to the Desert Mission Food Bank and Sunnyslope grocery stores. After evaluating multiple options, staff determined that a minor route modification would improve access to Mountain View Park, Desert Mission Food Bank and the Walmart Neighborhood Market.

Proposed SMART Adjustments

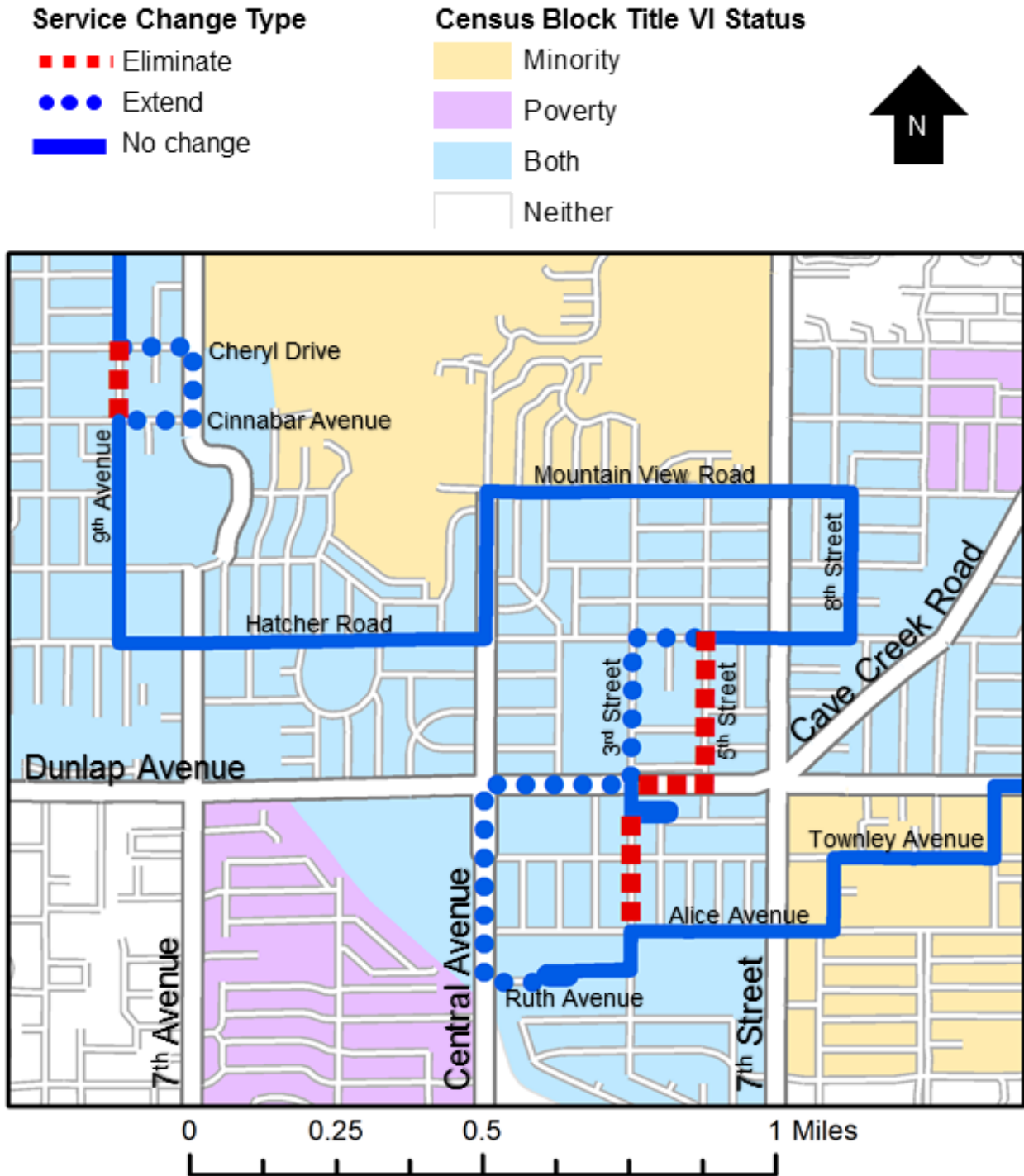
- *Mountain View Park* (7th and Cinnabar avenues) – Shift service from 9th Avenue to 7th Avenue between Cinnabar Avenue and Cheryl Drive.
- *Desert Mission Food Bank* (9229 N. 4th St.) – Move the route from 5th Street to 3rd Street between Dunlap Avenue and Hatcher Road.
- *Walmart Neighborhood Market* (115 E. Dunlap Ave.) – After servicing Sunnyslope Manor Apartments at 205 E. Ruth Ave., the current route uses an east route on Alice Avenue to get to the Sunnyslope Transit Center. The proposed route goes west on Ruth Avenue, north on Central Avenue, east on Dunlap Avenue to get to the Sunnyslope Transit Center.

The modified routing would not impact fleet requirements for the SMART circulator. The proposed routing of SMART is illustrated in *Figure 3: Proposed SMART Routing*.



SMART (continued)

Figure 3: Proposed SMART Routing





SMART (continued)

Project Title VI Assessment

The proposed modification of SMART does not represent a major service impact as indicated in Tables 5a and 5b. However, the vicinity of the route modification is above regional average in minority population and low-income households (Table 5c), so mitigation will be addressed.

Mitigation of Impacts to Title VI Populations

The proposed modifications, overall, represent an increase in service intended to improve access to important locations identified by the public. The proposed deviation to and from Mountain View Park uses the two closest streets, Cinnabar Avenue and Cheryl Drive. As a result, the deviation is less than a half mile in length and the proposed routing is still within a few hundred feet of walking from the existing routing. Similarly, the realignment from 5th Street to 3rd Street minimizes the distance from the current routing, which is still within several hundred feet, in order to balance improved access to the food bank. The realignment on 3rd Street also offers more opportunities for transferring to Route 12 (12th Street) and improved access to medical centers along 3rd Street. Route 7 (7th Street) and Route 90 (Dunlap Avenue/Cave Creek Road) continue to provide access nearby too. The deviation to Walmart Neighborhood Market on Central Avenue retains access to Sunnyslope Transit Center on 3rd Street for bus transfers to Route 0, 8, 12, 90, and 106.

Table 5a: SMART Revenue Miles (Phoenix Only)

	Mon-Thu	Friday	Saturday	Sunday
Current Revenue Miles	324	324	240	240
Proposed Revenue Miles	351	351	259	259
% Difference	8.1%	8.1%	8.1%	8.1%

Table 5b: SMART Directional Miles (Phoenix Only)



Current Directional Miles	7.7	 Major Decrease  Major Increase
Proposed Directional Miles	8.3	
% Difference	8.1%	

Table 5c: SMART Title VI Population (within 1/2 mile of impacted segment)

	Percent Minority Population	Percent Low - Income Households
SMART Service Area	58.6%	26.2%
Regional Average	46.0%	13.6%



Public Outreach

The Public Transit Department will use the locally adopted public outreach process for the proposed April 2020 bus service changes, as outlined in the City of Phoenix Public Transit Title VI Program. Staff will solicit public comments on service changes through public outreach events and a formal public hearing. Advertisements for the public meetings will be placed in local newspapers; information will also be posted to the Phoenix Public Transit Department and Valley Metro websites.

The following public hearing has been scheduled to present the proposals to the public:

Public Hearing: **Wednesday, November 20, 2019 5:00-6:15 p.m.**
Valley Metro Board Room, 10th Floor
101 N. 1st Avenue. Phoenix, AZ 85003

Public input period is **November 4, 2019 – December 6, 2019**

City of Phoenix Public Meetings

City of Phoenix Citizens Transportation Commission
Thursday, December 12, 2019, 5:00 p.m.
302 N. 1st Ave., 2nd Floor, Phoenix

City of Phoenix Transportation, Infrastructure, and Innovation Subcommittee
Wednesday, January 8, 2020, 9:00 a.m.
Phoenix City Hall, Assembly Rooms

City of Phoenix City Council Meeting
Wednesday, January 29, 2020, 2:30 p.m.
Phoenix City Council Chambers

Details about proposed service changes are available online and input can be provided with an online comment card. Please visit valleymetro.org/servicechanges. Comments can also be sent emailed to input@valleymetro.org or pubtrans@phoenix.gov -or mailed to:

Valley Metro Community Relations
Attn: Service Changes
101 N. 1st Ave., Ste. 1300
Phoenix, AZ 85003