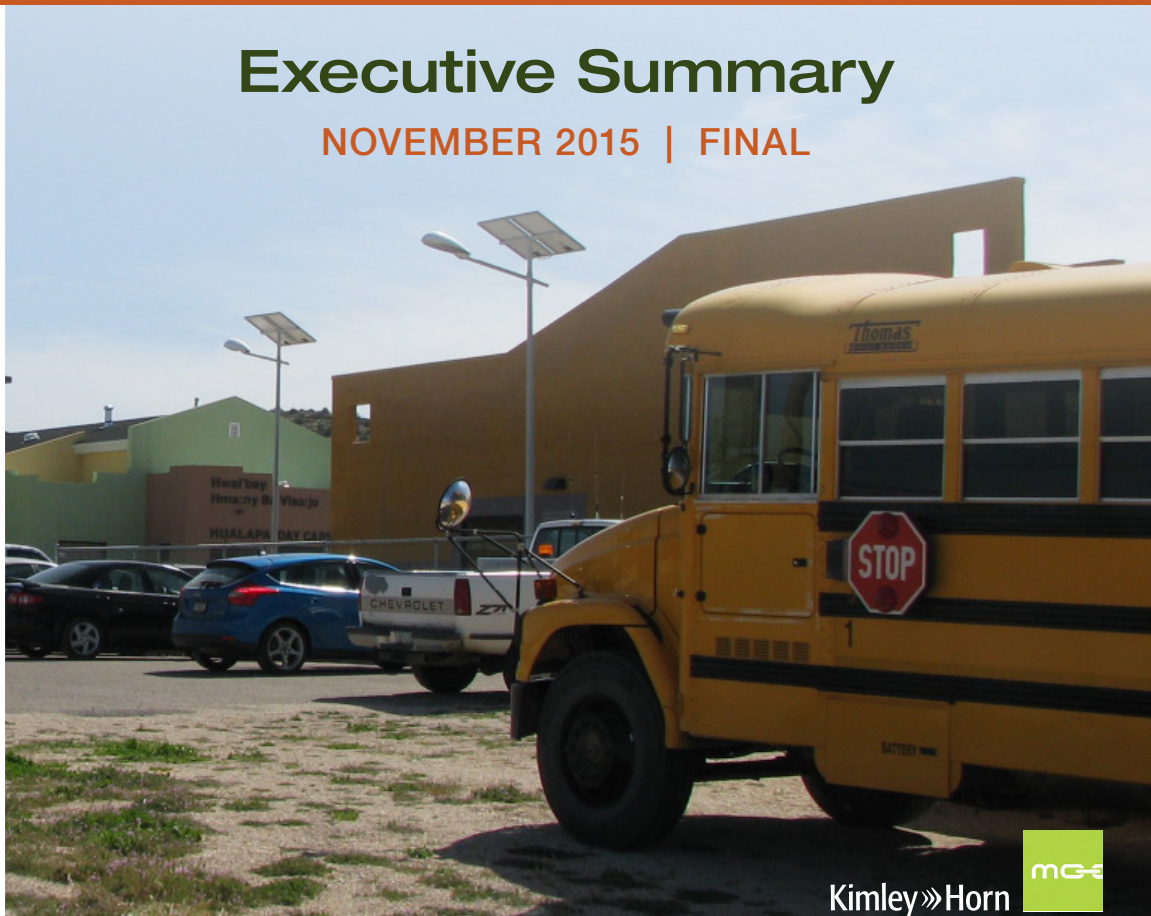




# TRANSIT FEASIBILITY STUDY FOR THE Hualapai Indian Tribe

## Executive Summary

NOVEMBER 2015 | FINAL



# TRANSIT FEASIBILITY STUDY FOR THE HUALAPAI TRIBE

## Executive Summary

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## INTRODUCTION

The Hualapai Indian Tribe reservation is located in northwest Arizona and is approximately 1,563 square miles in area. The principal community on the reservation is Peach Springs, which is the hub for Tribal government and many services in the community. Currently, there is no unified public transit service on the reservation, although there is a van service for seniors and persons with disabilities, as well as an employee shuttle service for the employees of Grand Canyon West Resort Corporation.

The Hualapai Tribe recognizes the need to improve mobility for residents with an emphasis on developing a sustainable transit system in close coordination with the Tribal members.

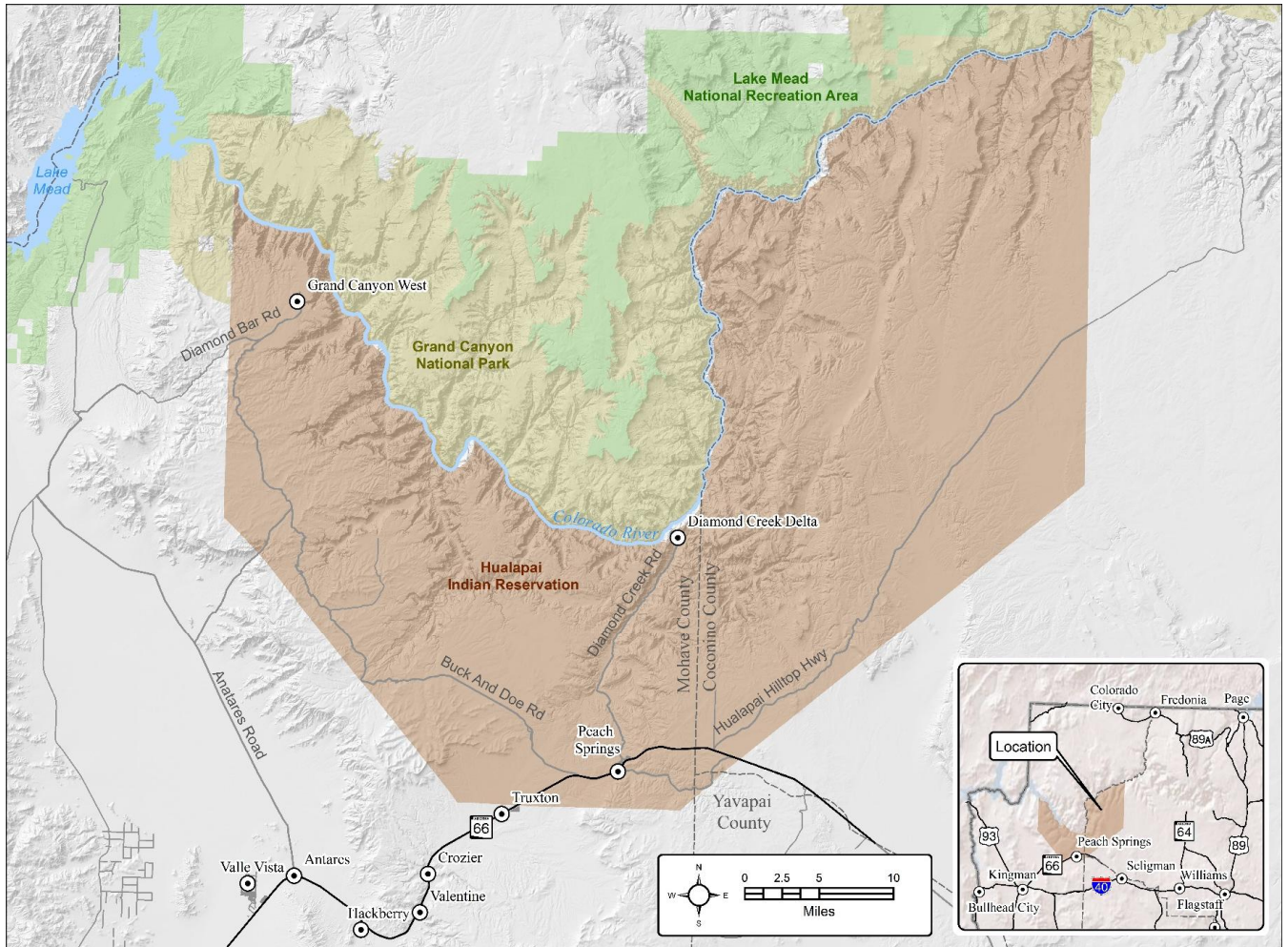
## STUDY PURPOSE AND OBJECTIVES

The purpose of the Hualapai Indian Tribe Transit Feasibility Study is to develop a transit feasibility study with a cohesive vision and comprehensive approach, emphasizing collaboration. Study objectives are:

- Identify transit needs through data analysis, surveys, and Community discussions, as well as coordination with existing transit service providers.
- Develop strategies to make it easier to travel within the Hualapai Reservation and neighboring areas.
- Provide a plan for developing transit service, including fare structure, ridership estimates, costs, organization, and funding sources.

## STUDY AREA

The study area is the Hualapai reservation and surrounding areas, such as Kingman, Valle Vista, Hackberry, Valentine, Crozier, and Truxton. A study area map is provided in **Figure 1**.



**Figure 1 Hualapai Reservation Study Area**

## PUBLIC OUTREACH

The study engaged the Tribal community in a number of ways:

- A presentation to the Hualapai Tribal Council on April 7, 2015 to provide an overview of the transit feasibility study.
- A mobile open house that coincided with Earth Day activities on May 1, 2015.
- A booth at the Route 66 Fun Run event in Peach Springs on May 2, 2015.
- Display boards and surveys presented at the Cinco de Mayo lunch at the Hualapai Senior Center on May 4<sup>th</sup>, 2015.
- Display boards presented at the Hualapai Housing Fair on June 19<sup>th</sup>, 2015.
- A presentation to Tribal Council on November 9<sup>th</sup> to present the Transit Service Plan for adoption.
- Periodic news articles about the study in the Gam'Yu newsletter.

In general, the public was extremely supportive of the concept of a transit service for the Community.

## TECHNICAL ADVISORY COMMITTEE AND PROJECT MANAGEMENT TEAM

In addition to the public outreach, a Technical Advisory Committee (TAC) was established. The role of the TAC was to provide input on technical issues related to the study and to review and comment on study deliverables. The TAC met twice during the course of the project, at key points in the study, and reviewed study documents.

A core Project Management Team (PMT) provided project direction and input to the study. The PMT includes the Director of the Hualapai Planning Department, the Transportation Planner for the Hualapai Public Services Department, the Transit Manager for the Arizona Department of Transportation (ADOT) Multimodal Planning Division, the Kimley-Horn project manager, and transit subconsultant, M. Greene Planning and Resource Development. Meetings were held periodically to discuss finding and recommendations of the study, and to review Technical Advisory Committee presentations.

## IDENTIFYING TRANSIT NEEDS

Transit needs were identified through a process which considered:

- Community survey findings - Survey data was analyzed from a community wide transit survey conducted in May 2015. The survey had a very strong response rate, 40% or 505 surveys, which in itself indicates a community interest in transit. Survey respondents indicated that they would take transit, if available, for the following types of trips:
  - Work Trips – 223 responses
  - Doctor or Medical Trips – 119 responses
  - Shopping – 96 responses
  - School – 57 responses
  - Other (for example visiting family or friends, attending a sporting event, etc.) – 67 responses

Many of the survey respondents indicated some limitation on travel, primarily related to the expense of driving the long distances for work, school, appointments, and shopping.

## Technical Advisory Committee Members

### Hualapai Tribe

- Planning Department
- Health, Education, and Wellness Department
- Public Services Department
- Senior Center

### Grand Canyon Resort Corporation

- Grand Canyon West

### Arizona Department of Transportation

- Multimodal Planning Division
- Kingman District

### Indian Health Service, Peach Springs

### City of Kingman

- Public Works Department
- Engineering Department
- Planning and Zoning

### Coconino County Planning and Zoning

### Indian Health Service

### Mohave County Public Works Department

### Northern Arizona Council of Governments

### Walmart, Kingman

### Western Arizona Council of Governments

### Yavapai County Development Services

- Census data - U.S. Census data from 2010 and from the American Community Survey was used to identify transit needs through identifying transit dependent populations, such as those persons that have mobility limitations, as well as demographic characteristics such as employment, commuting to work, and travel time to work information. Census data was also used, in part, to identify where people live and travel to.
- Transit recommendations from previous studies, such as the Hualapai Long Range Transportation Plan.
- Formulas recommended by the Transit Cooperative Research Program (TCRP), which indicated both a need and demand for transit services.

An unmet need, and a priority for tribal members who responded to surveys, was commuter transit. A significant number of tribal members who work in Peach Springs reside to the west in Truxton, Valentine, Valle Vista, and Kingman – each along SR 66. Additionally residents of Peach Springs must travel to Kingman (55 miles west) for shopping and appointments. Presently, their public transportation options are the Hualapai Health Department’s 5310 funded transportation which is primarily for elderly and disabled persons seeking health services outside of Peach Springs. Persons who use the State’s Arizona Health Care Cost Containment System (AHCCCS) health services are not allowed to be transported for any other purpose than health care and, therefore; must obtain transportation assistance elsewhere for shopping and non-health related appointments.

## TRANSIT SERVICE RECOMMENDATIONS AND PLAN

A public transit program is recommended that provides services that are phased in over a three year period. ***Year 1 activities (based on Year 1 routes and schedules) are included in this plan’s recommended budgets and schedules.***

### Short Term Improvements (Year 1):

#### Using an in-house, contracted, or Intergovernmental Agreement service:

1. Establish a commuter transportation/transit system to serve workers from Kingman and along SR 66 working in Peach Springs.
2. Establish a two day a week (Wednesday and Saturday), mid-day route from Peach Springs to Kingman for purposes of shopping and related appointments.
3. Establish a mid-day intra-city circulator to accommodate residents and workers within Peach Springs. This circulator route operates along a fixed route but may depart from the route to pick up or drop off passengers within a certain boundary, if requested in advance (this is called a deviated fixed route service).

### Mid-Term Improvements (Year 2):

1. Expand shopping/appointment route to three days if ridership supports need.
2. Expand commuter route to include an earlier departure arriving in Peach Springs by 7:00 AM if ridership supports need.
3. Develop a transportation coordination effort among tribal departments providing transportation services so as to improve access, increase efficiency and reduce costs.

Long Term Improvements (Year 3):

1. Develop centralized transportation/transit program to oversee and coordinate operations, asset management, and scheduling for all tribal governed transportation/transit services to be managed either in house or through a hired contractor.

## ROUTES AND SERVICE HOURS

The Service Plan includes schedules and routes for Year 1 activities. Adjustments to the routes and schedules may occur after the route is in operation, based on consumer demand. Service characteristics for each service are summarized in the Table 1 below. Route maps are provided at the end of this Executive Summary.

**Table 1 Transit Service Characteristics**

Name of Service	Vehicles	Revenue Miles per day and per Year	Revenue Hours per Day and per Year	Rides per Year
<b>Inter-City Commuter Service Route</b>				
<p>Commuter service from Kingman to Peach Springs with stops in Valle Vista, Valentine, Truxton, Buck &amp; Doe, and Peach Springs.</p> <p>Begin with 1 active bus and one backup.</p> <p><u>Monday – Friday: Revenue Hours</u></p> <p>Kingman to Peach Springs: 6:15 a.m. – 8:00 a.m.</p> <p>Peach Springs to Kingman: 5:08 p.m. – 6:43 p.m.</p>	<p>Two 32 passenger buses with ADA access. (one bus is used for backup)</p>	<p>Miles per Day: 109</p> <p>Miles per Year: 28,340</p>	<p>Hours per Day: 3 hours 19 minutes</p> <p>Hours per Year: 884 per year</p>	<p>Passenger trips per day: 60</p> <p>Passenger trips per year: 15,600</p>
<b>Inter-City Shopping Service Route</b>				
<p>Shopping service from Peach Springs to Kingman with stops in Buck &amp; Doe, Truxton, Valentine Valle Vista and Kingman – Linking with KART at Wal-Mart Transfer station</p> <p>Begin with 1 active bus and one backup.</p> <p>Wednesday &amp; Saturday: Revenue Hours</p> <p>Peach Springs to Kingman: 8:30 a.m. – 10:07 a.m.</p> <p>Kingman to Peach Springs: 1:30 p.m. – 3:45 p.m.</p>	<p>Two 32 passenger buses with ADA access. (one bus is used for backup). These are the same buses used for the Commuter Service Route.</p>	<p>Miles per Day: 112</p> <p>Miles per Year: 11,627</p>	<p>Hours per Day: 3 hours, 52 minutes</p> <p>Hours per Year: 402 hours, 13 minutes per year</p>	<p>Passenger trips per day: 24</p> <p>Passenger trips per year: 2,496</p>



Name of Service	Vehicles	Revenue Miles per day and per Year	Revenue Hours per Day and per Year	Rides per Year
Intra-City Circulator Route				
<p>Deviated Fixed Route Service within Peach Springs and Buck &amp; Doe Rd. (Transit service that operates along a fixed route but may depart from the route to pick up or drop off passengers within a certain boundary, if requested in advance).</p> <p>Begin with 1 active bus and one backup.</p> <p>Monday through Friday: Revenue Hours</p> <p>Peach Springs / Buck &amp; Doe: 11:00 a.m. – 2:00 p.m.</p>	Two 14 passenger (with lift) vans with ADA access. (one bus is used for backup)	<p>Miles per Day: 42</p> <p>Miles per Year: 10,920</p>	<p>Hours per Day: 4</p> <p>Hours per Year: 416</p>	<p>Passenger trips per day: 30</p> <p>Passenger trips per year: 7,800</p>

## FARE STRUCTURE

A recommended fare structure is summarized in Table 2 for each of the three routes. Employers may purchase Incentive Booklets to give to employees who may require assistance in transportation to and from the workplace, or as a benefit to new and existing employees. The incentive tickets can be used to purchase rides from any of the destinations on the commuter route. The tickets can be in either \$0.50 or \$1.00 denominations (or a mix of the two).

Hualapai Transit may wish to negotiate fares with social service organizations interested in providing rides for their clients. Voucher rates for single use and/or passes for multiple uses can be priced based on State and Federal rates allowable to the organization requesting services. Hualapai Transit should avoid selling rides to organizations based on fare prices and should instead be negotiated for actual cost of the ride to the extent possible. Income from these negotiated contracted agreements can be used as matching funds. This will reduce the amount the Tribal Council will need to budget to support the transit system.

**Table 2 One-Way Fare Structure**

RECOMMENDED FARES - ONE-WAY	Commuter Route				Shopping Route				Circulator Route
	Kingman Valle Vista	Valentine	Truxton	Buck & Doe	Peach Springs	Buck & Doe	Truxton	Valentine Valle Vista	
<b>Cash Fares</b>									
Adult	\$5.00	\$4.00	\$3.00	\$2.00	\$5.00	\$4.00	\$4.00	\$3.00	\$1.50
Child/Student	\$4.00	\$3.00	\$2.00	\$1.00	\$4.00	\$3.00	\$3.00	\$2.00	\$0.50
Elderly/Disabled	\$4.00	\$3.00	\$2.00	\$1.00	\$4.00	\$3.00	\$3.00	\$2.00	\$1.00
Employer Incentive Booklet Book of 60 \$1.00 Tickets available to employers for use only on Commuter Route	\$50.00								
<b>30 Ride Punch Pass 10% Disc.</b>									
Adult	\$135.00	\$108.00	\$81.00	\$54.00	\$135.00	\$108.00	\$108.00	\$81.00	\$40.00
Child/Student	\$108.00	\$81.00	\$54.00	\$27.00	\$108.00	\$81.00	\$81.00	\$54.00	\$13.00
Elderly/Disabled	\$108.00	\$81.00	\$54.00	\$27.00	\$108.00	\$81.00	\$81.00	\$54.00	\$27.00
<b>Day Pass- Circulator Only</b>									
Day Pass Adult									\$3.00
Day Pass Child/Student									\$1.00
Day Pass Elderly/Disabled									\$2.00

## CAPITAL PURCHASE RECOMMENDATIONS

The plan recommends the initial purchase of two 14 passenger, gas fueled vehicles with wheel chair ramp or chair lift and two 32 passenger diesel fueled vehicles with luggage racks and wheel chair ramp or chair lift. Bus stop signs, shelters, and benches are also budgeted over time. The plan also calls for the purchase of needed equipment for the maintenance and repair of the fleet as well as computers, communications equipment, and furnishings that will support the administration of the transit system. Another capital expense is the need to pave parking areas at two transit stops in Mohave County. A capital budget is provided in Table 3.



14-Passenger bus



32-Passenger bus

**Table 3 Capital Budget**

CAPITAL BUDGET	Quantity	Per each	2017	2018	2019	2020	2021
Items identified in light green are best suited for FTA 5311c or other federal funding where no match is required							
<b>VEHICLES -</b>							
14 Passenger - w/lift or ramp	2	\$70,000	\$140,000			\$145,000	
30 Passenger shuttle w/lift or ramp	2	\$150,000	\$300,000				\$150,000
<b>EQUIPMENT &amp; FURNISHINGS</b>							
Computers, software, and peripherals	4	\$1,000	\$4,000				\$4,500
Maintenance Shop Lift & Tire Machine installed	1	\$45,000		\$45,000			
Maintenance Shop Tools	1	\$7,000		\$7,000		\$10,000	
Office Furniture	3	\$1,500		\$4,500			
<b>FACILITIES</b>							
Bus Stop Signs (temporary and permanent)	30	\$800	\$16,000	\$4,000	\$4,000		
Bus Stop Shelters & Benches, installation	15	\$6,000		\$60,000	\$30,000		
Parking improvements at Truxton bus stop and Mohave County site plan review fee	1	\$22,500	\$22,500				
Park and Ride Lot in Valle Vista or alternative location and Mohave County site plan review fee	1	\$30,625	\$30,625				
Bus Barn storage design, build Quonset hut style	1		\$20,000		\$180,000		
FTA 5311c (no match required)			\$440,000	\$105,000	\$180,000	\$145,000	\$150,000
ADOT 5311 (20% match)			\$93,125	\$15,500	\$34,000	\$10,000	\$4,500
Match requirement			\$18,625	\$3,100	\$6,800	\$2,000	\$900

## OPERATIONS RECOMMENDATIONS

It is recommended that the Public Services Department take responsibility for the implementation of the Hualapai Transit program.

For the Inter-city Commuter and Shopping Routes, it is recommended that Hualapai Transit contract with a private operator or implement an IGA for the first year with options for two additional years. The scope of work for the contractor can include requirements for tribal member hires (where appropriate) and for job training and job shadow opportunities with the goal of the Tribe taking over operations at the end of the contract. **Additionally, contracted services are considered a capital expense which produces a more favorable match requirement or, in the case of FTA 5311c funding; no match requirement.**

It is recommended that Hualapai Transit perform administrative duties, thereby maintaining control of the system and maximizing the use of in-kind match sources and the allocation of eligible expenses to the project. An in-kind match may be in the form of equipment, supplies, services, and real property and should be directly benefit and be specifically identifiable to the project or program.

By coordinating with other Tribal organizations providing transportation (year 2), Hualapai Transit can more effectively plan for asset development, maintenance, and replacement. Coordination including central dispatch allows riders to use the transportation provider that best suits their needs while reducing the cost of redundant runs, overhead, and operations.

It may be advantageous to consolidate all transportation efforts under one program (year 3), thereby increasing match resources, maximizing miles that are used to determine FTA 5311c formula funding, and reducing overhead costs.

## BUDGET / FINANCIAL PLAN

**The anticipated operating budget for the first five year period is shown in Table 4.**

**Table 4 Operating Budget**

Proposed Budget								
A. EXPENSES			2017	2018	2019	2020	2021	
Personnel	Annual \$	FTE	START UP Budget					
Transit Manager	45,000	1	\$45,000	\$46,350	\$47,741	\$49,173	\$50,648	
Administrative Assistant	33,000	0.5	\$16,500	\$16,995	\$17,505	\$18,030	\$18,571	
Hualapai Administrative Personnel	12,000		\$12,000	\$12,360	\$12,731	\$13,113	\$13,506	
subtotal wages			\$73,500	\$75,705	\$77,976	\$80,315	\$82,725	
Fringe Benefits for Admin. Personnel (35%)			\$25,725	\$26,497	\$27,292	\$28,110	\$28,954	
SUBTOTAL PERSONNEL			\$99,225	\$102,202	\$105,268	\$108,426	\$111,679	
Other Administrative Expenses								
Program Audit			\$2,000	\$2,080	\$2,163	\$2,250	\$2,340	
Space at Hualapai Facilities			\$4,800	\$4,992	\$5,192	\$5,399	\$5,615	
Utilities			\$1,600	\$1,664	\$1,731	\$1,800	\$1,872	
Marketing and Advertising			\$30,200	\$5,000	\$5,200	\$5,408	\$5,624	
Printing			\$3,000	\$1,500	\$1,560	\$1,622	\$1,687	
Rental Equipment (copier)			\$3,000	\$3,120	\$3,245	\$3,375	\$3,510	
Administrative supplies			\$1,800	\$1,872	\$1,947	\$2,025	\$2,106	
Phones Internet			\$1,500	\$1,560	\$1,622	\$1,687	\$1,755	
Professional Services (consulting Request for Proposal)			\$15,000	\$6,000	\$5,000	\$4,000	\$3,000	
Insurance			\$4,000	\$4,160	\$4,326	\$4,499	\$4,679	
Travel & Training (conferences, driver training, etc.)			\$4,000	\$4,160	\$4,326	\$4,499	\$4,679	
SUBTOTAL OTHER ADMIN			\$70,900	\$36,108	\$36,312	\$36,565	\$36,867	
Substance Abuse Program								
Collection Site(s)			\$200	\$208	\$216	\$225	\$234	
Medical Review Officer			\$200	\$208	\$216	\$225	\$234	
Laboratory Testing			\$100	\$104	\$108	\$112	\$117	
Related Travel			\$20	\$21	\$22	\$22	\$23	
SUBTOTAL SUBSTANCE ABUSE			\$520	\$541	\$562	\$585	\$608	
B. ADMINISTRATIVE SUBTOTAL			\$170,645	\$138,851	\$142,143	\$145,576	\$149,154	
			47%	41%	41%	41%	40%	
C. OPERATING EXPENSES								
Personnel	Annual	FT						
Driver Salaries	31,200	1.75	\$54,600	\$62,400	\$64,272	\$66,200	\$68,186	
Dispatcher	31200	0.5	\$15,600	\$16,068	\$16,550	\$17,047	\$17,558	
Mechanic	41600	0.5	\$20,800	\$21,424	\$22,067	\$22,729	\$23,411	
subtotal wages			\$91,000	\$99,892	\$102,889	\$105,975	\$109,155	
Total Fringe Benefits (35%)			\$31,850	\$34,962	\$36,011	\$37,091	\$38,204	
SUBTOTAL PERSONNEL			\$122,850	\$134,854	\$138,900	\$143,067	\$147,359	

Proposed Budget								
A. EXPENSES				2017	2018	2019	2020	2021
	Other Operating Expenses							
	Fuel and Oil			\$25,444	\$26,461	\$27,520	\$28,620	\$29,765
	Preventive Maintenance (eligible capital expense)			\$7,500	\$7,800	\$8,112	\$8,436	\$8,774
	Vehicle Repair			\$3,000	\$3,120	\$3,432	\$3,775	\$4,153
	Vehicle Insurance -			\$4,000	\$4,160	\$4,326	\$4,499	\$4,679
	Uniform/Purchase			\$250	\$260	\$270	\$281	\$292
	Vehicle Radio/Cell Phone Service (Drivers)			\$2,400	\$2,496	\$2,596	\$2,700	\$2,808
	Operating Supplies			\$3,000	\$3,120	\$3,245	\$3,375	\$3,510
	Driver testing and training (driver and dispatcher)			\$2,000	\$2,080	\$2,163	\$2,250	\$2,340
	Secure space for parking and maintenance			\$6,000	\$6,240	\$6,490	\$6,749	\$7,019
	Capital Replacement Reserve							
	Travel			\$2,000	\$2,080	\$2,163	\$2,250	\$2,340
	Leasing costs for parking in Valle Vista and Truxton			\$5,400	\$5,616	\$5,841	\$6,074	\$6,317
	Contracted Services			\$6,000	\$6,240	\$6,490	\$6,749	\$7,019
	SUBTOTAL OTHER OPERATING			\$66,994	\$69,673	\$72,647	\$75,759	\$79,016
D.	OPERATING EXPENSE SUBTOTAL			\$189,844	\$204,527	\$211,547	\$218,826	\$226,375
				53%	60%	60%	60%	60%
E.	ADMIN AND OPERATING TOTAL			\$360,489	\$343,378	\$353,690	\$364,402	\$375,529
F.	Fares			\$32,000	\$38,000	\$39,520	\$41,101	\$42,745
G.	Adjusted Admin & Operating Expenses			\$328,489	\$305,378	\$314,170	\$323,301	\$332,784
H.	REVENUES							
	FTA 5311 C			\$75,000	\$75,000	\$75,000	\$75,000	\$75,000
	HUALAPAI Council and/or Partners			\$21,951	\$21,812	\$24,818	\$27,941	\$31,184
	HUALAPAI Council In-Kind			\$32,100	\$33,222	\$34,384	\$35,588	\$36,834
	AZDOT 5311			\$199,438	\$175,344	\$179,968	\$184,773	\$189,766
I.	REVENUE TOTAL			\$328,489	\$305,378	\$314,170	\$323,301	\$332,784
	Potential revenue sources described in the Section <i>Local and Other Funding Sources</i> should be considered to supplement the budget and build sustainability should any of the listed sources no longer be available.							

## FUNDING

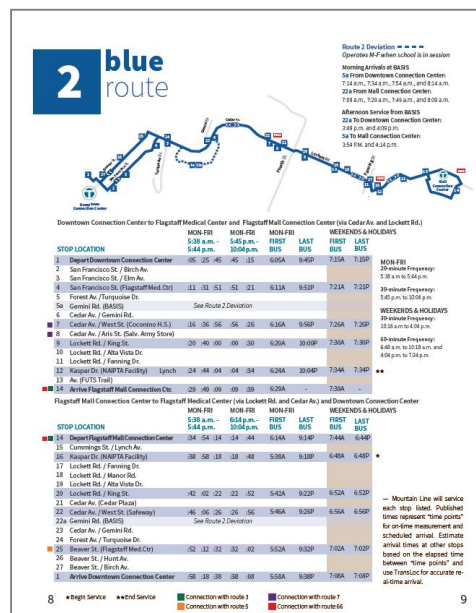
It is recommended that the Hualapai Tribal Council utilize Federal Transit Administration (FTA) 5311c - Tribal Transit Program funding to the fullest extent possible as it requires no matching funds, and can be used for capital, operating, planning, and administrative expenses. Additional funding may come from ADOT 5311 - Rural Transit Assistance funding as well as potential funding from employers and partners. The Hualapai Tribal Council may wish to consider the use of Tribal Transportation Program (previously called Indian Reservation Road Program) funds to supplement the transit budget, should FTA and ADOT funding be limited during the first year of operations when costs are particularly high (new capital purchases, marketing efforts, and other start-up costs).

## OTHER IMPLEMENTATION CONSIDERATIONS

A vigorous marketing plan has been outlined. Key elements of marketing the transit system are:

### Rider Guide

The Rider Guide typically contains a color map showing each route and all stops and transfer locations with major streets identified. It also provides a daily schedule. Information on basic rider responsibilities and the required Civil Rights assurances and complaint information should also be included as well as connection information featuring other transportation providers like the Kingman Area Regional Transit and the Bullhead Area Transit System.



Excerpts from Flagstaff Public Transit System Rider Guide



## Advertising

- Press releases - Providing press releases to the Hualapai newsletter, Gam' Yu can provide direct access to a number of Tribal Members and the general public.
- Paid advertisements in local and regional newspapers. Publication include the Kingman Daily Miner, the mohave County Economic Development Journal, and Route 66 Magazine.
- Public service announcements to all area radio stations – may want to include pass giveaway.
- Paid advertisements in county fair programs, sports programs, and other event programs.
- Transit Service notices at places of employment and other places commonly visited by residents.
- Stickers that can be placed on shopping bags, utility bill envelopes, and shopping ad flyers.
- Call to artists for logo ideas
- Bulk mail piece to selected census tracts along the route using parcel data from county databases.
- Billboard sponsored by major employer(s). For example, signs stating that “You can be there by now by taking the bus” can be effective.
- Bus wraps and other exterior graphics that include logo, system name, phone number and website. If the system will be selling advertising on bus exteriors, consideration should be given to the use of wraps.



Save money and wear and tear on your car by taking Hualapai Transit's convenient transit service. Our bus service now runs between Kingman and Peach Springs to get you to work by 8 am. On Wednesdays and Saturdays there is a midday shopper shuttle from Peach Springs to Kingman and ample room to take packages aboard our comfortable buses.

**Work or School — Hualapai Transit is Your Ride**

Weekdays, there is a midday circulator route that travels within Peach Springs and the Buck and Doe Road area.

Visit [Hualapai.org](http://Hualapai.org) or call 800-000-0000

*Sample Advertisement*

## Social media

It is recommended that Hualapai Transit establish and maintain a presence on social media outlets like Facebook and Instagram. Posting pictures of buses and bus stops, riders (with permission) and sharing schedule information are good ways to let people have ready access to transit information. Hualapai Transit may want to consider having high school interns be responsible for social media management.

## Website and Smart Phone Applications

While websites are not necessarily effective for promoting a service, they are still very useful for people seeking specific information and as a platform for keeping information timely. Smart Phone applications can be very useful for people checking schedules on the go. A website that is readily displayed on a smart phone for Hualapai Transit should be stand alone (even though it may be linked) rather than part of any of its partner websites.

## Promotions

Promotions can help generate interest and help motivate riders to use the service. Examples of promotions are:

- National recognition promotions i.e. National Library month. All riders with a Library Card ride free on a certain day. This can be adapted to any national recognition day.
- School calendar promotions – free rides for students the first week of school, free rides for students during spring break, etc. Partner with schools to promote the rides.

- Punch card passes. Have riders get a card punched at various route stops (retailers, offices). Once a card is filled, the rider qualifies for a free pass.
- While making a school visit, take pictures of kids in the driver's seat and post them on the bus.
- Design ideas for bus stops and shelters – this could be a promotion where a business supports an artist to design (with criteria) and then build a bus shelter or bus stop sign.
- Connecting transportation to the road – Install, in the bus interior, historic photographs of places or buildings that you see along the route with a short note of the place's historic significance.
- Call to artists for a moving gallery – ask artists to submit two dimensional works of art that can be mounted on the buses interior ceiling or side walls.
- “Dump the Pump” or “Gas Pains” campaigns that focus on fuel savings for the rider.
- Attend festivals, fairs, and events with a bus and passes to promote the service.

## NEXT STEPS

It is expected that Hualapai Transit can apply for Federal and/or State funding as early as January 2016 for funding in October 2016. Because application dates change from year to year, it is imperative that Hualapai Transit monitor the application cycle announcements for both the Federal Transit Administration (FTA) and the Arizona Department of Transportation (ADOT).

Based on recent information from ADOT, the FTA 5311c grant will tentatively open in December 2015 and due by end of February 2016. The ADOT 5311 Grant will tentatively be posted in February or March of 2016 with a 45 day submittal time period (due in April or May of 2016). Monies become available three months after the grant submittal close.

ADOT will provide a workshop sometime in December (2015) or January (2016) prior to opening up the 5311 grant funding opportunity. The FTA may also provide a workshop as well for the 5311c, Tribal Transit grant application.

An implementation chart that provided steps and activities for an accelerated transit system implementation, beginning in October 2015, is provided in Figure 6.

References to Federal Transit Administration and Arizona Department of Transportation policy requirements are based on 2014-15 legislation and guidance. Both FTA and ADOT regularly update compliance requirements, therefore, careful review of certifications, assurances, funding guidelines, and program criteria is essential to assuring the successful development of a new transit system.

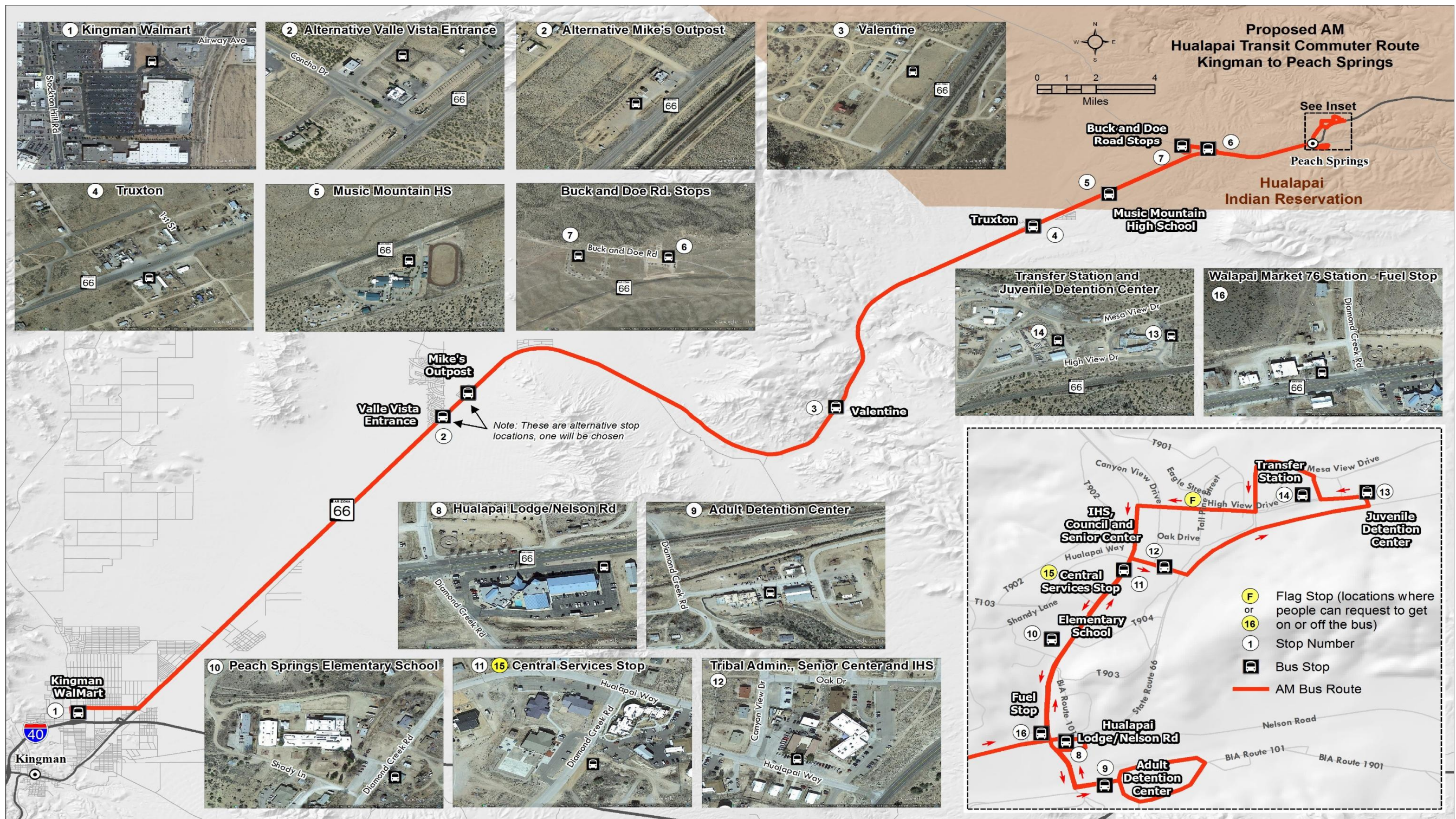


Figure 2 Commuter Route AM

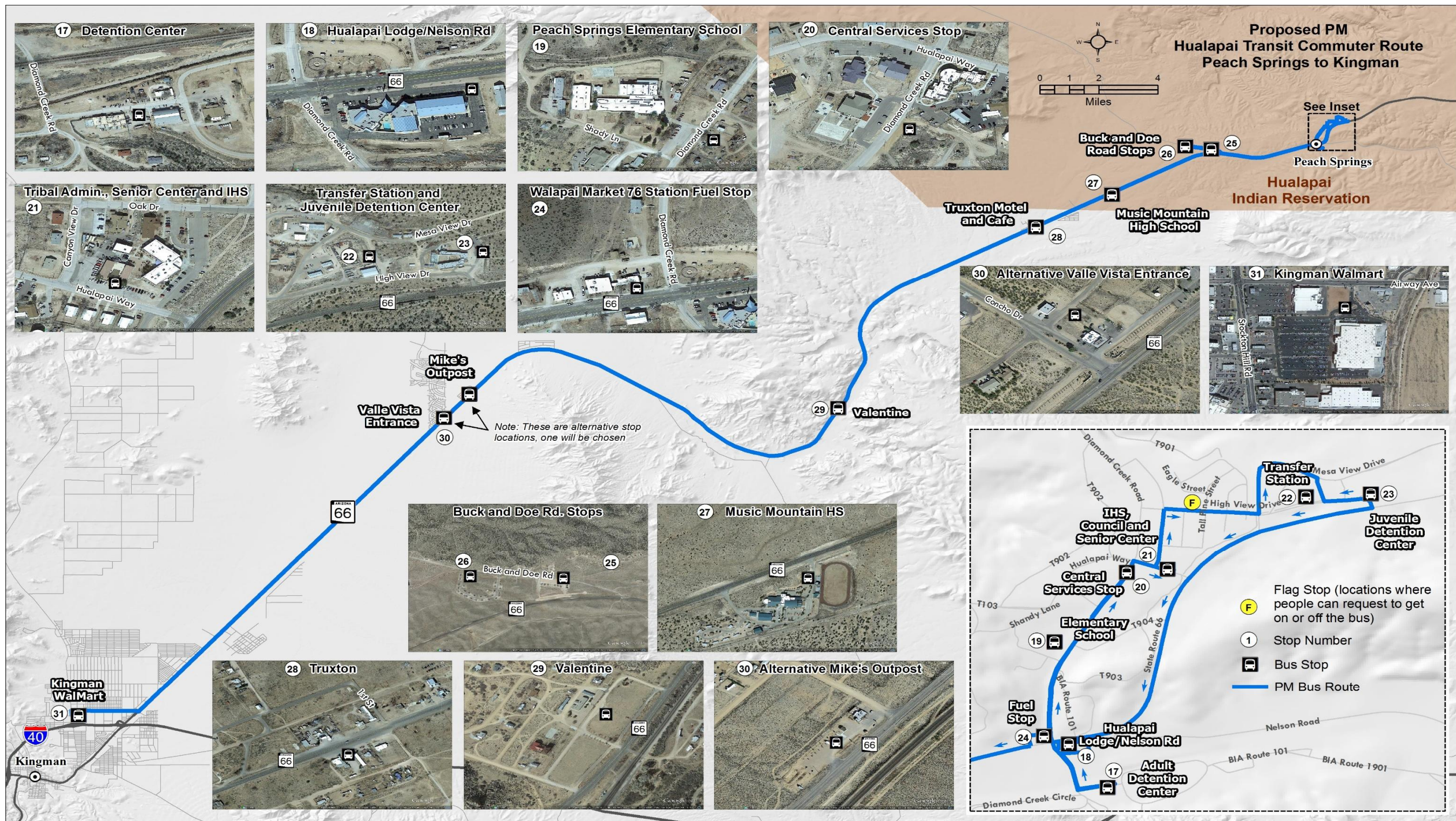


Figure 3 Commuter Route PM

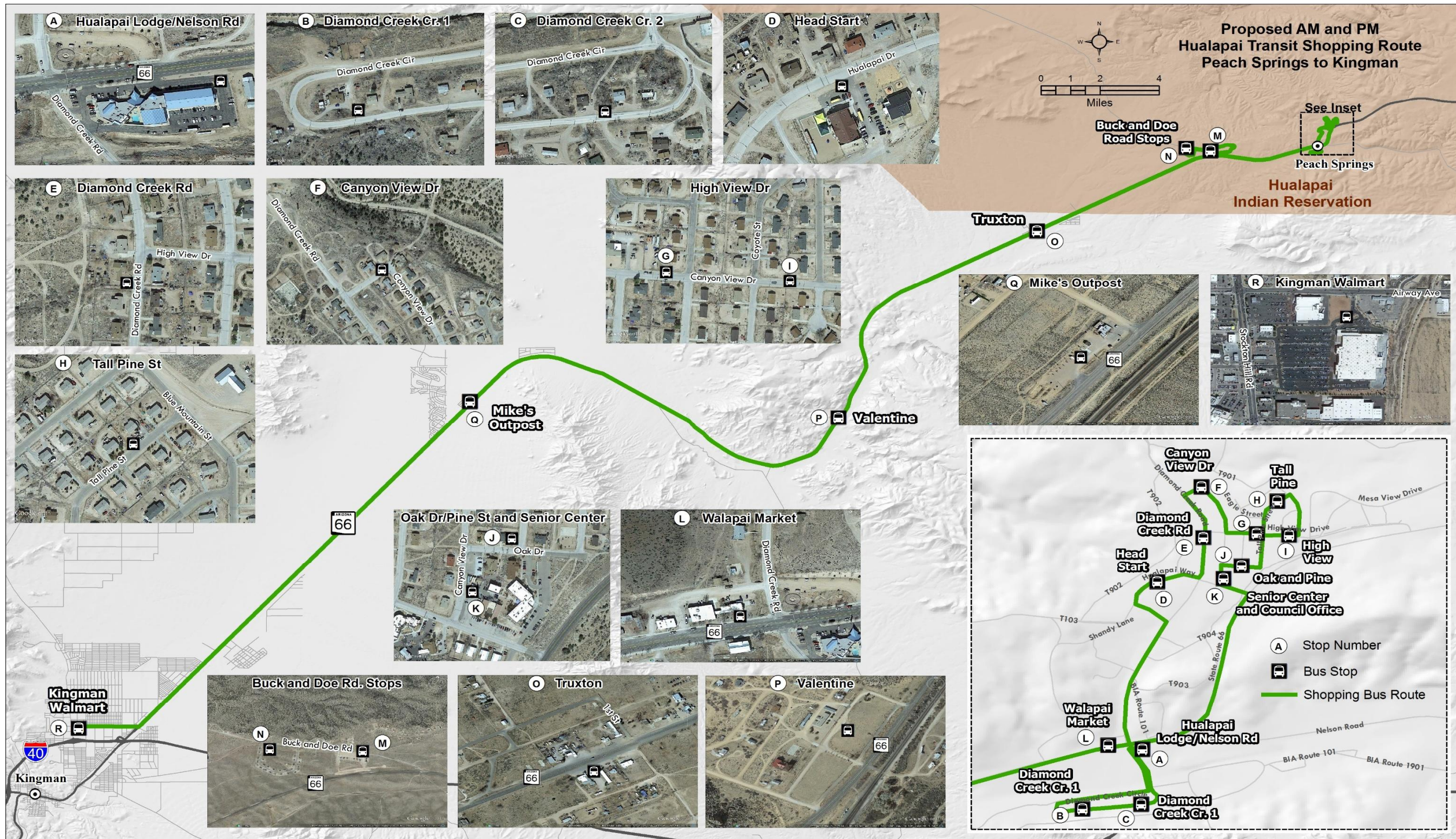
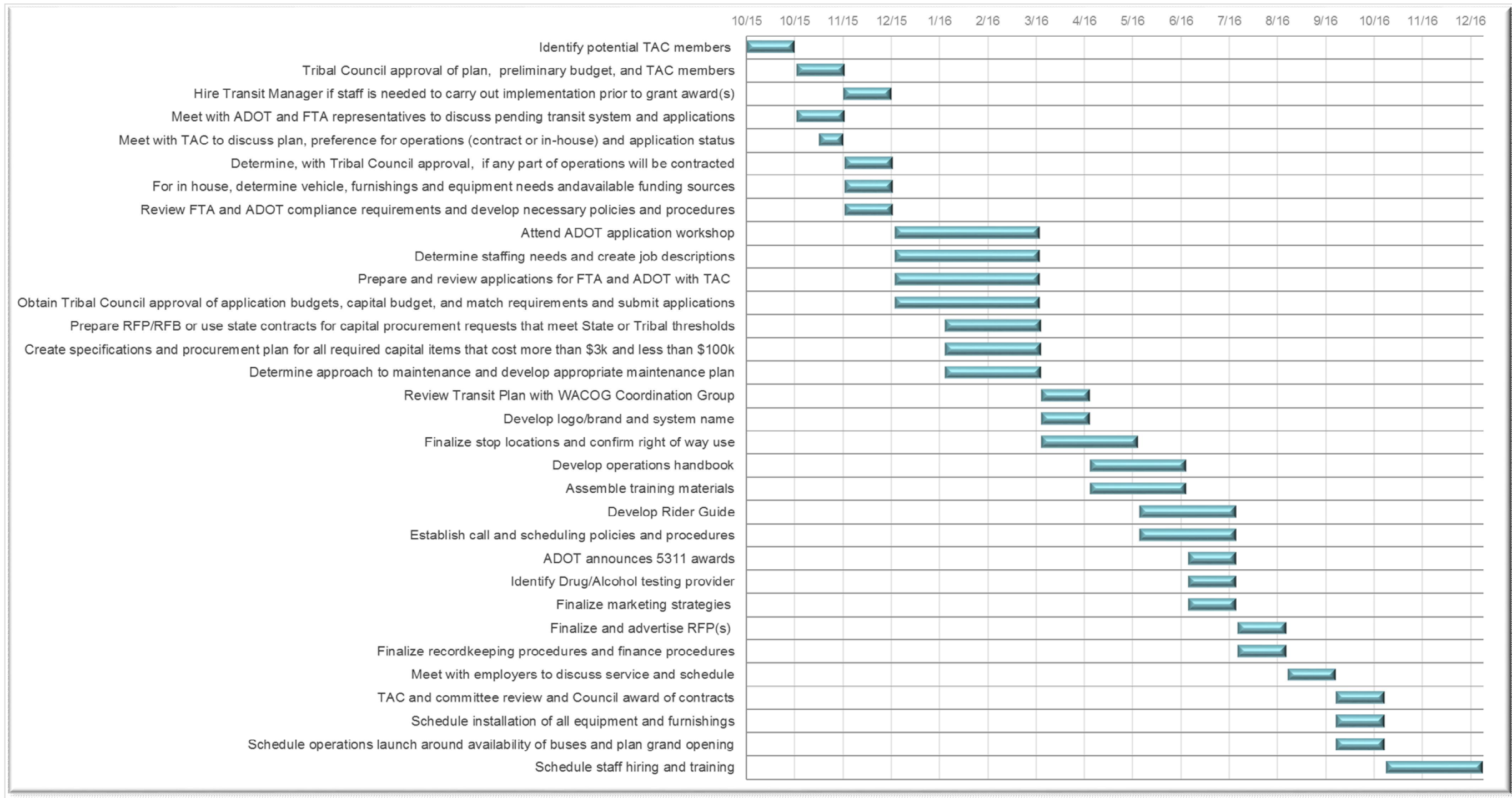


Figure 4 Shopping Route AM and PM





**Figure 6 Transit System Implementation Schedule**