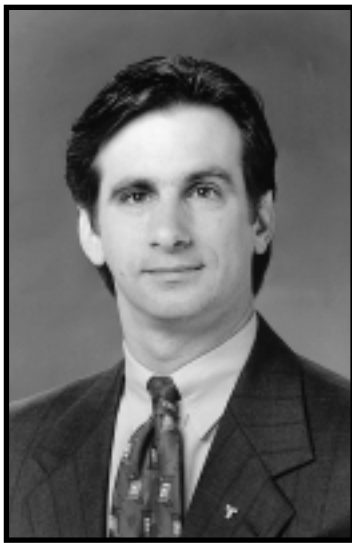


# DESTINATIONS

Destinations is the official newsletter of the Regional Public Transportation Authority

Premier Issue **Winter 1997**

**Neil G. Giuliano**  
Mayor of Tempe



The supporters of a transit tax for Scottsdale and Phoenix felt as if they'd just been run over by a bus. (Referring to the failed transit tax elections on September 9, 1997.)

*The Arizona Republic, September 11, 1997*

It is time to move on. The Chairman of the Regional Public Transportation Authority Board of Directors agrees. Neil G. Giuliano, who serves as both the Chairman of the RPTA Board, and the Mayor of Tempe, expresses disappointment but believes there is hope for the future of improved transit throughout the Valley.

## Mayor Giulianos Views on Transit

*One of the lessons I've learned is that relationships and associations over time are the strongest assets for building a community and getting things accomplished*

Mayor Neil Giuliano



We will continue to work with the citizens and go back to the community. That is our responsibility, to offer them (the citizens) the best in transportation alternatives, Giuliano states. As a planning and coordinating agency of regional transit, he believes it is RPTA's role to communicate clearly how it must prepare to meet the needs of a future that includes more people and more cars.

Giuliano looks at the issue through the eyes of a realist and a futurist. As much as we don't want to realize it, we are a metropolitan area, not a quiet, little western town.

Getting closer to the community will hopefully be the key to unlock the Valley's transportation solutions. If so, Giuliano is a most fitting elected

official to be at the helm of the Valley's only regional transportation planning agency. His strongest convictions, when it comes to governing, is getting the community to participate in making the decisions that will affect them.

As an advocate of collaboration and consensus building, Giuliano has experienced success with the City of Tempe on an equally taxing issue. That community passed their own half cent transit tax in September of 1996. By doing so, Tempe residents seek to keep their community moving for the generations yet to arrive.

It's critical that when we make a decision as a community, we live with the ramifications of that choice, Giuliano says. Yet at the same time, people need to support what they help to create. Well said. If you need further proof that his political heart is in the right place, know that he recognizes the need to bring value to public programs and value to the citizens who are paying for those.

As a person, a mayor, and the Chairman of the RPTA, Giuliano is soft-spoken, yet matter-of-fact. His presence is powerful in an understated way. When not tending to the duties as Mayor of Tempe or RPTA Chairman, Giuliano is guiding those who also want to serve their community by instructing a leadership class at ASU. *(continued on page 6)*

**W**elcome to the new official newsletter of the Regional Public Transportation Authority and Valley Metro! **Destinations** is designed to provide current news and information about transit and transportation issues throughout the region. **Destinations** is also an educational publication which will address transit and transportation innovations happening here in Arizona and around the country.



*Destinations* is available on audio tape and in braille. If you know of anyone who might be interested in receiving *Destinations* in either format, please call RPTA's Lillian Duarte at 534-1937. *Destinations* is the official newsletter of the Regional Public Transportation Authority (RPTA). It is published with a circulation of approximately 6,000 copies. We welcome your letters, comments and suggestions.

The RPTA is a political subdivision of Arizona overseen by a ten-member board of elected officials, and was created by voters in 1985 with the passage of Proposition 300. Membership is open to all municipalities in Maricopa County and to the County government.

The mission of RPTA is to promote the social and economic well-being of the community through an efficient and effective regional transit system as a valued and significant component of the transportation network.

To receive future copies of *Destinations* please write or call:

**Regional Public Transportation Authority**

302 N. First Ave., Suite 700  
Phoenix, Arizona 85003  
602/262-7242

**RPTA Board of Directors:**

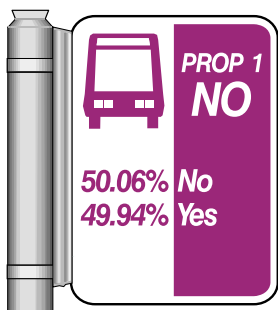
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**Graphics:** Mike Smith  
Selected Photos courtesy of Katrina Sherk

# Phoenix/Scottsdale Election Results

*Election results for Tuesday, September 9, 1997*



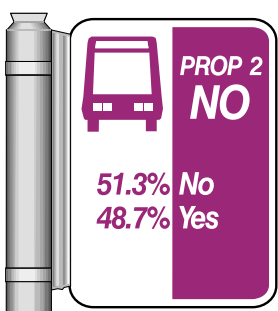
## Phoenix

### Proposition 1:

Would increase the city sales tax by one-half cent for expanded bus service, street improvements and future rail service as approved by the city council.

Yes:	54,685	49.95%
No :	54,807	50.05%
Total	109,492	

margin: 122 votes



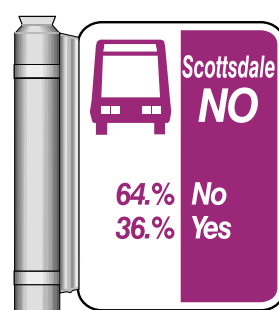
### Proposition 2:

Would allow the City Council to spend funds raised by Proposition 1

Yes:	53,819	49.08%
No :	55,847	50.92%
Total	109,666	

margin: 2,028 votes

Total number of registered Phoenix voters: 538,716



## Scottsdale

### Proposition 1:

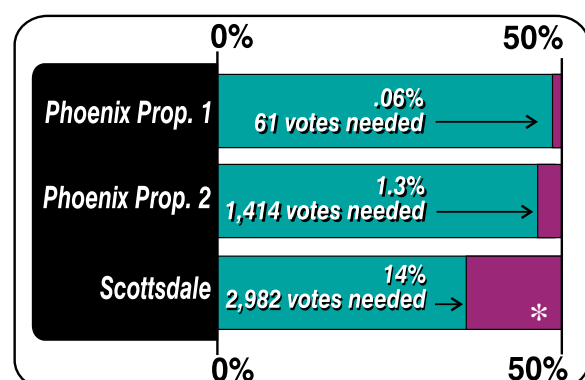
Would increase the city sales tax by one-half cent to pay for expanded bus service, road and bridge widenings and other traffic improvements.

Yes:	7,671	36.0%
No:	13,634	64.0%
Total	21,305	

Total number of registered Scottsdale voters: 107,184

### Votes Needed For 50% Approval

The September 9th election was marked by the closest vote in recent Phoenix history, as well as a strong interest in mail-in ballots.



\* PURPLE indicates number of votes needed for 50% approval.

# What About Transportation?



*My agenda is one that will seek the best and most practical solutions, and get the most bang for the buck from our precious taxpayer dollars.*  
Governor Jane Hull

The incredible economic growth in the Valley in the last thirty years has brought many benefits to area residents. Job growth has been tremendous; the economic boom has brought stability and even a substantial surplus to the state budget.

But as with all successes, we have experienced some growing pains. We have done, however, our very best to address issues that arise as a consequence of our development of the desert. Our children are relying on us to ensure that they can grow up in a city that is safe, healthy, and easy to get around in. Too often,

we take these things for granted. When I was raising my family in Chinle, Arizona, air quality was not the issue it is today. Now that I have a responsibility to the entire state of Arizona, clean air is a high priority, one I share with many Valley leaders.

Properly managing our transportation system requires the cooperation of every level of government to use creative and innovative ideas to maximize our transportation dollars. My agenda is one that will seek the best and most practical solutions, and get the most bang for the buck from our precious taxpayer dollars. n

Viewpoint

## APS Delivering More Than Power

Automobile use contributes up to seventy-five percent of the Valley's wintertime air pollution. The single most effective strategy for reducing carbon monoxide and particulate pollution is to drive less.

The Clean Air Campaign drove home this message during Alternative Mode Madness Week (Nov. 16-21). The week highlighted the various commute options that are available to Valley residents and showcased various programs that Valley employers have developed. One such program is the Private Express Bus service recently initiated by Arizona Public Service.

APS has formed a partnership with Arrow Stage Lines and Arizona State University to provide express bus service from northwest phoenix to the Arizona Center. APS employees can choose from three peak morning commute times and catch the luxury bus from either 67th Ave. & Bell or ASU West to the APS building at Fifth Street and Van Buren. For the return trip there are four pick-up times between 3:35 p.m. and 5:35 p.m.

"APS is excited to be able to offer this commute option to employees. We are supplementing the existing transit system and filling a need that public transportation can't at this time," says David Jallo, APS Environmental Consultant. APS encourages its employees to use public transit by offering a subsidy of up to \$20 per month. Employees who ride the private express bus can use the existing subsidy towards the purchase of a monthly pass or single ride tickets. With the subsidy, the cost to APS employees is \$40 per month.

"I am really happy with the service. I dislike driving in traffic and work a 4/10 work week, so the variety of times I can take the bus accommodates my lifestyle, says Carol Gallaher, APS Analyst. "Besides that, the luxury bus is so comfortable, I only I hope I don't snore as I sleep during my morning trip into work!"

To promote ridership, APS and Arrow Stage Lines are offering the private bus service to other downtown businesses. If you would like more information about the new service, contact Valley Metro Rideshare at 262-RIDE or Scott Duncan with Arrow Stage Lines at 437-3483.

Event

*School children like learning how to ride the bus from Helen Romesburg*



*Helen shows school children all about riding the bus.*



*This transit adventure booklet is just one of many transit related materials which is given to children during school transit demonstrations.*

# Learning to Climb Aboard

For Valley youth, developing an interest in riding public transit may have begun with a pretend bus ride at school; or, it could have started after learning how to read a timetable and plan a trip. With an interest in future riders, Valley Metro is taking their buses on a road show to preschool and elementary school age children across the Valley. For over ten years, Helen Romesburg, School Outreach Coordinator for Valley Metro, has gone out to the schools in an effort to teach kids about transit and how it benefits the community.

**We talk about why people ride the bus. Then, they begin thinking about pollution too, and some of the ways they get around that helps clean up the air,** Romesburg says.

Besides emphasizing the air quality aspect of sharing rides on the bus, they also discuss modes of travel that are non-polluting such as riding bicycles and walking. This raises their level of awareness to the pollution problems that exist in the Valley.

In presentations to the children, Romesburg explains that they first introduce the bus service, then talk about how to ride the bus. A spirited video presentation called, *Adventures with Valley Metro*, portrays kids actually demonstrating the do's and don'ts of riding the bus. The video is shown as part of the presentation and also features local attractions that you can get to via the bus. Sometimes a Valley Metro bus is used for a hands-on demonstration.

**They love getting on the bus, seeing how the farebox works and ringing the chime, pretending to signal the bus operator to let them off at the next bus stop. Although these are fun, the most popular spot on the bus is getting behind the wheel,** says Romesburg.

Each child on the tour gets to take a turn at sitting in the driver's seat and turning the over-sized steering wheel.

Romesburg receives assistance in coordinating the presentations from Angelique Martinez, Valley Metro Customer Service Representative. Martinez also coordinates group trips with teachers. Groups anywhere from 10

to 50 will call wanting to travel to the zoo, the museum, or a nearby park on a Valley Metro bus.

**Funds for field trip transportation are limited nowadays, so taking the bus is a wonderful resource, as well as a great teaching tool,** Romesburg states. And, though the presentations are free, the local bus trip costs youth ages 6 to 18 only 60 cents per ride.

Another important element in the bus presentations is training about safety. **We talk about being in the safe zone when waiting for a bus,** Romesburg says. Making children aware of the dangers of a large, moving vehicle will hopefully prevent needless accidents around vehicles of all types.

Getting the word out to kids from pre-kindergarten to high school has kept Romesburg and Martinez very busy. In the past year, over 150 presentations have been made to almost 7,000 students and teachers. In addition, nearly 1,000 groups requested itineraries for field trips. Spreading good news about the benefits of transit is enjoyable as well.

**I really love my job. The kids are great and you never know what to expect from them,** says Romesburg. At certain times of the year it gets pretty hectic for the outreach staff, but overall, the diversity of the job keeps it interesting.

When visiting schools, teachers are provided with a Valley Metro transit kit stuffed with helpful information about planning trips, a bus book and transit-related activities. Kids who attend the presentation may receive such goodies as a fold-out bus bank, special Valley Metro pencils, or colorful stickers promoting the different modes of alternative transportation. These outreach presentations and the field trip planning service are promoted through a letter sent to schools each fall. □

*For more information on how to schedule a Valley Metro bus presentation, or to plan a trip for a large group, call: 261-8575 or 261-8253.*

# Transportation Options Explored in the Valley

The recent withdrawal of the MetroRoad plan to put toll lanes on East Valley freeways and a toll road on the Santan Freeway, leaves Valley transportation leaders looking for new ways to complete the freeway system.

The MetroRoad proposal would have added new express lanes to the Superstition, Red Mountain, Price and Pima Freeways. With one lane built in each direction, MetroRoad's express lanes would have functioned as temporarily tolled lanes adjacent to existing free lanes. In addition to the express lanes, MetroRoad proposed to build an interchange to connect the express lanes, from the US 60 to I-10.

The interchange would have cost \$31 million to build, and neither MetroRoad nor the state or federal governments has the funding.

The interchange was vital to the success of the project. Without the interchange motorists would have paid a monthly fee to use the toll lanes, only to get caught in traffic when the Superstition emptied into I-10.

"MetroRoad will go through a debriefing process with the state regarding what we have learned during the last two years. I think that is very valuable information for us and the state to have," said Jim Suttle, executive vice president of HDR Inc., the lead partner in MetroRoad

The Arizona Department of Transportation (ADOT) is considering a study to determine the feasibility of adding tolled HOV lanes to freeways. The study will be complete in six to 10 months.

"HDR will continue to work with the state on how a Valley-wide system might come to fruition and whether the state will adopt a policy to proceed with a Valley-wide toll/HOT lane concept," said Suttle

## Where to go from here?

Some Valley lawmakers believe the state should steer away from toll roads and toll lanes and consider other funding options in its effort to complete the Valleys freeway system and help ease traffic congestion.

One suggestion has been to use the newly created State Infrastructure Bank (SIB) to help local governments build freeway projects more quickly.

"Given significant transportation funding needs we have an obligation to explore new options and the SIB mechanism allows us to better utilize existing resources to meet those needs," says Suzanne Sale, ADOT Division Director responsible for spearheading this funding program.

Congress first authorized the State Infrastructure Bank program under the provision of the National Highway System Designation Act of 1995. SIBs are intended to complement federal transportation programs by providing states the ability to offer financial assistance, such as loans and credit enhancement. Under the Federal provision, states can allocate up to 10 percent of Federal funds in certain categories to capitalize the bank. To receive funds, a state match is required, which in Arizona is around 6 percent.

In April 1996, Arizona was designated to be one of the first ten states to pilot the program.

Although enabling legislation was not enacted, it was determined by the Attorney General's Office that ADOT had sufficient authority to implement some of the SIB features. With that, they were able to enter into a cooperative agreement with the US Department of Transportation (USDOT).

## Progress is Being Made

Due to the SIB, the advancement of two East Valley projects would not have been possible without financial assistance from the state account.

"We are able to build projects at an earlier date generating economic benefit and, most importantly, improving mobility," says Sale.

It is expected that the Price Freeway project between Warner Road and Frye Road will be completed one year earlier than is currently programmed. Using the SIB loan for the Red Mountain Freeway project between Country Club and Gilbert will allow ADOT to finish and open this section of freeway two years early.

However, the state cannot realize the full benefits of the new program under existing statues as cities and counties cannot access the program for local projects. There is legislation pending that will expand eligibility for these local projects. Although it does not encompass transit facilities or service, it may in the future as legislation is being considered to broaden the utilization of the bank.

The remaining toll proposal has been submitted by the Arizona Transportation Group to build the South Mountain 202 Loop as a toll road. The Arizona Transportation Group is currently gathering cost and traffic information and public comments. ADOT will need to approve the plan before beginning negotiations on a contract to build the road. For information regarding the South Mountain 202 Loop call 1-888-876-ROAD. n

# The Valley Metro Web

Passengers looking for more information about Valley Metro services can travel through a wealth of new and updated facts right at their fingertips.

## First Stop:

For the official line on important transit news and information, your first stop should be at the Regional Public Transportation Authority and Valley Metro. A new site introduction will guide you to in-depth rideshare, vanpool, telecommuting, clean air campaign and bike program information.

## Next Stop:

Next, check route schedules and service maps to over 70 Valley Metro local and express bus routes in the *OnLine Bus Book*, a joint project of Valley Metro and the Arizona Department of Transportation Trailmaster web team. Familiar Bus Book system maps and individual route listings display neighborhood park-and-ride locations and wheelchair accessibility.

## Other Stops:

Most city sites are also expanding transit content. Tempe passengers should bookmark the greatly expanded trip planning, route detours, and news on continuing improvements to Tempe area bus service at *Tempe in Touch*.



*Ridesharing has never been easier. The updated Valley Metro site offers enrollment forms and tips to get you started.*

## Transit Links:

### Valley Metro/RPTA:

[www.valleymetro.maricopa.gov](http://www.valleymetro.maricopa.gov)

### OnLine Bus Book:

[www.azfms.com/Travel/Transit/transit.html](http://www.azfms.com/Travel/Transit/transit.html)

### Tempe in Touch:

[www.tempe.gov/traffic/bus.htm](http://www.tempe.gov/traffic/bus.htm)

### Phoenix At Your FingerTips:

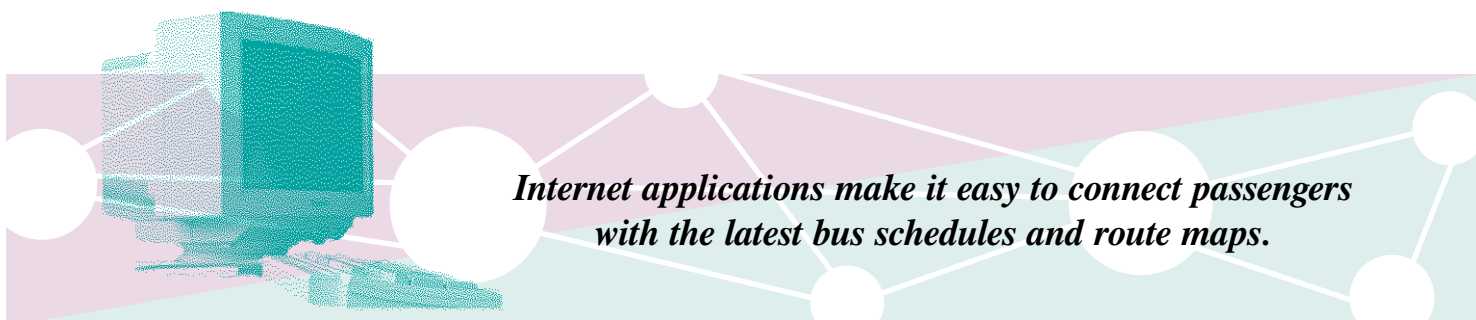
[www.ci.phoenix.az.us/transidx.html](http://www.ci.phoenix.az.us/transidx.html)

### City of Mesa:

[gate1.ci.mesa.az.us/busroute/vmsched.htm](http://gate1.ci.mesa.az.us/busroute/vmsched.htm)

### City of Glendale:

[www.ci.glendale.az.us/localgov/transportation/traffic/bus\\_routes.html](http://www.ci.glendale.az.us/localgov/transportation/traffic/bus_routes.html)



# Mayor Giulianos Views on Transit

*(continued from page 1)*

It is really fulfilling to see former students of my class becoming successful in their own right, Giuliano beams. His own success and leadership skills began with serving as ASU student body president while attending the university to acquire an undergraduate degree in Communications. Giuliano then went on to receive a Master's in Higher Education and University Administration.

Helping and guiding others has been a mission of Giuliano's for a long time. One of the lessons I've learned is that relationships and associations over

time are the strongest assets for building a community and getting things accomplished, Giuliano adds. He also believes that to get great things accomplished two things are required: one is risk and the second is involving others. I have some great ideas, but it requires working with others to bring that out, he admits.

When he has the chance, Giuliano prefers the slower pace by relaxing in his newly, remodeled home and with all the activities in his life, he finds that staying home is an enjoyable change of pace.

# AZTech: Intelligence Meets Mobility

A network that provides travelers with real-time information at kiosks in transit centers, on pagers, and through personal computers and other devices is moving closer to completion. When the system comes on line in the summer of 1998, the AZTech public/private partnership will provide the capability to send updates on accidents, road delays, weather conditions and Phoenix area bus routes to Valley travelers.

## Transit Automatic Vehicle Location

For Valley transit users, AZTech will be working behind the scenes to make our existing bus and paratransit fleets work more efficiently. Plans call for global positioning systems (GPS) technology to be deployed on 65 buses assigned to the busiest travel corridors. Four Valley Metro routes under consideration for model deployment are the Red Line, Blue Line, Route 72 Scottsdale/Rural and Route 0 Central.

Buses on these routes would be equipped with sensors and transmitters that would allow operators to transmit their location to transit center kiosks and changeable message signs, keeping travelers informed of bus schedule status and real-time location. Bus status will also be displayed on public phones at more than 70 shelters.

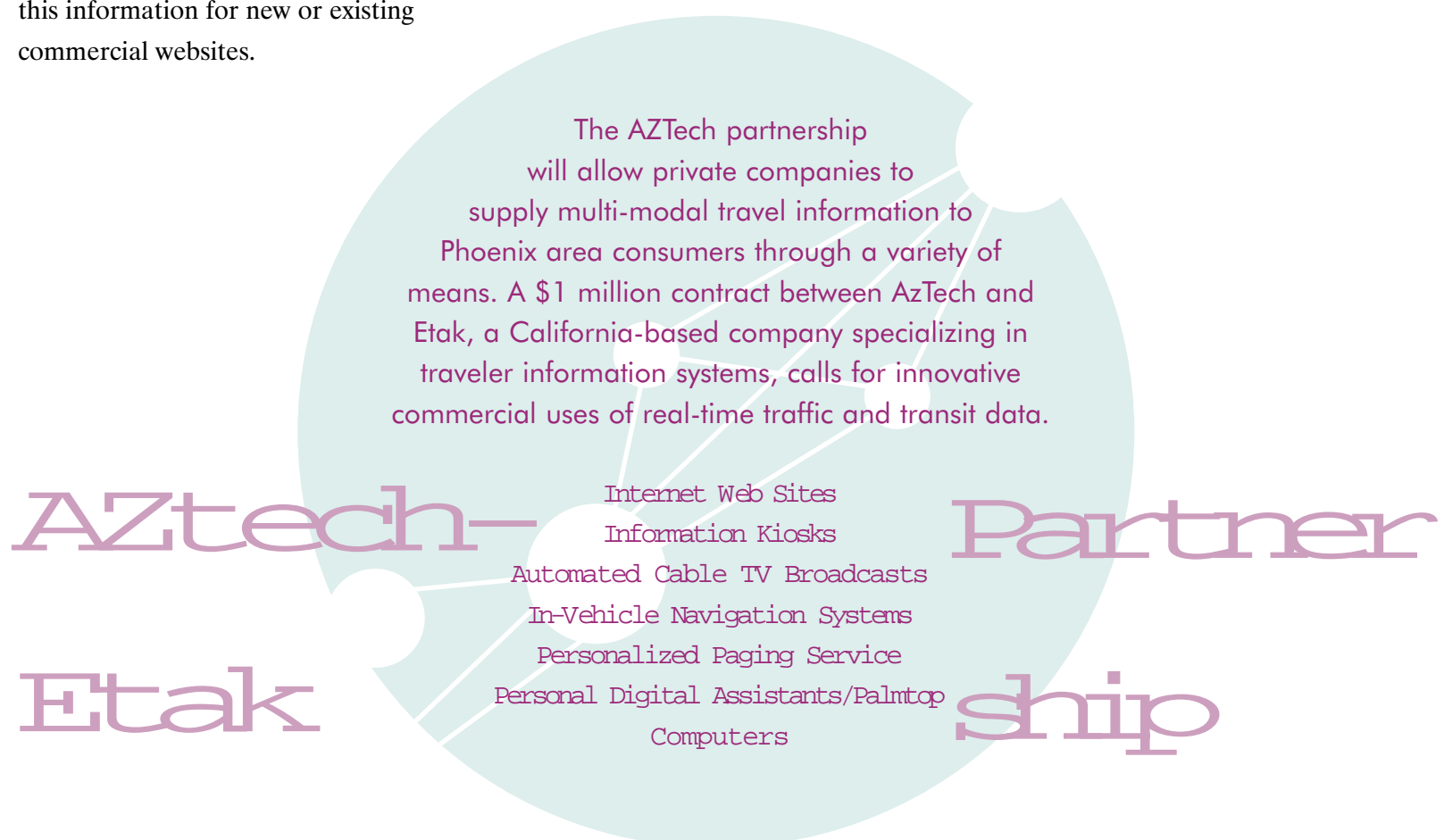
AZTech has two Internet applications. An enhanced ADOT Trailmaster site at [www.azfms.com](http://www.azfms.com) will continue to provide real-time freeway and arterial congestion, closures, and transit schedule and bus status information; a second web program will provide this information for new or existing commercial websites.

## Integrating Transportation

AZTech is one of four such programs across the country using a growing network of road sensors, electronic signs, cameras, communications equipment and people to make freeway and arterial street networks safer and more efficient for the traveling public.

In October 1996, AZTech was selected as one of four Model Deployment Initiatives by the U.S. Department of Transportation, along with projects in San Antonio, Texas; Seattle, Washington; and the New York/New Jersey/Connecticut metropolitan areas. AZTech is now administering a \$7.5 million federal grant of the \$35.5 million program. These projects will serve as showcases for the newest wave of intelligent transportation systems and as the first steps toward a long-range goal of building an intelligent transportation infrastructure across the United States. n

*Additional information about the AZTech project is available from AZTech on-line at:*  
[nova.mcdot.maricopa.gov/mcdot/engin/aztech1/index.htm](http://nova.mcdot.maricopa.gov/mcdot/engin/aztech1/index.htm).



# State of the Commute 1997

WestGroup Market Research of Phoenix conducted a telephone survey to assess participation in and reactions to the Trip Reduction, Valley Metro Rideshare and Clean Air Campaign programs which address air quality and transportation issues.

This study is part of a continuing series of annual surveys for the Regional Public Transportation Authority. Following are highlights from the survey of 603 adults, age 16 or older in Maricopa County:

Air quality was cited as the most important issue facing the Valley.

Slightly more than half of Valley residents (52%) indicated that they or a family member experience health-related problems when pollution levels

Approximately two-thirds (65%) of those aware of the Clean Air Campaign reported that they had taken steps to reduce air pollution in response to the information presented in the advertisements or news stories.

The number of alternative mode users has increased by 145,000 people (or 43%) to an estimated 494,000 people since 1993.

Each day, alternative mode users and telecommuters save approximately 5.6 million vehicle miles resulting in 200,700 fewer pounds of pollutants being emitted into the air.

For a complete report, please call Valley Metro Rideshare at 262-7433. n

Survey done in Maricopa County

## Destinations Response Card

If your company is interested in receiving *Destinations* or other passenger information, please fill out this response card.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (optional): \_\_\_\_\_ Fax (optional): \_\_\_\_\_

The RPTA wants *Destinations* to address transit in a way that meets the needs of it's readers. Please take a moment to give us your recommendations for future issues of *Destinations*, or you may e-mail us.

Mail to: Regional Public Transportation Authority, Attention: Matt Ortega  
302 N. First Avenue, Suite 700  
Phoenix, Arizona 85003

E-Mail: [mortega@vm.maricopa.gov](mailto:mortega@vm.maricopa.gov)

Comments: \_\_\_\_\_

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