

DESTINATIONS

Destinations is the official newsletter of the Regional Public Transportation Authority

Vol I Issue IV, Fall 1998

Tempe Revs Up A New Marketing Campaign

With new, brightly painted buses traveling across the Tempe landscape, residents in the East Valley have a lot to look forward to with increased service options. Promotion and awareness of the new services is the next step in the game plan to attract and expand Tempe's rider markets.

JumpStart to Get it Going

In September 1996, the city of Tempe's half-cent sales tax for transit was approved by voters. Transit improvements were scheduled for January 1997, although city staff decided to make needed improvements immediately. These improvements were called "JumpStart." Due to popular demand, the service enhancements included Sunday service and late evening service.

◀ One of Tempe's new advertisements promoting transit.

Introducing: "tim" and "bolt"

When the Tempe transportation commission, and consultant Thinking Caps, joined city staff to develop a marketing theme for the new service, they determined that being friendly, approachable, and progressive were the most important messages. That's when "tim" and "bolt" were conceived.



"Tim" stands for **Tempe In Motion** and is the umbrella name for the overall Tempe transportation system. "Bolt" is a shortened version of **Better Options for Local Transit**, and is the new name



for the bus route system that serves areas in and around Tempe.

The familiar maroon FLASH bus, or Free Local Area Shuttle, continues in Tempe with a few changes to further improve service:

- ◆ Town FLASH will continue to serve the downtown Tempe/ASU area
- ◆ Work FLASH is a new weekday circulator that will connect Papago Park Center employers with downtown Tempe
- ◆ Home FLASH is a new neighborhood circulator that will connect neighborhoods with major activity centers as well as local and regional bus routes using smaller buses
- ◆ Fun FLASH, which will replace FLASH Lite, will continue to connect downtown Tempe with popular Papago/Salado attractions



▲ Look for the "tim" character peeking out from below the bus windows on the new "bolt" buses that travel within the Tempe city limits.

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Ride,
Sally
Ride.

tim

Voters Bet on the LOTTERY

Proposition 304, which appears on this November's general election ballot, asks Arizona voters if they wish to continue the current state lottery system. A "yes" vote would continue the lottery until July 1, 2003; a "no" vote would end it July 1, 1999. This vote also affects the national Powerball game which is a part of Arizona's lottery system.

In 1980, Arizona voters created the state lottery that not only fuels a lot of personal spending dreams but also funds many statewide programs such as the Local Transportation Assistance Funds (LTAF) through revenue generated from ticket sales. Arizona cities and towns receive \$23 million a year from LTAF—in Maricopa County the figure is \$11 million. All RPTA-member cities and towns over 60,000 in population are required by law to use some, or all of their lottery monies for transit. Many cities and towns depend heavily on LTAF funding to maintain their share of regionwide transit service. Lottery monies also fund programs such as the Heritage Fund, which

s



The Arizona Lottery Office

LTA Funds Drive Transit Operations



State allocated Local Transportation Assistance Funds (LTA) provide a significant share of Valley Metro's regional bus fleet operating budgets.

Tempe Revs Up A New Marketing Campaign

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Creative Developments in the Works

This summer, Phoenix ad agency Riester-Robb was hired to develop a comprehensive plan to promote these exciting new services. Emphasis was placed on non-traditional advertising venues in order to best reach target audiences and provide the best use of a limited budget.

Newspaper and radio ads, mall kiosks, and cinema slides are being purchased. An outdoor billboard is being built near Arizona Mills mall aimed to reach the driving public. Examples of their creative work include a printed advertisement offering a play on words with the headline "Get Your Kicks on Route 66, 56, and 77" and a radio spot featuring a humorous spoof on a luxury car.

Driving the point home, the City of Tempe is not stopping short of promises to make bus service better. Whether it's "Tim" or "Bolt" or FLASH, riding the bus in Tempe can be F-U-N! □

Transit Gets Smarter!

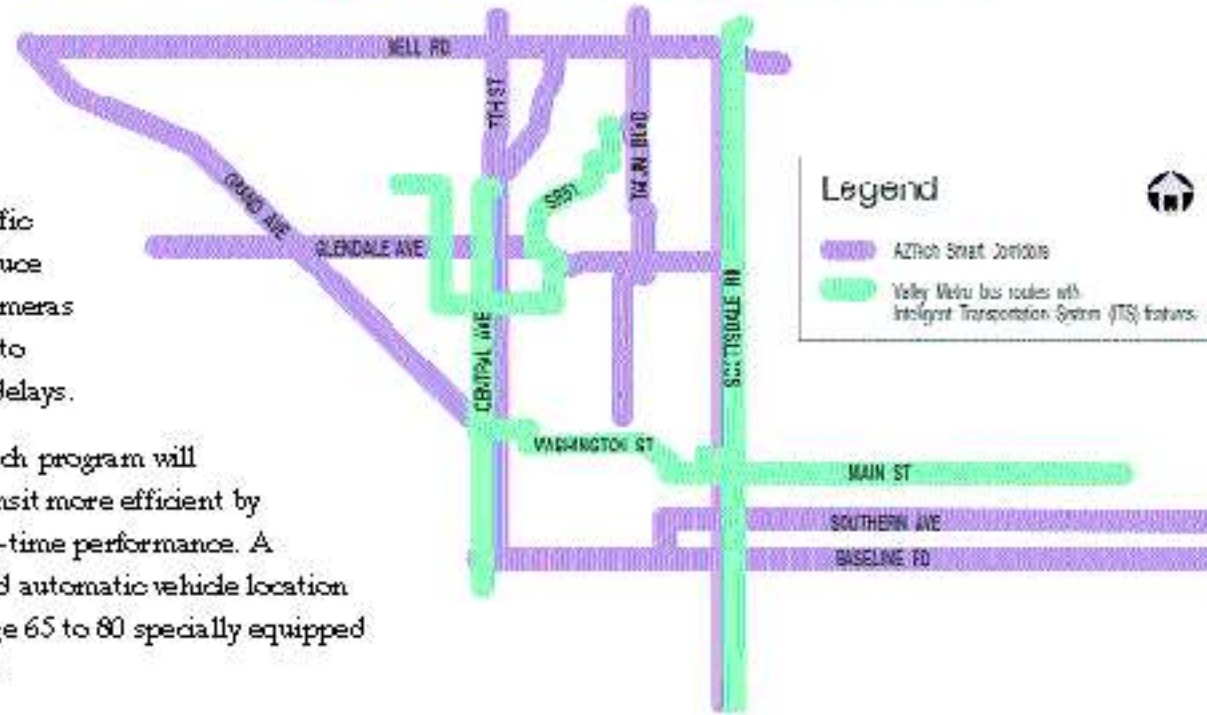
Some of the Valley's busiest travel corridors are getting smarter, thanks to a real-time traveler information system being implemented by ADOT's AzTech program.

By late October, eight corridors will be electronically managed with Intelligent Transportation System (ITS) technology to reduce rush hour congestion and delays. "Smart" signs will warn drivers of accidents and suggest alternative routes, while traffic lights will be metered to reduce vehicle stops. Monitoring cameras and sensors will alert police to potential hazards and road delays.

Behind the scenes, the AzTech program will also be working to make transit more efficient by setting new standards for on-time performance. A computer-aided dispatch and automatic vehicle location system will efficiently manage 65 to 80 specially equipped buses beginning October 30.

Four Valley Metro routes being deployed in the model program are the Red Line, Blue Line, Route 72 (Scottsdale/Rural) and Route 0 (Central). Buses on these routes can instantly transmit their location to transit center message signs, kiosks and the Internet to keep bus travelers informed of bus schedule status and real-time location. □

Metro Phoenix Smart Corridors



Planning Transit for the 21st Century

Although it's not been updated since 1994, the next issue of the Long Range Transit Plan (LRTP) is about to hit the desks of transportation officials and community leaders all over the Valley. The report is a compendium of local transit plans from RPTA member cities along with local transit planning initiatives for this area. This cooperative effort between RPTA and the Maricopa Association of Governments (MAG) provides a long term look at transit and

This year's version of the LRTP is being expanded to include transit-related issues that have occurred since the last plan update. It will include the following:

- ◆ Fixed Route Transit Services
- ◆ Neighborhood Circulators
- ◆ Paratransit
- ◆ Fixed Guideway Transit
- ◆ Transit Capital Facilities
- ◆ Transit Development Standards and Public Policies
- ◆ Transportation Demand Management and Alternative Transportation Modes
- ◆ Transit Marketing and Promotion
- ◆ Transit Financing and Implementation
- ◆ The Regional Planning Process

the goals for a more efficient transportation system.

Drafts will be presented at future public meetings for comment. At the conclusion of this process, the final draft will be presented to the Citizens Transportation Oversight Committee (CTOC) and the State Transportation Board to solicit their input and support.

To receive a final copy of the LRTP, contact RPTA at 262-7242. □

PRESENT

Long Range

Transit Plan

FUTURE

Why Telecommuting Is Good Business Sense

Motorola Shares Their Success Story

Can a telecommuting program at your company make a measurable difference? You bet! According to Motorola's Ed Tynan, Senior Program Manager at their Chandler site, they've seen a 12 percent increase in productivity among those who telecommute. When translated to dollar amounts the added value returned per user is around \$7500 per year.

"In the first year, the user returns more than the investment, and the user can generate a 200 percent ROI (return on investment)," says Tynan. In subsequent years, the returns average \$7500 annually against yearly costs of \$1500 per telecommuter according to Tynan.

"That translates into a 500 percent return on our investment. Wish we could do as well on our personal bank accounts!"

Motorola sets up telecommuters according to their technical needs. It can include an ISDN Terminal Adapter, used X-Terminal, PC LAN card, installation and 12 months of ISDN, shared costs of factory ISDN lines and ISDN server, and allowances for labor and maintenance.

For additional information on how Motorola has set up their program, contact Ed Tynan at 655-5650 or e-mail at: rjj220@emilsp.mot.com.

Call Center Proves Home-based Employees Work

America West Vacation's (AWV) telecommuting program has taken off over the past few years. Managers of call centers may find it hard to believe they can keep their employees at home, but AWV has found the formula to be a successful business strategy.

"In the call center industry, it is typical to have a 35 percent attrition rate, but among our agents who work from home, the attrition rate is around four percent," says Bill Reed, Manager of Operations at the Tempe based America West Vacations.

In 1995, they began a pilot telecommuting program with 10 call center agents working from home part time with used equipment. Now they have over 100 agents working from home full time. "A majority of our clients are travel agents, and they actually prefer talking with the agents who are working from home," says Reed. The telecommuting agents have a quieter and less distracting environment and are usually more relaxed when helping their customers.

"We estimate that our telecommuters are 10 percent more productive than those working in the office, so we know how well it works for our organization and for our customers," says Reed.

To contact Bill Reed at America West Vacations, call 603-3207, or e-mail him at breed@goodnet.com.

'Fall' Brings More Than Cooler Weather

The crisp, cool days of fall are upon us and that means kids are back in school, footballs are flying through the air, and no more re-runs on TV. The change of season also brings an unwanted

"visitor" back to the Valley. Our cool fall and winter temperatures can create a layer of air known as an inversion, which acts like a blanket over the Valley. This covering traps carbon monoxide and particulates causing serious health and environmental problems.

To help combat this unwelcome winter visitor, the Clean Air Campaign will be working with major Valley employers to encourage their employees to use an alternative mode when commuting. Beginning in mid-October, the message "Together, We Can Make A Difference," will be featured in radio spots, posters, and on bus exteriors.

To encourage the formation of carpools and vanpools, Valley Metro will be sponsoring the RideShare *Un-Drive*.

Commuters who fill out a rideshare application between November 1998 and February 1999 will be eligible to win cash and prizes.

For more information on the RideShare *Un-Drive* refer to our website at www.valleymetro.maricopa.gov or call 262-RIDE. □



Together we can make a difference.
Carpool, vanpool, bus like or walk once a week.

241-1100 WWW.VALLEYMETRO.MARICOPA.GOV

Scottsdale Mayor Welcomes Car Sharing Concept

Mayor Sam Campana
City of Scottsdale



Although we are an "auto-infatuated" society, actual car use is less than one hour per day with most of those only carrying one person. Therefore, it makes sense to be more economic with vehicle utilization. Car sharing, a new concept in

mobility and travel, allows drivers to exercise greater efficiency with car usage.

On Friday, August 28, the RPTA and the city of Scottsdale hosted a meeting at the Scottsdale Civic Center Library to introduce the concept of car sharing. Special guest Conrad Wagner, of Switzerland's Mobility Car Sharing, presented information about the different applications that are currently being used both in the U.S. and abroad. Mayor Sam Campana finds the idea quite intriguing and believes it is something to take seriously.



"Mr. Wagner's presence today will help serve as a catalyst for us to look at creative choices for our transportation needs," said Mayor Campana, who also represents Scottsdale on the RPTA Board of Directors. She stated that it is important to consider the opportunity to incorporate choices for our travel needs as she introduced Wagner to the audience of local transportation officials.

Generated in Europe this idea has traveled to certain areas of the U.S. such as Portland, Seattle, and San Francisco. Car sharing is a subscription method of accessing a vehicle from a neighborhood location. The business end of car sharing is developed through organized private or public-private partnerships involving one of the following: large employers, transit operators, neighborhood groups, or a car sharing business.

Wagner explained that typically cars can be accessed in one to three minutes and the best use would be for two days or less. Otherwise, it may be more cost-effective to rent a car. Usually, cars are rented by the hour for those who don't necessarily want the expense of owning a car or want to eliminate having a second car.

"We consider car sharing an unchauffered taxi," said Wagner. "You also have access to a variety of cars, for the different needs you may have." The basic

difference between car sharing and conventional auto rental is that car sharing is a member organization allowing individuals to pay only for how much they drive. Reservations are required and cars are located within a several block walk for members.

One example of a U.S. car sharing effort currently taking place is at an apartment complex in Portland, Oregon. A new, 144-unit complex, which is also conveniently located near major bus lines and a light rail line, is the first in the nation to provide rental vehicles for the use of its residents. They have partnered with CarSharing Portland, Inc. to offer two, four-door Dodge Neons and a pick-up truck.

They simply pay a one-time membership fee of \$250 and that entitles them to use one of the vehicles for the modest fee of \$1.50 per hour plus 30 cents per mile. This covers insurance, maintenance, and gas costs.

"The car sharing partnership is an excellent complement to the range of transportation choices, and will make a real difference to the people who will live there," states Margaret Van Vliet of the

Access the CarSharing
Portland website at:
www.carsharing-pdx.com



Apartment complex allows residents to access these car share vehicles for personal use.



Conrad Wagner, carsharing expert from Switzerland's Mobility Car Sharing

Governor's Community Development Office according to the August 1998 edition of *Portland Parent*.

So, who else will car sharing work for? Research indicates it is best for those who drive fewer than 10,000 miles per year and can access public transportation for a mix of travel needs. Statistics show that members actually reduce their car usage 20 percent per year. The societal gains of car sharing is the direct benefit of less demand for parking space and the positive effects of creating less pollution and traffic congestion. All three are vital for the Valley to remain an attractive place to live and work. □

Residents Give Opinions on Travel

Earlier this year WestGroup Market Research conducted a telephone survey to assess resident attitudes and measure driving and trip reduction behavior in Maricopa County. In the premier issue of *Destinations* we gave you a brief glimpse of the findings; here are additional results of the survey.

Using Alternate Modes On The Rise

- ◆ The percent of those who exclusively use an alternate mode (i.e. carpool, bus, bike, or walk) to commute increased from 11% in 1995 to 14% in 1998
- ◆ Those using an alternate mode at least one day a week has risen since 1993 by 25%
- ◆ Conversely, those who only drive alone decreased from 74% in 1993 to 68% in 1998
- ◆ In the past year alone, there was an estimated 61,000 new alternate mode users representing 42% of the new estimated number of new commuters (144,000) in the Valley over the past year

Defining Carpools

- ◆ 73% of carpools have two persons
- ◆ Most carpoolers travel with a co-worker/friend (62%) or family member (42%)

Future Moves for Improved Rideshare

- ◆ One-third of employed residents feel that they have the type of job that would be suitable for telecommuting
- ◆ Currently, 58% of Valley residents have personal computers at home with 35% having internet access
- ◆ The top two suggested changes to increase alternate mode usage among commuters who currently drive alone are:
 1. Improving the transit system (27%)
 2. Finding someone to carpool with (20%)



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

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