



DESTINATIONS

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Mayor Skip Rimsza
City of Phoenix

The city of Phoenix voters made transit history with the passing of Proposition 2000.

We Did It!

A message from Mayor Skip Rimsza.

On Tuesday, March 14, 2000, the city of Phoenix voters made transit history with the passing of **Proposition 2000**. I am excited and energized by the changes, which will take place over the coming months and years; we are all winners in this successful endeavor.

Over the next 20 years, the population of Phoenix will grow by more than 600,000 an increase of nearly 50 percent over the city's current population. By the year 2020, a staggering 4.5 million people will reside in surrounding Maricopa County. With the passing of Proposition 2000, we can now look to a future with solutions to our congestion and air quality problems.

Here are just a few of the things you can look forward to having as transit options in the city of Phoenix:

Local Bus Service

- 1 Bus fleet increased by 150 buses; all powered by natural gas; 100 additional buses in the first five years.
- 1 Routes operating seven days a week beginning in the first year.
- 1 Extended service from 5 a.m. to midnight, Monday-Saturday; and 6 a.m.-10 p.m., Sundays and holidays.
- 1 Target of 15-minute peak frequency and 30-minute off-peak frequency.

Dial-A-Ride Service

- 1 Curb-to-curb service seven days a week for seniors and persons with disabilities.
- 1 Weekday and Saturday service 5 a.m.-midnight; 6 a.m.-10 p.m., Sundays and holidays.
- 1 Service doubles in the first year; number of vehicles increases from 60 to 100, plus extended hours.

Bus Rapid Transit

- 1 Beginning in the third year, as soon as equipment is available, it will operate four hours during each peak period (5-9 a.m., and 3-7 p.m.).
- 1 Service every 10-15 minutes (average of 40 trips per day per corridor).
- 1 Uses HOV lanes on freeways.

Light Rail Rapid Transit

- 1 By 2006-Airport through downtown Phoenix to Chris-Town Mall.
- 1 By 2010-to Metro Center.
- 1 By 2016 additional 7-10 miles of rail line.
- 1 Operates mainly at street level in its own lane; separate from auto traffic.
- 1 Electrically powered.

Join with me as we look to the future of Phoenix with renewed enthusiasm and hope for a better quality of life for ourselves and, most importantly, our children.



Transit 2000

Phoenix Transit Plan a Go!



As election returns were announced on March 14, it quickly became clear that a majority of Phoenix voters wanted transportation alternatives. We've waited long enough, said Public Transit Director Neal Manske. Now is the time to move ahead-with vision. Manske credited the passage of Proposition 2000 to the work of transit staff and campaign volunteers in educating the public. The citizens of Phoenix were able to separate the myths from the facts in approving these positive improvements, he noted.

Buses for local and neighborhood service were ordered the day after the election and are expected to arrive within 18 months.

August Improvements On the Way

The first improvements to be seen by transit passengers will be the implementation in August of Sunday and holiday service. For the first time in almost 50 years, Phoenix will provide its citizens with an alternative means for traveling to church, to meet friends and family on holidays, and to go shopping on Sundays.

Saturday service will increase in August as well. Five Phoenix routes will begin Saturday service from 5 a.m. to 8 p.m.: Yellow Line, 12, 44, 138, and 186.

Also in August, dial-a-ride service hours will be extended from 5 a.m. to midnight on weekdays and from 5 a.m. to 10 p.m. on weekends and holidays. Response times for pick-ups will also improve. New dial-a-ride vehicles have been ordered and are expected to arrive before the August improvements go into effect.

In addition, a Citizens Transit Commission will be formed. Phoenix residents and community leaders will be appointed to the commission by the mayor and city council and will be responsible for overseeing Transit 2000 improvements.

What the Future Holds

As implementation of the Transit 2000 plan continues, routes will start to run later in the evenings. Initially, service on most routes will be extended until 10 p.m. With the hiring of additional bus operators, service will be extended until midnight

on weekdays and Saturdays. A new neighborhood circulator mini-bus service will also be launched in Ahwatukee and Desert Foothills.

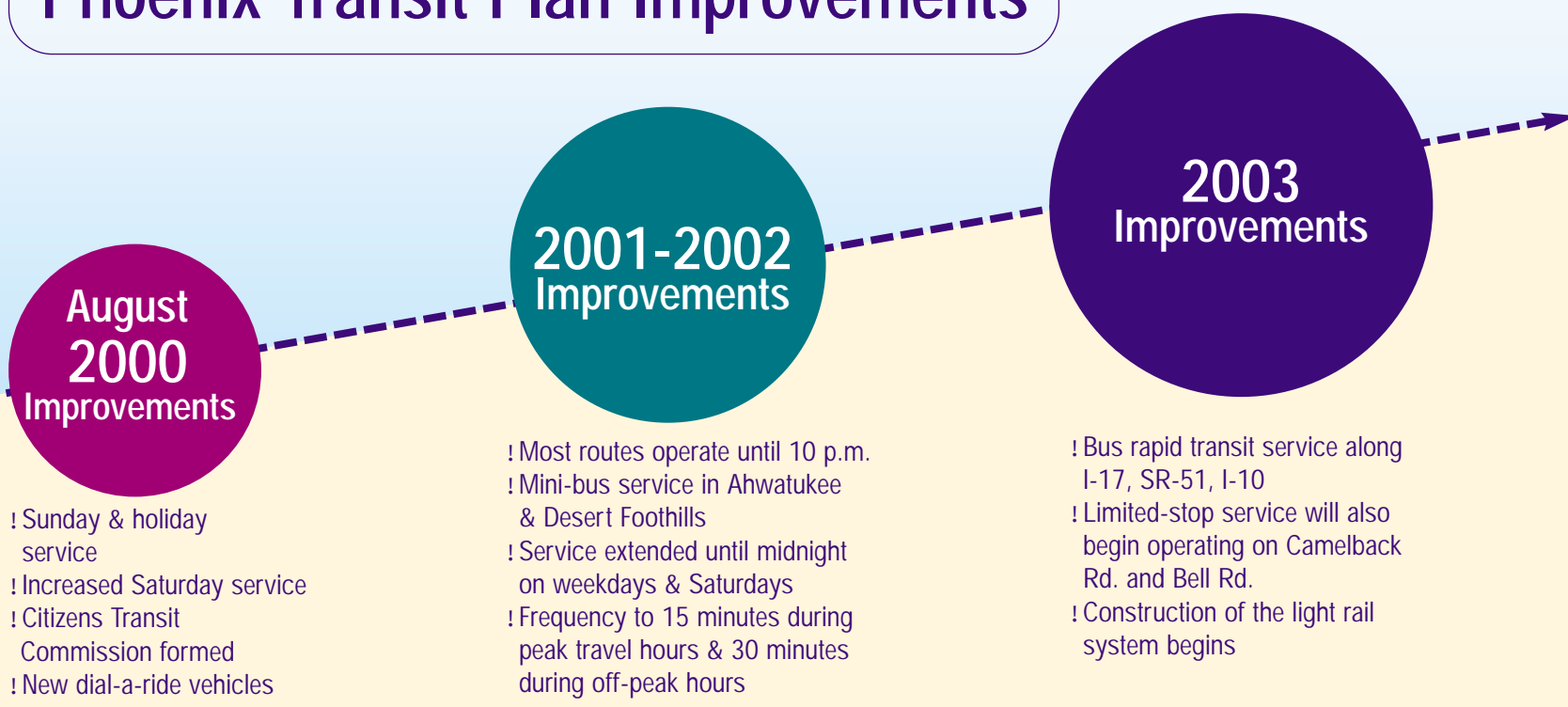
As new buses are delivered, weekday bus service will gradually increase in frequency to at least 15 minutes during peak travel hours and 30 minutes during off-peak hours. Bus routes will also be extended further north and south, east, and west.

New facilities to be constructed will include the South Central Avenue Transit Center, a new LNG fueling station at the North Maintenance Facility, and two additional park-and-ride facilities. Additional passenger shelters and benches will be installed throughout the city.

In the third year of the plan, bus rapid transit service will be implemented along I-17, SR-51, I-10 west and south, and along Central Ave. to Baseline Rd. Limited-stop service will also begin operating on Camelback Rd. and Bell Rd. as a demonstration project.

Work on the Central Phoenix/East Valley Light Rail Transit (LRT) project will continue. The project will eventually traverse a 25-mile corridor connecting Phoenix, Tempe, and Mesa. Route and station placement will be examined and a study will be undertaken to determine the project's environmental impact. Construction of the light rail system will begin in the third year of the plan, with operation of the initial segment to commence in the sixth year. □

Overview of the Phoenix Transit Plan Improvements



Light Rail in Phoenix & East Valley Moves Ahead



LRT Mock-up in Tempe



The city of Phoenix will now have light rail. Thanks to Phoenix voters who recently approved a 0.4% sales tax increase, the Central Phoenix/East Valley (CP/EV) Light Rail Transit (LRT) project will continue.

The Central Phoenix/East Valley LRT project is examining light rail routes, stations, and environmental impacts within a 25-mile corridor connecting Phoenix, Tempe, and Mesa. Many factors determine whether planning projects like the CP/EV LRT Study can advance into design, construction, and operation. The most important factors are funding and public support for the project. With local support and dedicated funds in place, the LRT project can proceed.

The LRT study is currently nearing the end of the conceptual engineering and draft environmental impact statement (CE/DEIS) phase. The next step in the progression of this process is the preliminary engineering and final environmental impact statement (PE/FEIS) phase.



LRT Freeway Mock-up



LRT Central Ave Mock-up

Milestones in this phase of the project will include:

- 1 Incorporating comments on the draft environmental impact statement and developing the final environmental impact statement.
- 1 Examining environmental impacts from Central Ave./Indian School Rd. to Chris-Town Mall.
- 1 Developing guidelines for station design.
- 1 Completing the station area planning workshops series.
- 1 Shaping the art in transit program.
- 1 Integrating light rail into the community.
- 1 Determining operations and maintenance facility/vehicle type.
- 1 Drawing construction plans/packages.
- 1 Establishing fare collection policies.
- 1 Creating alignment design and aesthetics.
- 1 Finishing the traffic engineering plan.

The PE/FEIS is scheduled to be complete in the summer of 2001. Construction of the starter segment will begin in 2003, and light rail will begin operating in 2006.

A series of public meetings this spring will discuss the light rail study including station elements, traffic impact studies, the art in transit program, and plans for regional connectivity. □

For additional information about the LRT project:
 contact: **Valley Connections**
 hotline: (602) 534-1807
 email: rail@vm.maricopa.gov

The Truths of Transit

Myth: Transit ridership in America has declined since the 1950's.

Fact: Total transit ridership in America increased 20 percent between 1972 and 1995. This includes bus, heavy rail, light rail, commuter rail, and demand-response users.

(Source: American Public Transportation Association)

Ridership on the ten new light rail systems that have opened throughout the U.S. since 1980 has increased by an average of 11.4 percent annually since start-up.

(Source: American Public Transportation Association)

Myth: Transit carries less than two percent of regional travel.

Fact: Nationally, transit trips do account for roughly two percent of total regional travel. However, the following points should be considered in relation to this statistic.

The two percent figure represents ALL travel in all metropolitan areas. It includes not only passenger vehicles trips, but also trips made by service vehicles and delivery trucks. Transit, however, moves people, not goods. The figure also includes through-traffic on interstate highways and other trips in areas where no transit service is provided. Transit service is typically limited to significantly developed areas. Moreover, since the two percent figure represents travel over a 24-hour period, it includes trips made at times when no transit service is provided. Most transit agencies do not operate 24 hours a day. *(Source: Regional Public Transportation Authority)*

In Phoenix, along those corridors where the level of transit service is of a high enough quality to attract riders, transit plays a major role in the effort to provide adequate mobility for urban dwellers. For example, along the

Central Avenue corridor, which accounts for the highest level of transit service and use in the region, transit carries over 20 percent of all peak-hour trips. *(Source: Regional Public Transportation Authority)*

Myth: Only poor people use transit; it doesn't attract choice riders.

Fact: Higher-income individuals do use transit. Seventeen percent of all transit riders in the U.S. earn incomes of \$50,000 or more. On average, 55 percent earn incomes above \$15,000. *(Source: 1999 American Public Transit Fact Book).*

Myth: Because light rail is a fixed facility it does not offer flexibility.

Fact: One of the benefits of light rail is that it is a fixed facility. As such, light rail offers a foundation for communities to build upon. It offers permanent facilities that attract development, aid the community by providing travel opportunities, and encourage "smart growth" by creating land-use transportation system alliances.

Land values near Dallas light rail system, one of the newest such systems in the U.S., have grown 25 percent faster than comparable properties that are located farther away from the system. *(Source: North Texas Center for Economic Development)*

Myth: It costs more to operate a light rail system than a bus system.

Fact: For light rail systems in the U.S., the average total operating cost per passenger mile is \$.46. The operating cost per passenger mile for bus systems is \$.54. *(Source: 1997 Federal Transit Administration Database)* □

Our Peers In Transit



New light rail system in Salt Lake City.

Salt Lake City opened the newest light rail system in North America late last year. The 15-mile system began revenue service on December 6, 1999. The project came in under budget and ahead of schedule. The total cost of the system was \$312 million, of which \$241 million was federally funded. Ridership on the new light rail system has far exceeded expectations. Salt Lake City had projected that the system would attract 14,000 passengers per day by the end of its first year in operation. Only two months after the system opened, ridership had already reached 20,000 passengers per day. On days with special events, ridership has been as high as 25,000 passengers per day. □



Telework: A virtual reality for the Valley

The drive to develop more telework programs in the Valley has begun. RPTA will launch the Valley Telework Project in an effort to get more companies serious about implementing new programs or strengthening existing ones. Telework, also known as telecommuting, is considered a practical and effective management tool for today's fast-paced and competitive business environment. Most businesses conduct day-to-day activities via the internet or E-mail because it saves time and money thereby allowing employees to be more efficient and productive. That's what remote work is all about.

Watch for Local Telework Ad Campaign

One part of the special outreach and marketing campaign features local print and radio advertising and special mailings hoping to get the attention of CEOs, as well as commuters. The ads focus on the benefits of telework for both the employer and employee and directs the reader or listener to seek more information about telework from the RPTA.

Free Telework Help for Local Organizations

Continued development of telework programs will occur when 10 to 15 companies are chosen this year to receive free consultant assistance in exchange for case study information. Outreach will also occur through local business and industry organizations and chambers of commerce. By teaming with these groups, RPTA can better reach the business community accessing existing networks.

Watch for details on the Valley Telework Project throughout 2000. If you are interested in developing telework at your organization, call RPTA at (602) 262-RIDE (7433) ☐



Telework Trend Keeps More Workers At Home

According to Jack Nilles, the father of telecommuting, about 48 percent of today's workers could be telecommuting at least part of the time, but only 10 percent are doing so.

In the Phoenix area, more than 62,000 residents work from home at least one day a week. This is up from 19,000 in 1993. Utilizing today's improved technology has certainly enhanced the opportunity to avoid the



commute to the office every day. Sixty-three percent of employed households in this area

have personal computers and more than 50 percent of those have internet access. All of this is according to recent studies conducted by WestGroup Research to determine the potential for advancing telework opportunities in the Valley.

Many local businesses and organizations believe telecommuting, also known as teleworking, is an important strategy. In fact, half of Valley leaders interviewed for an RPTA telecommuting research report stated that it was integral to their organization. In these days of



tight labor pools and employees hopping from one company to the next seeking better

pay and benefits, a telework strategy makes good, sound business sense.

Not only can offering teleworking at a company enhance retention, it can also broaden that tight labor market and give organizations an attractive edge over the competition. Employers felt that the strongest positive impact of telecommuting was the ability to accommodate their employees' personal needs. Positive results of productivity and morale were next on the list.

On the other hand, the biggest hindrances to an expanding telework program is management.



The study revealed that they are often disinterested in trying to enhance their remote work programs. Lack of trust is often a central theme of their reluctance.

Knowing both the positive and negative attitudes toward teleworking, the RPTA is able to better direct its efforts to promote and educate about remote work and its benefits to a company, its employees, and the community. ☐

For more information, call RPTA Rideshare at (602) 262-RIDE (7433)

COMING SOON: An Ozone Alert Sequel

Last year's success of Governor Jane Dee Hull's Ozone Alert Program was demonstrated with the achievement of no ozone violation days. Much of this success can be attributed to the eager participation of the 225 Valley organizations who helped reduce trips by an additional 10 percent on ozone high pollution advisory (HPA) days.

Why do we need Ozone 2000?

The work to free the air of ozone between May and September did not end last fall. In Maricopa County, we need three more years of no ozone violations to become redesignated for the attainment the of one-hour ozone standard.

- 1 The redesignation process begins with ADEQ and Maricopa County developing a SIP (State Implementation Plan) that contains: a periodic emissions inventory; volatile organic compound source information; and details of our monitoring network.
- 1 The SIP goes to the public for comment then to the EPA for approval.

- 1 Then a Maintenance Plan is developed and the request for redesignation to attainment status is begun.

The Plan includes a 1999 emissions inventory that determines future transportation conformity determinations; descriptions of measures taken if the one-hour standard is violated; and a modeling effort to show how the area will remain in attainment of the ozone standard for a minimum of 10 years after redesignation.

How to get involved

Last year's virtual workshop at each of the ASU locations was so popular that it was held again this spring. The Clean Air Campaign and Valley Metro Rideshare sponsored two Who Wants to Breathe Clean Air workshops. New ideas and motivational materials were provided to help organizations with promoting alternative modes on HPA days.

Wells Fargo Bank is sponsoring a kick-off press conference for the summer ozone season on May 18 at The Buttes. Additional information is available by calling: (602) 262-RIDE. ☐



It All Adds Up To Cleaner Air



The Summer 2000 Ozone Alert Campaign is funded by the Maricopa Association of Governments.



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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 (602)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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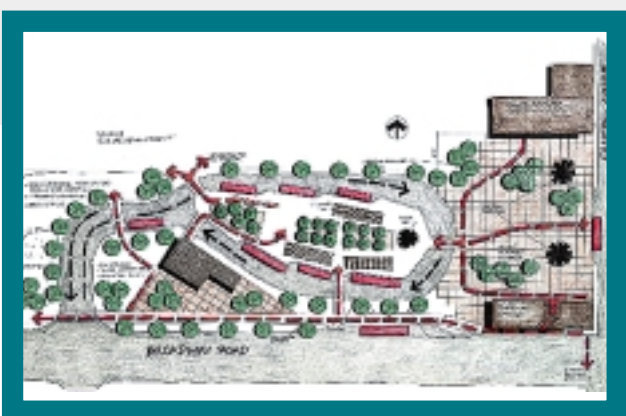
Area's Potential Brings New Transit Center

Last summer, President Clinton traveled to various parts of the country that he felt had particularly strong potential for economic growth and development. One of the areas he visited was South Mountain Village in Phoenix because, according to Clinton spokesperson Elizabeth Newman, it is a "prime example of a market with great potential."

The president's visit has led to an unexpected bonus for the South Phoenix area: federal funding for a new transit center that will serve South Mountain Village residents. City transit planners expect bus ridership in the area to increase substantially in coming years. The new South Central Avenue Transit Center will offer a safe and convenient transfer point for this growing ridership. Most importantly, the new facility will provide greater travel opportunities for those with limited access to other means of transportation.

Studies were conducted to find the most appropriate site for the transit center, and the northwest corner of Broadway Rd. and Central Ave. was ultimately selected. Ground breaking for the South Central Avenue Transit Center March 2001, and the center is scheduled for completion by December 2001.

For more information, call the City of Phoenix Public Transit Department at (602) 262-7242. □



The proposed South Central Avenue Transit Center located at Broadway and Central, will service passengers using Routes 0, 7, 8, 45, 52, and the Blue Line.



This custom-designed bike rack features an imprint of the Tempe High mascot.

Valley

Bike Rack Program Keeps Students Rolling

Valley Metro Rideshare is sponsoring the High School Bike Rack Award Program. The program offers a specially designed bike rack to schools that assist their own campaigns encouraging students to ride their bikes to campus. The program, which seeks to reduce automobile dependency among students and their parents, is open to all public high schools in the Valley. Principals at these schools have been sent application materials explaining the program and its goals.

Tempe High School is the first school to receive the custom-designed bike rack, which features the school's logo and colors. The racks are constructed of heavy-gauge steel to withstand both the elements and repeated use over many years. They are designed to hold between 20 and 24 bicycles. □

South Central Avenue Transit Center

The estimated total cost of the South Central Avenue Transit Center is \$4.3 million. Funding will come from a variety of sources:

- 1 federal congressional appropriations
- 1 future local bond funds
- 1 federal highway funds
- 1 the Federal Transit Administration
- 1 and other grant opportunities.

Tempe

Tempe Set to Launch First Neighborhood Circulator Route

The city of Tempe will launch its first neighborhood circulator route in early August, utilizing state-of-the-art electric hybrid buses. The free shuttle will serve the Escalante neighborhood and provide connections between neighborhood activity centers, fixed-route bus stops on major arterial streets, downtown Tempe, and Arizona State University.

"The neighborhood circulator will help people get to important places within their neighborhood, as well as helping them access regular bus routes on the major streets," Tempe Transit Manager Mary O'Connor said. "It's all about community connections—connecting people with the Escalante Multigenerational Center, Thew Elementary School, downtown Tempe, ASU, and the places they want to go."

The city solicited citizen involvement in planning the route, which will operate approximately every 15 minutes from early morning until late evening seven days a week.

The circulator buses are equipped with quiet, clean-burning electric hybrid engines with Capstone microturbines, which recharge the batteries and increase the distance and the length of time the buses can travel. The exteriors of the buses will be decorated with designs reflecting the community by local photographers and painters. □

For more information, please call Tempe In Motion at (480) 350-2739. □

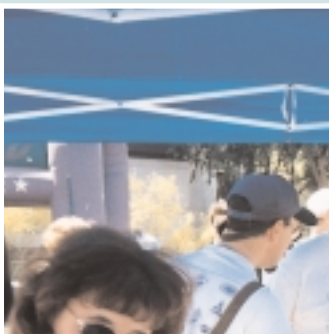


Electric buses like this one will provide circulator service in the Escalante neighborhood.

BIKE TO BOB Photo Log



Valley Bike Week kicks off at Park Central Mall with Bike to BOB on Sunday, April 9 to promote bicycling and bike safety.



More than 500 riders gear up with a free continental breakfast provided by The Good Egg.



The Gonzalez triplets get ready for the ride by putting on bike helmets with mom Christine's help.



The three mile ride winds it way through Sunday on Central.



In a surrey with the fringe on top, the Gonzalez family and friends ride a specially-built bike for seven!



How much space does it take to store 500 bikes? A lot! Bikes were secured in the Civic East Plaza garage until the post-game ride.



Four kids were chosen for the poster presentation on the field at home plate.



Alberto Gutier, Director of the Governor's Office of Highway Safety, makes the official presentation of the Gonzo bike safety poster.

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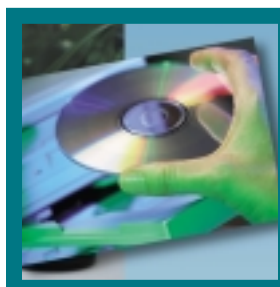
A message from city of Phoenix Mayor-Skip Rimsza
Phoenix mayor sends a message to residents about the exciting changes we'll soon see due to the passage of Prop. 2000. **Page 1**



Phoenix Transit Plan a Go!
Transit improvements begin in August with buses now operating on Sundays and holidays-a service that is long overdue. Also lined up: new buses on their way and dial-a-ride steps up service. **Page 2**



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Businesses have found that telework is a management tool that is smart and effective, especially when it comes to retention and recruitment of valuable employees. **Page 5**



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