

DESTINATIONS

DESTINATIONS IS THE OFFICIAL NEWSLETTER OF VALLEY METRO

Catch the LINK on Dec. 27

New Type of Bus Service Features Speed, Convenience and Comfort

Valley Metro introduces LINK, a new type of limited stop bus service between the Sycamore Transit Center and Superstition Springs Transit Center in Mesa. It will function as an extension of METRO light rail serving as a connection to Mesa businesses, communities and entertainment spots. Funded by regional public transportation funds, LINK is the first of several limited stop routes that will serve major streets in the East Valley.

What makes LINK different?

Features of the new bus service include:

- ◆ Faster travel times
- ◆ Limited stops
- ◆ Streamlined buses
- ◆ Enhanced bus stops with more shading
- ◆ Real time passenger information
- ◆ Traffic signal priority¹
- ◆ Queue jumper lanes²

¹ gives preference to LINK buses by extending or offering an early green light

² allows buses to bypass a waiting traffic queue through a right-turn bay at an intersection

Benefits of LINK

This streamlined bus service has become increasingly more popular across the United States. It is flexible and cost effective. While the nuts and bolts of a LINK-type of service can vary from city to city, it can be fine-tuned to easily adapt to today's dynamic transportation environment.

LINK can:

- ◆ Reduce pollution and congestion
- ◆ Enhance business along the route, and
- ◆ Connect activity centers.

Mesa Main Street gets "LINKed"

The first LINK route on Mesa Main Street is the first construction project managed by the Regional Public Transportation Authority. It will succeed the Mesa portion of the Red Line local bus service, which transports more than 1,400 passengers each day in Mesa.

(continued on page 2)



New Valley Metro LINK



Seating capacity: 55



60-feet long

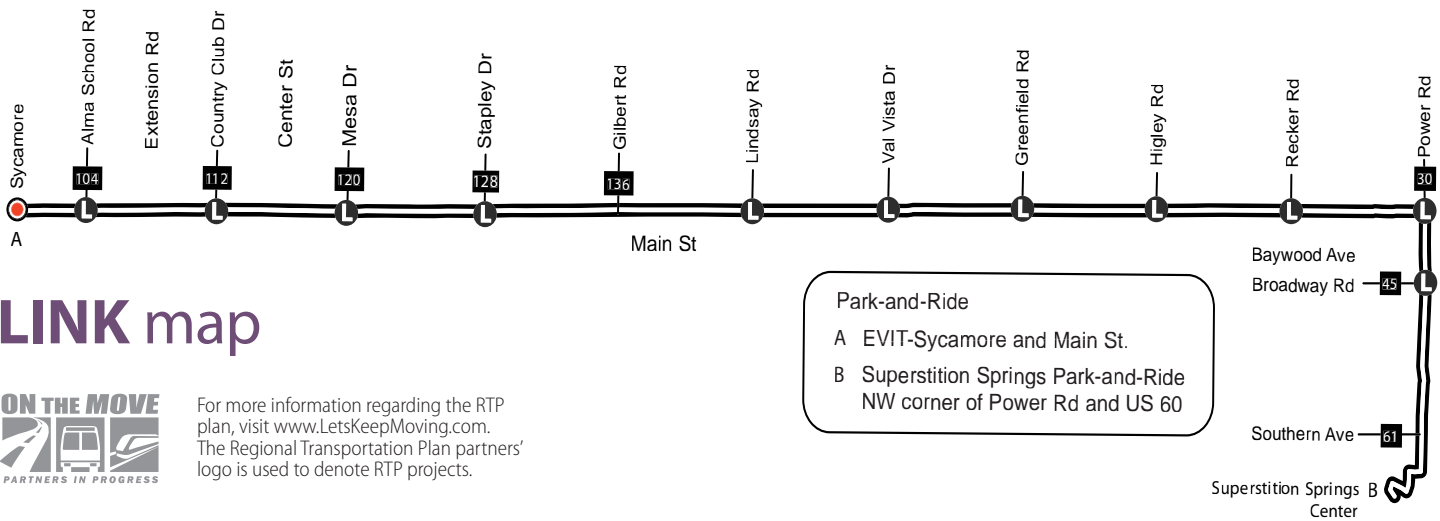
VALLEY METRO LINK

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Why LINK?

Population and employment projections in the Valley indicate that there will be significant growth in those corridors where LINK is planned. It is one of a series of transit system enhancements that will provide Valley residents and visitors with a wider range of travel options.

| Future LINK Service | |
|-------------------------------------|---|
| Mesa Main Street December 2008 | Sycamore Transit Center to Superstition Springs Center |
| Arizona Avenue July 2009 | Snedigar Transit Center to Sycamore Transit Center |
| Scottsdale/Rural roads July 2013 | Scottsdale Road & Shea Boulevard to Chandler Mall Transit Center |
| South Central Avenue July 2015 | (A trip)-59th Avenue/Baseline Road to Central Station (B trip)-Arizona Mills Transit Center to Central Station |
| Chandler Boulevard July 2023 | ASU Polytechnic to Galveston/54th streets |



Riding in LINK Style

From the ground up, each component of LINK has been considered:

- ◆ High back seats, made from recycled materials, add comfort
- ◆ Interior LED lighting uses less energy
- ◆ Lighter-weight materials inside the bus equals better fuel efficiency
- ◆ Use of clean-burning diesel and particulate traps help claim soot from the exhaust system
- ◆ Window design helps reflect sunlight so less heat penetrates the bus
- ◆ Safety posts for boarding and standing.
- ◆ Air conditioning refrigerant is environmentally friendly and the system is tested to tolerate hot summer temperatures.



Modern design



Great visibility and cool air conditioning



Padded seats with headrests

City by City

Transit updates from across the Valley Metro service area

Surprise Funds New Express Bus Trip

Service added to regional connector bus also benefits Surprise

The city of Surprise added one new round-trip to Express bus Route 571 making it the third daily morning and afternoon trip operating between the Surprise Park-and-Ride and downtown Phoenix.

The Surprise city council voted unanimously to fund the new route as demand for bus service in the city rose amid higher gasoline prices.

With the go-ahead to add service, city staff worked with Valley Metro to organize the new express trips.

Assistant City Manager Kathy Rice, District 6 Councilmember Skip Hall and staff members were on hand at the “roll out” ceremony on July 28 to greet riders with treats.

“Before this new 5:55 a.m. trip was added, people reported lining up for the 6:20 a.m. bus a half hour early to guarantee that they would have a seat,” says Rice.

Surprise will pay nearly \$75,000 this year for the third trip. The three buses combined will accommodate an average of 225 riders per day.

Valley Metro also recently expanded service on Route 660. The route will feature four weekday roundtrips and two Saturday roundtrips between Wickenburg, Surprise and the Arrowhead Towne Center in Glendale.

For information about the Route 571 and Route 660 schedules, go to ValleyMetro.org.



Passengers line up at the Surprise park-and-ride to board Route 571, an express bus route that has been popular among residents since service began in 2006.

Route 96: Travel is extended farther into Chandler and Mesa.



Bus Ridership Soars in Chandler

Bus ridership in Chandler continues to rise as routes expand, trips increase and people are served in more areas of the city. Just over one year ago Route 156, which travels along Chandler Boulevard, was expanded to serve the ASU Polytechnic campus at Power and Williams Field roads. Since then, ridership managed to jump 76% on the route that now averages more than 1,200 daily passenger boardings.

Expanded service on bus Route 96 that travels on Dobson Road and serves the area between Mesa Riverview Center and the Snedigar Sports Complex in Chandler is also capturing new riders.

June Munson, a registered nurse at Chandler Regional Hospital, now rides the Route 96 bus four days a week to work.

“It’s a great way to get some exercise by walking to and from the bus stops,” said Munson. “I hope more people start riding Route 96. It’s easy and it’s a benefit to the environment.” Munson added that her employer subsidizes her bus pass so it’s also a great way to save money.

In July, Chandler extended Route 65 (Mill/Kyrene) to serve the West Chandler Aquatic Center.

Routes 96 and 156 were expanded with Proposition 400 regional transportation funds, the half-cent countywide sales tax extended by voters in 2004. Chandler’s overall bus ridership increased to more than 693,000 annual passengers—an increase of 36 percent from 2007.

| | |
|--|---|
| <p>ROUTE 156</p> | <p>GOES TO:</p> |
| <p>Service travels between Desert Foothills Parkway and Power Road (ASU Polytechnic Campus). It operates every 30 minutes, seven days a week.</p> | <p>Intel’s Chandler Boulevard Campus Chandler Fashion Center Chandler Gilbert Community College Gilbert Mercy Hospital ASU Polytechnic Campus</p> |
| <p>ROUTE 65</p> | <p>GOES TO:</p> |
| <p>Service travels between College Avenue/5th Street in Tempe and Frye Road in Chandler. It operates every 30 minutes, seven days a week</p> | <p>Tempe Transit Center (connects to METRO) Tempe St. Luke’s Hospital Kiwanis Park West Chandler Aquatic Center</p> |
| <p>ROUTE 96</p> | <p>GOES TO:</p> |
| <p>Service travels between Mesa Riverview Center and Ocotillo Road in Chandler with new trips on weekdays and Saturdays. It operates every 30 minutes, seven days a week and every 15 minutes during peak hours on weekdays.</p> | <p>Snedigar Sports Complex Ocotillo Golf Course Intel’s Ocotillo Campus Orbital Sciences Campus Chandler Regional Hospital Dobson Ranch Mesa Community College Banner Desert Medical Center East Valley Institute of Technology (EVIT) METRO station at Sycamore/Main Mesa Riverview Center</p> |

MORE FREEDOM TO TRAVEL



Sycamore Transit Center Serves Light Rail and Bus

On January 27, 2007 representatives from Mesa, Valley Metro, and METRO light rail broke ground to build this regionally funded transit center that will connect light rail and bus service. Nearly complete, the Sycamore Transit Center located on Main Street in Mesa will soon provide more transit options and more freedom to travel in the East Valley.

The Bus Stops Here

METRO riders can extend their trip by catching a bus route that serves the Sycamore Transit Center. Options are:

LINK—travels on Main Street from Sycamore Transit Center to Superstition Springs Center on Power Road.

Route 30—travels on University between South Mountain Community College and Superstition Springs Transit Center.

Route 40—travels from Superstition Springs Transit Center on Power Road, Main Street, Apache Boulevard, and University Drive to Sky Harbor Airport.

Route 45—travels on Broadway Road between 19th Avenue and Superstition Springs Center

Route 96—travels on Dobson Road between Ocotillo and Mesa Riverview

Route 104—travels on Alma School Road between Mesa Multi-Generational Center and downtown Chandler

Ridership nearly reaches 60 million boardings

In the past year, Valley Metro has carried more passengers than ever with 59.8 million boardings--a 3.14 percent increase over the previous year.

According to the American Public Transportation Association, Americans took 140 million more trips, or an increase of 5.1 percent, on public transportation April to June of this year compared to 2007. Valley Metro experienced an 11.7 percent increase in bus passengers during the same time period.

A recent survey on commuter behavior indicated that 65 percent of Valley commuters made a change to driving habits in response to high gas prices. An increased demand for bus service, carpool matchlists and vanpools shows that drivers are wanting viable options to reduce driving costs. For more information, go to ValleyMetro.org and refer to the Commuter Scorecards located in the News Room.

Valley Metro Annual Ridership Report—July 2007 to June 2008

| City or Town | 2008 Boardings | 2007 Boardings | % Difference | Bikes on Bus |
|------------------|-------------------|-------------------|--------------|------------------|
| Avondale | 112,189 | 103,096 | 8.82% | 3,775 |
| Chandler | 693,821 | 509,471 | 36.18% | 30,495 |
| Fountain Hills | 2,359 | 2,449 | -3.67% | 26 |
| Gilbert | 112,387 | 70,335 | 59.79% | 5,293 |
| Glendale | 2,519,066 | 2,400,184 | 4.95% | 59,573 |
| Goodyear | 5,299 | 5,354 | -1.03% | 190 |
| Guadalupe | 97,704 | 91,168 | 7.17% | 3,161 |
| Litchfield Park | 1,145 | 1,292 | -11.38% | 40 |
| Mesa | 3,325,481 | 3,124,260 | 6.44% | 108,779 |
| Paradise Valley | 60,821 | 54,635 | 11.32% | 1,522 |
| Peoria | 97,529 | 95,314 | 2.32% | 2,628 |
| Phoenix | 41,945,658 | 41,754,977 | .46% | 806,777 |
| Queen Creek | 17 | 377 | -95.49% | 2 |
| Scottsdale | 2,188,765 | 1,994,651 | 9.73% | 70,846 |
| Sun City | 35,370 | 32,655 | 8.31% | 1,875 |
| Surprise | 19,329 | 11,493 | 68.18% | 315 |
| Tempe | 8,577,971 | 7,728,372 | 10.99% | 223,805 |
| Tolleson | 34,151 | 30,640 | 11.46% | 1,030 |
| Rural Connectors | 13,997 | 9,466 | 47.87% | 340 |
| Totals | 59,843,059 | 58,020,189 | 3.14% | 1,320,472 |

Destinations is the official newsletter of Valley Metro. It is published with a circulation of approximately 6,000 copies. We welcome your letters, comments, and suggestions.

Destinations is also available on audiotape. If you know of anyone who might be interested in receiving **Destinations** in that format, please call Valley Metro's Pat Dillon at (602) 534-1806.

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For more information,
 visit our Web site at
ValleyMetro.org.

Valley Metro is a political subdivision of the state of Arizona, overseen by a 14-member board of local elected officials. It was created by voters in 1985 with the passage of Proposition 300. For the hearing and speech impaired, transit, rideshare, and ADA information is available on TTY by calling (602) 495-0936.



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