

EYE ON TRANSIT



February 2018



City of Phoenix
Public Transit Department

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Director's Message

The Phoenix Public Transit Department (PTD) welcomed the new year with a few staff changes, and I am honored to have been selected to serve as Acting Public Transit Director while Maria Hyatt temporarily serves as the Street Transportation Director.

For those of you I have not had the opportunity to work with in the past, this edition of Eye on Transit provides me an opportunity to share with you my transit background. I have worked at the city of Phoenix for more than 21 years, 15 years of which have been with the Public Transit Department. For the last five years I have served as deputy director of Management Services, where my team and I were responsible for the fiscal management of the department. We worked tirelessly in accounting, financial planning and grant management, administration of six fare media programs, the Homeless Service Provider Program and transit service sold to partner agencies. Most recently, I've been involved with the financial aspects of the development of the voter approved Transportation 2050 plan, which as we enter the third year I am excited about the opportunities that lie ahead for the department and the city of Phoenix.

In addition to my new role, there is another significant change here at Phoenix Transit. Jesús Sapien, deputy director of Operations, Technology and Planning, was promoted to serve as Phoenix's new light rail administrator. In his new position, Jesús and his staff will oversee key rail projects, including the South Central and Metrocenter rail extensions.

PTD is eager to welcome the new year with this issue of Eye on Transit. As always, feel free to share your thoughts or send us your latest news. Through our continued



Ken Kessler

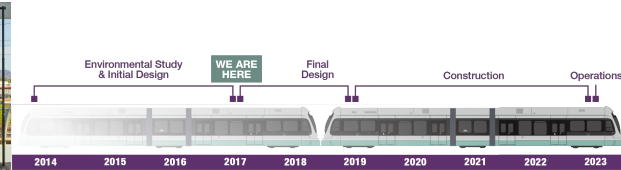
Acting Phoenix Public Transit Director

2017: A Year in Review



Thanks to T2050, 2017 was a very busy year for Phoenix. Several accomplishments and efforts were initiated with much more to come in the coming years. Here's a review:

- Improvements to local bus and Dial-a-Ride (DAR) service to include:
 - In April, completed the expansion of the service day by extending hours later on Friday, Saturday and Sunday
 - The improved bus service has proven a success already, with a 6.1 percent increase in ridership since January 2017. During the weekend ridership has gone up 25 percent over last year's numbers.
 - In October, frequency for routes 29 (Thomas Road) and 50 (Camelback Road) was increased in the core of Phoenix to provide more buses running on two of the busiest routes in the Valley.
- Construction began on the 50th Street Station, the first light rail project under T2050. The station at 50th and Washington Streets, will serve the Ability 360 disability resource center and surrounding businesses.
- The development of the South Central Light Rail Extension moved forward with a Council-approved new plan for stations near Cityscape in downtown Phoenix.
- Continued refurbishment of the South Transit Facility, the city's largest transit operations garage.



First Mile Last Mile Partnership

In October, the Phoenix Public Transit Department and Lyft collaborated on a "First Mile Last Mile" six-month pilot program to bring transit within reach of all Phoenix residents, especially in areas not currently receiving bus service. The collaboration targets areas in north, southwest, and the farthest south area of the city. Those who currently do not have bus service to provide that "first mile" or "last mile" of transit in these areas, can utilize Lyft, at a discount, to get to the closest bus stop.

New Lyft users are able to use a code to get \$5 off their first four rides. Existing Lyft users can use a separate code to get 20 percent off their rides to and from select transit stops. More information can be found at: <https://blog.lyft.com/posts/city-of-phoenix-first-mile-last-mile>.

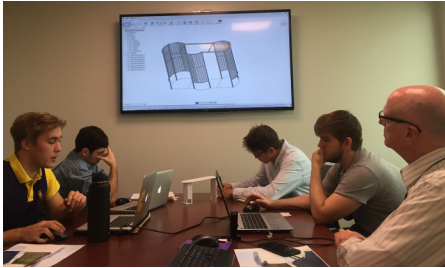
The collaboration is helping Phoenix determine the feasibility of growing this program in the future.



City of Phoenix
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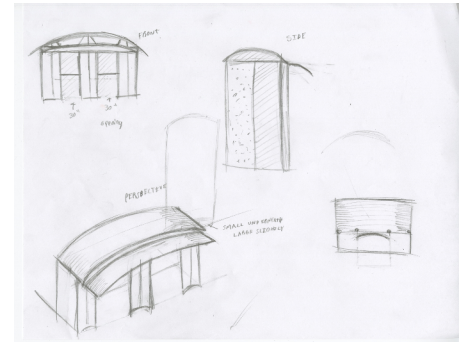


Collaboration with ASU Design School



Phoenix currently has over 4,000 bus stops, and 65 percent of those stops have a shelter to provide shade. In a quest to not only shade the remaining 35 percent, but also to build a better bus stop, Public Transit held a contest open to all interested students at Arizona State University's (ASU) Design School.

After selecting a winning team from 15 total entries, the team of four design students were offered summer internships at TY Lin, the department's on-call design and engineering firm. Ultimately, the collaboration resulted in two completed design concepts in September.



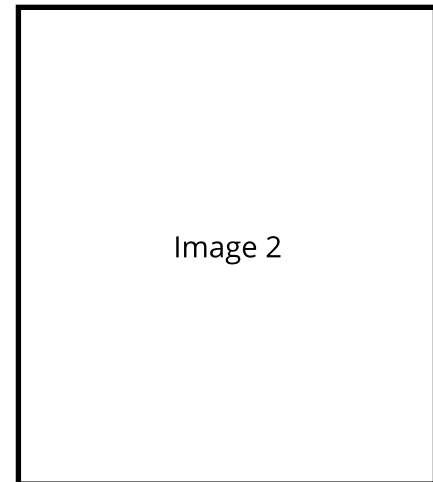
Since the completion of the designs, transit staff and the ASU students have presented to regional transit partners, as well as to the Citizens Transportation Commission and the Phoenix Transportation and Infrastructure Subcommittee, both giving approval to move forward. The next step is City Council approval in early 2018, and then staff can develop a design package for an invitation for bid. It is anticipated that the new bus stop shade designs will be manufactured in late 2018, and the new designs will be used at bus stops that currently have no shade, as well as replace existing bus stops that need more shade.

Light Rail Homeless Outreach

As a result of significantly increased citizen requests to address the impact of unsheltered homelessness on the public transit system, PTD requested City Council approval to expand the Human Services Department's competitive procurement with Community Bridges, Inc., to add a transit specific outreach team to the contract.

The transit outreach team will build on the goals of PHX C.A.R.E.S program that aims to connect individuals experiencing homelessness with appropriate services.

In November, the Phoenix City Council approved the cost of two-person team, who will coordinate with Phoenix Police and Valley Metro on how best to conduct their outreach efforts.

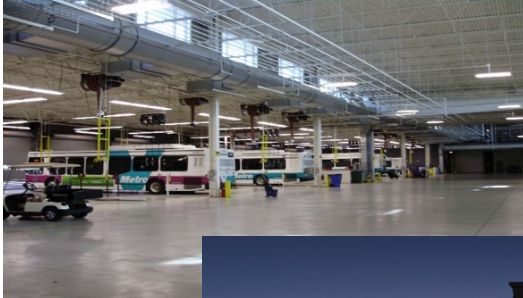


West Transit Facility Fixed Route Service Contract

DBE and Small Business Transportation Expo

With the current West Transit Facility contract set to expire on June 30, 2018, PTD staff continued working on the procurement to identify an award recipient.

The evaluation committee selected incumbent provider First Transit, based on the highest overall technical score and lowest price. The seven-year, \$300 million contract award will go to council for approval in February.



The city of Phoenix is proud to partner, once again, with the Arizona Department of Transportation (ADOT) for the upcoming DBE & Small Business Transportation Expo. The expo will be held on March 1, 2018, in Glendale. The FREE event provides DBEs and small businesses an opportunity to learn about future projects, procurement and collaboration opportunities.

Attendees can visit exhibits, listen to industry leaders on future procurement needs and even make sales pitches about their company to primes. For more information or to register, please visit <https://adotdbeexpo.com/>. We hope to see you there!

If you need this newsletter in a different format, please contact us.

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