



PUBLIC MEETING AGENDA

Transportation Commission

MEETING DATE

Tuesday, July 9, 2013
7:30 a.m.

MEETING LOCATION

Tempe Transportation Center
200 East 5th Street, Don Cassano Community Room
Tempe, Arizona

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Public Appearances The Transportation Commission welcomes public comment for items listed on this agenda. There is a <i>three-minute time limit</i> per citizen.	Charles Huellmantel, Commission Chair	Information
2. Approval of Meeting Minutes: The commission will be asked to review and approve meeting minutes from the June 11, 2013.	Charles Huellmantel, Commission Chair	ACTION
3. General Plan 2040 – Circulation Chapter Staff will present an overview of the draft Circulation Chapter of the General Plan 2040.	Nancy Ryan, Community Development	For Information and Possible Action
4. Non ADA Dial-a-Ride Fares Update City staff will provide follow-up information on proposed changes to the fare structure for non-ADA (i.e., general public) dial-a-ride services.	Mike Nevarez, Public Works	Information and Possible Action
5. MAG Planning Grant Assistance Staff will provide an update of grant submittals and next steps.	Eric Iwersen, Community Development	For Information and Possible Action
6. Regional Bike Share Program Staff will present an update of the multi-agency effort to develop a regional bike share system.	Eric Iwersen, Community Development	Information

<p>7. Department and Regional Transportation Updates Staff will provide updates from city Departments and current issues being discussed at the Maricopa Association of Governments and regional transit agencies.</p>	<p>Public Works, Community Development; Community Relations</p>	<p>Information</p>
<p>8. Future Agenda Items Commission may request future agenda items.</p>	<p>Charles Huellmantel, Commission Chair</p>	<p>Information</p>

According to the Arizona Open Meeting Law, the Transportation Commission may only discuss matters listed on the agenda. The City of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance is available at public meetings for sight and/or hearing-impaired persons. Please call 350-2775 (voice) or 350-8400 (TDD) to request an accommodation to participate in a public meeting.



Minutes City of Tempe Transportation Commission June 11, 2013

Minutes of the Tempe Transportation Commission held on Tuesday, June 11, 2013, 7:30 a.m., at the Tempe Transportation Center, Don Cassano Community Room, 200 E 5th Street, Tempe, Arizona.

(MEMBERS) Present:

Charles Huellmantel (Chair)
Aaron Golub
Pam Goronkin
Sue Lofgren
Kevin Olson
Charles Redman
Benjamin Sanchez

Don Cassano
Ben Goren
Nikki Gusz
Philip Luna
German Piedrahita
Gary Roberts
Peter Schelstraete

(MEMBERS) Absent:

None

City Staff Present:

Don Bessler, Public Works Director
Greg Jordan, Deputy Public Works Director-Transit
Eric Iwersen, Interim Transportation Planning Manager
Mike Nevarez, Transit Operations Coordinator
Nancy Ryan, Project Management Coordinator
Shelly Seyler, Deputy Public Works Director-Traffic
Sue Taaffe, Public Information Officer
Tanya Chavez, Neighborhood Services Specialist
Maja Aurora, Public Arts Coordinator
Yvette Mesquita, Sr Management Assistant
Kathy Wittenburg, Administrative Assistant

Guests Present:

Bonnie Gerepva
Ryan Guzy
Preston Swan

Commissioner Pam Goronkin called the meeting to order at 7:36 a.m.

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Minutes

The minutes of the April 9, 2013 Transportation Commission meeting were approved.

Motion: Commissioner Cassano

Second: Commissioner Redman

Decision: Approved

Abstain: Commissioner Schelstraete

Commission Chair Charles Huellmantel arrived and took over the meeting

Agenda Item 3 – Proposed Changes to Non- ADA Dial-a-Ride Fares

Hillary Foose, Valley Metro Director, Communication and Marketing, presented information about proposed increases in the Non- ADA Dial-a-Ride Fares. Presentation and discussion highlights include:

Hillary explained that the Non-ADA (Americans with Disabilities Act) Dial-a-Ride typically serves seniors and disabled who do not qualify for ADA trips and referred to the handouts which described how the program works, what services are provided and what fees are charged. Valley Metro proposes to incrementally increase the Non-ADA fares to match current Dial-a-Ride fees. The Non-ADA services are less expensive than ADA rates. Non-ADA fares have not increased in nearly 10 years. Non-ADA fares have not kept up with growth and operating costs, so the fare needs to increase to cover expenses.

Non-ADA program only operates in Tempe, Chandler, Scottsdale and unincorporated areas of Maricopa County and is not a federally mandated program. The proposal would increase fares \$1.50 in July of 2013 and increase annually until it conforms to the ADA base fare of \$4.00 in 2014. The proposal will also include a distance-based fee and a change in the reservation policy.

Other Alternative mobility programs such as the ADA Platinum Pass and the RideChoice cab program were explained. Valley Metro sought input through public outreach, but did not get a large response. Valley Metro looks forward to implement the current proposal as early as September, after presenting to the various Councils. The proposal details are outlined in the flyer provided to help communicate the changes.

Commissioner Cassano asked if they were one way trips and to confirm when fares are paid. Hillary confirmed that payment is made to the driver at the end of the trip and that the mileage and fee is determined when the customer makes the reservation for the ride.

Commissioner Sanchez asked to clarify the same day or one day reservation policy. Hillary responded that Valley Metro is encouraging consumers to make decisions about their travel choices and move them to ADA Dial-a-Ride or take advantage of other programs.

Commissioner Redman asked if there was any thought to adjust the language to state the fee would be two times the base rate of public transit to avoid any confusion if those other rates change by 2015. Hillary responded that there is an asterisk directed to language stating that fees would be in line with ADA rates.

Commissioner Gusz asked how many people use this service now. Greg responded that there are 40,000-50,000 Dial-a-Ride boarding per year for the whole system with 30% of those representing Non-ADA for Tempe. Hillary confirmed that across the whole system, 20% of the passengers are Non-ADA.

Commissioner Cassano asked if the certification period to become an ADA qualified rider had been extended. Greg replied yes up to 5 years and that there is also a lifetime certification option.

Commissioner Piedrahita asked what is fee per mile for a regular taxi cab. Mike Nevarez responded the rates are approximately \$2.00 at flag drop and \$2.00 a mile. Hillary replied that Non-ADA is subsidized by the cities that offer it. Greg explained the fare recovery is about 4 to 6 percent.

Mike pointed out that there are (numerous) zone charges today with Non-ADA and a typical trip in Tempe could be \$1.00 or \$1.50 per zone and one trip could cross 4 or 5 zones and the average cost per trip to the city is \$27 per trip.

Commissioner Huellmantel asked how the rates will be changed if they are subsidized. Mike responded not significantly and explained the average trip is about 6 to 7 miles with the goal to attempt to cover \$4 on average paid by the passenger.

Greg will present more analytical information to the commission at the July meeting before presenting to Council in August.

Agenda Item 4 — General Plan 2040

Nancy Ryan, Project Management Coordinator, Community Development presented information updating the progress of the General Plan 2040. Presentation and discussion highlights include:

Nancy directed the members to review the presentation slides and informed the commission this information will be posted on the web. Tempe's vision for 2040 will focus on five guiding principles to provide opportunities to live and work and obtain services:

- Balanced Land Use
- Enhanced Quality of Life and Preservation of Neighborhood Character
- Increase Economic Vitality
- Sustained Mobility/Greater Accessibility
- Sustainability and Environmental Stewardship

Nancy explained how implementing these principles will enhance the ability to walk, bike and shop near their homes and include open spaces and art, equity in public investment are fairly distributed throughout the City of Tempe.

Commissioner Goronkin asked for an example of a character area in Tempe and Nancy replied that although none exist in Tempe now, such an area that could be defined by similarities in architectural areas designed or as an attendance area within the community. Eric added that Council will discuss this concept at the Strategy Session at 4:00 pm to establish a framework for preservation or future projections of architecture styles in certain areas giving bodies such as this commission or the Development Review Commission tools to look at private development to select appropriate character styles within an area.

Nancy continued to explain the One Mile walk or 4 mile bike ride concept, which enables a resident to reach comfortable passage with opportunities to stop along the way with facilities to meet community needs such as dentists, shopping, and services.

Nancy went on to highlight each chapter of the plan emphasizing and pointing out key transportation elements which included:

- Land Use and Development
 - Land Use and Community Design
 - Revitalization, Redevelopment, Housing and Historic Preservation
- Economic Development
- Circulation
 - Pedestrian/Bike Network
 - Transit, Travelways and Aviation
- Conservation
- Open Space, Recreation and Cultural Amenities
- Public and Private Open Space
- Public Services and Facilities
- Projections of Growth and Housing:
 - Employment growth projects 74,000 jobs over the 2010 Plan
 - Housing growth projects 17,000 housing units over the 2010 Plan

Nancy reported community meetings were held on May 29th and June 1st and that the GP 2040 document will be introduced to the Boards and Commissions throughout the month of June; public comments will be accepted through September; comments will be evaluated with a Final Plan being presented during formal hearings in October with the Development Review Commission; then will go before Council in November and if approved to the voters for ratification in May of 2014.

Agenda Item 5 – MAG Planning Grants

Eric Iwersen, Interim Transportation Planning Manager, presented information about potential projects in Tempe for possible action. Don Bessler, Public Works Director, also spoke on this issue. Presentation and discussion highlights include:

Eric reviewed the packet information for the project selections for Maricopa Association of Governments (MAG) grant applications and asked the commissioners to consider staff's recommendation to apply solely for the Highline Canal project and to postpone moving forward with pursuing funds for the Union Pacific Rail Road pathways proposal. Union Pacific pathway proposal was shared with the commission as well as some concerns from both MAG and City staff.

A memo authored by Public Works Director, Don Bessler was sent to the commission providing information relating to the issue and the need to postpone applying for a UPRR corridor grant at this time. Mr. Bessler explained that based on feedback from the UPRR, Assistant City Manager Jeff Kulaga who has been the UPRR liaison and from MAG staff that we may be better served to move forward on this complex project in a diplomatic and strategic manner including the consideration of a partnership approach with other jurisdictions in the Valley. Don added that the alternative project – Highline Canal meets the criteria, is a viable project, and has been sanctioned by the City Council. This is an important distinction since the City Council as recently as May, had indicated that they wanted grant submissions to come through them before staff pursues them.

Commission Chair Huellmantel offered information regarding past discussions referencing the inclusion of the Union Pacific (UPRR) projects within the General Plan and requested additional information. Eric reiterated that the Highline Project does meet the criteria and exemplifies the regional significance in a project and expects it to fare well in the grant application process.

Commissioner Goronkin stated that she is concerned that UPRR does not have the same motivation to improve the corridor and encouraged organizing our resources to pursue these projects in the future. Commission Chair Huellmantel agreed that it will be a difficult process and acknowledged that the railroad won't decide anything until specific plans are proposed.

Don confirmed that this type of project is mentioned in the General Plan but it is not in the CIP and the project is presenting challenges. Don asked we be proactive very thoughtful before we proceed, maybe even partner with other communities and then move forward. Don suggested spending some time with the Council to help determine their priorities for this corridor.

Commissioner Olson suggested the commission accept the Highline Canal project and express to staff their position relating to the UPRR and that corridor. Don reiterated that staff would react to the commission's direction about the Highline Canal project, bring the UPRR proposal to Council for their direction and prepare to add to next year's CIP as a grant match opportunity.

Commission Chair Huellmantel stated that he was disappointed that no movement could be made towards the UP proposal at this time as a high priority, but asked staff to come back with a strategic plan the commission can work on in the future.

Mr. Bessler committed to two things: he would ensure the Union Pacific Railroad Corridor project was advanced to the City Council Economic, Lake, Downtown and Advanced Transportation Committee and that he would be developing a mechanism to assist with out of cycle grants in the form of a CIP dedicated to transportation grant matches.

Commissioner Olson commented that the Highline grant appears to have to greatest opportunity for success, and that the UPRR is an economic asset to the region.

Motion as stated by Commissioner Olson is to endorse move forward the Highline Grant Application and look into next year's budget process and policies to raise the priority of the UPRR proposal.

Motion: Commissioner Olson

Second: Commissioner Cassano

Decision: Approved

Agenda Item 6 – Public Art Concepts for University and Hardy Dr. Streetscape Projects REVISED

Eric Iwersen, Interim Transportation Planning Manager, introduced Maja Aurora, the Public Arts Coordinator for Community Services. Presentation and discussion highlights include:

Maja explained the program, funding, selection process and project concepts. Handouts including information from the two artists selected were distributed. Each artist met with the selection panel and city staff to review and discuss the project concepts:

- Melissa Martinez lives in the Mitchell Park West neighborhood and plans to focus on images from nature for transit shelters and the median based on imagery (sees Hardy in three sections – Palo Verde Tree and flowers, sparrows and sculpture on University – preliminary stages of design focusing on sculptural elements in the medians and shelters.

- Chris Trumble resides in Tucson, with a background in architecture and submitted his concept plans to create designs for the four pedestrian crosswalks on University Drive street crossings, focusing more at the pavers (stamped asphalt) and crosswalks.

Eric added that these concepts will be discussed at a public meeting on June 18th at Mitchell School with the business owners and homeowners in the neighborhoods. The artists are looking at the medians, transit shelters, and crosswalks with the intent to integrate those elements into the design and maximize what the public art experience can be – making it functional art.

Commissioner Redman asked if maintenance and cleaning will be considered in the project.

Maja replied that maintenance and colors are elements that will be considered in the process. Eric added that one of the preferred materials is stamped asphalt instead of pavers for improved wear and upkeep.

Maja will provide an update to the Commission in August.

Agenda Item 7 – Department and Regional Transportation Updates

- Greg reported the unification of bus operations will happen on July 1st with no visible change in service, updates to follow.
- Commissioner Roberts announced that Jim Wright of Valley Metro will retire tomorrow and asked how that will fit into the joint operations. Greg shared they are recruiting and expect to have it filled in the next 30 – 60 days.
- Public Art Concept Public Meeting is next Tuesday Mitchell's School's Child's Play Theater at 5:30 p.m.
- Broadway Road Public Meeting is tonight at the Community Christian Church at 6:00 p.m.

Agenda Item 8 – Future Agenda Items

- Union Pacific Railroad Strategies
- Proposed Changes to Non-ADA Dial-a-Ride Fares Update

Agenda Item 9 – Facility Tour

Commission members were provided a tour of the Traffic Management Center on the 3rd floor of the Tempe Transportation Center by Catherine Hollow.

The Commission's next meeting is scheduled for July 9, 2013.

Meeting adjourned at 9:44 a.m.

Prepared by: Kathy Wittenburg

Reviewed by: Yvette Mesquita

STAFF REPORT

AGENDA ITEM 4

DATE

July 2, 2013

SUBJECT

Non-ADA Dial-a-Ride Service Fare Increase

PURPOSE

Provide the Commission with information concerning the proposed fare increase to Non-ADA Dial-a-Ride (DAR) service provided in Tempe and the East Valley.

BACKGROUND & TIMELINE

The east valley cities of Tempe, Scottsdale, Mesa, Chandler and the town of Gilbert are all served by the Regional Public Transportation Authority's (RPTA) East Valley Dial-a-Ride service (EVDAR). EVDAR provides ADA service which is a federally mandated program that requires complimentary paratransit service within at least a ¾ mile boundary of existing transit service. Regional Proposition 400 funding, which is managed by RPTA, provides funding ADA dial-a-ride service. Non-ADA dial-a-ride service (e.g., for seniors and persons with disabilities who are not ADA certified) is funded at the discretion of individual cities which today includes Tempe, Scottsdale, Chandler and unincorporated Maricopa County.

Presently the fare structures for ADA and non-ADA service are different. Whereas the fare ADA service has steadily increased since 2009 based on approved RPTA Board policy, the fare for non-ADA service has not kept pace. The current non-ADAD DAR fare is \$1.00 plus a nominal zone fare. The current ADA fare is, as of March 1, 2013, 4.00 for a single trip. Non-ADA fares have not increased in nearly 10 years as the cost to operate service continues to rise as demand increases.

The current imbalance in the fare structures has contributed to a shift in passengers' use of ADA vs. non-ADA status. While ADA status affords opportunities for more advance booking and tighter windows for pick-ups, the lower non-ADA fare is causing ADA certified individuals to book trips under non-ADA status.

Table 1: Tempe Dial-a-Ride FY 2012-13 Costs

Tempe Dial-a-Ride: Costs/Revenue	FY 2012-13		
	ADA	Non-ADA	Total
Budget			
RPTA - Prop. 400	\$ 846,658	\$ -	\$ 846,658
Tempe - Local Transit Tax	\$ -	\$ 300,000	\$ 300,000
Costs/Revenue			
Gross Costs	\$ 538,984	\$ 458,931	\$ 997,914
Grants	\$ -	\$ -	\$ -
Passenger Fares	\$ (88,000)	\$ (23,418)	\$ (111,418)
Net Cost	\$ 450,984	\$ 435,513	\$ 886,496
Surplus/(Deficit)	\$ 395,674	\$ (135,513)	\$ 260,162
Performance Metrics			
Boardings	19,431	16,545	35,976
Percents	54%	46%	100%
Cost/Boarding	\$ 27.74	\$ 27.74	\$ 27.74
Revenue per Boarding	\$ (4.53)	\$ (1.42)	\$ (3.10)
Fare Recovery	16%	5%	11%

Proposition 400 provides cities allocations to cover the cost of ADA trips. These are trips for ADA certified individuals and for the most part represent our legal obligation to provide complimentary paratransit service in conjunction with the scope of our transit system. Tempe was allocated \$846,658 for ADA trips in FY 2012-13, but is only expected to use about 47% of that budget.

Non-ADA Service provides paratransit service to seniors and persons with disabilities who may not be ADA certified. Cities fund this portion of the program with local funds. Up until this year, the ridership split between ADA trips and non-ADA has been roughly 80-20. The 54-46 split this year has to do with the fact that the fare structure for ADA service has risen over the last few years while the non-ADA structure has not kept pace, so the effect has been to incentivize ADA certified individuals to book their trips under non-ADA status.

Additionally, there has been a region-wide increase in dial-a-ride boardings and in Tempe the increase is 33%. The reason for this is mostly due this year's change in business model which moved us away from the traditional turn-key operation, mini-buses, and heavy use of shared trips to a brokerage model that relies almost exclusively on taxis. The unit cost of the service is much lower and the quality of service is better in terms of more personalized service, shorter wait times, fewer shared trips, and faster service. The improvement in quality is what is driving the overall increase in trips.

The combination of the overall rise in boardings and the fare structure misalignment has created deficit of \$135,513 in the non-ADA portion of the program funded by Tempe. City staff is working with RPTA to allow Tempe's \$400k surplus in Prop. 400 funds to be used for ADA

certified individuals who have taken trips under the non-ADA classification. As the provider of EVDAR, RPTA has worked with the member cities to address the imbalance.

RPTA recommends that the non-ADA base fare increase from its current level at \$1.00 to \$2.50 in September 2013 and to \$4.00 in July 2014 and to replace the zone charge with a mileage fee. The base fare will cover trips less than 5 miles. For a trip between 5 and 9 miles the fee would be \$.50 per mile would be added. After 9 miles the fee increases to \$1.00 per mile to the base fare. Attachment B provides detailed information on the proposed new fare structure. In addition to the non-ADA fare increase, a change in the reservation policy is also proposed. The new policy would allow one day or same day reservations. These actions are expected to shift ridership demand closer to its historical proportions with ADA trips comprising roughly 80% of total dial-a-ride boardings and non-ADA making up roughly 20%.

RPTA has conducted targeted public outreach to meet riders at forums that they already participate in rather than hold a public meeting that forces unnecessary travel.

FISCAL IMPACT

Increasing the non-the ADA fare in the manner recommended by RPTA will increase the cost for Tempe residents who use this service while also right-sizing passenger demand between the ADA and non-ADA service classifications. Consequently, non-ADA boardings and cost will decline while fare recovery is expected to increase between 10-15% by 2015. Additionally, ADA boardings will increase as ADA certified individuals return to using this classification under the program.

RECOMMENDATION

Staff recommends that the Transportation Commission endorse RPTA's proposed increases to the non-ADA base fare from its current level at \$1.00 to \$2.50 in September 2013 and to \$4.00 in July 2014 and to replace the zone charge with a mileage fee. The base fare will cover trips less than 5 miles. For a trip between 5 and 9 miles the fee would be \$.50 per mile would be added. After 9 miles the fee increases to \$1.00 per mile to the base fare.

This information and RPTA's recommendations will be presented to the Economic, Lake, Downtown and Advanced Transportation committee and the City Council in August.

CONTACT

Mike Nevarez
Transit Operations Coordinator
480-858-2209
michael_nevarez@tempe.gov

ATTACHMENTS

Attachment A: Valley Metro Presentation
Attachment B: Program Changes Overview

Proposed Non-ADA Dial-A-Ride Fare Structure Changes

What is non-ADA DAR?

- Non-ADA DAR services seniors (65 or older) and passengers with disabilities who do not qualify for ADA.
- This service is provided by taxi cabs with drivers trained to support passengers with limited mobility.
- It is not federally-mandated service.



Background on DAR Fare Structure

- 2009—Valley Metro Board adopted revised ADA fare structure (2x local bus and rail fare)
- ADA fare structure not adopted by entire region
 - Non-ADA fare locally set
 - In East Valley, base fare is \$1.00
- 2012—Valley Metro Board action:
 - ADA fare to increase from \$3.50 to \$4.00 on March 1, 2013 (2x local fare)
 - Convene paratransit fare policy working group

Why Must Non-ADA Fares Increase?

- Non-ADA DAR fares have not increased in nearly 10 years.
 - Cost to operate the service continues to rise.
- An appropriate amount should be charged for custom, door-to-door service.
- ADA DAR has increased to \$4.00 for a single trip.

Which Cities Will Be Affected?

- Chandler, Scottsdale and Tempe as well as unincorporated Maricopa County
- Other cities do not offer non-ADA DAR.

Proposed Changes to Non-ADA DAR

- Non-ADA base fare would increase by a \$1.00 in July 2013, 2014 and 2015 until it conforms with the ADA base fare of \$4.00.
- A distance-based fee would also be added:
 - The base fare covers a trip of less than 5 miles.
 - A trip of 5 or more miles, would include a fee per mile.
 - Between 5 and 9 miles, the fee is .50 per mile.
 - 10 or more miles, the fee is \$1.00 per mile.

Example of Distance-Based Fees

(Summer 2013)

EXAMPLE OF DISTANCE BASED FARE STRUCTURE				
Trip Length	Base Fare	Dist Fare	Dist Fare	Total Fare
Less than 5 miles	\$2.00	\$0.00	\$0.00	\$2.00
5 miles	\$2.00	\$0.50	\$0.00	\$2.50
8 miles	\$2.00	\$2.00	\$0.00	\$4.00
10 miles	\$2.00	\$2.50	\$1.00	\$5.50
12 miles	\$2.00	\$2.50	\$3.00	\$7.50
15 miles	\$2.00	\$2.50	\$6.00	\$10.50

Example of Distance-Based Fees

(July 2015)

EXAMPLE OF DISTANCE BASED FARE STRUCTURE				
Trip Length	Base Fare	Dist Fare	Dist Fare	Total Fare
Less than 5 miles	\$4.00	\$0.00	\$0.00	\$4.00
5 miles	\$4.00	\$0.50	\$0.00	\$4.50
8 miles	\$4.00	\$2.00	\$0.00	\$6.00
10 miles	\$4.00	\$2.50	\$1.00	\$7.50
12 miles	\$4.00	\$2.50	\$3.00	\$9.50
15 miles	\$4.00	\$2.50	\$6.00	\$12.50

Other Proposed Change

- Change reservation policy to **one or same day advance reservation** (July 2013)

Alternative Mobility Programs

- Streamlined ADA assessment/certification process
- ADA Platinum Pass
 - Available in Avondale, Gilbert, Mesa, Peoria and Tempe
 - Free to ride bus/light rail
- RideChoice cab programs



Next Steps

- Concluding public involvement effort to solicit input on proposed non-ADA fare changes
- June 2013—Finalize recommendation; assist cities with presentations to city councils
- July/August 2013—Non-ADA fares are adjusted, pending approval by each affected jurisdiction

Proposed Non-ADA Fare Changes



Frequently Asked Questions

What is non-ADA Dial-a-Ride (DAR)?

Non-ADA DAR is door-to-door mobility service for seniors (65 or older) and passengers with disabilities who do not qualify for ADA (Americans with Disabilities Act) service. Today, this service is provided by taxi cabs or subcontracted paratransit vehicles with drivers trained to support passengers with limited mobility.

Non-ADA DAR is not federally-mandated service; it is supported by the local jurisdiction.

Why must the fares increase for non-ADA DAR service?

Non-ADA DAR fares have not increased in nearly 10 years, while the service level and delivery model have improved. In addition, an appropriate amount should be charged for personalized, door-to-door service. The fare should also more closely conform to the ADA DAR fare.

ADA DAR, for our customers with disabilities who have qualified under our program, has recently increased to \$4.00 for a single trip as of March 1, 2013. ADA DAR is two times the local base fare for riding a bus or train which is \$2.00.

Which cities will be affected by the proposed fare changes?

The cities of Chandler, Scottsdale and Tempe as well as unincorporated Maricopa County will be impacted by the proposed non-ADA fare changes. Other cities may not offer non-ADA, only ADA DAR, or have a separate fare structure. Please contact the Valley Metro Mobility Center for additional questions at 602.716.2100.

What are the proposed fare changes to non-ADA Dial-a-Ride?

The recommendation is as follows:

- Increase the non-ADA DAR base fare (\$1.00) to conform to the ADA DAR base fare (\$4.00) by July 2015. The non-ADA base fare would increase by a \$1.00 each summer. See [chart on back](#) for specific details.
- Beginning summer 2013, a non-ADA DAR trip would cost the base fare plus a fee for each trip mile. The base fare covers a trip of less than 5 miles. A trip between 5 and 9 miles, the fee is .50 per mile. A trip of 10 or more miles, the fee is \$1.00 per mile. See [chart on back](#) for specific details.
- Reservations can be made up to one day in advance, making non-ADA DAR service available for same-day or next-day trips only.

What are other mobility options available to me?

Valley Metro encourages passengers with disabilities to apply to become ADA-eligible and have access to such ADA services as DAR at \$4.00 per trip and/or a free Platinum Pass to ride bus or light rail in participating cities.

For seniors or passengers with mobility challenges, Valley Metro RideChoice programs are available, which include coupons for cabs, medical voucher program and mileage reimbursement. The programs vary slightly depending on your city of residence and are affordable mobility options.

To become ADA-certified and/or learn more about our RideChoice programs, visit www.valleymetro.org or contact the Valley Metro Mobility Center at 602.716.2100.



valleymetro.org
602.253.5000
TTY 602.251.2039

> See back for additional detail

Proposed Non-ADA Fare Changes



If you would like to provide comments on the proposed fare changes by April 30, 2013, please contact Valley Metro Customer Service:

Phone: 602.253.5000

Email: csr@valleymetro.org

Mail: 4600 E. Washington St. Suite 101
Phoenix, AZ 85034



PROPOSED CHANGES

NON-ADA DIAL-A-RIDE BASE FARE*

Current	July 2013	July 2014	July 2015
\$1.00	\$2.00	\$3.00	\$4.00

*Beyond 2015, the non-ADA DAR base fare would conform to the ADA DAR base fare

NON-ADA DIAL-A-RIDE TRIP COST BY MILE ** Proposed for July 2013

Trip Length	Cost
1 - 4 miles	\$2.00 (base fare)
5 miles	\$2.50 (base fare + .50/mile)
6 miles	\$3.00
7 miles	\$3.50
8 miles	\$4.00
9 miles	\$4.50
10 miles	\$5.50 (base fare + \$2.50 + \$1.00/mile)
11 miles	\$6.50
12 miles	\$7.50
13 miles	\$8.50
14 miles	\$9.50
15 miles	\$10.50

NON-ADA DIAL-A-RIDE TRIP COST BY MILE ** Proposed for July 2015

Trip Length	Cost
1 - 4 miles	\$4.00 (base fare)
5 miles	\$4.50 (base fare + .50/mile)
6 miles	\$5.00
7 miles	\$5.50
8 miles	\$6.00
9 miles	\$6.50
10 miles	\$7.50 (base fare + \$2.50 + \$1.00/mile)
11 miles	\$8.50
12 miles	\$9.50
13 miles	\$10.50
14 miles	\$11.50
15 miles	\$12.50

** Service does extend beyond 15 miles at \$1.00 per mile. July 2014 costs would include a \$3.00 base fare plus \$.50 or \$1.00 per mile as outlined above.

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 5

DATE

July 1, 2013

SUBJECT

Maricopa Association of Governments (MAG) Pedestrian Design Assistance Grants

PURPOSE

Provide the Commission with an update of recent design grant submittals for the North South Rail Spur Path and the Highline Canal Path, including a discussion of the scope of work proposed for each.

PROJECT & HISTORY

The MAG Pedestrian Design Assistance grants were discussed at the June Commission meeting and at previous meetings in early 2013 and late 2012. The intent of these grants is to initiate a bicycle or pedestrian project that demonstrates transportation innovation and has both regional and local significance. The grant funding is specifically to take something from an idea to a preliminary design concept. Previous successful grant submittals included the Rio Salado Southbank Path from McClintock into Mesa (underneath the ADOT interchange of the highways 101 and 202) and the mid-block crossing study that led to the regions first HAWK signals. The Commission recommended the Tempe North South Rail Line Spur alignment (owned by Union Pacific and running the north/south length of the community) as a priority project to submit for grant funding. The Highline Canal (owned by Salt River Project and running 4 miles from Baseline to Knox Road) was suggested as the alternative project submittal.

At the June Commission meeting, City staff recommended the Highline Canal project be submitted as the top priority instead of the North South Rail Spur project. The reason for this change was based on a concerns related to taking the time to communicate with the Union Pacific Railroad to ensure we preserve our working relationship with them on a range of other matters. In addition the Tempe City Council adopted a policy for the submission of grant funding for capital projects only if projects are currently in the Capital Improvements Program (CIP) budget. Recognizing that the Commission was clear in its support of the rail path project, staff had committed to bringing the item back to a future meeting to discuss advancing this potential project in a more strategic manner. After that June Commission meeting, staff continued to discuss the issue and also engaged MAG to better understand the competitiveness and viability of a design grant for the rail spur path project. It was determined that through careful coordination with Union Pacific (particularly as it relates to the Tempe "quiet zone"

effort underway), it would be an appropriate time to submit this project. In addition, MAG indicated support and other cities are interested in this type of project to better understand how a pathway adjacent to our regional rail lines would be developed. Staff has therefore prepared both the Highline Canal Path and the Rail Spur Path project applications for the design assistance grants. It should be noted that city administration is informing the City Council of the rail path submittal and as the grant application moves through the process staff will coordinate with the City Council and discuss possible inclusion of this project in the CIP. Staff will present the grants in July to a MAG committee for ranking and we anticipate knowing if we received funding by August 1. See attached memo from MAG detailing the regional projects that have been submitted.

FISCAL IMPACT

Both projects are identified with up to \$30K each from the Transportation Studies allocation of the Transit Fund. This local contribution is meant to supplement a successful grant receipt. Future construction or design funds would be requested through the City's Capital Improvement Program process and, likely, federal grant assistance would be requested.

CONTACT

Eric Iwersen
Acting Transportation Planning Manager
480-350-8810
Eric_iwersen@tempe.gov

ATTACHMENTS

1. MAG memo
2. Highline Canal Path grant submittal
3. North South Rail Spur Path grant submittal



DESIGN ASSISTANCE APPLICATION for
FY 2014

Tempe North South Rail Spur Multi-Use Path

Tempe

**APPLICATIONS ARE DUE AT MAG OFFICES BY
10:00 AM ON THURSDAY, JUNE 27, 2013**

DESIGN ASSISTANCE FY 2014 APPLICATION

Tempe: Tempe North South Rail Spur Multi-Use Path

PART A - CONTACT AND PROJECT DESCRIPTION**Contact Information**

1. Name of Sponsoring Agency	Tempe
2. Agency Contact Name	Jeff Kulaga
3. Phone Number of Agency Contact	480-350-8844
4. E-Mail Address of Agency Contact	jeff_kulaga@tempe.gov
5. Mailing Address of Agency Contact	City of Tempe City Manager's Office 31 E 5th St Tempe AZ 85281

Project Description

6. Please provide the Project Title.	Tempe North South Rail Spur Multi-Use Path
7. Please provide the amount of funding requested:	\$70,000

8. Please provide a specific description of the project (250 character limit):

This project is the design of a 7-mile path along or adjacent to a freight rail spur connecting Downtown Tempe to the Chandler border. The project would utilize Tempe Right-Of-Way but would identify alignments that may require future Union Pacific ROW coordination. Path character, crossing designs (grade-separated, HAWKS), and connections to existing paths, schools, and major destinations would also be included.

9. Please provide the project limits:

Downtown Tempe, Tempe Beach Park at Farmer Avenue and Rio Salado Parkway to Ray Road and Hardy Drive.

DESIGN ASSISTANCE FY 2014 APPLICATION

Tempe: Tempe North South Rail Spur Multi-Use Path

PART B - PROJECT DESCRIPTION

1. What type of project is this? (Check only one)

<input type="checkbox"/>	Bicycle lane (4' min. w/o curb/gutter)	<input type="checkbox"/>	Sidewalk (5' min.)
<input type="checkbox"/>	Bicycle lane (5' min. with curb/gutter)	<input type="checkbox"/>	Wide Sidewalk (8' min.)
<input checked="" type="checkbox"/>	Shared-use path (10' min.)	<input type="checkbox"/>	Detached Sidewalk with 4' min. buffer
<input checked="" type="checkbox"/>	Grade-separated crossing	<input checked="" type="checkbox"/>	Midblock Crossing

2. Please describe the existing condition of the project site and any problem(s) being addressed. (Why is this project needed?)

The project area currently consists of City of Tempe Right-Of-Way, Union Pacific Railroad ROW and existing segments of pathway that have been built along the proposed alignment. This path corridor would connect Tempe's oldest neighborhoods to its newest, while linking three regional parks, smaller neighborhood parks, Kiwanis Recreation Center, Tempe Center for the Arts and numerous shopping and office complexes. The current project site follows unsightly streets and rail lines that have graffiti, diminished landscaping and low to no lighting. The project would provide a continuous non-motorized connection from one end of the city to another.

3. How does the project improve ADA facilities for persons with disabilities?

This project would provide a 7 mile non-motorized link from the northern part of the city to the southern border with Chandler that would be entirely ADA accessible. The project would link to major destinations, other transit service, schools, parks and multiple neighborhoods.

4. How will this project benefit low-income residents?

This path project will provide the only north south non-motorized link for the length of Tempe. It will link to many lower income neighborhoods and multi-family complexes and employment centers. It will provide a strong link from home to work for car-free individuals. It will link to 10 transit lines, as well as the light rail. This project links directly to a low income senior housing center, The Encore on Farmer, and a large mobile home community on Baseline Road. The project also provides close access to the Town of Guadalupe. The project will provide free transportation access from one end of the city to another.

5. How will this project benefit minority residents?

This project will provide equal access to all non-motorized travellers and will link directly to some of Tempe's most ethnically diverse voting precincts.

DESIGN ASSISTANCE FY 2014 APPLICATION

Tempe: Tempe North South Rail Spur Multi-Use Path

6. How will this project benefit elderly residents?

The project will be designed to be safe, accessible, lit, and comfortable for all users, including the elderly. The project will provide access to several city parks, as well as to the Kiwanis Recreation Center and the Westside Multi-generational Center. The project links to several transit lines for those elderly that are transit dependant. Additionally, the project directly links to the Encore on Farmer senior affordable housing complex.

7. How will this project benefit school children?

This project will further Tempe's system of safe, accessible routes to travel the city with limited interface with vehicles. This project will enhance the city wide access to schools and increase the safety of neglected parts of the city. The project links to many parks, the Tempe Boys and Girls Club, and shopping centers.

8. Connectivity: (Check all that apply)

Project fills a gap in the regional system

Explain:

Project would be the first full length rail corridor pathway. Path would link to neighboring cities.

Project connects to other local facilities

List the connected facilities:

Path links to extensive transit service, including light rail and Orbit, as well as other bikeways. Path links to several

Multi Jurisdiccional Project

List of Participating Jurisdictions:

City of Chandler, Union Pacific Railroad, and Maricopa Association of Governments.

7 Total length of facilities connected by this project (in miles)

9. Describe how this project will improve access from nearby neighborhoods and/or adjacent uses:

This path project would link 7 miles of neighborhoods from the oldest part of the city to the newest. It would take what is today low access streets and an inaccessible rail line to a useable recreation and transportation corridor for all citizens. The project would help to open up what is a transportation barrier today and enable ease of access to schools, recreation centers, shopping areas, employment centers and downtown Tempe along a safe and convenient non-motorized alignment.

DESIGN ASSISTANCE FY 2014 APPLICATION

Tempe: Tempe North South Rail Spur Multi-Use Path

10. What are the demographics of the area served:

[MAG Demographic Mapping](#)

People Per Square Mile

% Income Less Than 25k

% Age 65 And Older

Use the MAG Demographic Mapping link above. Zoom in to your project area. On the right-hand side of the screen, under "Reporting," select "Custom." Next, select "Corridor of Interest." Left-click to begin drawing. Draw a line through all census blocks adjacent to your project, left-clicking where needed to change the direction of the line Double-click to finish drawing the line. The selected census blocks will become highlighted in blue. A pop-up box will appear with "Results for Selected Block Groups." Select the "Summary Report" tab, and use the data found there. You may export the results to Excel (click the printer icon at the top-right side of the pop-up window) for your records.

11. The project is: (Check one)

Identified in General Plan, council adopted policy, or Capital Improvements Program (provide source)

List:

Consistent with general policy/practices, but not formally identified (provide source)

Explain:

Not addressed by jurisdiction's plans, policies, or practices






Explain:

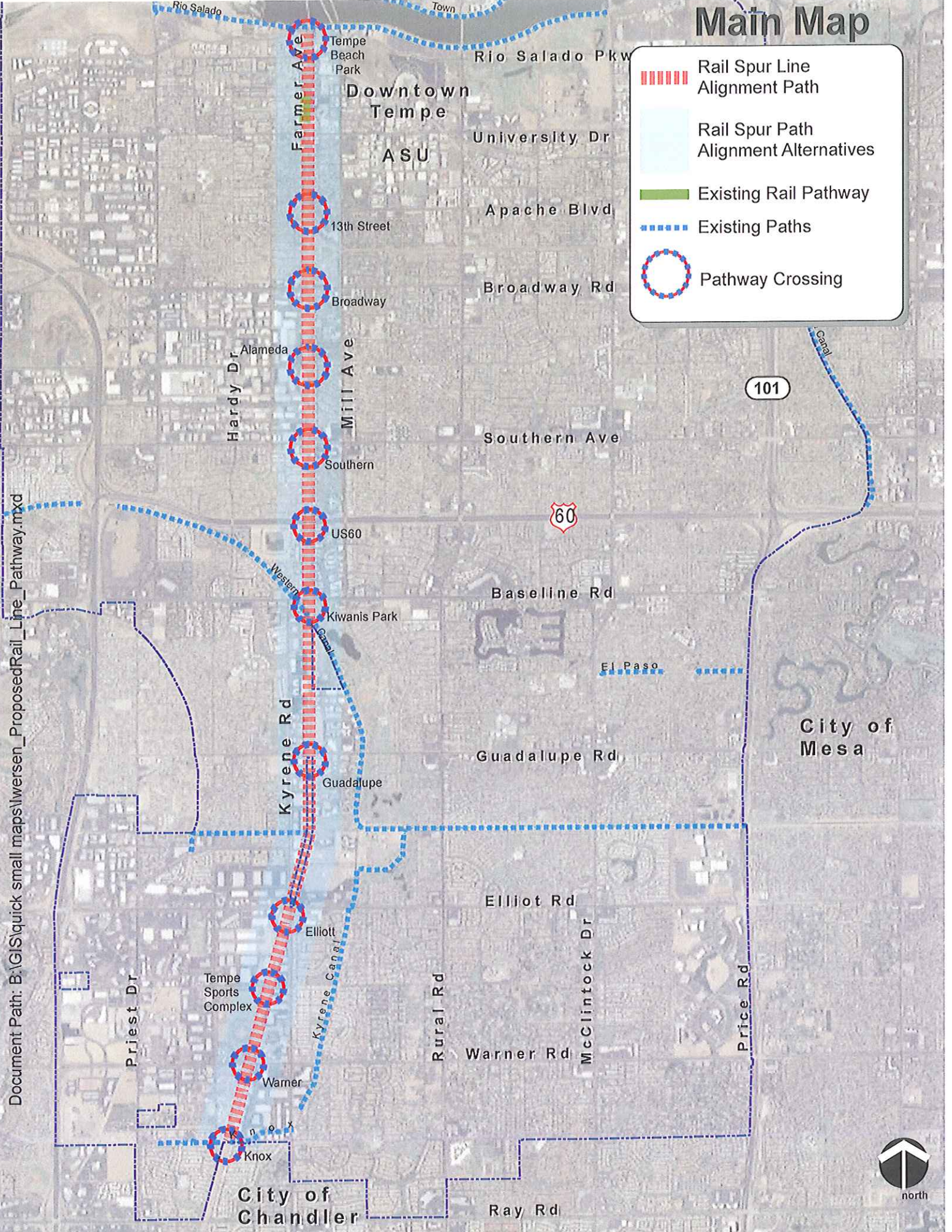
12. List the community partners that will be supporting the development and promotion of this project. Include city departments that will also be supporting the project.

13. Does the jurisdiction have a dedicated staff person to manage the project? Which city department will be responsible to provide information to the consultant?

14. Does the jurisdiction have base information available (topo survey, aerial photography, ALTA survey in electronic/digital format, easement information, utility placement information)?

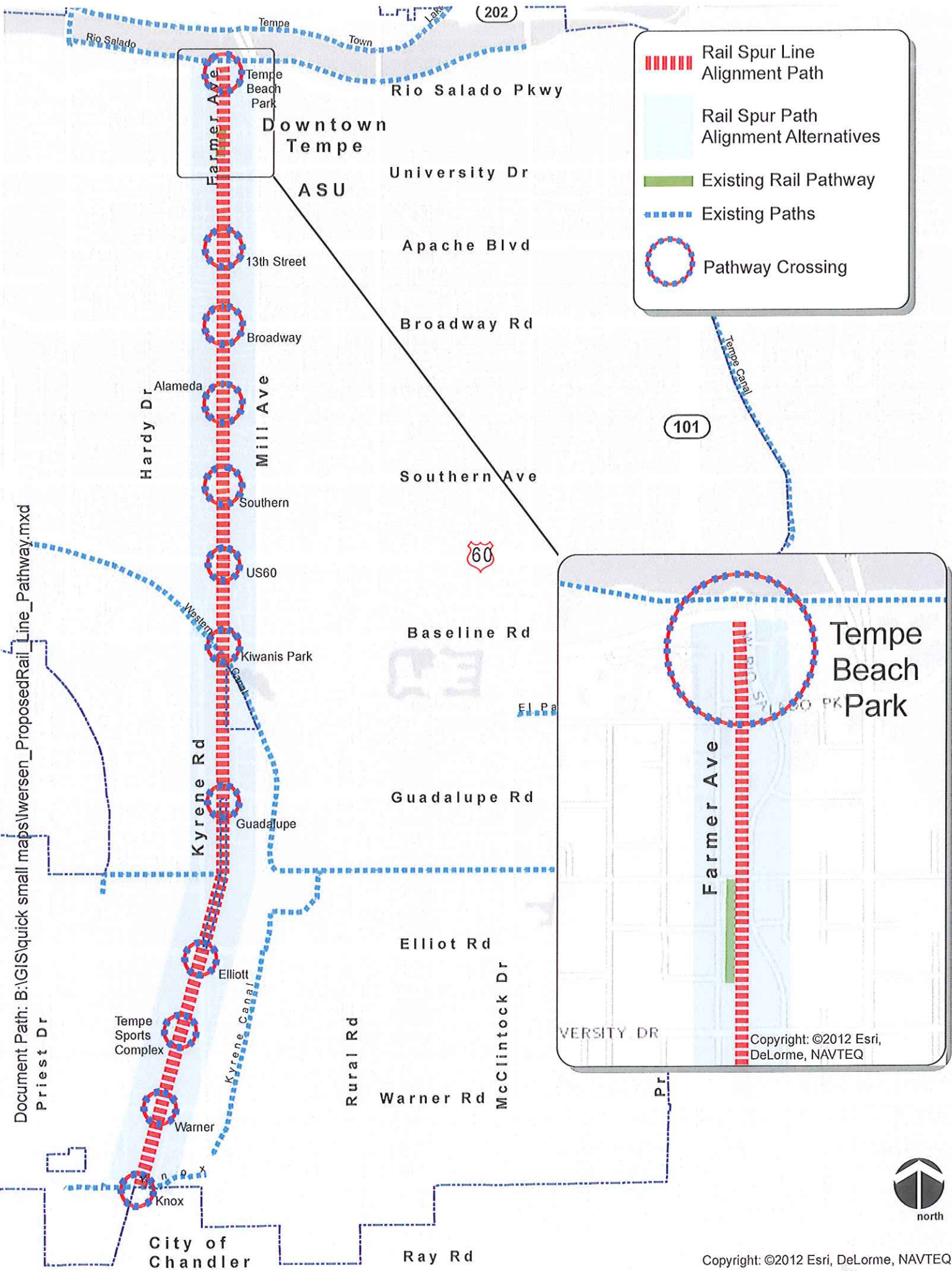
Main Map

-  Rail Spur Line Alignment Path
-  Rail Spur Path Alignment Alternatives
-  Existing Rail Pathway
-  Existing Paths
-  Pathway Crossing



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- Rail Spur Line Alignment Path
- Rail Spur Path Alignment Alternatives
- Existing Rail Pathway
- Existing Paths
- Pathway Crossing

Tempe Beach Park

Farmer Ave

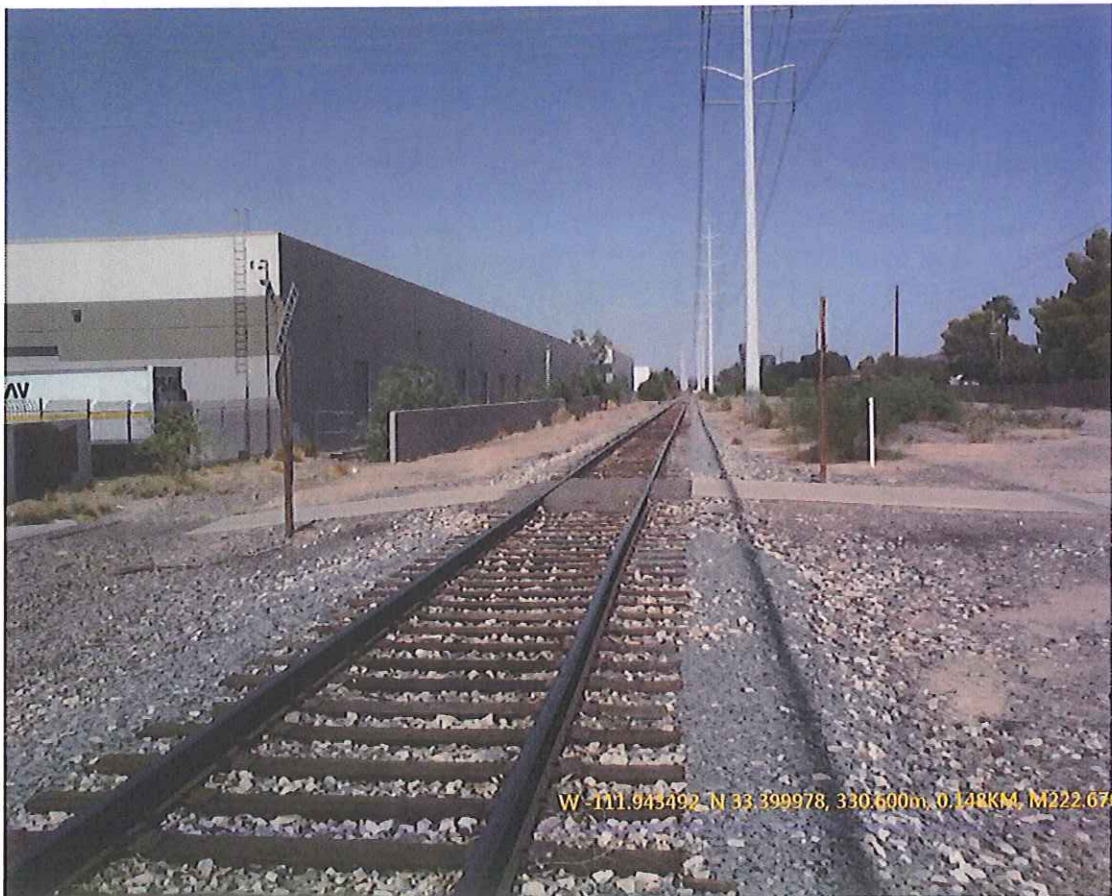
Copyright: ©2012 Esri, DeLorme, NAVTEQ



Tempe North South Rail Spur Multi-Use Path Design Application – Exhibit 3



Typical section: City alley ROW adjacent to neighborhood and rail spur



Alameda & Spur Crossing with adjacent neighborhood and city ROW alley connection

Tempe North South Rail Spur Multi-Use Path Design Application – Exhibit 3



Typical section: City street (Kyrene Road) ROW adjacent to rail spur



Completed Path adjacent to rail spur and integrated with adjacent multi-family development

June 24, 2013

Maricopa Association of Governments
Regional Bicycle and Pedestrian Committee
302 N. 1st Avenue, Suite 300
Phoenix Arizona 85003

RE: Tempe North South Rail Spur Multi-Use Path Property Ownership
Coordination

Dear Review Committee:

The purpose of this letter is to indicate clear objective for this project as it relates to the Right-Of-Way and alignments that will be explored for the design of a pathway along this 7-mile corridor.

The alignment in discussion follows an active Union Pacific Rail Road owned freight rail line. The city of Tempe works extensively with the UPRR as a major property and feature in our community and will continue to do so with this project. With that being said the design of a pathway on or adjacent to the UPRR trackway must be treated carefully and with full cooperation of both agencies.

It is the intention of this study to develop preferred alignments for a path using the following options first:

- Tempe owned ROW, like an alley or a street, adjacent to the UPRR
- Private property and development opportunities, like the Encore on Farmer project path, also adjacent to the UPRR

Remaining portions of this rail alignment that might require coordination or use of ROW from the UPRR will be identified with this design study and would be the third alternative for the path.

Currently Tempe is working with other southeast Valley cities and Maricopa Association of Governments to develop prototype bicycle and pedestrian crossings of the rail line owned by UP. Tempe is also engaged in the expansion of our "quiet zone" (no rail horns) program in this rail corridor. We intend to continue with this strong working relationship with Union Pacific.

No project construction or use of easements for any future pathway that may involve Union Pacific ROW would be pursued without detailed permission.

Sincerely,

Jeff Kulaga, Assistant City Manager
City of Tempe



June 24, 2013

Maricopa Association of Governments
Regional Bicycle and Pedestrian Committee
302 N. 1st Avenue, Suite 300
Phoenix Arizona 85003

RE: Tempe North South Rail Spur Multi-Use Path
MAG Design Assistance Grant for Bike and Pedestrian Facilities

Dear Review Committee:

The Tempe Bicycle Action Group, a local citizen bike advocacy organization, supports the Tempe grant request to conduct a design study for a 7-mile multi-use path on a regional rail corridor. This rail line corridor runs through the center of Tempe, connecting schools, parks, transit, employment areas, existing multi-use facilities, Arizona State University, downtown Tempe, and to other cities in the region.

Tempe's population and employment is growing quickly. Residents want a safe and clean area adjacent to the railroad tracks. Lighting and foot/bike traffic will reduce crime and accidents in the area. A bike path along the rail corridor will revitalize an under-used space that runs throughout Tempe. Public art opportunities will highlight unique Tempe neighborhoods, and signage will create foot/bike traffic to local businesses. Additionally, like many rails-to-trails projects around the country, this route will be an attraction that is memorable, enriching Tempe and the region's visibility and standing as a great place to walk and ride a bike.

Businesses need bike routes and transit for employees, and employees and customers need safe and direct bike routes. Multi-use paths and safe bike routes have a direct positive economic impact to local area businesses, increasing customer access and increasing business.

The Arizona State University campus is also expanding throughout the Valley. Creating multi-use corridors between cities and campuses is essential for students, faculty, and businesses that partner with the university.

For many years Tempe Bicycle Action Group has been a proud advocate for paths along the canal system as a recreation and transportation corridor. We feel this study is the first step to realizing the same potential along the rail corridors that exist throughout Tempe and the region, and will enable other neighboring cities to implement similar plans.

Thank you for the opportunity to support this project.

Sincerely,

Mark Tauber
President - Tempe Bicycle Action Group

Tempe Bicycle Action Group
PO Box 1884
Tempe, AZ 85280
<http://www.biketempe.org/>



Chandler • Arizona
Where Values Make The Difference

June 24, 2013

Maricopa Association of Governments
Regional Bicycle and Pedestrian Committee
302 N. 1st Avenue, Suite 300
Phoenix Arizona 85003

RE: Tempe Rail Spur Multi-Use Path
MAG Design Assistance Grant for Bike and Pedestrian Facilities

Dear Review Committee:

The City of Chandler supports the City of Tempe grant request for design assistance to conduct a preliminary design study for a 7-mile multi-use path on or adjacent to the Tempe Spur track of the Union Pacific Rail Road. This rail corridor is part of a regional rail system that connects the Cities of Tempe and Chandler to other southeast Valley cities.

This study would enable us to understand the feasibility of a future non-motorized path along or next to the rail alignment that would connect to other multi-use paths such as the path along the Western Canal, as well as connections to schools, parks, transit, major employment areas, and ASU/downtown Tempe. As our region has matured, a higher and greater use of these assets is important to explore.

This study is meant to simply explore the possible pathway alignments, street crossing alternatives, and right-of-way needs that are associated with such a project. Final design and construction of any facility would be a future effort and would be entirely coordinated and permitted by all required parties, including the Union Pacific Railroad. Additionally, this study would enable us to identify city owned right-of-way (i.e. streets, alleys) adjacent to the rail line that could be used in lieu of the rail line.

For many years our agency, along with Tempe, advocated for the use of the regional canal system as a recreation and transportation corridor. Eventually there was great progress in allowing and constructing what is today a sustainable and attractive network of path facilities for all of our citizens along Salt River Canals. We feel this is the first step to better understanding and eventually realizing the potential of these rail corridors.

Thank you for the opportunity to express support for this project.

Respectfully,

Daniel W. Cook, P.E.
Transportation Manager

Mailing Address
Mail Stop 910
PO Box 4008
Chandler, Arizona 85244-4008

Public Works Department
Traffic Engineering
Telephone (480) 782-3454 or (480) 782-3469
Fax (480) 782-3444
www.chandleraz.gov

Location
Building B
975 East Armstrong Way
Chandler, Arizona 85286

DESIGN ASSISTANCE FY 2014 APPLICATION

Tempe: Tempe North South Rail Spur Multi-Use Path

PART D - PROJECT COSTS

1. What is the approximate cost for 15% preliminary plans* for this project? Estimate cost for each task below:

\$8,000	Scope of Work
\$15,000	Stakeholder and Core Team Meetings
\$15,000	Data Collection
\$12,000	Data Analysis
\$20,000	Project Assessment Report (Draft)
\$25,000	Project Assessment Report (Final)
\$5,000	Executive Summary and Regional Significance Report
\$100,000	TOTAL COST ESTIMATE FOR 15% PRELIMINARY PLANS (SHOULD MATCH PART A, #7)

*15% Preliminary Plans generally include:

- Project Information (location, description, map)
- Background data including the need for the project
- Project Scope (length, type of work, how it is to be constructed)
- Project Development
- Environmental overview
- Geotechnical and drainage requirements
- Critical outside agency involvement
- Preliminary Right-of-Way requirements
- Preliminary Utility relocation requirements
- Preliminary Traffic requirements
- Seasonal consideration
- Design Criteria
- Itemized Cost Estimate
- Schedule
- Preliminary Plans
- Preliminary Pathway Horizontal Layout
- Typical Sections
- Preliminary Aesthetic Concept
- Information on potential funding sources
- Executive Summary

2. What is the anticipated cost for the whole project (inc. design, ROW, utilities, construction, etc)?

Tempe multi-use pathways, with lighting, landscaping, street crossings and other amenities total approximately \$2,000,000 per mile. Typically 15% of that cost is what the design costs would be. We anticipate approximately \$16,000,000 in total cost for the system that would likely be completed in smaller segments over an extended period time, much like our 20 mile canal system that has been built over the last 15 years.

3. Are there designated funds for construction of this project? If yes, what funding sources have been identified?

Currently there are \$30,000 in design funds designated for this project from the Transportation Planning fund.

DESIGN ASSISTANCE FY 2014 APPLICATION

Tempe: Tempe North South Rail Spur Multi-Use Path

4. If funding has NOT been identified for construction of the project, what efforts have been made to identify funds that could be used for this project?

5. Are there funds for maintenance? Who has the responsibility for maintenance?

Tempe has an extensive transportation system maintenance program and when this project is built it would be included in that system.

6. Is an easement required for this project? If YES, please attach a Property Owner Letter of Support.

There may be easements required for this project from the Union Pacific Railroad. Part of the intent of this project is to better understand where these easements would be needed, however the desire of the City is to identify alternatives to these easements either on adjacent private land or in City ROW.

DESIGN ASSISTANCE FY 2014 APPLICATION

Tempe: Tempe North South Rail Spur Multi-Use Path

PART F - SIGNATURE AND CHECKLIST

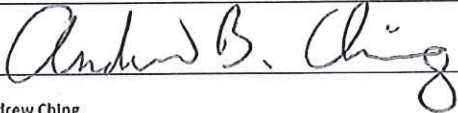
Checklist

This check list is included to facilitate applicant review and verification that all required fields in the form have been completed.

COVER SHEET	Complete?
Cover Sheet is completely filled out	Yes
PART A - Contacts and Project Description Fields	Complete?
Contact Information, fields 1 – 5 are complete	Yes
Project Description, fields 6 - 9 are complete	Yes
PART B - Project Description	Complete?
Fields 1 - 14 are complete	Yes
PART C - Attachments	Complete?
Attachment 1 - Map with street names	Yes
Attachment 2 - Aerial photos (if available)	Yes
Attachment 3 - Photographs with captions of the study area showing the problems/issues	Yes
Attachment 4 - Letter of Support and Cooperation from Property Owner (if required)	Yes
Attachment 5 - Up to 3 Letters of Support (OPTIONAL)	Yes
PART D - Project Costs	Complete?
Fields 1-6 are complete	Yes
PART E - Signature and Checklist	Complete?
Entire checklist is completed.	Yes
Form is signed by MAG member agency's manager or administrator.	Yes
Name, title and date fields under the signature are completed.	Yes

SIGNATURE:

As the MAG member agency's manager or administrator, I certify that this application is accurate and complete, that local agency staff time and data will be required for this project, and that the project will be included in the sponsoring MAG member agency's local CIP/TIP if the project is selected for federal construction funding.

Signature:	
Name:	Andrew Ching
Title:	Tempe City Manager
Date:	26-Jun-13

June 27, 2013

TO: Members of the MAG Bicycle and Pedestrian Committee

FROM: Maureen DeCindis, Transportation Planner III

SUBJECT: DESIGN ASSISTANCE APPLICATIONS REVIEW PROCESS

On July 16, 2013, the MAG Bicycle and Pedestrian Committee will meet to review and recommend for approval projects for the Bicycle and the Pedestrian Design Assistance program. There is \$300,000 available.

Please use a copy of the attached evaluation sheet for each project. Bring the filled-in score evaluation sheets and the applications with you to the meeting. Each project representative will have 3 minutes to give an overview of the project from the application and then there will be time for questions and answers. Committee members will have an opportunity to reassess their scores before submitting them to MAG staff. There will be no power point presentations.

Applications are listed in alphabetical order:

Apache Junction: Grand/Ocotillo/Main Sidewalk Design	\$ 35,000
Apache Junction: Winchester/16th/Southern Sidewalk Design	\$ 45,825
Cave Creek: Shared Use Path Connector	\$ 60,000
Glendale: Stadium-Westgate Pathway Connections Project	\$ 66,900
Mesa: Main Street Complete Streets	\$ 80,000
Peoria: New River Trailhead at Deer Valley Road	\$ 65,000
Phoenix: Van Buren Corridor Bike & Ped Improvements	\$ 80,000
Scottsdale: Indian Bend Wash Path Realignment at Indian School Road (1 st Choice of 2)	\$ 30,000
Scottsdale: Indian Bend Wash Path Realignment at Osborn	\$ 45,000
Tempe: Highline Canal Multi-Use Path	\$ 70,000
Tempe: North South Rail Spur Multi-Use Path	\$ 70,000
Total requested	\$ 647,725

If you have any questions, contact Maureen DeCindis at MAG at 602-452-5073 or email at mdecindis@azmag.gov

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 6

DATE

July 1, 2013

SUBJECT

Regional Bike Share Program

PURPOSE

Provide an update on the regional effort to implement a bike share program in multiple cities and provide the Commission a chance to test and view the prototypical bicycle Phoenix is considering.

BACKGROUND

Bicycle sharing is a for-rent public bike program in progressive, urban environments where land use is higher density and bicycle trips are common and transit use is strong. Bicycle share programs are meant to support greater access to more sustainable transportation and further reduce dependency on the automobile. Several communities in Europe (Paris, Barcelona) and Tempe peer cities in the United States (Boulder, Madison) have implemented bicycle sharing programs in the last five years. Typically bicycle rack locations are placed in high activity centers and streets to provide convenient customer use. Use is typically by the hour or day, but can be longer.

Tempe staff has secured approximately \$750,000 in federal funds for bike share, with an additional \$100,000 allocated by the Tempe City Council in the recently approved Capital Improvements Program. In June, the Phoenix City Council approved Cycle Hop as the preferred vendor to negotiate a contract with to launch a bike share program in Phoenix. Tempe and the city of Mesa have ensured the opportunity to utilize the Phoenix vendor, Cycle Hop, if each city elects to do so. Cycle Hop and the city of Phoenix are developing contract details and when a draft contract is available Tempe will review and analyze how that model would work for Tempe's needs. This contract will outline how many bikes, how many bike "docks", pricing, bicycle style and details, and the limits of service area, among other things. Cycle Hop has engaged a public relations firm to begin the process of securing sponsorship for the bike share program. Tempe and Mesa will be involved in what sponsorships materialize and will ensure that there is jurisdictional equity in applying those sponsorship funds. The sponsorship level (contribution) is intended to cover the launch of a Phoenix and regional bike share without an initial cost to cities. Other funds that have been secured would be for future phases or

enhancements to the program. The type and funding level of the sponsorship obviously will impact the timeline and branding/system identify of the regional bike share program.

FISCAL IMPACT

Federal grant funding has been awarded to be Tempe (approximately \$750,000) and a Capital Improvements Program allocation of \$100,000 from the Transit Fund has been secured.

RECOMMENDATION

Monitor sponsorship effort and opportunities and continue working with the city of Phoenix and their contract development effort.

CONTACT

Eric Iwersen
Interim Transportation Planning Manager
480-350-8810
eric_iwersen@tempe.gov

ATTACHMENTS

1. Tempe Bike Share Speaking Points
2. Phoenix Bike Share Fact Sheet



PHOENIX BIKESHARE

ABOUT BIKE SHARE

What is bike share and how does it work?

Bike sharing enables residents and visitors to move around town in a healthy and sustainable way. Bicycles are distributed throughout the city, and can be accessed by purchasing a day pass or membership to ride at your convenience. Use the bikes to commute to work, visit friends, run errands, or just for fun! Hop on a bike at one location, and drop it off at another. Many cities have successfully deployed bike share programs that have become an integral part of their local transportation network.

How will bike share benefit Phoenix and the region?

Bike share will enhance the region's transportation network by making it possible to quickly access public bicycles near businesses, tourist destinations, educational institutions, and transit stops. The program seeks to encourage bicycle usage as an environmentally friendly and congestion-reducing transportation option.



◀ smart bike station, powered by SandVault

PROGRAM DETAILS

What does a membership cost?

- **Annual Membership:** \$79 (only 21 cents per day)
- **Student Membership:** \$59 (only 16 cents per day)
- **Pay-As-You-Go:** Tourists and casual users will be able to access bicycles through Pay-As-You-Go memberships starting at \$5/hour, or \$25/day

When will the bike share program start?

The program is scheduled to launch by the end of this year. Phase One will include 500 bikes, while Phases Two and Three call for regional expansion to 1,500 bikes. The program will operate 24 hours a day, 7 days a week, all year long.

Where will the bikes be located?

Bikes will be placed at hub locations throughout the city. Please visit our website, ArizonaBikeShare.com, to suggest locations and view our locations map.

Who will operate the program?

The program will be operated by CycleHop, LLC. Phase One of the public-private partnership will be funded through sponsorship at no cost to the City.

What are Social Bicycles?

Social Bicycles are "Smart Bikes" designed specifically for bike share programs, extremely durable and able to accommodate a full range of rider heights. The bikes are equipped with an integrated GPS-enabled locking mechanism for security, and are remotely monitored through an enterprise software system. Social Bicycle systems offer convenient hub stations plus the option to lock bikes at any standard city bike rack if a hub location is not available.



We welcome your input - please contact us to suggest locations and join our mailing list to stay abreast of program developments.

Bike Share Program

June 17, 2013

The cities of Phoenix, Tempe and Mesa are exploring a regional Bike Share program.

MAIN MESSAGES

- 1. The city of Phoenix has entered into an exclusive negotiation with CycleHop to provide a Bike Share program.**
 - Specifics of the city of Phoenix negotiation items with CycleHop include:
 - Five year contract with five, one year renewal options.
 - There are no specifics on where stations will be located, but the contract assumes 25-50 shaded locations (mostly located near LRT stops), 250-500 bikes and 750 individual half-U racks.
 - Includes no capital contributions from Phoenix.
 - Seven full-time and three part-time employees will be provided by CycleHop.
 - Response times to repairs are identified.
 - Intention is to be a regional program.
 - The V3 SoBi bike (the selected bike for the program) will have an RFID reader, a larger basket with ad/sponsor areas on the basket, side bar and back side panel.
 - There is a provision in the contract for CycleHop to switch out bike vendors if SoBi bicycle does not meet expectations.
 - Phoenix has \$500,000 available for the Bike Share program. These funds are supplemental and could be used for items like striping, concrete panels, shade canopies, etc.
 - There will be public input from Phoenix resident on where to locate some stations.
 - The bikes must be ordered by August for Phoenix to meet a launch date of December 2013.
 - Phoenix, Tempe and Mesa will have final approval of any sponsors procured by CycleHop.
 - There is the ability with the Phoenix contract that Mesa and Tempe will get as many free, start-up bikes as Phoenix (adjusted for population).

- 2. A regional Bike Share approach is the most desirable choice as it provides another option for Tempe's multi modal transportation system.**
 - The Tempe City Council will play an active role in creating the best possible Bike Share program for Tempe residents.
 - Tempe, Mesa and Phoenix will work toward one unifying design that would apply to bikes throughout the program.
 - Valley businesses and organizations should be approached as sponsors for the regional program. Sponsorship dollars would be distributed to each city according to population.
 - Phoenix is in discussions with ASU and Valley Metro regarding bike share partnerships.
 - Each municipality may enter into its own contract with CycleHop.
 - Mesa and Phoenix intend to take Bike Share to their City Council for action in August.
 - A staff team from ASU, Mesa, Phoenix and Tempe is meeting regularly to discuss Bike Share and contract specifics. The draft Phoenix contract will be available for review in July 2013.

Contact: Sue Taaffe, 480-350-8663