

Town of Prescott Valley

Transit District

Final Report



March 21st, 2016

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1: Introduction

Study Purpose

This project is designed to identify the transit services that would be appropriate within the Town of Prescott Valley and how a district might be used to fund and deliver these services. Previous transit studies have looked at services provided on a regional basis, but development of regional services is something that will take a larger group of stakeholders. This project focuses on what could be done within the Town of Prescott Valley. This project includes identification of:

- The level of service appropriate for a town the size of Prescott Valley
- Transit service options
- Citizen involvement through public meetings and Transit Advisory Committee meetings
- Recommendations for services, funding levels, district boundary, and implementation activities.

A related project, known as the Regional Mobility Management Implementation Plan for Yavapai County, is being undertaken at the same time. This mobility management project will serve as the region's coordination plan and covers all of Yavapai County. It is looking at a wide range of ways to improve mobility for residents, including clients of human service or employment and training programs and is actively working with the local coordinating council members in the CYMPO and Verde Valley region. The mobility management project will address:

- Coordination among agencies;
- Institutional and funding mechanisms to improve the use of resources;
- Measuring the value of transit services; and,
- Development of services (local or regional transit, ridesharing services or vanpools, specialized services for the elderly and disabled, voucher programs, etc.);

It is anticipated that each of these projects will benefit from the other. The Prescott Valley Transit District project will draw from information gathered in the broader mobility management plan. For example, information on the value of transit services will assist in identifying the value of any transit services considered for implementation in Prescott Valley. Similarly, the service plans developed in the Prescott Valley Transit District project will inform the mobility management plan.

Project Guidance

A Transit Advisory Group has been established to guide the project. This group consists of interested citizens and representatives of a wide range of agencies who are interested in the development of transit services. Notes from the advisory group meetings, with participants listed, are included in Appendix A.

Two public meetings will also be held as part of this project. The first will be held October 20th to obtain feedback on goals and preliminary service options and funding levels.

Prior Studies

Two transit studies, the *"2009 Transit Implementation Plan"* by TransitPlus and the *"2007 Regional Transit Needs Study"* by Nelson|Nygaard serve as a foundation for this work. They examined regional and local services for the Central Yavapai Metropolitan Planning Organization (CYMPO). The focus of this project is the Town of Prescott Valley so it primarily builds on the local service portions of these studies.

Approach

The key activities in this project are:

- Identifying a recommended service plan
- Developing financial plan
- Identifying the institutional structure and district boundary
- Identifying the details needed to implement the service and institutional plans.

Both the service plan and institutional structure will be developed in a process that starts with preliminary options that are presented first to the Transit Advisory Group and then to the public at an Open House meeting. The plans will then be refined, taking into consideration the comments received. A recommended plan will be identified by the Transit Advisory Group, and will serve as the basis for developing the final service, financial, capital, and institutional details.

The implementation plan is anticipated to include information needed to get a ballot measure on the ballot and to build support for the measure.

Technical Report Contents

This technical report provides information on preliminary service, funding, and institutional options. Chapter 2 provides information on context, beginning with information on the size and type of system that would be appropriate for the Town of Prescott Valley and addressing questions about the value of transit.

Chapter 3 covers the basic service options and provides conceptual alternatives so residents can see the level and type of services that can be considered. The chapter begins with pertinent demographic and economic information as this is used in developing service plans that will be effective.

Based on the information provided in the previous chapters, Chapter 4 develops transit service alternatives for Prescott Valley. Each alternative provides different levels of service, hours, costs, and coverage.

Chapter 5 discusses different institutional and managerial options. Institutional structure addresses how decisions are made and service funded. Managerial considerations identify how the system will fit into the town infrastructure and how decisions will be made for the system.

Regional options and considerations are presented in Chapter 6. This chapter discusses how Prescott Valley is connected to the surrounding areas on a regional scale. It also identifies regional service objectives and the availability of funding sources for regional services.

Chapter 7 explores the start-up costs, expenses and revenues, for operating and capital expenses. A five-year budget is provided. An implementation plan and schedule is presented in Chapter 8. The chapter then explores necessary activities, beginning with the campaign for funding.

2: Context for Developing Transit Services

Transit Services in Urbanized Areas

Across the nation, the majority of communities that are part of urbanized areas have transit services. In fact, transit systems become quite common once an area reaches about 25,000 to 30,000 in population. Prescott Valley has a population of approximately 40,000 and is part of an urbanized area with a population of 81,000.

It is useful to understand why transit services are widely available in urban areas of the US and the challenges to establishing and operating transit services in Arizona and other states that do not have state funding for transit services.

WHY HAVE TRANSIT SERVICES?

The reason transit services are common in such communities is because of the benefits transit service provide to a community. These benefits include enabling people who do not drive or do not have cars to participate in the work force; enabling seniors to participate in community life and to continue living independently in their own homes for more years because they have a way to get groceries, to social activities, and to medical appointments; and providing an economic driver for the economy.

Transit users benefit by having lower cost trips than if they have to maintain an automobile or pay for a taxi ride. As a result, more trips will be made for work, health care, education, shopping, etc., resulting in many benefits: increased earnings, involvement in the local community, and additional spending in the community. Improved health and reduced likelihood of experiencing isolation and depression are additional benefits experienced by people with access to transit services. These cost savings and mobility benefits provide about \$2 of benefits for every \$1 spent on transportation services in small urban areas such as the Prescott Valley/Prescott area.

There are also economic benefits for the community as a whole due to the impact of spending on transit services. These include the direct effects from jobs created in the community and the indirect effects of spending on industries that provide supplies to transit agencies.

They have shown that, the economic benefit of transit services about in the categories of transportation cost savings and low-cost mobility benefits. In addition, economic impact benefits add about \$1.15 for every dollar spent. For each \$1million in annual expenditures, an average of 5.3 jobs are supported.

Economic studies have been conducted to measure these benefits, so basic information is available on the national and regional level. The Mobility Management Implementation Plan will drill down to obtain specific economic information for Yavapai County. In the meantime, using a figure of \$3 in benefits for every \$1 spent is a reasonable approximation.

WHAT IS THE IMPACT OF NO STATE FUNDING?

After AZ LTAF funding was no longer available for matching Federal dollars, many smaller communities found they could not afford to maintain the same level of transit services. Some have eliminated transit service entirely but more commonly it has been cut back or taxpayers have been asked to pay additional taxes.

Most states provide some level of funding for transit services. Arizona, Alabama, Hawaii, Nevada, and Utah are states that do not provide state funding for transit services.

One key reason that states and Federal programs support transit services is to help provide services that bridge jurisdictional boundaries. People travel between cities and counties for jobs and other activities, but it is hard for localities to justify funding services outside their jurisdictional boundaries. The Federal and state funds help to bridge this gap; good agreements among local entities are also key to making this work. Another key reason that states and Federal programs fund transit service is that many of the benefits of transit that have been identified accrue to the Federal and State government rather than local governments. These include lower unemployment and Temporary Assistance to Needy Families payments, and lower Medicaid payments. A funding system that is balanced between local, state, and federal sources makes good sense.

Relying on just Federal and local funds is more of a challenge. In the case of the Town of Prescott Valley, this is easier because the Town will have access to a significant amount of Federal funding unless and until other CYMPO municipal agencies decide to participate in a transit service. Many communities in Arizona do find enough value in funding transit service that it is worth funding it with local funds. It is important to note that the larger the area, the less important Federal funds are to the mix. Large metropolitan areas like Phoenix rarely get more than 4-5% of their funding from Federal sources.

TYPICAL TRANSIT SERVICES IN SMALL URBAN AREAS

TransitPlus recently completed a peer analysis of small urban areas for the Lake Havasu City Metropolitan Area. The results provide a good gauge of the level and type of system that would be appropriate for the Town of Prescott Valley. The peers largely included western transit systems in small urban areas with a population of about 50,000. Some communities were larger and others smaller, as shown in Table 2.1.

While each system varies somewhat, together they provide an idea of the type of service level that might be anticipated for the Town of Prescott Valley. At present, the transit services in the Town of Prescott Valley are provided through a taxi voucher program operated by the Northern Arizona Council of Governments (NACOG). A total of \$50,000 is provided annually and NACOG is responsible for qualifying individuals (based on income) who apply for vouchers and disbursing them to eligible individuals. The individuals are responsible for paying a \$2 fare per trip. This program fills a key gap for some of the most vulnerable individuals.

Table 2.1: Peer Communities

Community/MPO		2013 Population
Kingman	AZ	28,393
Bullhead City	AZ	39,383
Casa Grande	AZ	50,111
Grand Island	NE	50,440
Sierra Vista	AZ	52,745
Farmington	NM	53,049
Lake Havasu	AZ	53,427
Flagstaff	AZ	71,957
Prescott Valley /Prescott	AZ	80,381
Santa Fe	NM	89,254
El Centro	CA	107,672
Greeley	CO	117,825
Grand Junction	CO	128,124

The peer cities have a range of ridership, vehicles, service levels, and costs. Table 2.2 shows the range that might be expected for a Town system, based on the population of 40,000. The purpose of this table is to provide an idea of what level of service might be provided. Four vehicles operating 13 hours per day, six days a week, results in a system with about 16,000 annual service hours. The actual service alternatives may have peak hour services or a van pool program, looking different than this.

A typical cost is \$6 per rider, so this is used in the estimates. The operating costs in the middle of the range are \$40 to \$62 per hour. Most of these systems are directly operated rather than operated by third party contractors. To be conservative, it is recommended Prescott Valley

plan on costs at the high end and also adjust for inflation.

Table 2.2: Typical Transit Service Levels for Peer Communities

Characteristic	Range: Middle of Peers	
	Low	High
Vehicles in Service	5	8
Annual Riders	123,225	164,300
Annual Service Hours	16,430	20,538
Annual Cost	\$739,350	\$985,800

It is also helpful to understand what this might mean in terms of costs per capita and costs per household, particularly as a ballot initiative is anticipated. The numbers in Table 2.3 do not reflect fare or advertising revenues, nor do they include a budget for capital costs. Remember, this is just for understanding the range of costs that may be reasonable. The actual service plan may be different than this. If costs can be kept in this range, each household would expect to pay \$2 - \$3 per month for the local share of transit services, or \$24 to \$36 annually.

Table 2.3: Typical Transit Service Costs

Annual Costs	Range: Middle of Peers	
	Low	High
Cost per capita: Total cost / 40,000 people	\$18	\$24
Cost per household: Total cost / 15,256 HH	\$50	\$65
Cost/HH - Local share (balance is Federal funds)	\$25	\$33

Relationship to the Urbanized Area and County

The Town of Prescott Valley spearheaded this opportunity for the advocates of transit service to identify the transit services that could be provided through a taxing district and develop the information necessary to go to a vote. As such, this project only examines the Town of Prescott Valley.

The Town of Prescott Valley has strong economic ties to the City of Prescott and rest of the urbanized area. At the first Transit Advisory Committee meeting the importance of having regional services was discussed and the consensus was that regional services are important. Although transit services can be initiated in Prescott Valley, it is important to consider how they will, at some point, be part of a larger system.

Yavapai County also supports some transit services within the County, and there are County lands in and around the Town of Prescott Valley. The overall role of Yavapai County in funding transit services is not included in this project, but may be a part of the broader Mobility Management Implementation Plan for Yavapai County.

Opportunities and Challenges

OTHER SERVICES

Transit services have developed in other parts of the region and Yavapai County.

- Cottonwood has solid local transit services that have operated for many years, and also provides commuter services to Sedona. The local Cottonwood services started as demand response services and over time developed into fixed route as well.
- Yavapai Regional Transit operates limited regional services connecting Chino Valley to Prescott and Prescott Valley. They also operate services within Chino Valley.
- Prescott Transit Authority, a private business, has operated a loop route in Prescott for many years. It is called Citibus and is subsidized primarily by the private business operations, although advertising revenues and fares are part of the funding support.

Two major volunteer driver programs operate in the County, People Who Care serves Prescott Valley, Prescott, and surrounding area while Verde Valley Caregivers Coalition operates in the Verde Valley area. A wide variety of human service programs operate and primarily serve specific client groups for which program funding is available for transportation.

The NACOG transit voucher program operating in the Town of Prescott Valley is another example of a service that is operating to fill the gaps.

Opportunity: The opportunity is to build upon both services and expertise that exists locally.

Challenge: All of these agencies have limited funds to put into management and administration and none have expertise with managing FTA urbanized area funds. The mobility

management plan will examine ways to build a common management structure; Prescott Valley could benefit from this and “purchase” management services.

FUNDING RESOURCES

Financial resources include a substantial portion of the Federal Transit Administration urbanized area program funds for the urbanized area. This is an annual apportionment of about \$1.25 million, of which at least half is available for services and capital in the Town of Prescott Valley. These funds are constrained in terms of the portion that can go for operating and capital expenses.

- In areas under 200,000 in population (the Prescott-Prescott Valley urbanized area is less than half of this), this fund source can be used for up to 50% of the net operating loss.
- These funds can cover 80% of capital expenses, including the capital cost of contracting when the contractor provides vehicles

This is the big picture, and there are a variety of other rules that affect the amount of funding that can be claimed. In terms of the overall context, covering 50% of operating and 80% of capital expenses is assumed.

In addition, there is about three years worth of funding that is available for capital equipment which would enable the Town to obtain a fleet for initial services.

The Town of Prescott Valley presently has \$50,000 annual expense for the NACOG tax voucher program, provided to eligible individuals. It is anticipated that public transit service would replace the voucher program, at least in the area where public transit is operated. The Town could be requested to redirect these funds into transit services for the general public.

Opportunity: Federal funds are available to fund capital and a portion of operating expenses, with an accrued balance that can be accessed.

Challenges: Local funds will be needed for about 50% of operating costs and 20% of capital costs. Expertise in managing a direct Federal Transit Administration program will be needed.

3: Community Characteristics

This section provides an overview of demographic characteristics and employment characteristics. The demographic characteristics provide a foundation for identifying the areas of greatest transit need. This information provides a foundation for the service plans that follow in chapter 4.

Demographic and Employment Characteristics

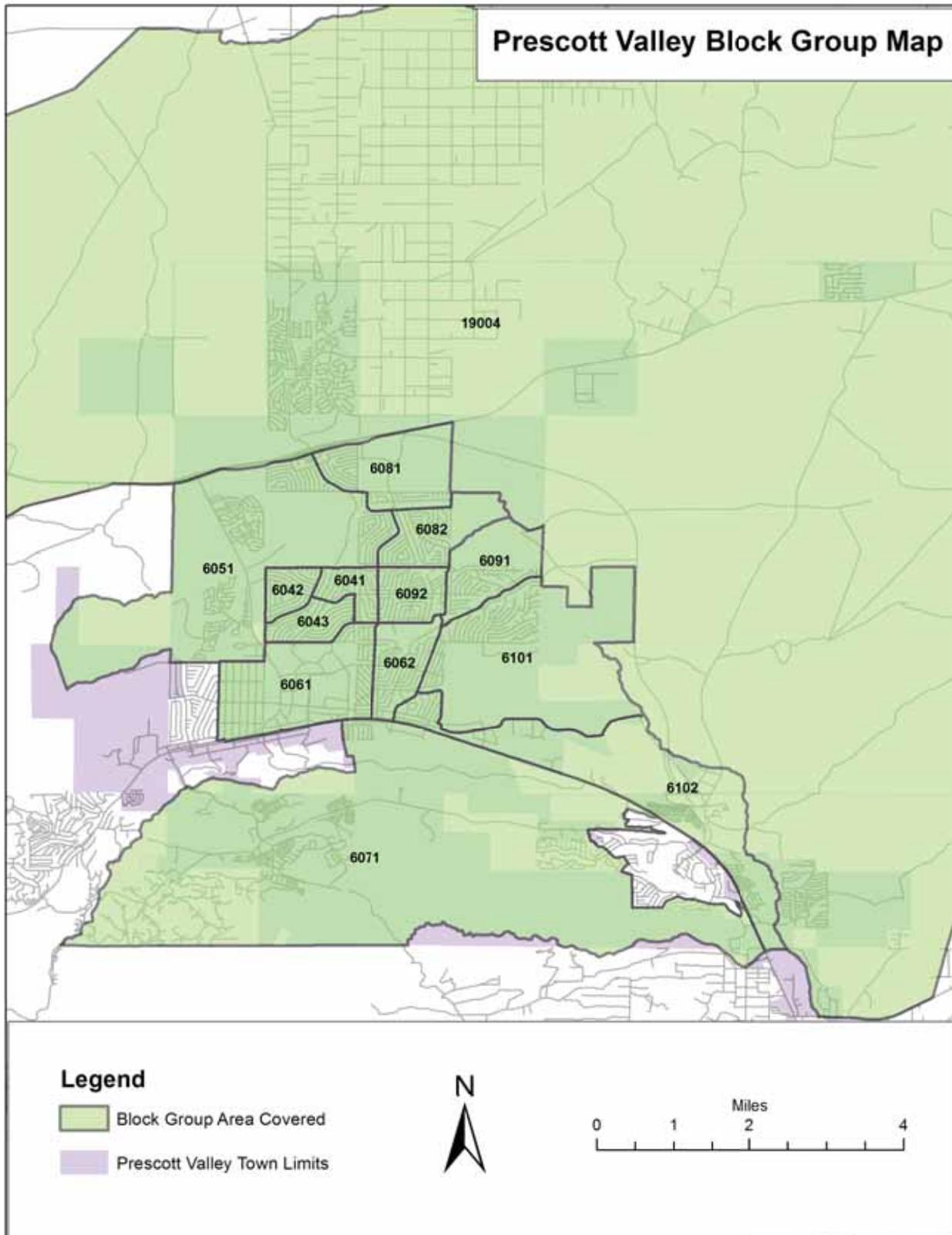
DEMOGRAPHIC CHARACTERISTICS

There are key demographic characteristics that are useful to understand as service alternatives are constructed. These include the number of low-income households, number of zero-vehicle households, total population, population above age 65. While the number of Veterans has not been included in traditional demand models (most of which were developed when this population was limited), they are clearly an important part of the market these services are designed to serve so they are identified here. Figure 3.1 on the next page illustrates the census tracts and block groups that cover the Town of Prescott Valley. Table 3.1 presents the basic data on key characteristics.

Table 3.1: Demographic Characteristics by Block Group

Tract and Block ID	Tot Pop	Total HH	65+		HH Below Poverty		Veterans		Zero-Vehicle HH	
			#	%	#	%	#	%	#	%
6043	1,370	545	250	18.2%	44	8.1%	222	16.2%	22	4.0%
6042	1,141	431	185	16.2%	24	5.6%	313	27.4%	17	3.9%
6041	1,969	748	251	12.7%	34	4.5%	238	12.1%	29	3.9%
6051	5,956	2,252	776	13.0%	306	13.6%	501	8.4%	29	1.3%
6062	2,788	1,086	244	8.8%	192	17.7%	334	12.0%	0	0.0%
6061	3,100	1,182	630	20.3%	258	21.8%	279	9.0%	16	1.4%
6071	3,560	1,546	987	27.7%	139	9.0%	651	18.3%	33	2.1%
6082	2,166	806	425	19.6%	30	3.7%	292	13.5%	26	3.2%
6081	1,414	428	169	12.0%	111	25.9%	152	10.7%	0	0.0%
6092	3,580	1,061	351	9.8%	65	6.1%	241	6.7%	26	2.5%
6091	1,135	498	200	17.6%	149	29.9%	66	5.8%	0	0.0%
6102	2,011	921	687	34.2%	96	10.4%	408	20.3%	19	2.1%
6101	3,189	1,107	620	19.4%	226	20.4%	334	10.5%	16	1.4%
19004	6,766	2,645	1,359	20.1%	142	5.4%	730	10.8%	0	0.0%
Total	40,145	15,256	7,134		1,816		4,761		233	
Average				17.8%		13.0%		13.0%		1.8%

Figure 3.1: Census Tracts and Block Groups



It is useful to have both the numbers of people and the percentages in developing service plans. It is individuals who will ride the bus, and their relative density will affect the number of stops or type of service that is appropriate. As you look at the percentages, keep in mind that there is a significant difference in the size of block groups – ranging from 1,100 to over 6,000. Note also that these tracts cover more than the population of the Town of Prescott Valley. In particular, the tracts on the outskirts pick up areas outside Town limits.

Relative Need for Transit Services

The need for transit services can be assessed based on the demographic characteristics of the people living in the region as well as on the activity centers (jobs, schools, stores, medical facilities, etc.) to which they travel. To calculate the greatest transit need of residents, the demographic data identified in Table 3.1 was used as a foundation. The density of individuals or households for the following characteristics was calculated:

- Persons aged 65+
- Households below poverty
- Veterans
- Zero vehicle households
- Persons with disabilities.

The density of each characteristic was ranked from one to five to show the relative level of each characteristic. These rankings were then totaled and resulted in an index of transit need, as illustrated in Figure 3.2. Detailed tables are included in Appendix C.

The highest need is in the area bounded by Manley on the north and E. Long Look / E. Loos on the south. The west boundary is Glassford Hill and the east boundary is Ranger Road. The Census Block Groups to the northeast and south of this area are the ones with the next highest level of transit demand among residents.

The employment characteristics, described next, illustrate many of the locations people travel to. Linking the residential areas with the highest needs to the employment centers is key in developing successful routes.

EMPLOYMENT CHARACTERISTICS

Key information on jobs includes the type of jobs, where they are located, and where workers live and work. Figures 3.3 and 3.4 illustrate, respectively, the location of jobs and type of jobs in the Town of Prescott Valley. The data in both is drawn from the 2013 Longitudinal Employment and Housing Data, also known as LEHD. All jobs, not just primary jobs, are reflected. There are a total of 9,265 jobs in the database, and 15,989 individuals in the workforce.

Figure 3.2: Relative Need for Transit Services

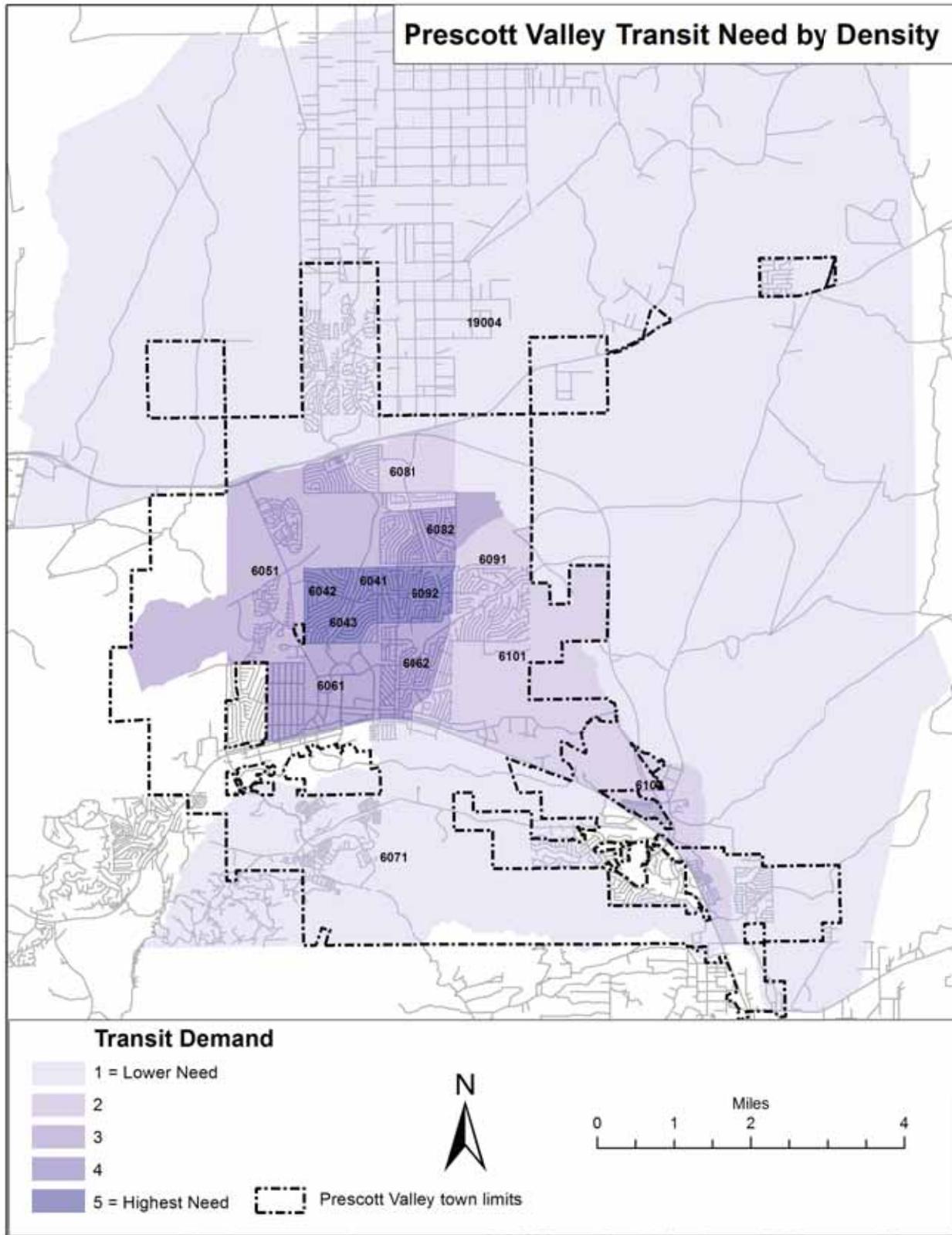


Figure 3.3 shows the importance of jobs on both sides of the main stretch of Highway 69 (including the jobs on East Valley Road just north of Highway 69, the Civic Center/Lakeshore Drive area, and the Robert Road corridor.

Figure 3.3: Location of Jobs

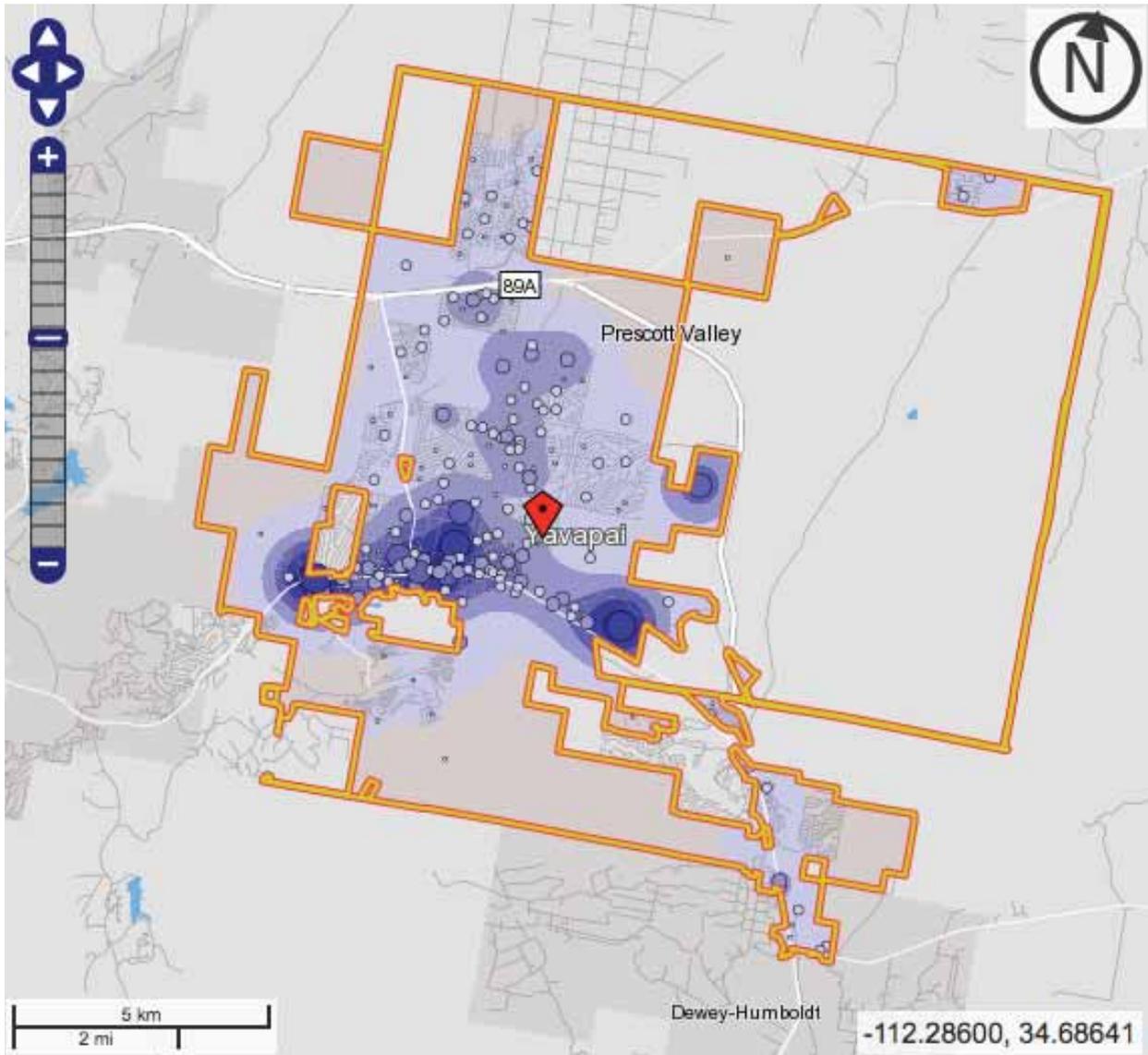
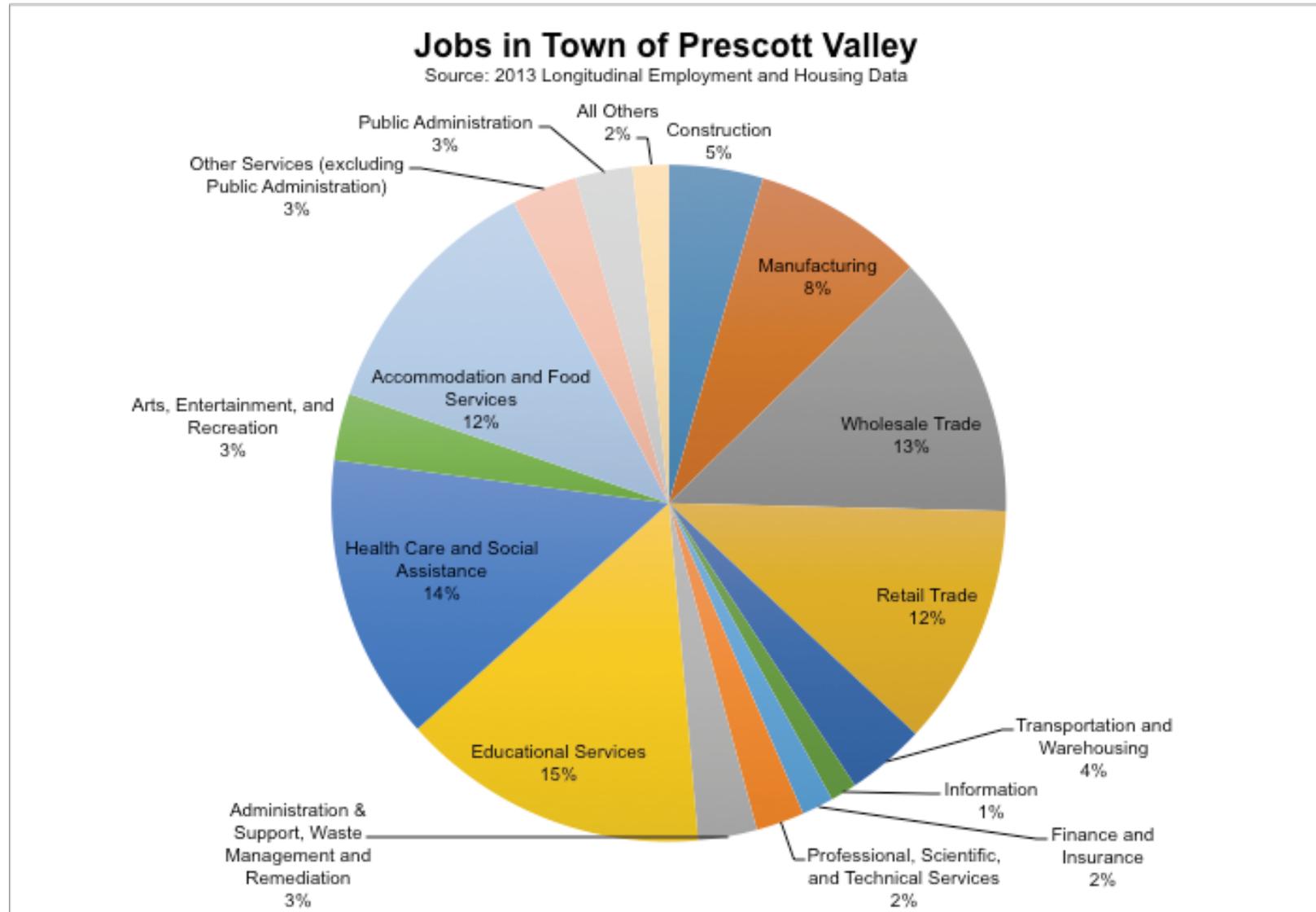


Figure 3.4: Type of Jobs in Prescott Valley



The following tables describe a bit more about the jobs in Prescott Valley and about where employees live and work. Table 3.2 breaks out the jobs by earnings. It is the jobs in the first two categories (under \$1,250 per month and between \$1,250 and \$3,333 per month) that would be most likely served by transit services. There are a good number of jobs in the mid-range (\$15,000 - \$40,000 annually).

Table 3.2: Jobs by Earnings

Earnings	Number	%
\$1,250/month or less	2,630	28.4%
\$1,251 - \$3,333/month	3,457	37.3%
More than \$3,333/mo.	3,178	34.3%
Total	9,265	100%

Table 3.3: Jobs by Distance Traveled

Distance	Number	%
Less than 10 miles	4,614	49.8%
10-24 miles	1,381	14.9%
More than 25 miles	3,270	35.3%
Total	9,265	100%

Good general information on where people live and work can be found in the LEHD. The accuracy of the information depends on where people report their permanent address, which is sometimes different than where a person resides. Just the same, it provides useful information.

Three tables provide a picture of where people live and work, and how far they travel to work. Beginning with Table 3.3, nearly 50% of the workers live within ten miles of their jobs. Of these, 3,001 live within the Town of Prescott Valley and 1,613 live elsewhere. Having one-third of the local jobs filled by town residents is typical. However, it is somewhat surprising that 91% of the workforce travels elsewhere for work. Many travel within Yavapai County, especially to the City of Prescott. This strengthens the picture of the urbanized area as a cohesive region.

Table 3.4: Where People Live and Work

Characteristic	Number	%
Employed in Prescott Valley	9,265	100%
Living outside Prescott Valley	6,264	67.6%
Living inside Prescott Valley	3,001	32.4%
Workforce Living in Prescott Valley	15,989	100%
But employed outside Prescott Valley	12,985	91.2%
Living and employed in Prescott Valley	3,001	8.8%

Table 3.5 provides more detail on where workers for the jobs in Prescott Valley live. Less than 1,000 workers come from the City of Prescott, but when the analysis was run to look at where workers in the City of Prescott come from the data set reports over 4,000 workers from the Town of Prescott Valley travel to Prescott to work. While the populations of these two communities are about equal, the City of Prescott reports 22,000 jobs while the Town of Prescott Valley reported 9,000 jobs. While some people may travel from the Phoenix metro area to Prescott Valley on a daily basis, it is likely that a good number of these individuals have other arrangements (living in Prescott Valley during the week, working remotely but having a work address as Prescott Valley, etc.).

Table 3.5: Places Where Workers Reside

Location of Residence	Number	Percent
Prescott Valley, town	3,001	32.4%
Prescott, city	984	10.6%
Chino Valley	237	2.6%
Dewey-Humboldt	150	1.6%
Clarkdale	137	1.5%
Phoenix Metro	1,134	12.2%
Flagstaff	212	2.3%
All Other	3,410	36.8%
Total	9,265	100.0%

Relatively few individuals travel from Chino Valley or Dewey-Humboldt. The “all other” category in this data is the largest category and can be confounding: it represents smaller communities, those living in unincorporated areas near to the Town of Prescott Valley, and people with different permanent and work addresses.

4: Transit Service Alternatives

Service alternatives were identified first as basic concepts and then refined to reflect the comments of the TAC and the public as well as further site work to clarify conditions. This chapter presents the initial iteration and information on stop locations. It then presents the refined alternatives.

Conceptual Service Alternatives

A number of transit services could be deployed to improve access to jobs and services in Prescott Valley. Prescott Valley has the benefit of an expansive network of multipurpose paths; these paths can further serve to connect residents to bus stops and potentially enable customers to bike to transit stops. The right of way in areas where paths exist is also in a good condition to operate buses. Future capital, operating and maintenance budgets could benefit/capitalize on the operation of bus routes along major arterials and near existing multi-use paths.

Using the data and analysis presented in Chapter 3 and knowledge of the service area, two basic alternatives for service are proposed. Option A has three fixed routes and one bus providing ADA paratransit service. Option B is a combination of fixed and flexible route. Table 4.1 describes the characteristics of these options and Figures 4.1 and 4.2 illustrate them. These options were initially presented as conceptual. Through the planning process they were refined, so the final alternatives vary somewhat from the original ones.

In developing these options, no regional service was included. The need for regional service is noted, and the service hour budget is purposely kept below the 16,200 hours that is appropriate for the region so that the additional hours for regional service can be added at a later time. It is also the intention that the schedules would align with those for regional services operated by Yavapai Regional Transit.

Future local or regional network route expansions would be possible, and these options are meant to serve as a core service area for Prescott Valley.

One means to improve non-motorized transportation options in Prescott Valley would be to coordinate multi-use paths with transit operations. The existing trail network would be well suited to support a bike-sharing system that could feed into the transit services to provide additional mobility in underserved communities.

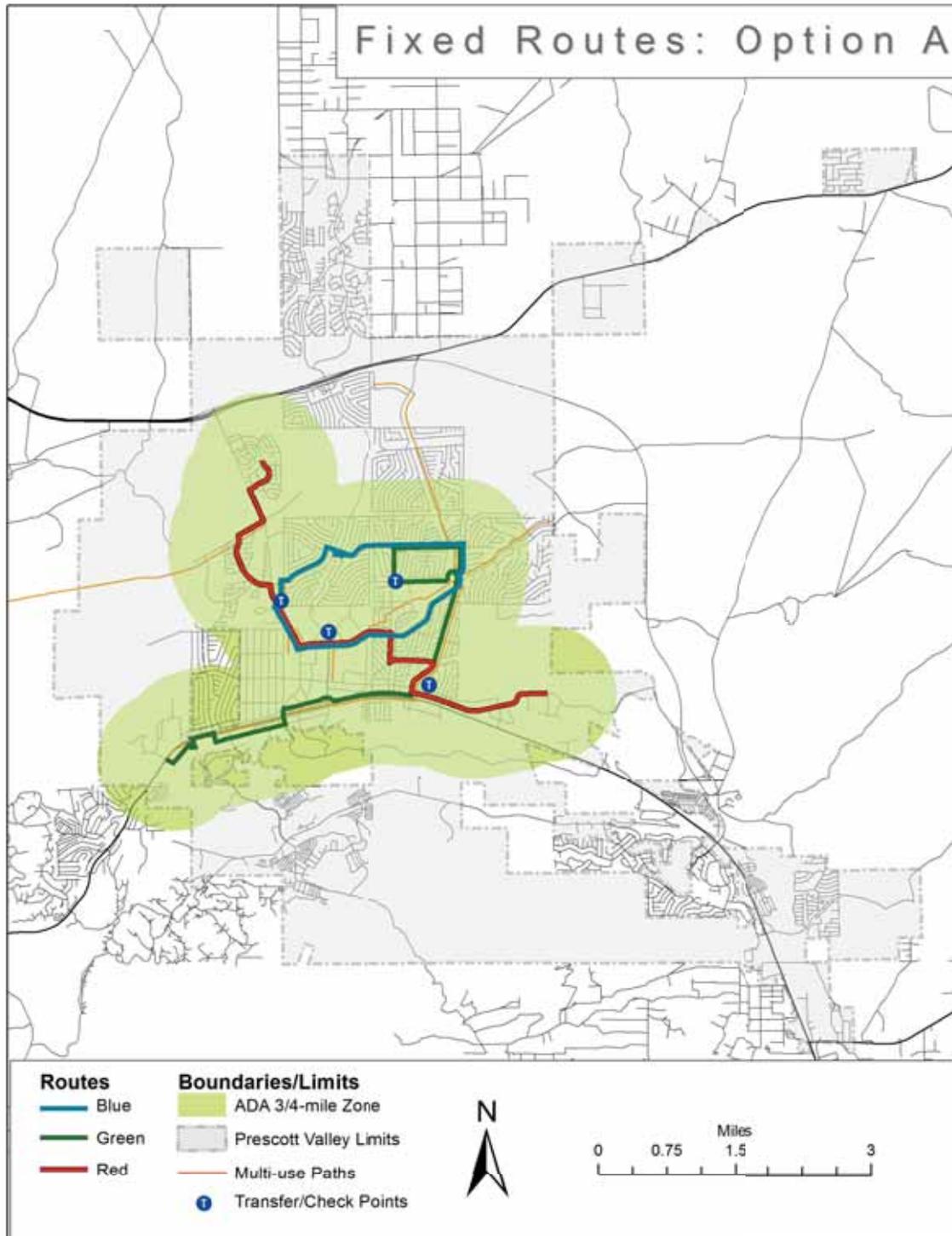
The intention is that some combinations of 3 or 4 of these routes could be selected for further discussion and analysis. Primary stop locations are also described in a subsection to illustrate transfer points between routes and driver layover locations.

Table 4.1: Conceptual Service Options

Option A: All Fixed Routes										
Route Color/Name	One-way		Layover/ Recovery	Number of Veh.	Frequency	Span of Service	Days / Week	Transfer Points	Annual Hours	Annual Miles
	Mileage	Runtime								
Green	6.05	26	4	1	Hourly	6:00 -- 18:00	6	DES, Loos & Robert	3,744	45,300
Red	6.8	27	3	1	Hourly	6:00 -- 18:00	6	DES, Civic Center, High School	3,744	50,900
Blue Route	6.4	27	3	1	Half-hourly	6:00 -- 18:00	6	Loos & Robert, Yavapai College/Bradshaw Mtn High School	3,744	47,900
ADA Paratransit	3/4-mile			1	n/a	6:00 -- 18:00	6	n/a	3,744	52,400
Total				4					14,976	196,500

Option B: Some Flexible Service										
	One-way		Layover/ Recovery	Number of Veh	Frequency	Span of Service	Days / week	Check points/transfer points	Annual Hours	Annual Miles
	Mileage/ Area	Runtime								
Green Fixed Route	6.05	26	4	1	Hourly	5:30 -- 19:00	6	DES, Loos & Robert	4,212	51,000
Red Fixed Route	6.8	27	3	1	Hourly	5:30-9:00 ; 15:30-19:00	6	DES, Civic Center	2,184	29,700
Central Demand Response	5.0 sq miles	varies	10	1	Hourly at Check Points	5:30 -- 19:00	6	Loos & Robert, Yavapai College/Bradshaw Mtn High School; DES; Lakeshore and Navajo Dr.	2,028	28,400
Northern Demand Response	6.8 sq miles	varies		1	Hourly at Check Points	9:30-15:00	6	Loos & Robert; Long Mesa and Robert; N Viewpoint Dr and Park View Dr.	4,212	59,000
Total				4					12,636	168,100

Figure 4.1: Fixed Routes: Option A



Every route can run in a single direction in 30 minutes. For the blue loop, this means headways of 30 minutes if one vehicle operates on each route. For the green and red routes, this means headways of one hour for one vehicle.

Schedules would be coordinated such that transfers could be made where routes cross one another. Customers could transfer between red and blue routes at Yavapai College/Bradshaw Mountain High School or Lakeshore and Robert. Vehicles would be timed to arrive at these points as close together as possible. Customers could transfer between red and green routes near the Department of Economic Security Offices at Navajo Road and Bob Drive. Customers could transfer between green and blue routes at the intersection of Spouse & Robert Road.

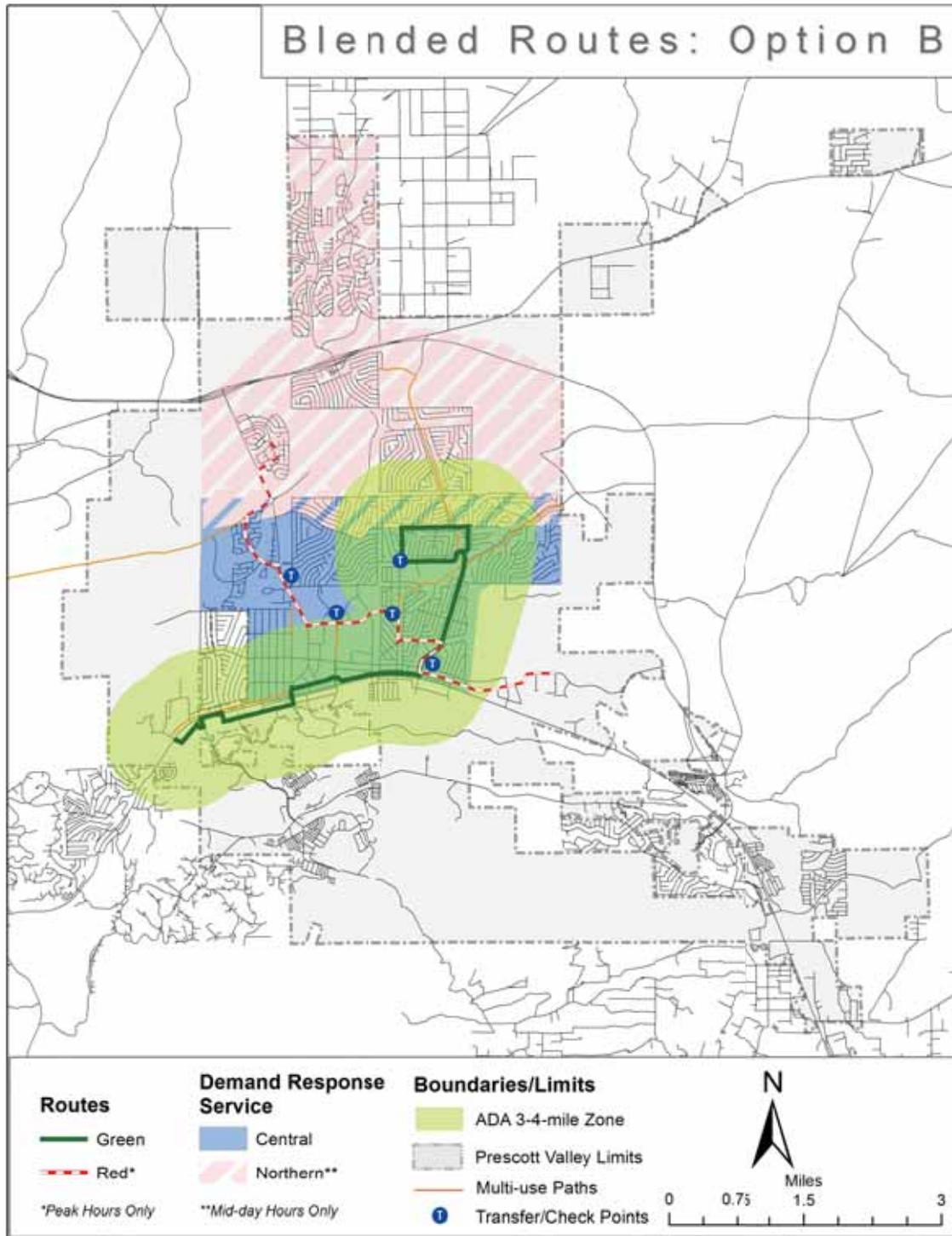
If demand for any of these routes is not expected to be high, some combination of them can be run as demand responsive or deviated fixed routes. Demand responsive routes have the benefit of curb-to-curb service so when demand is low, customers can wait at home or a designated stop instead of walking a longer distance to catch a vehicle. The next section describes a service option with demand responsive zones.

OPTION B: BLENDED FIXED ROUTE AND DEMAND RESPONSE

Where demand is expected to be low, demand responsive or demand adaptive routes may better serve customers. Figure 4.2 shows the routes and demand responsive zones for Option B. In Option B, the green and red routes would remain, but the red route would operate only during peak hours to serve the school, central Prescott Valley and the employment centers along E Valley Road. The vehicle that was previously assigned to the red route for the entire day would spend the midday operating as a demand responsive vehicle on the north side of Spouse Drive. The blue route would become a demand responsive zone for the area between Manley Drive and Highway 69. With a demand responsive central zone (shown in Figure 4.2 in blue) instead of a blue loop route, the service could better serve the Sungate Villa Senior Community, Lynx Lake Estates and the shopping centers located along Pav Way. The north and central zones overlap between Manley Drive and Spouse Drive in order to facilitate trips that may cross Prescott Valley.

In this case the green route would still require a roughly 1 hour headway, but the central demand responsive zone could have time points every 30-60 minutes at the furthest termini (e.g. at Yavapai College at: 10 and: 40, and at the DES at: 25 and: 55, meaning a maximum of 15 minutes to get across Section 14 of Prescott Valley). The northern demand responsive zone could have time points at the intersections Loos Dr. & Robert Road and N Viewpoint Dr. and Park View Dr. in order to have some structure and reliability in the schedule for customers to plan around.

Figure 4.2: Blended Routes Option B



Demand responsiveness would also reduce the need for using right of way along roads such as Florentine Rd, which are not well-suited to bus operations due to narrow lanes and culverts on either side of the street. The consulting team cautions against full demand-responsiveness right away, as people would resist it becoming a fixed route or even a route deviation style service in the future. Instead of a fully demand responsive zone, the transfer points and check points noted in Figure 4.2 could operate on a flexible schedule while customers learn to use the service. If more flexibility in the schedule is warranted after some months of implementation, some of the checkpoints could be eliminated.

For more flexibility, the red route could also be demand responsive at times, with time points at various locations along the route. The red route could be a route-deviation style service in that case where customers must make a reservation except at a few major points.

PRIMARY STOP LOCATIONS

This section describes some of the important stop locations in Prescott Valley from an operational perspective. For efficient and user-friendly service, stops should be large enough to have two buses able to stop for transfers. It is also important to have a few larger areas for appropriate service branding (benches, signs, potentially shelters). These larger areas also need to serve as layover areas for drivers to take breaks. Table 4.2 below compares some of the main locations served and their functions for both options, and each is described in detail following.

Table 4.2: Primary Stop Locations and Functions

Stop Location	Directly Served by Options	Functions
Bradshaw High School	A, B	Layover and driver rest area, transfer between services
Sundog Ranch Road and Hwy 69 Shopping	A, B	Layover and driver rest area, potential future transfer
E Valley Road at Enterprise Parkway	A, B	Bus turn-around and lay-over area
Loos & Robert Road	B only	Transfer between routes, driver restroom break
Prescott Valley Library/Civic Center/NAU	B only	Major trip attractor
DES Offices	A, B	Major trip attractor
Granville Community Center	A, B	Layover and driver rest area



Figure 4.3: Bradshaw Mountain High School / Yavapai College Bus Stop,
Aerial and ground views (Source: Google Maps)

Bradshaw Mountain High School is well-suited for bus lay-overs or as a major time point. The stop also serves the middle school and a Yavapai College program. Students might wish to use the bus to between school, home and part-time jobs in Prescott Valley. Between E Long Look Dr. and E Panther Path, there is a wide driveway buses could use to turn around (Figure 4.3), and it is near enough to the Yavapai College building that a driver could use the restroom. This area is also large enough for a future shelter and benches. Vehicles could stop on the east side of this drive in order to make right turns and avoid the culvert on the west side.

Sundog Ranch Road and Highway 69 Shopping Area has many shopping and dining destinations for employment and leisure trips. There are four 12-foot travel lanes, two in each direction, along the driveway providing access from Highway 69. This would allow cars to pass while a bus sits for a few moments during driver break times. It would be beneficial to place the stop here so bus passengers are near enough to the shopping destinations to access them easily, but still avoid the time it would take a bus to drop passengers at the main entrances to each of these box retailers. Avoid parking lot travel is critical for schedule adherence of the proposed green route. Figure 4.3 illustrates an aerial view with a potential bus berth area indicated. A local retailer could partner with the operator to establish guidelines for driver restroom breaks.

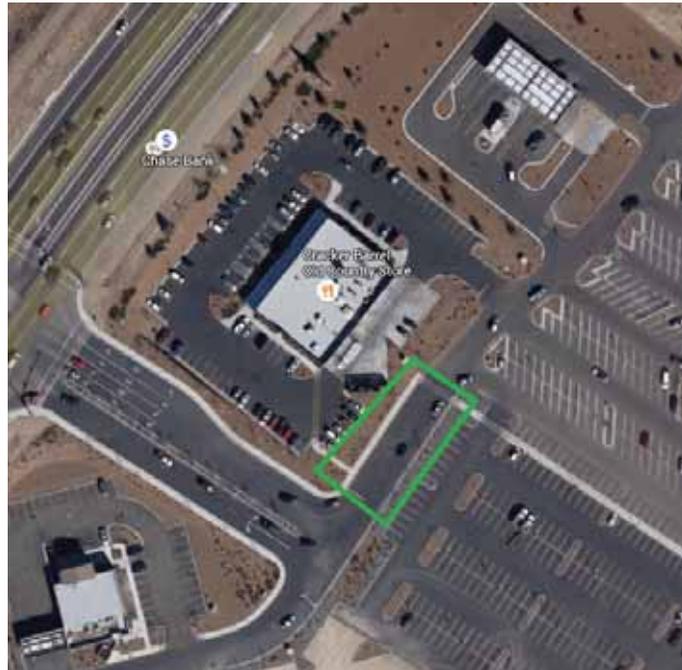


Figure 4.3: Highway 69 Shopping Area
(with bus stop zone in rectangle)

E. Valley Road at Enterprise Parkway serves as the eastern terminus for the red route and could be a transfer point for future regional service. Many large employers are accessible from this intersection, and there is a large shoulder that could be paved (or left unpaved) as a layover point for one or more vehicles. Ambulatory passengers could walk to a number of destinations from this point, or non-ambulatory passengers could be driven to the front door of their employer if time is allowed in the schedule. Figure 4.4 below shows an aerial view of the potential boarding area, which is less than 500 feet from the entrance to five of the large employers near this intersection (some of which are visible in corners), and less than 1000 feet from Ace Hardware Distribution Center and RockWise, LLC. In either option A or B, the end of this route potentially drops passengers nearer to the buildings if the schedule allows.



Figure 4.4: Aerial View of E Valley Road and Enterprise Parkway

(Source: Google Maps)

The *Southeast Corner of Loos & Robert Rd* offers access to the Prescott Valley Recreational Area. Under option A, the green route stops here. Under Option B, this would be a service centroid where all three services (Green fixed route and north and central demand responsive services) could meet at the same time. If three vehicles cannot be accommodated along the south side of Loos Road just east of Robert Road, a bus stop could be created within the parking lot. Since Loos Road is only one lane in each direction, this would be safer and more efficient for bus and private auto travelers than a stop along Robert Road.

Two suggested stop areas are indicated below in Figure 4.5 with green rectangles. Either of these bus areas could be linked to the existing park area that extends to the south and west of this image via short sidewalks (indicated with blue lines) heading south toward the soccer field and adjacent to the skate park. Under Option A, instead of transferring here, a stop could be located at the *southwest corner of Spouse and Robert* – adjacent to the Shell gas station along Robert Road.

Figure 4.5: Southeast Corner of Loos & Robert Road



Prescott Valley Civic Center and Library could be served by a stop on E Lakeshore Drive, which is wide enough to permit traffic to continue when one or more buses are stopped to allow transfers from the red route to the central demand responsive vehicle for Option B. There is an existing crosswalk to a central point where customers could alight to visit the many public services along Civic Center Drive. This is also a more direct route for vehicles than actually stopping along Civic Center Drive. A potential bus stop area is outlined below in Figure 4.6.

Figure 4.6: Potential Bus Stop on E. Lakeshore Drive



Department of Economic Security Offices and Yavapai Village Apartments at Bob Drive and Navajo Drive are served by both the red and green routes. There are two travel lanes in each direction and sidewalks at all parts of this intersection. A proposed bus stop area is indicated in Figure 4.7 below.

Figure 4.7: DES / Yavapai Village Apartments Potential Stops



Granville Community Center is the current northern terminus for the red route and would be an appropriate place for a bus layover and a brief driver break when needed. The red route would not necessarily need to come this far north unless the TAC and voters determined this zone needs service.

Public Involvement

The conceptual alternatives were reviewed by the Transit Advisory Committee members and by the public at an Open House meeting held on October 20th, 2015 at the Prescott Valley Public Library meeting room. Information on the meetings and participants is included in Appendix B.

Key results from these meetings follow.

- There was a preference for Option B, with blended fixed route and demand response services, among both the TAC members and the general public.
- There continues to be support for service to and from Prescott, with recognition of its importance of this service for work trips. Possible solutions include allocating some budget for future fixed route service in a funding partnership with Yavapai County and City of Prescott and partnering to provide vanpool services oriented to work trips.

- Generally there was a positive response to the suggested routing options, with some disappointment that more areas did not have service.
 - The neighborhoods around the north end of Robert Road were identified as needing service.
 - There was support for limited services to the more remote areas, such as Quailwood or the Viewpoint and Pronghorn Valley areas. These are areas at some distance from the core of the city where most of the density and services exist. One idea discussed was having demand response service operated two days a week (or something similar) to each area, during certain hours. This would result in grouping trips to either neighborhood on specific days and perhaps specific times. The level of service would need to be determined.
- There was a general sense that the identified costs are reasonable for the services provided, and there was a common understanding of the importance of starting small to prove both capability and value.
- There was some concern about the willingness of voters to pass a property tax.
- A County Supervisor asked about the possibility of serving County areas in and around Prescott Valley.
- There was recognition that the quality of the roadway infrastructure limits where some service can be provided. The hilly nature of some areas was also noted as being problematic, even for smaller demand response vehicles.
- Bike racks on buses was identified as an important amenity that the new system should include.

Refined Service Alternatives

Service alternatives have been refined to reflect the public comments. A new alternative, C, has been added. It includes a peak hour route on north Robert Road to North Viewpoint Drive, terminating at E. Addis Drive just south of 89A, where Roberts Market and the Post Office are located.

ALTERNATIVE A

Alternative A remains the same. It is possible to change the proposed Red Line to the North Viewpoint Drive alternative as described under alternative C. The reader is referred to the map on page 19 for this alternative.

ALTERNATIVE B

Alternative B has been modified to address the need for additional hours for the ADA service that existed outside the call-and-ride service area boundary (see Figure 4.8). This is anticipated to require approximately 600 additional service hours in the peak morning and afternoon time periods. The alternative calculates 30 minutes of time out of each hour in the peak periods and 15 minutes of time in the base period for the ADA Paratransit trips. The additional peak hour time will be available capacity for other call-and-ride trips.

(Note: Typically one CNR vehicle can cover 6-10 square miles. The core Central (Blue) call-and-ride area is 6.7 square miles while the ADA area is 4.2 square miles for a total of 10.9 miles that will be covered by the call-n-ride vehicle in the mid-day. This pushes the limit, but the Northern call-and-ride vehicle can provide support and it is likely workable for the first few years.)

ALTERNATIVE C

Another alternative, C, has been developed to better serve the North Viewpoint and North Robert Rd. neighborhood. Figure 4.9 illustrates Alternative C.

The newly proposed Gold route would operate in the peak periods and be oriented to serving employment trips. Passengers would transfer at Loos Drive and Robert Road to a single vehicle serving the Red Line that runs along East Florentine and East Valley Road.

This would use the other 30 minutes of the ADA Paratransit vehicle during peak hours, so is a more directed use of the time than in Alternative B.

Alternative C also adds a three-day a week mid-day service option for demand response service in the rest of the Town of Prescott Valley. This would primarily provide residents in the southern residential developments with some level of service and would be geared towards people who are elderly or have disabilities. These are areas that are more difficult to serve so prior day reservations would be requested in order to provide for effective use of vehicles.

Figure 4.8: Revised Option B

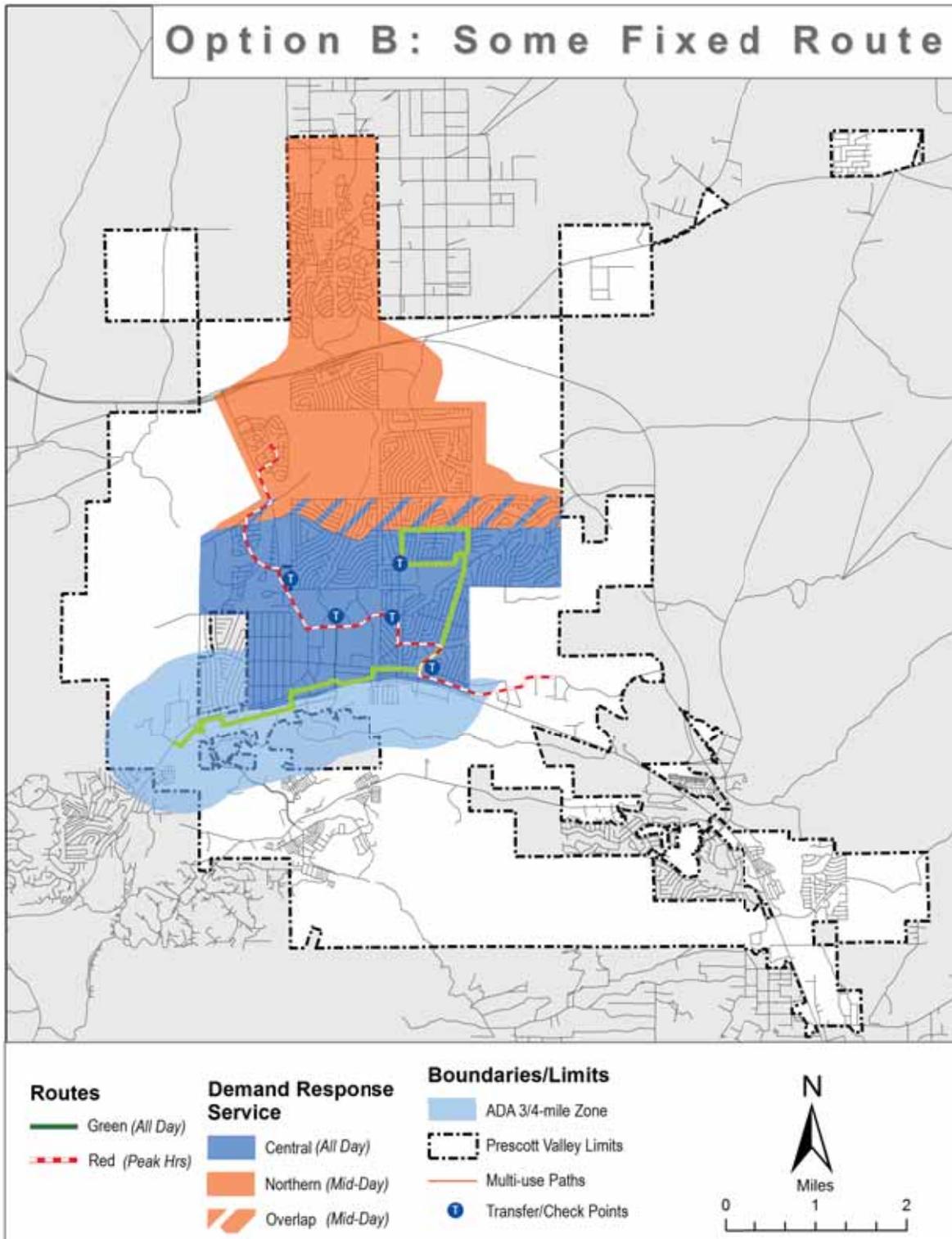
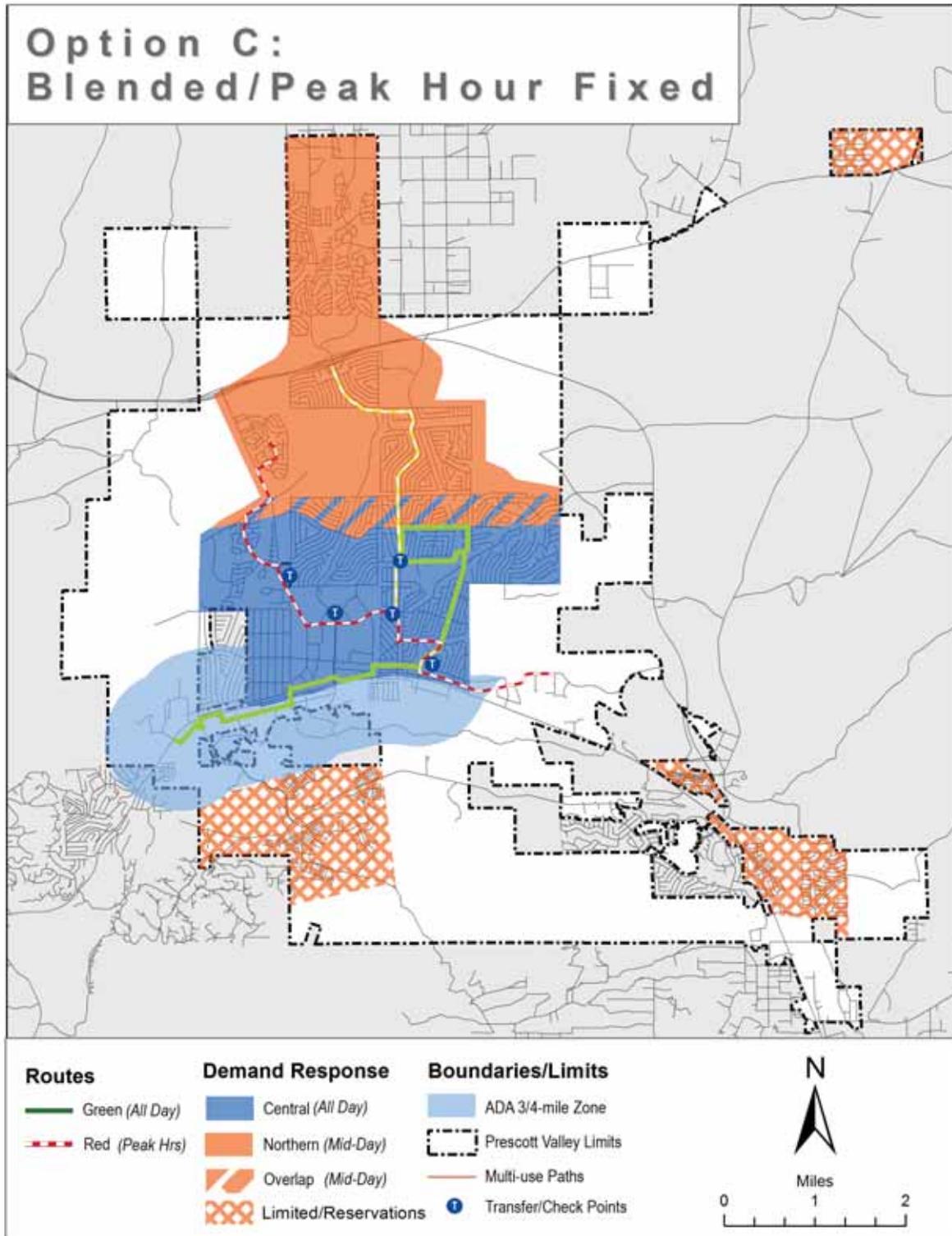


Figure 4.9: Option C



COMPARISON OF ALTERNATIVES.

Table 4.3 on the following two pages provides updated statistics and basic operating information for each of the alternatives. The alternatives are evaluated and discussed in further detail below.

The alternatives can be compared on characteristics such as cost, neighborhoods or market groups served, ridership and adaptability. As this is new service, each is roughly equivalent on the characteristics such as ease of implementation.

The cost is estimated based on the hours of service operated, and Alternative A has the highest cost (so the lowest ranking) for cost. Alternatives B and C would also use smaller less expensive vehicles for the call-and-ride services.

The measure of ridership is, to a great degree, a reflection of the type of service operated. Fixed routes can carry more riders than demand response services. Among the two types of demand response, general public call-and-ride carries more passengers per hour than ADA Paratransit services. We know that there is considerable demand for service in a community of 40,000, but it will take time to realize that ridership. We do not know how well the route structure will work for potential riders, and the advantage of the call-and-ride services is that allow ridership to develop naturally. Once service is operational the Town will be able to see which routes are the strongest, and at what times of day, and how the ridership in the call-and-rides is evolving.

Table 4.4 on page 35 identifies the anticipated initial range of ridership for each alternative, based on service type. The following ranges of ridership was used for each service type:

Fixed route service:	7 to 10 riders per hour
Call-and-Ride service:	4 to 6 riders per hour
ADA Paratransit service:	1 to 2 passengers per hour

Cost estimates are based on \$60 per hour, and one sees that it will be important to increase ridership to the high levels and beyond to get the costs per passenger to a goal of \$6 for each trip. This reinforces the importance of having good customer information and marketing the services. This chart does not include fare revenues; fares will reduce the total cost per rider somewhat.

Table 4.3: Comparison of Revised Alternatives

Option A: All Fixed Routes											
Route Color/Name	One-way		Number of Vehicles			Frequency	Span of Service	Days / Week	Transfer Points	Annual Hours	Annual Miles
	Mileage	Runtime	Layover/ Recovery	Peak	Mid-day						
Green	6.9	26	4	1	1	Hourly	6:00A-6:00P	6	DES, Loos & Robert	3,744	51,700
Red	6.6	27	3	1	1	Hourly	6:00A-6:00P	6	DES, Civic Center, High School	3,744	49,400
Blue Route	5.4	27	3	1	1	Half-hourly	6:00A-6:00P	6	Loos & Robert, Yavapai College/Bradshaw Mtn High School	3,744	40,400
ADA Paratransit	3/4-mile	-	-	1	1	n/a	6:00A-6:00P	6	n/a	3,744	52,400
Total				4	4					14,976	193,900

Option B: Some Fixed Route											
	One-way		Number of Vehicles			Frequency	Span of Service	Days / week	Check points/transfer points	Annual Hours	Annual Miles
	Mileage/ Area	Runtime	Layover/ Recovery	Peak	Mid-day						
Green Fixed Route	6.9	26	4	1	1	Hourly	5:30A -- 7:00P	6	DES, Loos & Robert	4,212	58,100
Red Fixed Route	6.6	27	3	1	0	Hourly	5:30-9:00A ; 3:30-7:00P	6	DES, Civic Center	2,184	28,800
Central Demand Response - All Day	6.7 sqmi	N/A	10	1	0.5	Hourly at Check Points	5:30A -- 7:00P	6	Loos & Robert, Yavapai College/Bradshaw Mtn High School; DES; Lakeshore and Navajo Dr.	2,418	38,500
Central Demand Response - Peak	6.7 sqmi	N/A	10	0.5	0	Hourly at Check Points	5:30-9:00A ; 3:30-7:00P	6	Loos & Robert, Yavapai College/Bradshaw Mtn High School; DES; Lakeshore and Navajo Dr.	936	24,300
ADA Paratransit	4.2 sqmi	N/A	10	0.5	0.5	N/A / Checkpoints	5:30-9:00M; 3:30-7:00P	6	N/A	1,014	26,400
Northern Demand Response - mid-day	6.6 sqmi	N/A	10	0	1	Hourly at Check Points	9:30A-3:30P	6	Loos & Robert; Long Mesa and Robert; N Viewpoint Dr and Park View Dr.	2,184	28,400
Total				4	3					12,948	204,500

Option C: Blended with Peak Hour Fixed											
	One-way		Number of Vehicles			Frequency	Span of Service	Days / week	Check points/transfer points	Annual Hours	Annual Miles
	Mileage/ Area	Runtime	Layover/ Recovery	Peak	Mid-day						
Green Fixed Route	6.9	26	4	1	1	Hourly	5:30A -- 6:30P	6	DES, Loos & Robert	4,056	56,000
Red Fixed Route	6.6	27	3	1	0	Hourly	5:30-8:30A ; 3:30P-6:30P	6	DES, Civic Center	1,872	24,700
Gold Flexible Route	3.5	13	2	0.5	0	Hourly	5:30-8:30A ; 3:30P-6:30P	6	Loos & Robert, Lakeshore and Robert,	936	13,100
Central Demand Response - All Day*	6.7 sqmi	N/A	10	1	0.75	Hourly at Check Points	5:30A -- 6:30P	6	Loos & Robert, Yavapai College/Bradshaw Mtn High School; DES; Lakeshore and Navajo Dr.	3,101	45,600
ADA Paratransit*	4.2 sqmi	N/A	10	0.5	0.25	N/A	5:30-8:30A ; 3:30P-6:30P	6	N/A	605	19,300
Northern Demand Response	6.6 sqmi	N/A	10	0	1	Hourly at Check Points	8:30A-3:30P	6	Loos & Robert; Long Mesa and Robert; N Viewpoint Dr and Park View Dr.	2,184	28,400
Other Town Areas	Varies	N/A	N/A	0	1		9:00A-3:00P	3	Areas outside existing service areas, or augment CNR services as needed.	936	12,200
Total				4	4					13,689	199,300

Table 4.4: Ridership and Cost Estimates by Alternative

Alternative	Ridership Estimates		Cost	Total Oper. Cost / Rider	
	Low	High	Est. @ \$60/hr.	Low Riders	High Riders
A	82,300	119,700	\$988,400	\$12.01	\$8.26
B	70,200	102,400	\$793,300	\$11.30	\$7.75
C	73,500	107,200	\$821,300	\$11.17	\$7.66

It is important to measure the neighborhoods and markets served, so this has been divided into separate categories in the evaluation matrix. While one category (coverage) measures the overall neighborhoods served, the others highlight groups such as the elderly, persons with disabilities, and jobs served. A key to passing a property tax is having services that benefit the greatest number of residents and businesses. The challenge is to do this in a manner that provides the greatest value.

Adaptability refers to the degree to which the service can be readily adapted to actual ridership. Alternatives B and C, with the greater amount of call-and-ride service are more adaptable than the fixed route option.

Table 4.5 provides a matrix comparing the alternatives, based on the criteria described above.

Table 4.5: Evaluation of Alternatives

Measure	Alternative		
	A	B	C
Cost	◆	◆◆◆	◆◆
Ridership	◆◆◆	◆◆	◆◆
Adaptability	◆	◆◆	◆◆
Coverage	◆◆	◆◆	◆◆◆
Jobs Served	◆◆◆	◆◆	◆◆◆
Elderly & Disabled	◆	◆◆	◆◆◆
Low Income Residents	◆◆◆	◆◆	◆◆◆
Average	2	2.1	2.6

Overall Alternative C has the highest score. The TAC may wish to identify additional modifications to improve this option, or create a recommended option from the best of Alternatives B and C.

Fares

A final consideration for alternatives is setting a fare structure. A simple fare structure is useful, with costs that can readily be paid in common increments. Typically one considers fares by type of service and by type of rider.

It is useful to set a fare structure that is similar to nearby communities, especially those with similar levels of service. Let’s look at Yavapai Regional Transit, Cottonwood Area Transit, and Citibus in Prescott. Table 4.6 illustrates fares in other systems.

Using FTA funds, it will be necessary to have a half-fare, at least during off-peak times, for the elderly and persons with disabilities. It is typical to offer fairly steep discounts for riders that purchase monthly passes.

Table 4.6: Comparison of Fares in Nearby Transit Systems

	Local Services		Regional Services	
	CAT	Citibus	YRT	Lynx
1-way cash	\$1.25	\$1.00	\$2.00	\$2.00
All-day ticket	\$3.00	\$3.00	---	
10-ride pass	---	---	\$16.00	
20-ride pass	\$20.00	---	---	\$35.00
Monthly pass	\$40.00	---	---	\$60.00
ADA PT	\$2.25	---	---	---

Table 4.7 below shows a chart with recommended fares, are recommended by the TAC. Cash fares are equivalent to YRT. The \$2.00 fare is easily divisible by two, and the Federal regulations require that the elderly and persons with disabilities be offered half fares at least in off-peak periods. We suggest the half fares be available all day. A fairly steep discount for 10-ride tickets and monthly passes is suggested to keep prices reasonable for workers. Passes should be available for purchase, with cash, at Town Hall and from other retailers in the area.

Table 4.7: Suggested Fares

Fare Structure			
General Public - Cash	\$2.00	10-Ride Ticket – Gen. Public	\$18.00
Elderly / Disabled - Cash	\$1.00	10-Ride Ticket – Elderly / Disabled	\$9.00
Transit Day Pass	\$4.00	Monthly Pass – Gen. Public	\$42.00
ADA Paratransit	\$4.00	Monthly Pass – Elderly / Disabled	\$21.00

5: Institutional & Managerial Options

Overview

This section covers two related categories:

- Institutional structure addresses how decisions are made and service funded. What is the legal authority for operating and funding services that provides for accountability to the public?
- The management structure identifies how day-to-day oversight is provided for the contractor operating services and establishes a means to manage resources and position the community so the services will meet its needs over the long term. The goal is to use and manage resources effectively and assure the service is responsive, safe, and reliable.

Institutional Options

The project began with the concept of using a community facilities district, funded with property tax, as a means to provide transit services. The initial investigation into institutional options indicates that it might not be quite this simple.

In addition, the Advisory Group indicated that employment transportation is critical and they recognize the number of people who travel regionally for employment. The direction was that the structure should be one that can expand to regional services. The advisory group also indicated the importance of building on existing resources and these often serve more than the Town of Prescott Valley.

With this in mind, the consultant team investigated the potential institutional options. The characteristics of each are summarized in Table 5.1.

There are three types of institutional structures that were investigated:

- Municipalities can operate transit services or contract for their operation.
- Special District legislation provide for two types of Regional Transportation Authorities (one geared to the Phoenix Metro area and one for smaller counties). Another type of special district, the Community Facilities District was also considered.

ARS Title	28 - Transportation	48 – Special Taxing Districts		Municipal Operation	
Chapter →	Chapter 26: Intergovernmental Public Transportation Authorities	Chapter 4 – Municipal Improvement Districts Article 6: Community Facilities Districts	Chapter 29 – Regional Transportation Authority	Chapter 30 – Regional Transportation Authority	
Purposes and Authorities	<p>Has sole authority for designing, operating and maintaining the public transportation system in the authority. The board shall coordinate and implement the establishment and development of the public transportation system within the authority and among the participating governmental entities.</p> <p>The board may establish and operate a regional bus system and community funded transportation services including dial-a-ride programs and special needs transportation services.</p>	<p>May provide “enhanced municipal services*”, public services “provided by a county or municipality within the district at a higher level or to a greater degree than provided in the remainder of the county or municipality, including such services as public safety, fire protection, street or sidewalk cleaning or landscape maintenance in public areas.”</p> <p><i>The operation of public transportation is not enumerated.</i></p> <p>“A limited purpose as stated in its authorizing statutes”</p>	<p>“Public transportation” means local transportation of passengers by means of a public conveyance, including paratransit.</p> <p>The board may contract with a public agency or with a person on the terms and conditions the board finds in its best interest to operate a regional bus system.</p>	<p>“Public transportation” means local transportation of passengers by means of a public conveyance, including paratransit.</p>	<p>Municipalities in AZ have the right to directly operate or contract for the provision of transit services.</p> <p>They can join with other governmental entities in an intergovernmental agreement for the provision of transit services.</p>
Establishment, Boundaries and Population Size	<p>Only for counties under 200,000 in population.</p> <p>No further consideration <i>unless</i> legislative action taken to adjust population size.</p> <p>In 2010, Yavapai County had population of 211,000</p> <p>The governing body of one or more incorporated cities or towns may petition the county board of supervisors to establish an authority consisting of the area within the incorporated boundary of the municipality(ies).</p>	<p>A petition representing 25% of landowners must be provided to form a community facilities district.</p> <p>No further consideration.</p> <p>Board of supervisors has the authority to approve or deny formation of any special district.</p> <p>Exterior boundaries within or coterminous with a single county.</p>	<p>Only for counties larger than 1.2 million that have approved of a transportation excise tax.</p> <p>No further consideration.</p>	<p>The <u>board of supervisors</u> of a county with a population of <i>four hundred thousand or fewer persons</i> may establish a regional transportation authority in the county.</p> <p><i>See role of COG and participants below.</i></p> <p>The membership of the authority consists of each municipality in the county, the county and any other members of the regional</p>	<p>City limits are the boundary for directly operated services.</p> <p>The Town Council would need to vote to authorize the provision of transit services, based upon the voters approving funding for such services.</p>

Chapter →	Chapter 26: Intergovernmental Public Transportation Authorities	Chapter 4 – Municipal Improvement Districts Article 6: Community Facilities Districts	Chapter 29 – Regional Transportation Authority	Chapter 30 – Regional Transportation Authority	Municipal Operation
	If the organizing municipalities are not contiguous, the unincorporated areas between the organizing municipalities must also be included in the authority with the approval of the county board of supervisors. <u>The board of supervisors shall establish the boundaries of the unincorporated area to be included in the authority.</u>			council of governments. The authority may operate in all areas of the county in which it is organized. The executive director of the regional COG acts as the executive director of the authority until replaced <u>at the discretion of the board of the regional council of governments.</u>	
Financing	Sales tax	Property taxes	Sales tax Fund includes fares and other operating revenues	Sales tax Fund includes fares and other operating revenues	Property tax could be used. Funding would include fares and other operating revenues.
Board	Appointed Board. Consists of at least five and not more than nine members apportioned as follows: <ul style="list-style-type: none"> • The county board of supervisors appoints one member. • If a community college district is a member the president appoints one member • If an Indian nation is a member the Indian nation shall appoint one member. The remaining membership shall be apportioned among the participating municipalities according to their respective populations.	Elected Board	Not applicable	Elected Board	Town Council.

*Definitions...6. "Enhanced municipal services" means public service provided by a county or municipality within the district at a higher level or to a greater degree than provided in the remainder of the county or municipality, including such services as public safety, fire protection, street or sidewalk cleaning or landscape maintenance in public areas.

- An Intergovernmental Public Transportation Authority is also provided for under the AZ statutes for Transportation.

None of the options fit cleanly with the initial plan, each with somewhat different issues.

- The Community Facilities District is not practical as a petition signed by 25% of property owners is a precursor for such a district. This is likely a logistical hurdle that is more difficult than getting voters to approve a property tax.
- While the AZ legislation for Regional Transportation Authorities and Intergovernmental Public Transportation Authorities provides a means for a regional approach, but the specifics of each piece of legislation is problematic. The RTA for small size counties covers the entire county but requires that all jurisdictions serve on the board – it cannot be limited to a specific area at present. Legislation to change this is being promoted. The IPTA is limited to counties under 200,000 and legislation would be needed to change this. Both options, with appropriate legislative changes, may be worthy of consideration for a future regional approach, but neither is appropriate to the Town of Prescott Valley at present.

This leaves the municipal provision of transit services. It could be done through contracting, as desired, and property tax is an allowable funding source. It is important to note that while the property tax could be identified as being used for transit services, it would go into the general fund and there would be political pressure from time to time to fund transit, like other services, at different levels. Transit would effectively be competing with other critical needs at budget time. Finally, the election for property tax funding needs to occur in May of any given year, so May of 2017 is the first practical time.

Municipal provision of transit services does allow for future regional services. The first option is to participate with other entities through an intergovernmental agreement. If Yavapai county entities decided to pursue either a Regional Transportation Authority or an Intergovernmental Public Transportation Authority (pending legislative changes), the Town of Prescott Valley could participate using property tax revenues to purchase services.

To establish the institutional structure, the Town Council would need to agree that the Town of Prescott Valley is willing to take on the responsibility for providing and managing transit services. The managerial issues are discussed below. The voters would also need to approve a property tax to fund the provision of services.

Management Considerations

Transit is a complex service to provide, and as such it requires adequate staffing and a management structure that provides direction, accountability, and responsiveness. The Town can contract for services, but some level of independent management is required to oversee the contractor and to assure compliance with regulations.

From a contracting standpoint, it is most common for entities to contract for just the operation of transit services while providing management oversight through another individual. Smaller services may contract for a manager to both manage the operation and operate the services.

There is considerable work involved with getting a system underway, including purchasing vehicles, preparing an RFP to contract with a provider, developing customer information materials, setting up bus stops, and setting up all the necessary systems and documents – from safety to financial – to both comply with Federal requirements and run an effective system. Once that is completed, the management of the system the size projected for the Town of Prescott Valley does not require a full-time position.

For this reason, one obvious solution is to contract for a manager who has the skills necessary to effectively run the system who would essentially be a half-time administrator and a half-time operations manager. One challenge with this is that it is difficult to find an individual with the skills to perform both functions well. Another challenge is that it is desirable to have some separation of the functions to provide the Town with checks and balances. A single manager works best for direct operations as opposed to contract operations. This option is, however, viable, provided that cautions are taken in the RFP process, in vetting the contractor's manager candidates, and in providing for internal checks on performance.

A second option that for the Town to join with other entities in the region in a unified management approach for mobility and transit management. The advantage for the Town of Prescott Valley is that they could purchase the amount of services they need from a person hired for their administrative and managerial skills and who would focus on this area. This would likely provide higher quality service at a lower cost. The disadvantage is that it will take other parties joining together to hire and house this individual so the decision is not entirely within the Town of Prescott Valley's purview.

This option is seen as advantageous to the region: rather than having separate administrative management for each of the Federally funded transit services, a single person doing the job would provide the same advantage that the Town of Prescott would receive: higher quality service at a lower cost. Only one person would need to attend meetings, maintain familiarity with Federal and ADOT regulations, and complete the various grant applications. A unified approach could be provided to customer information. The challenge would be to define what responsibilities are provided regionally and what remains in the local purview. This is a normal part of developing services and can be accomplished readily.

The option of purchasing management through a unified regional effort is recommended because it will provide the best value. The option of hiring a contractor to provide managerial services is not recommended, especially because the Town of Prescott Valley will be an urbanized area recipient of Federal funds.

Taking a conservative approach, budget will include funds for a single manager so adequate funds are available until such time as a regional approach can be achieved.

There are a variety of areas where a regional approach will have value (management, customer information, provision of regional transit services, provision of a van pool program) and achieving such a regional effort will likely be a process that takes some time.

6: Regional Services

Throughout the planning process, the TAC members identified the ways in which the Town of Prescott Valley is part of a larger region. They acknowledged that Town of Prescott Valley and its voters can only address their transit needs within the boundaries of the Town. At the same time they recommend that from a planning, service, and management standpoint the system should be one that can be expanded to serve regional needs.

Regional Travel Needs

Work trips are an important reason for having regional service. The experience of those seeking to match potential employees with jobs is that transportation between communities is important. All the data confirms this, showing that many workers live in one community and work in another.

Medical trips are another reason why regional options are important. While there are hospitals in both Prescott Valley and Prescott, some specialties and services are offered in one location and some in the other. The same is true with other medical offices or services.

Another key category where regional trips are needed is governmental services, with DES services located in Prescott Valley. Yavapai County has asked about service extensions to County islands or areas just outside the Town of Prescott Valley such as Diamond Valley. These are logical extensions if county residents financially support the services.

Yavapai Regional Transit (YRT) serves the needs of some riders, but the service is limited. It has been geared around providing rural residents access to services in the urban areas, but its fund source, a rural Federal Transit Administration (FTA) program, limits the amount of urbanized area stops that can be made. YRT is not suitable for daily work trips as it is not available each day nor is it available around work hours.

It is likely that a regional vanpool program would be an effective and quick to set-up means of serving regional work trips. FTA funds can be used for a regional vanpool program, but would need to be allocated as part of the regional mobility budget.

Regional Service Objectives

Key objectives include:

- Future development of regional services, with:
 - a mechanism for entities receiving service to pay for it; and,
 - efficient delivery of service.
- Provide connections between local Town of Prescott Valley transit and regional transit services with bus stops and timed transfers that make it easy to transfer.
- Allow adequate FTA funds for future expansion of transit services to other communities in the urbanized area.

To assure all parties pay their fair share of services, it will be important to track and allocate both costs and revenues, and to set up agreements that provide for one entity to provide service while another pays for a portion of it. To provide for the efficient delivery of services, it will be important to keep open to the possible roles of YRT and the contractor for Town of Prescott Valley services. Both have the potential to operate the Green line and any regional extensions.

Urbanized Area Funding Availability

The FTA funds for urbanized areas are distributed based on formulas that include population, density, low-income population, and miles of bus service operated. As there is no service today, no funds are received for the bus miles criteria. It will be appropriate to track the population, population density, and eventually the miles of bus service operated in each jurisdiction to assure that each jurisdiction has access to the funds generated based on their population and services, should they choose to provide services.

Some of the key demographic components of the formulas for the current year are listed in Table 6.1 to provide a general idea of funding availability and how it is generated by jurisdiction. Adjusted formulas under the Fixing America's Surface Transportation (FAST) Act have not yet been posted. Once service is operated, the jurisdiction operating service will get credit for the services operated.

Of the \$1,146,000 in primary urbanized area allocations, the Town of Prescott Valley is allocated \$527,000 based on its population. This is slightly more than the service plan calls for on an annual basis.

Most of the Yavapai County "islands" and population near the Town of Prescott Valley (such as Diamond Valley) are within the urbanized area so any services provided to these areas would be eligible for FTA urbanized area funding.

The recommended service plan does include most of what would be needed for the Town of Prescott Valley to pay for a regional route as the Green line extends almost to the Town limit. There may be a desire to have additional frequency to better serve employment trips and if so that would add some cost.

Table 6.1: Prescott Valley-Prescott Urbanized Area Funding

Measure	Amount	Prescott	Prescott Valley	Yavapai County	Total
<i>5307 Urbanized Area Funds</i>					
Population		39,916	38,568	6,323	84,807
Population x Density		38,359,276	38,486,236	5,690,700	82,536,212
Low-income Population		5,708	5,785	263	11,756
Population	\$6.2864	\$250,929	\$242,455	\$39,749	\$533,132
Population x Density	\$0.0032	\$122,796	\$123,202	\$18,217	\$264,215
Low-income Population	\$2.2744	\$12,982	\$13,157	\$598	\$26,738
Subtotal		\$386,706	\$378,814	\$58,564	\$824,085
<i>5340 Urbanized Area Funds</i>		\$151,441	\$148,350	\$22,935	\$322,725
Total		\$538,147	\$527,164	\$81,499	\$1,146,810

7: Financing of Services

This chapter explores the costs of service and the revenues recommended to finance them. Generally, the cost of services include:

- Administrative costs such as management oversight and customer information materials
- Operating costs, categorized as purchased transportation services as they will be provided by a contractor, and,
- Capital costs such as vehicles, communications, and bus stop improvements.

Each will be described here.

The revenues are the Federal Transit Administration (FTA) funding allocated to the urbanized area, local taxes, and operating revenues such as fares and advertising revenues.

Expenses

ADMINISTRATIVE

Management Oversight

The contractor will have an operations manager who will be responsible for the daily oversight of employees, hiring and firing, and making sure that all services are provided as promised. There remains a significant oversight and management responsibility. It is important to be realistic about this requirement.

The manager would be responsible for activities such as obtaining the Federal funds allocated to the region and administering these funds, for developing vehicle specifications, for undertaking the procurement process for vehicles and related equipment, for establishing bus stops, and for community outreach. There are two ways of addressing this requirement. Smaller agencies may contract for a turnkey operation in which the manager is responsible for most activities and Town staff provides additional oversight. This is the model used in Cottonwood. The other is to provide a separate manager for contractor oversight and all the noted management functions.

It is recommended that the Town take the latter approach, hiring a manager or contracting with a regional organization to obtain at least half-time services of a manager who also serves other transit systems in the metropolitan area and/or the County. Separating the management and compliance activities from the contractor improves the oversight function but often is simply not cost effective. In the urbanized area and or County there will be opportunities to share this function with other transit providers. Also, the work involved will likely be too much to absorb into an existing staff position, especially for the start-up phase.

There will be one to two years where at least 50% of the manager's time will be needed to get the system up and running properly. If a faster implementation track were decided upon, a manager would spend 100% of their time for one year in these activities.

Once the system is operating and stable, management and oversight will require 30% to 50% of a manager's time. If a manager could be shared with Yavapai Regional Transit and also have responsibility for related mobility management activities in the region (a ride share and van pool program, administrative services for other providers, including volunteer driver organizations and/or vehicle grants for private non-profits), then (a) the Town of Prescott Valley could only pay for what they use and (b) one individual could efficiently cover administrative duties and meetings rather than having 3-6 individuals each attending meetings. In this scenario, the Town of Prescott Valley would like require only 30% of the manager's time.

Customer Information and Marketing

A transit service must market their services to the public, developing awareness of the available services. They must also provide clear and easy to understand information to the public about the available services and how to ride them. A marketing plan is recommended to develop a brand for the system and the range of necessary information.

OPERATIONS

The cost of purchasing transportation services is identified at \$60 per hour in 2016. For the budget this has been increased by 2% annually for inflation. This cost includes fuel, although it is likely that in any contract fuel would be procured separately. Public transit services are exempt from excise taxes, but the transit provider or public entity must purchase the fuel. Also, fuel prices fluctuate a great deal. Either separating the fuel costs from the contract or providing an escalation/de-escalation clause in the contract takes the risk away from the contractor so contract prices are lower. It does place the risk for this on the Town, but public entities pay for the fuel one way or the other.

CAPITAL

Several categories of capital costs are included in the implementation plan. Buses, in-vehicle equipment (communications, cameras, and fareboxes), bus stop signage, and bus stop development. The in-vehicle equipment is typically purchased with the vehicles, although there are separate budget line items. It is desirable to have the buses come from the factory with this equipment installed and working properly. Detailed work on the communications systems and specifications for other ancillary equipment will be included in the procurement for vehicles.

Buses

The recommended service plan can be operated with small body-on-chassis vehicles. However, both for the useful life of the vehicle and to provide the potential for operating in regional service, somewhat larger transit coaches are recommended for the Green line. This is the route that has the potential to be extended to the west.

Four vehicles are required for the service plan, three smaller vehicles and one larger transit coach. A spare vehicle is also needed for when one of the other vehicles is out of service for preventive maintenance or repair work. The spare could be of either size but is suggested that a large vehicle be purchased so there is a spare of each size.

Table 7-1 on the following page provides a comparison of vehicles. There is a wide range of price and quality. Generally, the more expensive vehicles last longer and provide greater comfort for riders. They also can be more expensive to operate with lower fuel mileage and higher repair costs. Most communities opt for transit style vehicles with wide doors, low floors that allow a ramp to be used instead of a wheelchair lift, and comfortable seats and suspension. Figures 7-1 through 7-2 illustrate typical vehicles. The Gillig and Arboc vehicles are illustrated. There are many options to consider for vehicles, but the price comparison on the following page used Glavel as it has a steel frame option with a longer lifetime. It is only available in a 27-foot version and may be too large for the demand response service. The Arboc is available in a 24-foot model. For the 12-year life category the El Dorado XHF standard floor and Gillig low-floor.

Figure 7-1 is a 40-foot version of a low-floor diesel bus by Gillig, one of the standards in the transit industry. Both 29-foot and 35-foot versions are available and would be appropriate for Town of Prescott Valley.

Figure 7.1: Gillig Low Floor Bus



Figure 7.2: Arboc Spirit of Mobility – 24-foot; 15-passenger



Table 7.1: Vehicle Comparisons

7 Year Useful Life Buses	Length	Fuel Type	Cost	Passenger Capacity	Pros	Cons
ADA Accessible Cutaway (Body on Chassis) - Glaval Entourage example with steel frame. Wide range of manufacturers but some only have 5-year useful life.	27 foot	Gas	\$76,000 Base; Average Cost of Added Features: \$20,000; Total Cost: \$96,000	20 Amb / 2 W/C	Standard floor, better clearance. Can add 4x4 capability. Ford Chassis. Lowest cost. Lower costs to maintain with Glaval vs. other cutaway manufacturers.	Limited service life vehicle. Maneuverability is limited. High entry step for seniors. Cutaway design limits commitment from manufacturers re: warranty claims.
ADA Accessible Cutaway (Body on Chassis) - Glaval Entourage example with steel frame. Wide range of manufacturers but some only have 5-year useful life.	31 foot	Gas	\$78,000 Base; Average Cost of Added Features: \$20,000; Total Cost: \$98,000	22-24 Amb / 2 W/C	Standard floor, better clearance. Can add 4x4 capability. Ford Chassis. Lowest cost. Lower costs to maintain with Glaval vs. other cutaway manufacturers.	Limited service life vehicle. Maneuverability is limited. High entry step for seniors. Cutaway design limits commitment from manufacturers re: warranty claims.
ADA Accessible Cutaway (Body on Chassis) - Glaval Entourage example with steel frame. Wide range of manufacturers but some only have 5-year useful life.	33 foot	Gas	\$80,000 Base; Average Cost of Added Features: \$20,000; Total Cost: \$100,000	26-28 Amb / 2 W/C	Standard floor, better clearance. Can add 4x4 capability. Ford Chassis. Lowest cost. Lower costs to maintain with Glaval vs. other cutaway manufacturers.	Limited service life vehicle. Maneuverability is limited. High entry step for seniors. Cutaway design limits commitment from manufacturers re: warranty claims.
10 Year Useful Life Buses	Length	Fuel Type	Cost	Passenger Capacity	Pros	Cons
ADA Accessible Transit Style School Bus (Flat nose; front engine)	26 foot	Diesel	\$130,000 Approximate 2015 Model Year Pricing	26 Amb / 2 W/C	Turn radius is less than the length. Good for condo parking lots. Most weight on front axle, very good steering.	45 degree angled passenger entry due to front engine. More difficult for getting on and off. Front entry door only. Passenger comfort limited.
ADA Accessible Medium Duty Transit Bus on International Chassis (Low Floor Body on Chassis, i.e. El Dorado Passport)	Varies on capacity	Diesel	\$225,000 Approximate Pricing	22-29 Amb/ 2-3 W/C	Ramp instead of lift, upper deck for passenger seating. Transit style bus at a lower price point, heaviest duty cutaway.	Could have chassis issues. Not 12-year transit bus, so could have durability, longevity issues.
12 Year Useful Life Buses	Length	Fuel Type	Cost	Passenger Capacity	Pros	Cons
ADA Accessible High Floor Transit Bus (XHF)	30-40 foot	Diesel	\$300,000 (2015 pricing)	25-38 Amb / 2-3 W/C	Good passenger comfort. High floor. Offer either traditional wheelchair lift door or "cassette" lift incorporated into the front or rear entry doors.	Smaller size most appropriate (30 – 35 foot) Maneuverability is limited.
ADA Accessible Low Floor Transit Bus	30-40 foot	Diesel	\$400,000 to \$450,000	25-38 Amb / 2-3 W/C	Longest lasting, most durable bus. Good passenger comfort.	Too large for Town of Prescott Valley needs? Low floor, difficult to navigate on poor roads.

Key factors in selecting buses include:

- Length and passenger capacity
- Ability to navigate streets and road conditions
- Fuel type
- Passenger comfort
- Ease of boarding for all passengers, including those with disabilities
- Upfront cost
- Annual maintenance and ease of maintenance and repairs

Because adequate FTA funds are available, purchasing good quality vehicles with accessories (radios, fareboxes, GPS, electronic signage) makes sense. Once other entities start accessing FTA funds the pot will dwindle.

Bus Stops

All bus stops will need signs and there may be a few locations where a shelter is desired. There are also various places where significant work may be needed to create safe bus stops. It can be expensive to build a pull-off area for a bus or sidewalk connections that are ADA accessible. While some locations have been identified, a plan that considers overall needs should be developed.

While funds are available, it is possible for the Town of Prescott Valley to access these for developing a complete set of safe bus stops. Once the voters approve service funds could be used. Even before a vote is held, it would be possible to access these funds for bus stops serving Yavapai Regional Transit. As accessing FTA funds includes significant compliance work, it may be best to wait until the Town decides to move forward with transit services to make it worthwhile.

Revenues

Revenues are proposed to come from three basic categories: operating revenues, FTA funds, and local tax support. The operating revenues include fares and advertising revenues. The proposed fare schedule is listed in Table 7.2.

Table 7.2: Proposed Fares

Fare Structure	
General Public - Cash	\$2.00
Elderly - Cash	\$1.00
Disabled - Cash	\$1.00
ADA Paratransit	\$4.00
<i>Passes and Tickets</i>	
Day Pass	\$3.00
10- Ride Ticket	\$18.00
Monthly Pass	\$42.00

FTA revenues for operations are estimated at just about \$410,000 annually, around the level of FTA funds that would flow to Prescott Valley. In the early years it is anticipated the Town of Prescott Valley will also access funds that would otherwise be allocated to other jurisdictions as it builds its fleet and develops a network of bus stops. If other jurisdictions begin to claim those funds, the Town will have to restrict its capital expenditures.

Start-up Budget

A five-year start-up budget has been prepared, shown in Table 7.3. Some notes, in addition to comments made in the expense and revenue sections above, follow.

- The Town of Prescott Valley is shown as responsible for 100% of the manager's time for the first 2.5 years. This is then reduced to 50% and then 30% as other services are developed in the region and costs can be shared.
- Note that operating costs and revenues are split between regular service and ADA Complementary Paratransit services. That is done because the FTA reimburses at a higher rate for ADA Paratransit services and vehicles.
- Two plans are included in the budget, one for marketing, developing customer information, and developing graphics for the vehicles. The other is for setting up the operating requirements and procurement of the service contractor. Both of these require specialized knowledge, and will likely be more cost-effective to purchase through a contractor. This leaves the development of vehicle specifications and procurement of vehicles for the manager although it is also common to contract for vehicle purchases.

Table 7.3: Five-Year Start-up Budget

EXPENSES	2017	2018	2019	2020	2021
Administrative					
Management Oversight	\$39,000	\$78,000	\$78,000	\$40,000	\$30,000
Customer Information, Mktg.	\$30,000	\$5,000	\$20,000	\$15,000	\$15,000
Operating					
Purchased Transportation					
General			\$486,600	\$850,800	\$867,800
ADA			<u>\$22,300</u>	<u>\$39,000</u>	<u>\$39,700</u>
Subtotal			<u>\$508,900</u>	<u>\$889,800</u>	<u>\$907,500</u>
Capital					
Signage			\$5,000		
Bus stops (ADA accessible)			\$250,000	\$250,000	
Vehicles					
Two - 35' low floor,			\$1,100,000		
Three - 25'			\$300,000		
Communications					
Equipment			\$25,000		
Fareboxes			<u>\$4,000</u>		
Subtotal	\$0	\$0	<u>\$1,684,000</u>	<u>\$250,000</u>	\$0
Other					
Marketing Plan	\$35,000				
System Development & Contractor Procurement Technical Assistance		\$35,000			
TOTAL EXPENSES	\$104,000	\$118,000	\$2,290,900	\$1,194,800	\$952,500
REVENUES	2017	2018	2019	2020	2021
Passenger Fares - General			\$49,000	\$102,200	\$107,800
Passenger Fares - ADA					
Paratransit			\$1,800	\$3,600	\$3,840
Advertising Revenues				\$4,000	\$6,000
FTA Funds					
Administrative or Planning	\$83,200	\$94,400			
Capital or Planning -					
Regular			\$1,267,200		
Capital ADA			\$90,000		
Operating Regular			\$218,800	\$372,300	\$377,000
Operating ADA			\$18,450	\$31,860	\$32,274
Local matching funds	\$20,800	\$23,600	\$645,650	\$680,840	\$425,586
TOTAL REVENUES	\$104,000	\$118,000	\$2,290,900	\$1,194,800	\$952,500

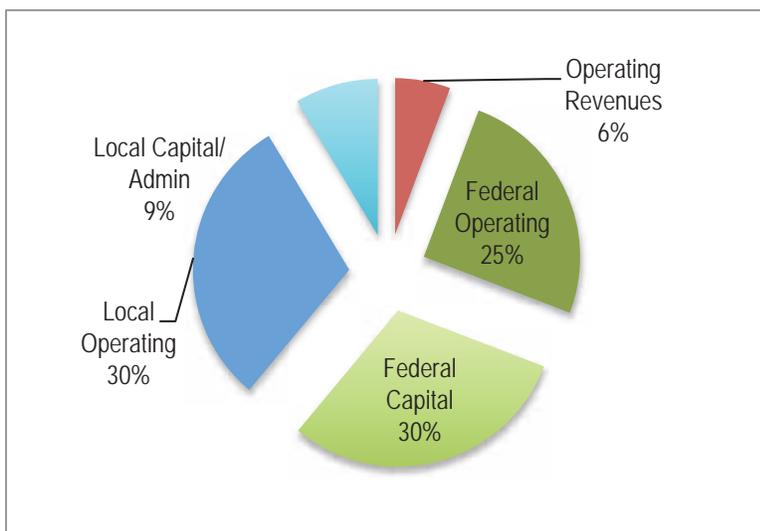
Notes:

- (1) Assumes base rate of \$60/hour for contracted services in 2016 with a 2% increase for inflation. Fuel is included.
- (2) \$500,000 is budgeted for bus stop development in various locations. Projects will need to be defined.
- (3) Assumes full-time manager for first two-and-one-half years, and then a shared manager with the region.

The fare revenues are based on a cash-fare of \$2.00 per trip, the sale of discounted monthly passes or tickets. People who are elderly or have a disability would pay a half-fare. Passes and tickets are most commonly used by workers who use the service daily. An average fare per passenger was estimated at \$1.40 per ride. It will take experience with the system to know if this is on target, high, or low. Ridership was estimated at starting at the low end of projections (70,000 annual trips) and increasing 5% annually. Fare revenues in 2021 cover about 12% of purchased transportation service costs.

FUNDS BY SOURCE

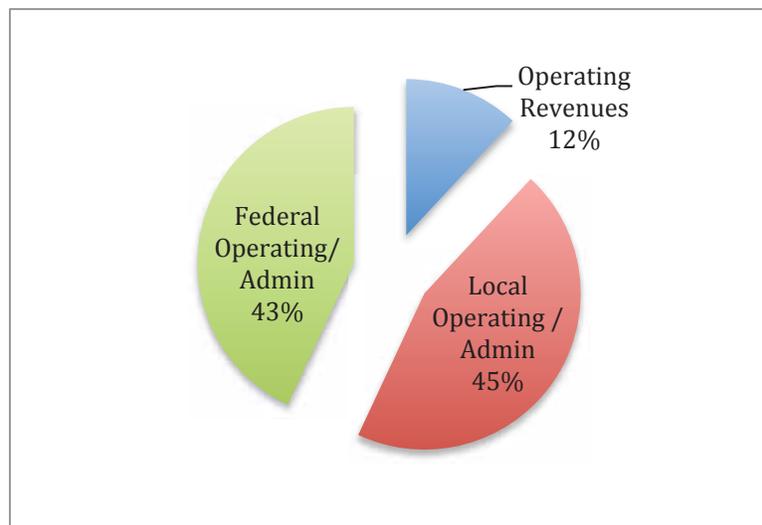
Figure 7.3: Funds by Source: 2017-2021



Two charts show how the funding is split between operating revenues, FTA revenues, and local tax revenues. Figure 7.1 illustrates this for the 5-year budget. This budget encompasses the start-up costs and the purchase of buses. Local funds cover 39% of costs, FTA funds cover 55% of costs, and operating revenues cover the balance. This budget has a higher level of capital expense than would occur in a typical year.

Figure 7.2 shows how a typical year’s operating and administrative costs are shared. Operating revenues cover 12%, local revenues 43%, and FTA revenues cover 45%.

Figure 7.4: Funds by Source in 2021



The budget should be considered an “order of magnitude” estimate. Areas where there is uncertainty or where the community may choose to make changes are:

- The share of the manager’s cost could remain at 100% or it might move more quickly to 50%.
- The type of vehicles could significantly change capital costs.
- The Town might identify a significantly different level of improvements needed for bus stops.
- Other entities may request the Town to consider extensions of service. For example, the County Supervisors have noted interest in extensions. While extensions would change the total budget, they would not change the Town of Prescott Valley share significantly.

PERFORMANCE MEASURES

Combining the financial and service data provides some basic performance measures. Again using information from 2021 when just operating expenses are incurred and ridership has had a chance to develop, performance measures are:

Cost per hour: \$69.50 This includes administrative and operating costs. It is within the expected range.

Cost per mile: \$4.78 Also within the expected range. A bit high due to low speeds on demand response services.

Cost per passenger: \$12.34 High. This is based on 77,175 annual one-way trips.

It will be important to increase ridership to the high end of the estimates as quickly as possible. The goal will be to get ridership to 10 or more riders per hour on the fixed route service and around 6 per hour on demand response services. It is important to note that because this is a limited system for the population served, very high ridership levels should not be expected. At the same time, it is important to achieve ridership that is as high as feasible for the network and to keep costs low so productivity is reasonable. If ridership is at the high end of the range, the cost per passenger trip would be about \$9.00 in 2021. This is quite reasonable based on the mix of fixed route and demand response service provided. (Fixed route riders now are around \$6 each for small urban areas while demand response riders fall somewhere between \$12 and \$30 per trip, depending on the type of service offered.)

Economic Impact of Transit

It is useful to understand the economic impact of operating transit services as this helps to put into perspective the benefits of investing local matching funds. Transit services provide benefits to the individuals who ride as well as to programs whose clients use transit services and employers whose employees use transit services. Transit services also benefit the overall economy as local matching funds come into the region from outside, employees spend their wages, and the effects of these expenditures flow through the economy. Generally economic

studies show the benefits are in the range of \$3.00 in benefits for every dollar spent on transit in rural areas to \$7.00 in benefits for each dollar spent in urban areas.

A recent report prepared by the National Center for Transit Research titled “Cost-Benefit Analysis of Rural and Small Urban Transit”¹ provides relevant information on the economic impact of transit in areas similar to the Town of Prescott Valley. North Dakota State University’s Upper Great Plains Transportation Institute led the study, and it provides both a national view and a focus on the state of North Dakota.

This study measured the economic impact of transit services in two major categories:

- Transportation Cost Savings and Low-cost Mobility Benefits, generally defined as the value of being able to get to jobs, medical appointments, and all the activities of daily living.
- Direct, indirect, and induced benefits, defined as the impact of the transit system’s spending for jobs and services.

Mobility benefits were calculated on a per trip basis. They include the transportation cost savings to the individual who uses transit rather than other means (such as a personal automobile). They also include the value of trips not taken because an individual does not have a means to travel. The cost of foregone medical trips is well documented, as individuals without access to an automobile often have poorly managed conditions. They may miss appointments or put off going to a doctor until it becomes an emergency. Similarly, the cost of foregone trips can be calculated for work trips and other trips.

In the Federal region that includes Arizona, California, Hawaii, and Nevada, the transportation cost savings and low-cost mobility benefits were calculated at \$11.04 for each fixed route passenger and \$13.90 for each demand response passenger trip in small urban areas. These are average figures based on an analysis of the impact of all the types of trips for which transit is used, including medical, work, education, personal business, and social trips.

The proposed system is estimated to carry between 73,500 passengers at the low-end and 107,000 passengers at the high end. Calculating the transportation benefits for the range of ridership equate to between \$885,000 and \$1,300,000 of local economic impact. Looking at an annual operating investment of \$950,000, this equates to a benefit of just under \$0.93 at the low end of ridership and \$1.40 at the high end of ridership for the transportation cost savings and low-cost mobility benefits. As local dollars and fares reflect the local investment to receive this benefit, the impact to the region is between \$1.60 and \$2.40 for every local dollar invested in transit.

In addition, to the transportation benefits described above, transit spending creates jobs and has economic impacts within the community. The report describes these as:

¹ “Cost-Benefit Analysis of Rural and Small Urban Transit”, July 2014, National Center for Transit Research, US DOT. Prepared by R. Godavarthy, J. Mattson, and E. Ndembe, North Dakota State University.

- Direct effects from jobs created directly by the transit system. (The proposed system will have approximately 12.5 jobs, with 8.5 FTE driving jobs, 2 supervisors, one operations manager, and one transit manager.)
- Indirect effects from the suppliers to public transit such as fuel, repairs, and insurance
- Induced economic activity that occurs when people who work for the transit system or who earn income by providing supplies and services to the transit system spend their new income in the community.

These economic impacts are specific to the location being studied, as they consider the net effects. This includes looking at the funding that is local or comes from outside the region as well as whether expenditures are made locally or outside the region.

Table 4-1 identifies both the gross economic impacts for every \$1 invested and the net benefits of a scenario in which local dollars fund 50% of operating costs and 20% of capital costs, as they do in Arizona. The net impacts provide the best estimate of the impact of removing transit service from a community.

Table 7.5: Economic Impact of Spending on Transit Services in North Dakota

For each \$1 of spending	Gross Impacts	Net Impacts (50% local funds for operations; 20% for capital)
Output	\$1.35	\$0.69
Value Added	\$0.57	\$0.29
Earnings	\$0.37	\$0.19
Jobs Supported For every \$1 million invested	10.3	5.3

The report also notes that similar results may be found for other parts of the country. “Results will vary based on the sources of funding, the destinations of spending, and the multipliers, as well as the size of the area being studied. The impact in a small community would likely be smaller because a greater percentage of spending and the indirect and induced economic activity would occur outside the region.”²

If annual expenditures are in the range of \$950,000 for operations, using the North Dakota example to understand the order of magnitude of the direct, indirect, and induced benefits results in a total of approximately \$1,000,000. This is in addition to the \$885,000 to \$1,300,000 in transportation benefits identified for transportation cost savings and low-cost mobility benefits.

The total economic impact would be approximately \$2,000,000, or about four times the amount of the local investment in local taxes and operating revenues.

² Ibid, page 43.

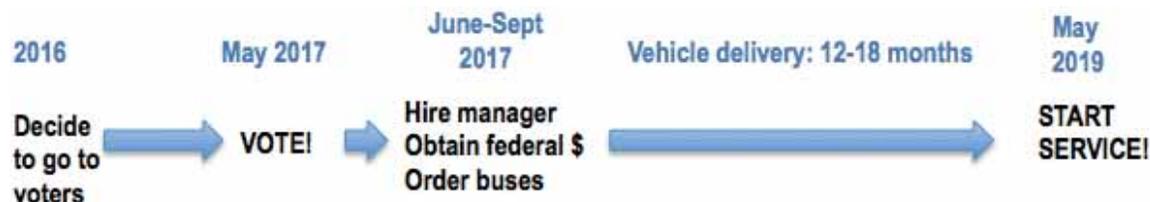
8. Implementation of Service

Overview

This section addresses actions necessary to implement the recommended option. It provides a timeline for implementation and then explores individual activities, beginning with the campaign for funding.

Timeline

The implementation of transit services takes longer than one would think, but pursuing service development in a step-by-step fashion has benefits. A timeline driven by how long it takes to carry out basic steps is presented here, followed by options that can also be considered to get service in place more quickly. As shown, it takes about two years from the time of a successful vote to the time buses can be received and service started.



The determining factors in this schedule are:

- Votes for property tax can only be held in May;
- It takes 12-18 months to obtain new vehicles

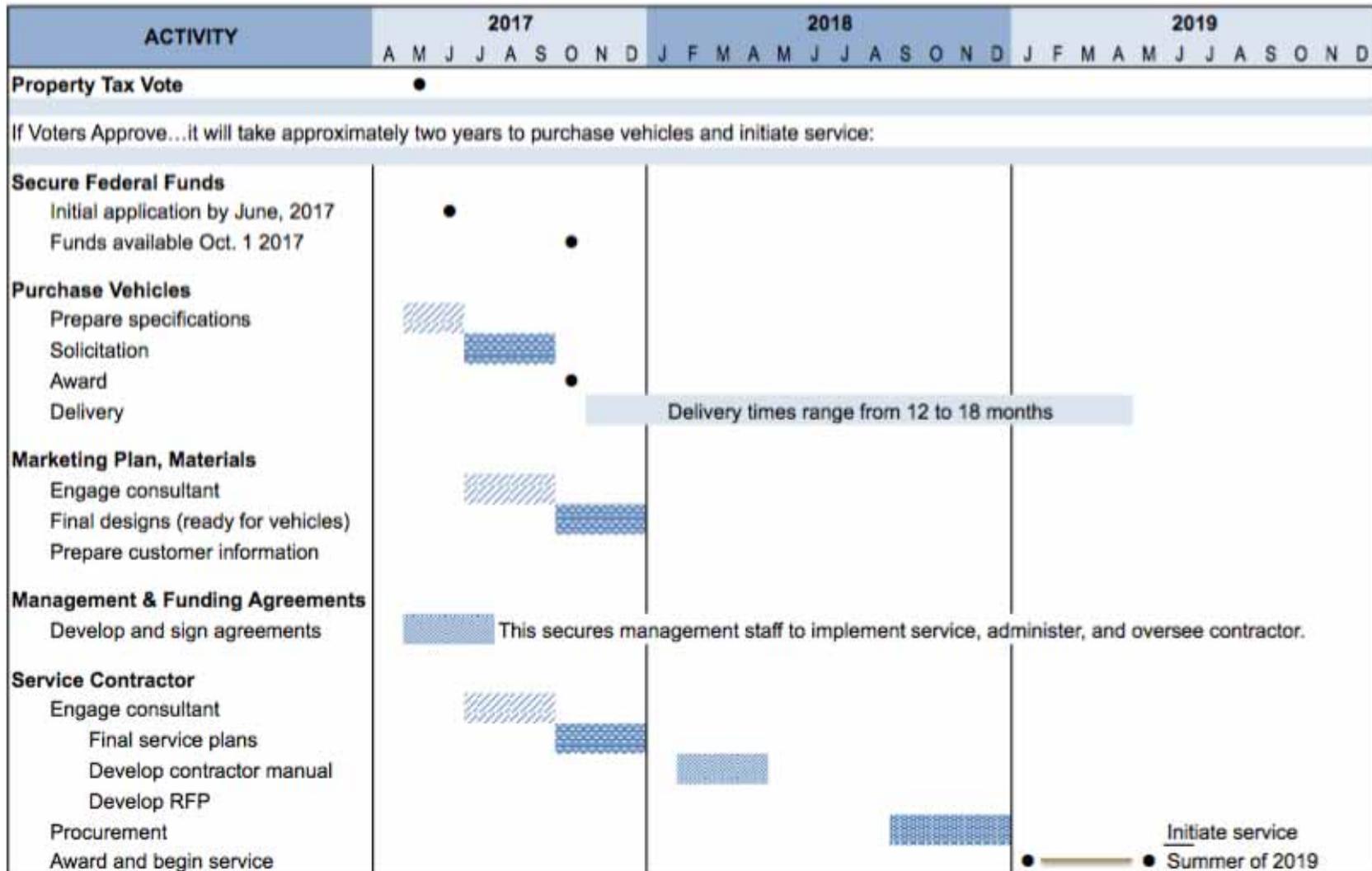
Remember too that property taxes are collected in arrears – it is not until 2018 that property owners pay 2017 taxes, so it takes time to collect the revenues for operating the service.

The ways in which this could be moved forward would be:

- Hold the election in May of 2016 (is there enough time to do this?)
- Two types of vehicles are recommended, and the smaller buses have a 12-month delivery date while larger buses have a 17-month delivery date. Service could start with the smaller buses in demand-response operation and then follow with the Green line six months later when remaining two buses are delivered.
- Start with used vehicles.

A variety of activities need to be undertaken to get new transit services in place. These are summarized in Table 8.1. Some detail is provided on each, beginning with the referendum.

Table 8.1: Schedule of Activities



REFERENDUM FOR LOCAL PROPERTY TAX

A successful vote by the citizens of the Town of Prescott Valley is necessary to obtain a source of local matching funds. The campaign needs to be led by advocates, although the support of elected officials is crucial.

Key steps in obtaining a successful vote are:

1. Gain the support of elected officials. Work with the Town Council to develop a plan that they can support. Modify as needed. The Town Council is responsible for deciding if a ballot measure will go forward. It is important to reach out to other officials as well: County Supervisors and School Board members are two key groups. Engage them in conversations and listen to their comments in crafting the final plan.
2. Build a strong coalition. The TAC members have identified many important groups
 - Business community
 - Seniors and people with disabilities
 - Veterans groups
 - Schools – from middle schools to colleges
 - Faith community

Organizations that serve people who might need transportation. Examples are CASA Senior Center, Goodwill, the Workforce Center, Parks and Recreation programs

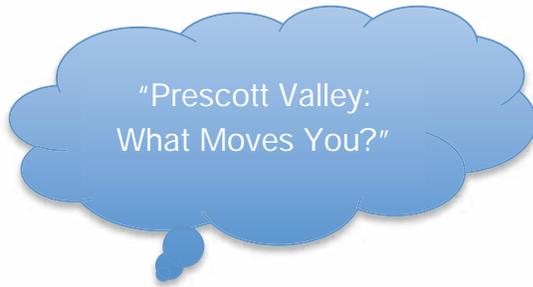
Reach out to these groups with a clear message that explains the services that will be provided, how an investment in transit will benefit their interests, and why they should support a property tax vote. Be sure you can answer the question “What’s in it for me?”

3. Identify the value that developing transit service brings to the community, for each stakeholder group. Some messages are included in Figure 8.1.
4. Develop a communications plan and campaign strategy.

The communications plan describes how you will get the word out about the vote. It may include flyers, speakers at community events, and a website. Identify leaders who can be the face of the campaign and talk with diverse groups. Identify whom you will reach out to and how. Will you set up a table at community events? Will you prepare yard signs? Who will create and maintain a website? How will you obtain donations for carrying out the campaign strategy?

The transit advocates will need to complete these steps and carry out a plan in order to have a successful vote. It is worth noting that it is not unusual for an effort for a transit tax or transit tax increase to require two votes. If the plan is not right the first time, respond with a refined plan and try again.

Figure 8.1: Potential Messages



Quality of Life

- We value our citizens and want you to be able to live here, enjoying your friends and neighbors, and all the community has to offer.
- Transit services save families money. The average household that gets by with one less car saves over \$6,000 per year!

Businesses

- Transit provides potential workers with access to your job site. Workers who have transit are reliable, able to show up for work daily because their ride is always on time.
- Transit brings customers to your stores.

Seniors:

Transit services will allow you to continue to live independently, accessing stores, activities, and medical appointments when you can no longer drive.

Workers, or people who would like to work:

Transit services can enable you to access jobs in our community. The schedules and services focus on serving workers.

Youth and their parents

- Transit provides a way to get around on your own. Going to school, to the movies, to a friend’s house, or an activity? We will take you there.
- Our buses will have bike racks too, and your skateboard is welcome on board.

Human Service Agencies

- Transit services provide clients with a means to independently access services, work, and other activities.
- Transit promotes independence, and responsibility. It provides inexpensive mobility.

SECURE FTA FUNDING

Although FTA 5307 and 5340 urbanized area funding is allocated to the Prescott Valley – Prescott urbanized area, the State of Arizona is the designated recipient. ADOT has designated the urbanized areas utilizing their funding allocation as “direct recipients”, but at present the CYMPO area is not one of these. CYMPO would need to request to become a direct recipient, and once approved go through the FTA process to apply for the funding.

The recommended approach is to start by working with the CYMPO Board and within the transportation planning process. The Town, CYMPO, and Yavapai Regional Transit will need to sort through responsibilities for joint planning and use of the funds. An agreement between the MPO and transit operator (usually a fairly general Memorandum of Understanding) will identify roles and responsibilities. At the same time, it will be necessary to get the project in the MPO’s Transportation Improvement Program and the State Transportation Improvement Program. This is also the time to define the request to ADOT and, once the Memorandum of Understanding (MOU) is final, submit the request.

There are a variety of timelines that will be important, and aligning them is necessary to receive approval for funding in a timely manner. As noted above, the key timing issue is on gaining approval for capital funding with which to purchase buses. It will be necessary to begin this process before with designated recipient status and an amended State Transportation Improvement Plan (STIP) as quickly after the vote as possible.

Once approved as a direct recipient, CYMPO, on behalf of the Town, can submit an application for funding. Typically when there is more than one transit provider in a region the MPO retains the program responsibility, but this is an item that can be negotiated. If Prescott Valley hires a transit manager, it may be desirable to have the processing activities reside with the transit manager while the funding decisions remain with CYMPO. CYMPO has on file the required planning documents such as a Title VI plan, but the application will require activities such as a public hearing and other public involvement activities. Other activities begin once a provider applies for funding for service. As an urbanized area provider the Town will be wholly responsible for compliance.

In addition to working with ADOT on their process, it will be important to begin a relationship with the FTA program managers for Region IX. They need to be apprised on the plans, have the opportunity to comment and advise, and to work with CYMPO on the submission schedule and requirements.

The FTA typically prefers applications filed prior to the end of the quarter. Submitting an application in June is preferred over September. Applications submitted in September are more likely to get caught up in the end of the Federal fiscal year close out activities.

PURCHASE VEHICLES

Decisions need to be made on the details of the vehicles that will be purchased before specifications can be developed. What type of fuel will be used? Is a low floor with a ramp or

standard floor with a lift preferred? There are a myriad of details that need to be addressed in developing specifications. Staff may wish to attend a vehicle exposition at a conference to compare many vehicles and their options. Community Transportation Association of America holds one annually in early June. This is also a good opportunity to look at options for fareboxes, radios, public address systems, cameras, and similar accessories that will become part of the specification package. Visit nearby systems and find out what has worked well for them. Find out, through talking with colleagues and the AZ Transit Association members, other communities that may be purchasing similar vehicles. The Town may wish to join with another agency that is procuring the same type of vehicles. Other options include preparing specifications internally based on a solid set developed by another agency or hiring a contractor to prepare the specifications and run the procurement process.

Vehicle procurements have stringent requirements that cover both the specifications and the solicitation. This includes requirements for manufacturing line inspections and pre- and post-delivery audits. The Town will be responsible for meeting all requirements.

MARKETING PLAN AND MATERIALS

This schedule envisions obtaining technical support for a contractor to prepare a marketing plan and customer information materials. Communicating service information is an art and is best done by a professional. This is scheduled for early action because the vehicle design will need to be provided to the manufacturer when vehicles are ordered or shortly thereafter. In addition to defining the vehicle markings, it will be necessary to identify route names and numbers, particularly if electronic signs are not ordered.

Other marketing and customer information materials will include a map and schedule brochure, information for a website, and information for bus stop signs.

MANAGEMENT AND FUNDING AGREEMENTS

In addition to the MOU with CYMPO that is identified in the section on securing FTA funding, other agreements may be needed. The primary item is an agreement covering shared management services. However, if the County decides to purchase some service from Town of Prescott Valley or if the Town of Prescott Valley agrees to claim 5307 funding on behalf of Yavapai Regional Transit (YRT) services in the urbanized area, then agreements would also be needed to cover such items.

SERVICE CONTRACTOR

Preparing a solicitation for a service contractor is also a detailed procurement, and one that requires the Town know and define exactly what they are purchasing. This includes documenting the duties and responsibilities of the contractor and of the Town, the standards for all aspects of work, recordkeeping and reporting, and decisions on items such as fuel, the ADA Paratransit eligibility and scheduling process, and similar items. A clean system is to have an operations manual that details what will be done, the timing, and how it will be done.

Recordkeeping and compliance activities are also included so all parties know what the expectations are and what will happen if expectations are not fulfilled. A contractor's assistance is recommended for this activity for the first procurement.

By using a contractor for some of the tasks that require more experience, the Town will have the opportunity to obtain a transit manager with more general project management experience who can grow into the job over time.

Conclusion

This implementation plan provides a guide, but some activities will be influenced by the final decisions made as the Town decides to go to a vote, the results of the vote, and decisions made by partner agencies.

The two-year timeline is long, especially considering the importance of transit options among seniors, low-income workers, or people who are unemployed. However, it will take a very finely coordinated effort to assure service can be implemented earlier given the need to gain agreements and approvals from various agencies.

Appendix A: Transit Advisory Meeting Notes

Prescott Valley Transit Advisory Committee - Prescott Valley Transit Tax District

Name		Agency	Contact Information		Present (Please check)
First	Last		Name	E-mail	
Tim	Abraham	West Yavapai Guidance Clinic	t.abraham@wygc.org	928-445-5211	
Yvonne	Bartlett	United Way - Yavapai County	yvonneuwyg@cableone.net	928-445-2480	
Lindsey	Bell	Territorial Transit	M-LBell@msn.com	928-515-6740	
Ellen	Babbit Berna	Citizen	babbellen2010@gmail.com	928-910-0200	
Ted	Bishop	Citizen	tedwbishop@hotmail.com	928-235-2258	
Meredith	Stahler	Adult Care Service	meredith@adultcareservices.org	928-445-6384	
Christopher	Bridges	CYMPO	Christopher.Bridges@yavapai.us	(928) 442-5731	
Norm	Davis	Town of Prescott Valley	NDavis@pvaz.net	(928) 759-3070	
RJ	Erickson	NACOG Mobility Manager	rjerickson@nacog.org	(480) 220-3310	
Vincent	Gallegos	CYMPO	Vincent.Gallegos@yavapai.us	(928) 442-5730	
Dr. Michael	Ham	All City Kokopelli Transport / Eye Care	lcraim@kokopellieye.com	(928) 771-9000 ext. 1011	
Deb	Hernandez	CYMPO	Deborah.Hernandez@yavapai.us	928-442-5730	
NyAsia	Hightower	VA	nyasia.hightower@va.gov	702-465-5449	
Tom	Liuzzo	Granite Basin Engineering	tom@granitebasinengineering.com	928-717-0171	
Kristin	Lutsch	VA Vocational Development Specialist Community Employment Coordinator	kristin.lutsch@va.gov	928-445-4850 ext 6833	
Jason	Kelly	NACOG	Jkelly@nacog.org	(928) 830-0127	
Mark	Kendall	DES Unit Supervisor	mkendall@azdes.gov	(928) 759-1648	
Don	McNair	Citizen	dmcnair@northlink.com	928-925-5585	
Jackie	Meli	ADOT Transit	jmeli@azdot.gov	(602) 712-8947	
Fritzi	Mevis	People Who Care	ppwc@cableone.net	928-445-2480	
Betty	Robinson	CASA Senior Center	Betty412@msn.com	928-772-3337	
Cheri	Romley	Yavapai Regional Transit.	csesinger@aol.com	928-710-5295	
Ron	Romley	Yavapai Regional Transit.	Rromley@aol.com	928-710-9392	
Kelli	Scofield	Southwest Behavioral Health	kellis@sbhservices.org	928-600-4789	
David	Seigler	New Horizons DEC	dseigler@newhorizonsilc.org	(928) 772-1266	
Ed	Shier	NAZ VA - Homeless	ed.shier@va.gov	928-445-4860 ext 5303	
Bear	Shimmin	Citizen	caslbs@fastmail.fm	928-442-4120	
Dee	Skipton	Goodwill Career Center	Deeindra.Skipton@goodwillaz.org	928-515-6540	
Gil	Stritar	St. Vincent De Paul	gstritar05@gmail.com		
Salli	Stewart	Busy Bus	singnsal@yahoo.com	928-925-3066	
Sand	Stutey	Yavapai Regional Transit.	sstutey@yahoo.com	360-710-5228	
Gerald	Szostak	Boys and Girls Club	gszostak@bgccaz.org	928-776-8686	
Kristen	Taubman	NAU Yavapai	kristen.taubman@nau.edu	928-775-4567	
Maleah	Woodward	Southwest Behavioral Health	maleahw@sbhservices.org	928-772-1610	

Draft Meeting Notes: Prescott Valley Transit Taxing District

September 8, 2015, 1:00 PM

Prescott Valley Civic Center Public Works Conference Room

PARTICIPANTS

The participants at the meeting were:

Fritzi Mevis	Kristin Lutsch	Gil Stritar	Lindsay Bell
Paul Katan	Sallie Stewart	Dave Seigler	Tom Liuzzo
Cheryl Romley	Chris Bridges	Vincent Gallegos	Charlotte Frei
Ron Romley	Sandy Stutey	Norm Davis	Suzanne O'Neill
NyAsia Hightower	Ed Shier	Deb Hernandez	

PURPOSE AND STUDY OVERVIEW

The purpose of the meeting was to introduce the project, to identify key issues and concerns, and develop initial goals.

Suzanne O'Neill provided an overview of the project including the scope and schedule. Key points included:

- This is an opportunity for advocates to build a case for transit services in Prescott Valley. The advisory group will lead the project with the Town only facilitating (setting up meetings, providing notices in Town newsletter, etc.)
- The project will include a service plan and financial plan; it will address the institutional structure options and result in an implementation plan.
- This project is focused on the Town of Prescott Valley. There is related project, to develop a mobility management plan for Yavapai County, that is also underway. It covers the entire county and addresses a wide range of ways to improve mobility. It also has a component that looks at the value of transit, providing an economic assessment of investments in transit.

DISCUSSION

The participants described a bit about their organizations and identified what they saw as transit needs. Kristin Lutsch (VA) noted that the VA tracks transportation to work and has found 40-47% of Veterans do not have transit to work.

Fritzi Mevis with People Who Care noted they have many volunteers and much demand in Prescott Valley. Sally Stewart is heading up a new Prescott Valley office and they are looking for an inexpensive location or donated space.

Paul Katan noted that YRMC is looking at a third campus, so even medical services are in multiple locations.

Gill Stritar suggested expanding service areas from the last plan:

- north of 89A to Viewpoint and Pronghorn Ranch subdivisions;
- south to two mobile home parks south of Rte 69 and to Stonebridge; and
- east to the Senior RV park, Villages of Lynx Creek, and Quailwood subdivision.

He also recommended coordinating any bus schedule with Yavapai Regional Transit. One option is to grow services from what YRT offers, eliminating the confusion of multiple providers and fares.

Some general comments were:

- Sherre Romley noted that in north Prescott Valley people still like to drive.
- Peak period services were identified as one option, oriented to workers. It was noted that there are many retail jobs so service at least six days a week is important. It was also noted that many jobs in the light industrial area are shift work.
- Many workers (and potential workers) are from outside of Prescott Valley. Could they even access transit services operating just in the Town of Prescott Valley?
- The characteristics of employment transit services are very different from transit services to meet human service needs.
 - Ron Romley noted that to serve most jobs at least 13 hours of service is needed each day.
 - Many human service organizations transport their clients, and New Horizons transports a wide variety of individuals to both jobs and medical appointments.

SERVICE CONCEPTS

Suzanne O'Neill said that despite the wide range of needs it is likely that a limited and financially sustainable service plan will need to be developed. The good news is that since we are looking only at

services for the Town of Prescott Valley, the available Federal Transit Administration funds will be able to go further. The plan, however, will need to be one that is still sustainable at the point at which funds are or needed for regional services or by other communities in the urbanized area. The three basic types of services are:

- Fixed route service: operates on a regular route and regular schedule. ADA Complementary Paratransit service must be provided for individuals with disabilities who cannot ride the regular buses.
- Demand response service: this is shared ride service and works well when demand is low.
- Flexible or deviated route service: there are a variety of ways in which otherwise “fixed” routes can deviate off route. This service plan can be a good choice if there are relatively few riders who are frail or have disabilities that would result in deviations.

The Town of Prescott Valley presently funds a voucher program to provide taxi rides – a demand response service. It was noted that these vouchers are quite limited and people need to call on a specific day to try to get some.

Ron noted that a problem with flexible route services is predicting how much time is needed for deviations. This can result in the bus needing to pull over to wait so it remains on schedule and is frustrating to riders.

While it might be desirable to have more frequent service, Suzanne noted that the reality is that we will be talking about 30-60 minute service frequencies.

Ron also noted that you have to find out if people are going to ride the bus: do not assume that it will just happen. YRT has a surcharge of \$5 for people who want a deviation but are capable of walking to the bus stop.

Paul Katan said it come back to the issue of who this system will serve. The roadway infrastructure is also important to service design as it may be hard for pedestrians to cross a 6-lane arterial road.

The group had wide-ranging discussion on how to sell the system that included the following points:

- Think about where existing resources are going and who is paying for people to places – or the costs of not getting there.
- Transit services are a utility. Who paid for SR 69 to be widened? Consider the average cost of water, sewer, and cell phone services.
- Need to tell stories of people who cannot get food, to work, or to school. Need to identify the “win” for residents and businesses. Fritzzi thinks that many people have moved beyond the concept of a “bootstrap society” and may be ready to hear the message that transportation is the biggest barrier to getting a job or services.

- Sandy Stutey agreed about the political issues and said bootstrapping comes up at social events. She sees transportation as a driver. She asked,
 - “What is the most compelling message advocates can take to voters?”
 - “How can we demonstrate that it is not just one more government handout?”
- What is the elevator message – the three things you could tell someone while in line at the store? What is the ten-minute presentation at the chamber of commerce?

Suzanne summarized the discussion as follows:

- Focus on destinations (such as employment, medical)
- Clearly define markets that will be served
- Leverage existing resources and build on existing investment
- Define the service levels and how to coordinate with other providers. Build a network with more than one type of service.

Kristin Lutsch noted that at present we can't get people who need jobs to jobs that need people. Can we just serve them at shift start and end times? Coverage of three shifts would serve about 100 homeless Veterans. The existing Veterans transportation services are narrowly defined and cannot transport family members.

Whatever service model is selected needs to be one that can scale up to provide more service in the future and to connect to regional services. A good connection would have a single fare and preferably only one transfer.

Suzanne said she takes away the following service goals from this discussion:

- Serve employment trips
- Serve the activities of daily living
- Enable people to stay in their homes longer
- Build on existing services and providers.

NEXT STEPS

Materials on possible service plans and institutional options will be provided for the next meeting.

The next meeting will be held on October 19th from 2:00 – 4:00 PM in the same room. Having it a day before the first public meeting will provide time to refine the materials prior to the public meeting.

The public Open House will be October 20 from 5:30 – 7:30 PM in the Library Crystal meeting room.

Draft Meeting Notes: Prescott Valley Transit Taxing District

October 19, 2015, 2:00 PM

Prescott Valley Civic Center Public Works Conference Room

PARTICIPANTS

The participants at the meeting were:

Ted Bishop	Christopher Bridges	Vincent Gallegos	Charlotte Frei
Paul Katan	Sandy Stutey	Norm Davis	Suzanne O'Neill
Cheryl Romley	Don McNair	Deb Hernandez	
Ron Romley	Gil Stritar	Kristen Taubman	
Kristin Lutsch	Dave Seigler	Kelli Scofield	

PURPOSE AND REVIEW OF MATERIAL

The purpose of the meeting was to review the technical report and the materials for the public meeting.

Many people were not able to download the files, so copies were provided by Norm Davis. Suzanne O'Neill reviewed the basic alternatives and costs, as shown in the technical report but basically following the presentation that was prepared for the public meeting. This started with an introduction to the project, a description of the alternatives, and information on the level of service that appears feasible for the region, based on costs and systems operating in similar sized communities.

TECHNICAL REPORT

There was wide-ranging discussion, with the following points made:

Peer Community Funding Levels. Norm Davis suggested including Yuma and taking away the Nebraska example. Sandy Stutey said that since both California and Nebraska have state funding, both should be removed from the list. Suzanne agreed to do so, but noted that the population served by the Yuma system (all of the County) is significantly larger than Prescott Valley.

Service Plan – General Comments.

- Kristen Taubman noted that for the NAU campus to grow in Prescott Valley, both housing and transportation will be needed.

- There was discussion of the importance of alternative times for night shifts, and a general consensus that access to jobs needs to be a key focus. Suzanne suggested that a vanpool program (a regional alternative that can be considered through the Yavapai Regional Mobility Management Implementation Plan) is one way to tailor services to the round-the-clock shifts.
- Gil Striter and Ron Romley emphasized the importance of the service for the elderly, the homeless, and people with disabilities. For people who are homeless or have disabilities, job access may be a key.
- Gil Striter commented on the importance of pedestrian and bicycle safety. Paul Katan asked about funding for transit-related infrastructure improvements – such as bus stops. Norm noted that projects would need to be separate as what the Town has passed is for streets only while the open space effort failed.
- Vincent Gallegos asked about the health impact analysis (HIA) and the next steps for that. Paul Katan noted that an HIA could be done fairly quickly.

Service Plan A and B Discussion.

- Suzanne emphasized that these are conceptual plans but will serve as a basis for final alternatives. A few general comments
 - Bike racks are needed on all buses.
 - The red, green, and blue colors are the same as YRT so need to be changed.
 - Use the term “multi-use path” as this means a paved, ADA-compliant 10-foot path while trail means a path in the forest.
- The alternatives include ADA Paratransit services. There was broad discussion about ADA eligibility and the need for a process to determine eligibility.
- Sheri Romley asked if the ADA Paratransit service would be seen as competition? Agencies have trouble surviving now, and competition could hurt them. Suzanne noted that in most communities the other agencies are able to focus on clients who need a higher level of assistance than can be provided through ADA Paratransit.
- Kristin Taubman voiced that responsibility needs to be placed on the client; lack of transportation should not be an excuse. Let the non-profits spend where they can on bigger needs.
- Suzanne suggested that once service is in place and people experience the benefits, the conversation will shift.
- Ted Bishop asked about the availability of Federal funding. He noted that some people may think “I don’t need this yet so it is not important to vote for it.”

- Chris Bridges noted that the Federal funds are something that residents pay for anyway, and now the benefits are going to other areas. If \$30 per year is paid per household, then the benefits come to Prescott Valley.
- Sandy Stutey asked if the routes will meet the identified needs. Suzanne responded that is what this meeting and the public meeting are about. Some specific comments:
 - Serve the Quailwood area; boomers will need transport for medical trips.
 - Having full coverage would substantiate future growth – for example along Addis Ave. and the high school will at some point need service.
 - Gil noted that he drives a lot of people with disabilities from the Granville area, so that is important. Ted also noted a need for service east of Tuscany Way.
 - Ron only noted that YRT can drop off and pick up at Sprouts.
 - Sandy Stutey noted that ideally the demand response services will feed into the fixed route system.
- Kristin Taubman asked about where the majority of rentals are located, as that is often where there are lower rates of auto ownership.

PUBLIC MEETING

Kristin Taubman said she believes people need to hear that transportation is a key to growth.

Ted Bishop suggested clearly describing the value that people will get in return for their property tax. He also noted it is important to let people know that otherwise the Federal funds will go to Phoenix or elsewhere. Ted also asked about the certainty – or uncertainty – of Federal funds.

Gil Striter noted that it is important to let people know they can call for a ride; Sandy suggested defining fixed route and demand response services as many people won't be familiar.

Kristin Taubman noted that some people will prefer to drive alone, and that is OK as transit will clear the way for those drivers.

There was discussion of the costs, and Suzanne noted that while these are conceptual costs, she will need to develop a detailed budget as part of the implementation plan.

NEXT STEPS

The next steps are to:

- Hold the public hearing.
- Refine the alternatives
- Explore the institutional alternatives
- Develop an implementation plan.

Appendix B: Public Involvement



Public Meeting October 20, 2015

Name Add to TAC Telephone E-Mail

Shave Sibley		(928) 713-7896	Shave@prescotttransit.com
Tom Thiemann		11 771-3393	on file
Trick Anderson		928 713-2453	trickanderson@az.net
Jana Lee Nyg		928-430-0059	LN.Yee@PITZ.net
Norm Davis		754-3070	ndavis@pva2.net
Babette Leasure		928-759-2114	prescottbabette@gmail.com
Don & Darlene Packard		928-898-0626	dan4249@gmail.com
Debra Taylor		928-772-6826	DTconsult@cablone.net
Don Slapin		928-515-6540	don@slapin.slidingdoor.com
JANN'S ACHILLOS		928-4425730	JANN.ACHILLOS@SUNRAIL.COM
Kristen Taubman		928-775-4567	kristen.taubman@navi.edu
CHERYL RUDIGES		928-442-5730	cherylr@navi.us
CHERYL KIMLEY		428 436-3098	ckimley@navi.com
Ron Romley		710-9392	R.Romley

<u>NAME</u>	<u>TELEPHONE</u>	<u>EMAIL</u>
Ted Bishop	928-235-2258	TedwBishop@hotmail.com
Sandy Stutey	360-710-5228	sstutey@yahoo.com
Don McNeair	928-925-5855	donmneair@northlink.com
Deary Fingston	928-237-6124	JDF266@VAN.EDU
Jessica Glover	928-379-2361	JGlover@cablenet
Christina Price	(817)443-8940	christina.jeruvilla@gmail.com
Richard Barnes	8174432672	ares.ninur70@gmail.com
Edmond Mahoney	928 910 5812	Mahoneyedmond@gmail.com
James Kimes	928-7755910A	JamesKimes@aol.com
MIKE WILCETT	928-777-7521	MIKE.WILCETT@CHUMPH.US
Deiana Bonas	928-445-3333 #1024	blonas@prescottaz.com



CYMPPO

Prescott Valley Transit District Property Tax Evaluation & Plan



Public Meeting January 19, 2016

Name

Add to TAC Telephone

E-Mail

Gil Sfritar	✓	928-538-5779	gsfritar05@gmail.com
Jane + Ernie Del Rio		928-759-0937	erniejunedelrio@gmail.com
Ron Romley		928-710-9342	Rromley@aol.com
Michael Whittin	✓	988-772-3227	502614711@STC.AZ.EDU
Rick Anderson		928-252-3000	randerson@pvdz.net
Tom STEBLE		928-592-6040	PUTAM74@SMNL.COM
Marnie MLR		988-772-8857	marnie.e.puchamber.org
Don or Pat Joyea		602-791-8134	jonnyes@icgmail.com
Marty Grobman		918-754-3000	mgrossman@PVAZ.NET
Kay Campbell		505-227-0722	kc@kccampbell@yahoo.com
Stib Mapp	✓	928-213-2210	smapp@comcast.net
Sally Stewart		" 713-3632	Sallie611@hotmail.com
Leonard Foltz		" 759 2337	lufoltz@earthlink.net



CY M P O

Prescott Valley Transit District Property Tax Evaluation & Plan



Public Meeting January 19, 2016

Name

Add to TAC Telephone

E-Mail

Norm Davis, Town of Prescott Valley		(928) 759-3072	ndavise@az.net
Brendice Wlkre, SRP		928-771-3532	
Loree Leo Nygo		928-420-0051	
Dave Seiger		928/899 8878	
Bill Monroe Arizona's Homebus Audio Group		(928) 445-8289 ext. 10	
Col Bismarck		928 2352258	
Paul Mitchell			Paul.mitchell@pva.gov
REERICKSON		480-220-3310	
Marie Runderell		928	MarieRunderell@AZDST.com
Sandy Stotey		360-710-5228	
Dee Slighter		928-515-6940	

Prescott Valley Transit District Public Open House Comment Form

Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name _____ E-mail _____

Address: _____

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

<i>Agree</i>		<i>Somewhat Agree</i>		<i>Disagree</i>
<input type="checkbox"/>				

How important do you think it is to serve work trips?

<i>Important</i>		<i>Somewhat Important</i>		<i>Not at All Important</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important is having some service available during a limited part of the day though out town, even if service is not available every day?

<i>Important</i>		<i>Somewhat Important</i>		<i>Not at All Important</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is the fare structure affordable?

<i>Agree</i>		<i>Somewhat Agree</i>		<i>Disagree</i>
<input type="checkbox"/>				

We want to hear from you! Please submit questions to or comments by January 31st, 2015 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

A Transit Advisory Committee is looking at the feasibility of establishing public transit. Services in the Town of Prescott Valley. Initial priorities are:

Provide low-cost transit services in Prescott Valley oriented to enabling:

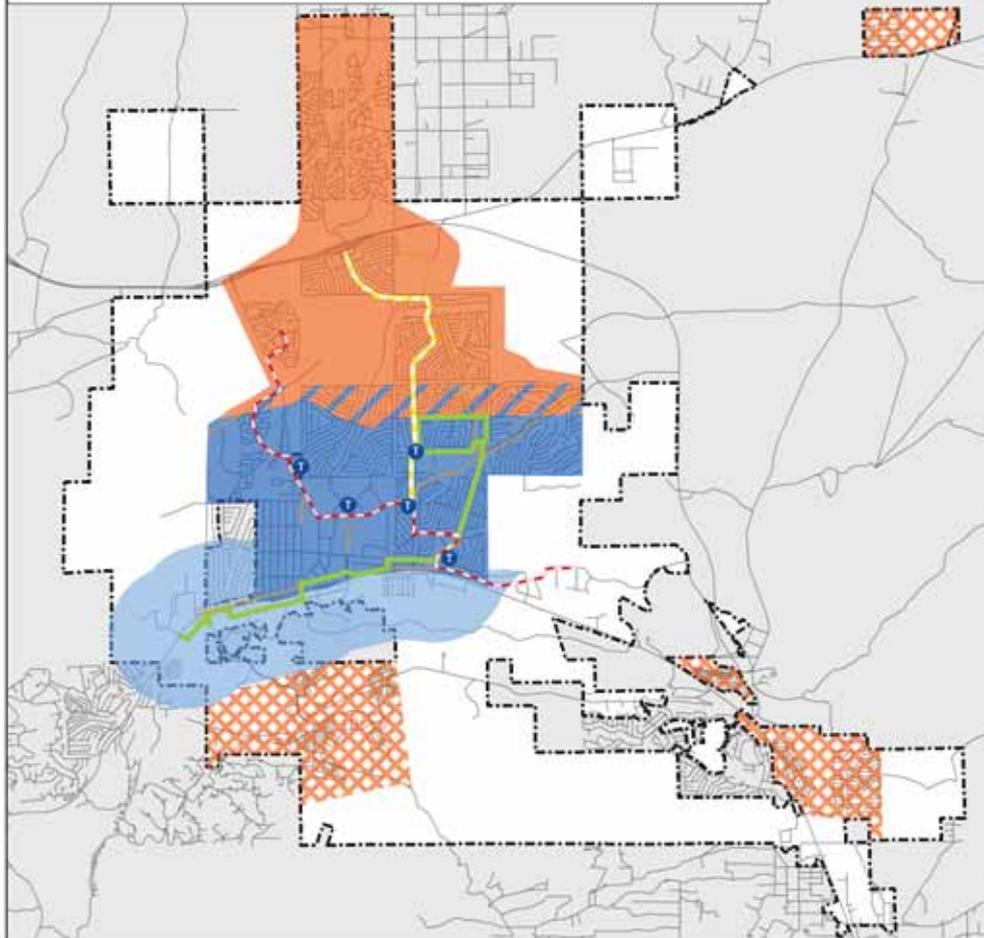
- People to access jobs
- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

Option C: Blended/Peak Hour Fixed



- | | | |
|-----------------------|------------------------|--------------------------|
| Routes | Demand Response | Boundaries/Limits |
| — Green (All Day) | ■ Central (All Day) | ■ ADA 3/4-mile Zone |
| - - - Red (Peak Hrs) | ■ Northern (Mid-Day) | □ Prescott Valley Limits |
| - - - Gold (Peak Hrs) | ■ Overlap (Mid-Day) | — Multi-use Paths |
| | ■ Limited/Reservations | ● Transfer/Check Points |

Recommended Plan				
Route	Frequency	Span of Service	Days / week	Check points/transfer points
Green Fixed Route	Hourly	5:30A -- 6:30P	6	DES, Loos & Robert
Red Fixed Route	Hourly	5:30-8:30A ; 3:30P-6:30P	6	DES, Civic Center
Gold Flexible Route	Hourly	5:30-8:30A ; 3:30P-6:30P	6	Loos & Robert, Lakeshore and Robert,
Central Demand Response - All Day*	Hourly at Check Points	5:30A -- 6:30P	6	Loos & Robert, Yavapai College/ Bradshaw Mtn High School; DES; Lakeshore and Navajo Dr.
ADA Paratransit*	N/A	5:30-8:30A ; 3:30P-6:30P	6	N/A
Northern Demand Response	Hourly at Check Points	8:30A-3:30P	6	Loos & Robert; Long Mesa and Robert; N Viewpoint Dr and Park View Dr.
Other Town Areas		9:00A-3:00P	3	Areas outside existing service areas, or augment CNR services as needed.

Fare Structure	
General Public - Cash	\$2.00
Elderly - Cash	\$1.00
Disabled - Cash	\$1.00
ADA Paratransit	\$4.00
Passes and Tickets	
Day Pass	\$3.00
10- Ride Ticket	\$18.00
Monthly Pass	\$42.00

Additional Comments:

**Prescott Valley Transit District Public Open House Comment Form
 Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016**

Received

Name EDWARD LAFAO E-mail _____
 Address: 13151 E. RINGTAIL DR Prescott Valley 86315

JAN 28 2016

Public Works

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree	<input type="checkbox"/>	Somewhat Agree	<input checked="" type="checkbox"/>	Disagree	<input type="checkbox"/>
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How important do you think it is to serve work trips?

Important	<input type="checkbox"/>	Somewhat Important	<input checked="" type="checkbox"/>	Not at All Important	<input type="checkbox"/>
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How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important	<input type="checkbox"/>	Somewhat Important	<input checked="" type="checkbox"/>	Not at All Important	<input type="checkbox"/>
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Is the fare structure affordable?

Agree	<input type="checkbox"/>	Somewhat Agree	<input checked="" type="checkbox"/>	Disagree	<input type="checkbox"/>
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We want to hear from you! Please submit questions or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

A Transit Advisory Committee is looking at the feasibility of establishing public transit. Services in the Town of Prescott Valley. Initial priorities are:

Provide low-cost transit services in Prescott Valley oriented to enabling:

- People to access jobs
- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:
See The Attached Comment

**Prescott Valley Transit District Public Open House Comment Form
 Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016**

Name Susan I. Hildebrand E-mail Smap@commspeed.net

Address: 8770 East Bay Circle, P.O., 86314

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate. Not paid by all residents

Agree	Somewhat Agree	Disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

How important do you think it is to serve work trips?

Important	Somewhat Important	Not at All Important
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important	Somewhat Important	Not at All Important
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is the fare structure affordable?

Agree	Somewhat Agree	Disagree
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Too affordable need to double or triple fares

We want to hear from you! Please submit questions to or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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- People to access jobs
- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:
Must create a matching tax for all residents who are not subject to property tax. Everyone must help pay for this or don't do it at all.

**Prescott Valley Transit District Public Open House Comment Form
 Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016**

Name Pat Hayes E-mail lorreyes2@gmail.com

Address: 4760 Al Verde Vista Dr PV 86314

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree Somewhat Agree Disagree

How important do you think it is to serve work trips?

Important Somewhat Important Not at All Important

How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important Somewhat Important Not at All Important

Is the fare structure affordable?

Agree Somewhat Agree Disagree

We want to hear from you! Please submit questions to or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

Prescott Valley Transit District Public Open House Comment Form
Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name Dr. A. Reyes E-mail jonno.yes.2@gmail.com
 Address: 4760 N Verde Vista Dr

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree	<input type="checkbox"/>	Somewhat Agree	<input checked="" type="checkbox"/>	Disagree	<input type="checkbox"/>
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How important do you think it is to serve work trips?

Important	<input checked="" type="checkbox"/>	Somewhat Important	<input type="checkbox"/>	Not at All Important	<input type="checkbox"/>
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How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important	<input checked="" type="checkbox"/>	Somewhat Important	<input type="checkbox"/>	Not at All Important	<input type="checkbox"/>
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Is the fare structure affordable?

Agree	<input checked="" type="checkbox"/>	Somewhat Agree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
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We want to hear from you! Please submit questions to or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

Prescott Valley Transit District Public Open House Comment Form
Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name Gil Stritar

E-mail gstritar05@gmail.com

Address: 6608 E. Colbert Dr. PV

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree Somewhat Agree Disagree

How important do you think it is to serve work trips?

Important Somewhat Important Not at All Important

How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important Somewhat Important Not at All Important

Is the fare structure affordable?

Agree Somewhat Agree Disagree

We want to hear from you! Please submit questions to or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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Any other priorities or comments:

Prescott Valley Transit District Public Open House Comment Form
Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name Tom STEELE E-mail PVTOMTYD@GMAIL.COM

Address: 4481 N. SHERIDAN LN, PRESCOTT VALLEY, AZ 86314

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree	<input type="checkbox"/>	Somewhat Agree	<input type="checkbox"/>	Disagree	<input checked="" type="checkbox"/>
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How important do you think it is to serve work trips?

Important	<input type="checkbox"/>	Somewhat Important	<input checked="" type="checkbox"/>	Not at All Important	<input type="checkbox"/>
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How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important	<input type="checkbox"/>	Somewhat Important	<input checked="" type="checkbox"/>	Not at All Important	<input type="checkbox"/>
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Is the fare structure affordable?

Agree	<input type="checkbox"/>	Somewhat Agree	<input type="checkbox"/>	Disagree	<input checked="" type="checkbox"/>
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- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments: Door-to-door is most important. This is not the answer w/ our sparse population

Prescott Valley Transit District Public Open House Comment Form
Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name Brandie Myhre E-mail _____

Address: ~~PO Box 2700~~ Prescott, P.O., AZ 86314

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree	Somewhat Agree	Disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important do you think it is to serve work trips?

Important	Somewhat Important	Not at All Important
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important	Somewhat Important	Not at All Important
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is the fare structure affordable?

Agree	Somewhat Agree	Disagree
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We want to hear from you! Please submit questions or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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Provide low-cost transit services in Prescott Valley oriented to enabling:

- People to access jobs
- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

Prescott Valley Transit District Public Open House Comment Form
Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name MICHAEL WHITING E-mail STEWART@E 471 C

Address: 7188 E NIGHT WATER WAY
PRESCOTT VALLEY, AZ 86314

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree Somewhat Agree Disagree

How important do you think it is to serve work trips?

Important Somewhat Important Not at All Important

How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important Somewhat Important Not at All Important

Is the fare structure affordable?

Agree Somewhat Agree Disagree

We want to hear from you! Please submit questions to or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

Prescott Valley Transit District Public Open House Comment Form
Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name DAVID Seigler

E-mail dseigler@newharrowsonILC.org

Address: 3015 Pine Dale / 8085 E Manley Dr PV

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree

Somewhat Agree

Disagree

How important do you think it is to serve work trips?

Important

Somewhat Important

Not at All Important

How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important

Somewhat Important

Not at All Important

Is the fare structure affordable?

Agree

Somewhat Agree

Disagree

We want to hear from you! Please submit questions to or comments by February 1st, 2016 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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Provide low-cost transit services in Prescott Valley oriented to enabling:

- People to access jobs
- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

Prescott Valley Transit District Public Open House Comment Form
Prescott Valley Public Library, Auditorium – Tuesday January 19th, 2016

Name Sallie Stewart E-mail Sallie611@hotmail.com

Address: 9388 Lakeshore Dr. #A, P.V.

Tell us what you think of recommended public transit service in Prescott Valley!

I believe \$2.50/month per household (~\$30/year) for public transit service is appropriate.

Agree Somewhat Agree Disagree

How important do you think it is to serve work trips?

Important Somewhat Important Not at All Important

How important is having some service available during a limited part of the day through out town, even if service is not available every day?

Important Somewhat Important Not at All Important

Is the fare structure affordable?

Agree Somewhat Agree Disagree

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Provide low-cost transit services in Prescott Valley oriented to enabling:

- People to access jobs
- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

Prescott Valley Transit District Public Meeting #1 Comment Form

Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015

Name _____ E-mail _____

Address: _____

Tell us what is important to you!

Two conceptual service plans are shown on the other side. Each provides service Mon-Sat.

I prefer service that is:

Mostly Demand response	A blend of both	Mostly fixed route
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important is it that some demand response service is available to all residents?

Not Important	Very Important
<input type="checkbox"/>	<input type="checkbox"/>

How important is it to have bike racks on buses?

Not Important	Very Important
<input type="checkbox"/>	<input type="checkbox"/>

How important is it that provisions be included for future regional services to Prescott or Chino Valley?

Not Important	Very Important
<input type="checkbox"/>	<input type="checkbox"/>

We want to hear from you! Please submit questions to or comments by October 31st, 2015 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

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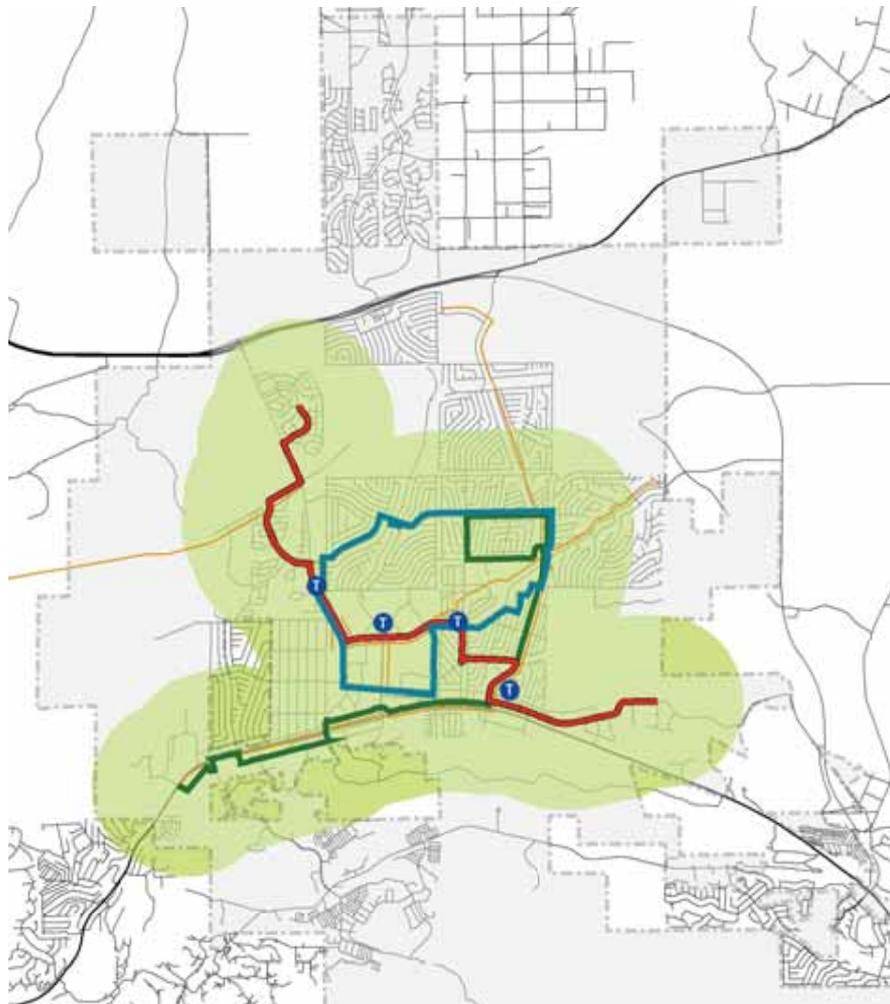
- Provide low-cost transit services in Prescott Valley oriented to enabling:**
- People to access jobs
 - Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

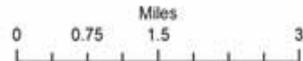
Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

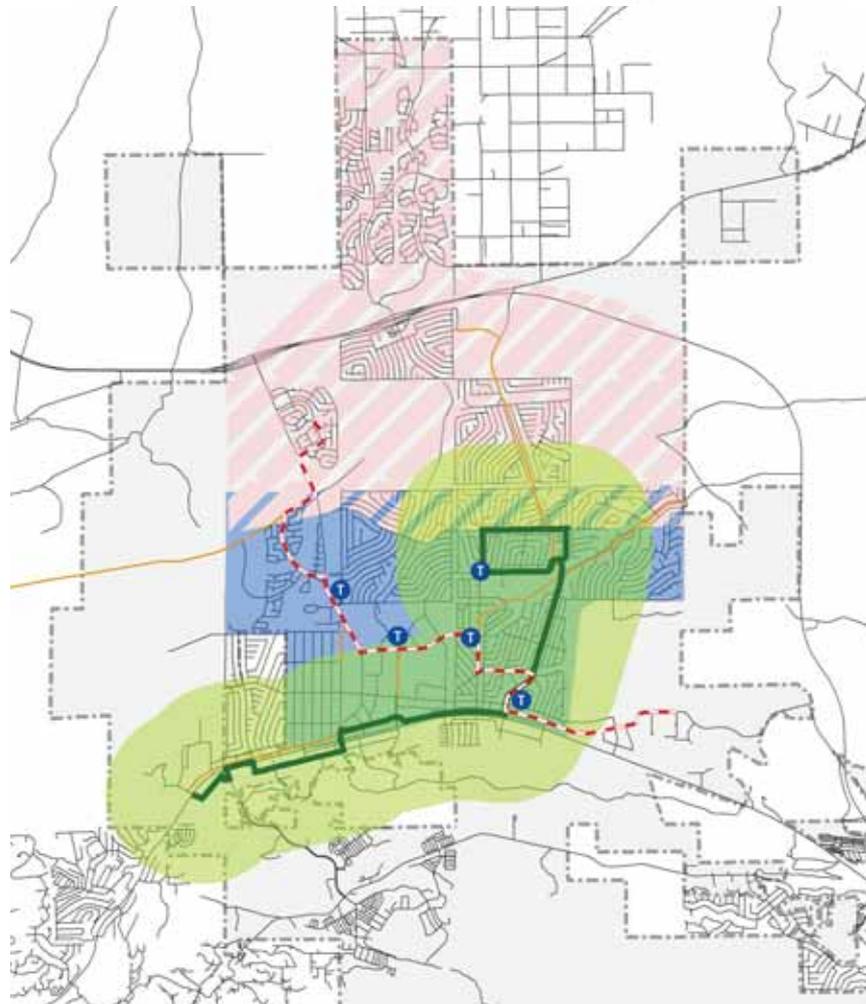
Fixed Routes: Option A



- | | |
|---------------|--------------------------|
| Routes | Boundaries/Limits |
| Blue | ADA 3/4-mile Zone |
| Green | Prescott Valley Limits |
| Red | Multi-use Trails |
| | Transfer/Check Points |



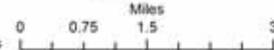
Blended Routes: Option B



- | | | |
|---------------|--------------------------------|--------------------------|
| Routes | Demand Response Service | Boundaries/Limits |
| Green | Central | ADA 3/4-mile Zone |
| Red* | Northern** | Prescott Valley Limits |
| | | Multi-use Trails |
| | | Transfer/Check Points |

*Peak Hours Only

**Mid-day Hours Only



Public Feedback from Comment Form
 Prescott Valley Public Library, Crystal Room - October 20th, 2015

First	Name		E-mail	Contact			Feedback				Comments		
	Last			Address	City	State	Zip	1	2	3		4	
Dee	Skipton		deeidra.skipton@goodwillaz.org	8094 Jacque Drive	Prescott Valley	AZ							
Christina	Jones		christina.jonesvilla@gmail.com	7620 E. Cocopah Dr.	Prescott Valley	AZ	86314	5	2	5	5		Longer hours. Tie into other plans in the works.
Richard	Barnes		areginurta@gmail.com	7620 E. Cocopah Dr.	Prescott Valley	AZ		3	4	5	3		
Ted	Bishop		tedwbishop@hotmail.com	4318 N. Drydevil St.	Prescott Valley	AZ	86314	3	2	4	4		
Don	McNair			PO Box 27744	Prescott Valley	AZ	86312	3	4	2	4		
Edmond	Mahoney		mahoneyedmond@gmail.com	4523 N. Katie Circle West	Prescott Valley	AZ	83314	3	4	4	5		
Mike	Willett		mike.willett@yavapai.us	1100 Commerce Drive	Prescott	AZ	86305	3	4	4	4		Consider adding loop on Susnet, Prescott East High & Frontage Road. Serving County residents could provide some County funding.
Kristin	Taubman		kristen.taubman@nau.edu	7351 E. Civic Circle Dr.	Prescott Valley	AZ	86314	3	2	5	5		

★

Prescott Valley Transit District Public Meeting #1 Comment Form
Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015

Name Kristen Taubman E-mail Kristen.Taubman@wvu.edu
 Address: 1351 E Civic Circle Drive 86314

Tell us what is important to you!

Two conceptual service plans are shown on the other side. Each provides service Mon-Sat.

I prefer service that is:

Mostly Demand response A blend of both Mostly fixed route

How important is it that some demand response service is available to all residents?

Not Important Very Important

How important is it to have bike racks on buses?

Not Important Very Important

How important is it that provisions be included for future regional services to Prescott or Chino Valley?

Not Important Very Important

We want to hear from you! Please submit questions or comments by October 31st, 2015 to Norm Davis, ndavis@pvaz.net, 928.759.3070, 7501 E. Civic Circle, Prescott Valley, 86314

A Transit Advisory Committee is looking at the feasibility of establishing public transit services in the Town of Prescott Valley. Initial priorities are:

Provide low-cost transit services in Prescott Valley oriented to enabling:

- People to access jobs
- Seniors to live independently as long as possible

Allow for future partnerships, to develop regional services.

Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

★

Prescott Valley Transit District Public Meeting #1 Comment Form

Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015

Name Edmond Mahoney E-mail Mahoneyedmond@gmail.com
 Address: 4523 N. Katie Cir West, Prescott Valley, AZ 86314

Tell us what is important to you!

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I prefer service that is:

Mostly Demand response A blend of both Mostly fixed route

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Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:

★

Prescott Valley Transit District Public Meeting #1 Comment Form

Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015

Name Don McNeil E-mail dmcneil@portelink.com
 Address: Mailing - P.O. Box 27744 PV 86312 (Physical - 3556 Needles Dr)

Tell us what is important to you!

Two conceptual service plans are shown on the other side. Each provides service Mon-Sat.

I prefer service that is:

Mostly Demand response A blend of both Mostly fixed route

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Any other priorities or comments:



**Prescott Valley Transit District Public Meeting #1 Comment Form
 Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015**

Name Ted W Bishop E-mail Ted w Bishop @ hot mail . Com
 Address: 4318 N Dwyer St Prescott Valley AZ 86314

Tell us what is important to you!

Two conceptual service plans are shown on the other side. Each provides service Mon-Sat.

I prefer service that is:

Mostly Demand response A blend of both Mostly fixed route

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Any other priorities or comments:

Prescott Valley Transit District Public Meeting #1 Comment Form Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015

Name Richard Barnes E-mail ares.ninurta@gmail.com
 Address: 7620 E 0000th Dr Prescott Valley AZ

Tell us what is important to you!

Two conceptual service plans are shown on the other side. Each provides service Mon-Sat.

I prefer service that is:

Mostly Demand response A blend of both Mostly fixed route

How important is it that some demand response service is available to all residents?

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Any other priorities or comments:



**Prescott Valley Transit District Public Meeting #1 Comment Form
 Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015**

Name Christina M. Jones E-mail christina.jonesvill@gmail.com
 Address: 7620 E. Coopah Dr. Prescott Valley AZ 86334

Tell us what is important to you!

Two conceptual service plans are shown on the other side. Each provides service Mon-Sat.

I prefer service that is:

Mostly Demand response	<input type="checkbox"/>	A blend of both	<input type="checkbox"/>	Mostly fixed route	<input checked="" type="checkbox"/>
------------------------	--------------------------	-----------------	--------------------------	--------------------	-------------------------------------

How important is it that some demand response service is available to all residents?

Not Important	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very Important	<input type="checkbox"/>
---------------	--------------------------	-------------------------------------	--------------------------	--------------------------	----------------	--------------------------

How important is it to have bike racks on buses?

Not Important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very Important	<input checked="" type="checkbox"/>
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How important is it that provisions be included for future regional services to Prescott or Chino Valley?

Not Important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very Important	<input checked="" type="checkbox"/>
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Operate a system that is affordable for riders, and reasonable for taxpayers to sustain.

Any other priorities or comments:
Larger hours. Tie into other plans in the works.

Prescott Valley Transit District Public Meeting #1 Comment Form
Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015

Name Dee Slyton E-mail deedra.slyton@goodwillaz.org
 Address: 8044 Jacque Dr. P.V.

Tell us what is important to you!

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Any other priorities or comments:

Prescott Valley Transit District Public Meeting #1 Comment Form ★

Prescott Valley Public Library, Crystal Room – Tuesday October 20th, 2015

Name MIKE WILLET (YAVAPAI COUNTY) E-mail MIKE.WILLET@YAVAPAI.US

Address: 1100 COMMERCE DRIVE, PRESCOTT, AZ 86305

Tell us what is important to you!

Two conceptual service plans are shown on the other side. Each provides service Mon-Sat.

I prefer service that is:

Mostly Demand A blend of both Mostly fixed route

How important is it that some demand response service is available to all residents?

Not Important Very Important

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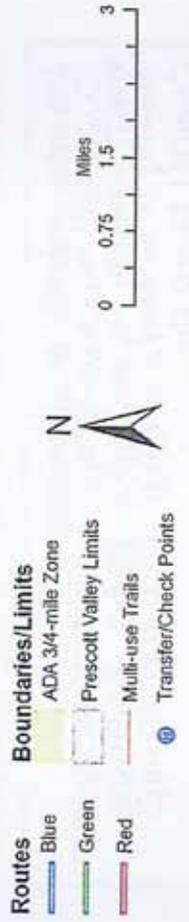
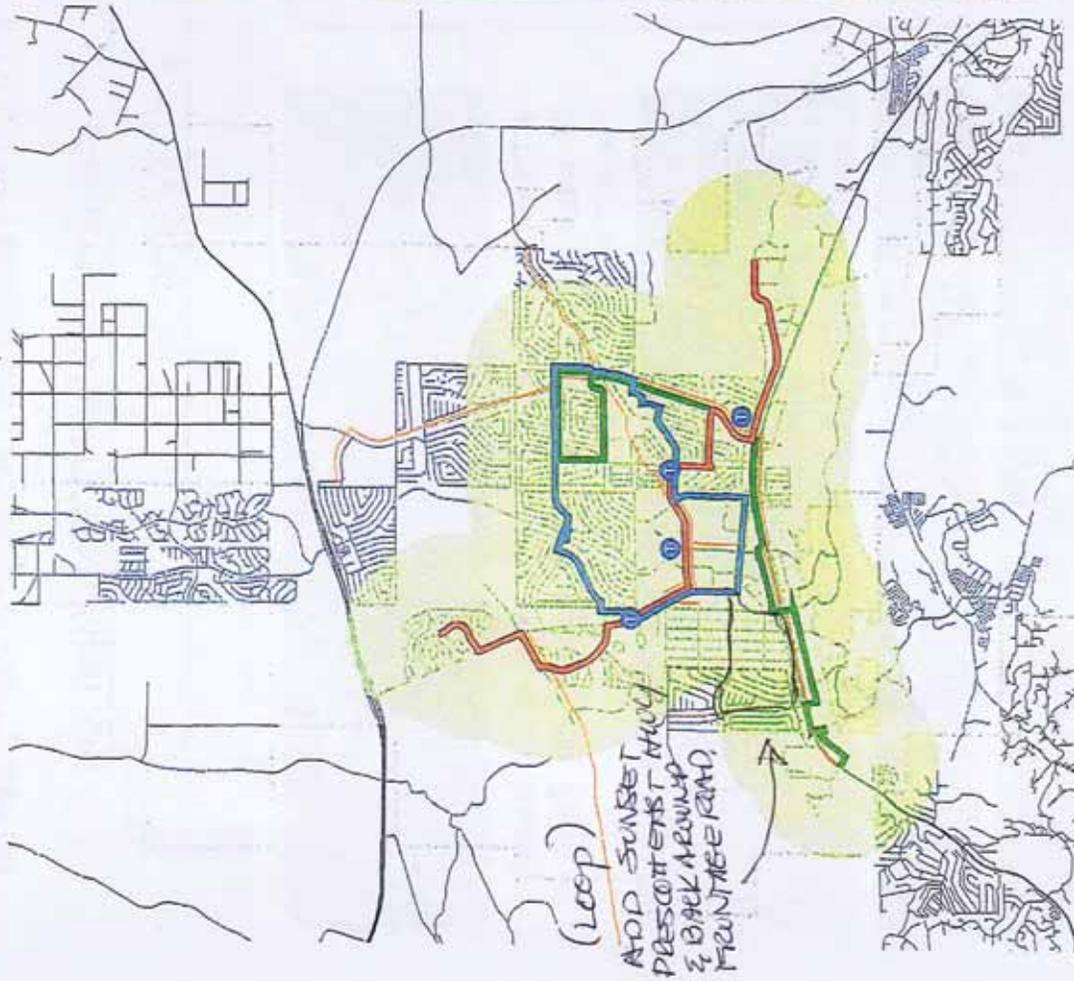
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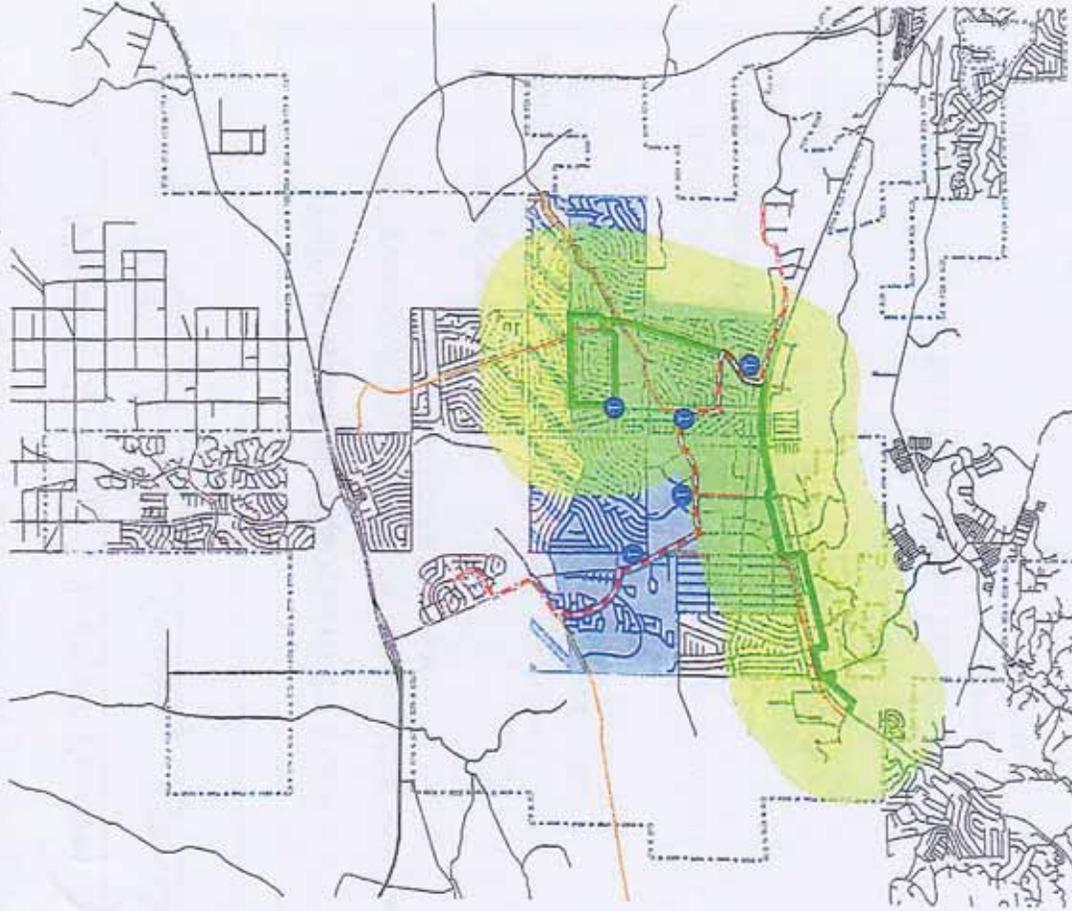
Any other priorities or comments:

CONSIDER ADDING LOOP ON SUNSET, PRESCOTT EAST HIGHWAY, & FRONTIER ROAD. SERVING COUNTY RESIDENTS COULD PROVIDE SOME COUNTY FUNDING.
(SEE MAP ON OTHER SIDE)

Fixed Routes: Option A



Blended Routes: Option B



Dear Sir/Madam

I am in favor of Prescott Valley having mass transit, however the whole area which I live in would not benefit your services. If there was a bus stop near Robert Rd. and Jain road it will benefit our entire area including Viewpoint, Proghorn Ranch, Mingus West, Prescott Ridge, and Prescott Prairie, Coyte Springs & Crest. These areas which are mentioned have a tremendous population growth which would benefit your services.

Please respond to my request and mail me your opinion.

Thank you.
Ed LaFaso

The Daily Courier

Trusted local news leader for Prescott, Arizona communities since 1882

dailycourier.com

Monday • February 8, 2016

18 Pages - \$1.00

Prescott Valley eyes mass transit system

By LES BOWEN
The Daily Courier
bowen@prescottaz.com

PRESCOTT VALLEY - Voters won't go to the polls until 2017, and if approved, buses won't roll until 2019, but a committee in Prescott Valley wants to know what residents think about starting a town mass transit system.

Suzanne O'Neill, principal for Colorado-based Transit Plus, presented a preferred option to

town residents Tuesday and Thursday, Jan. 16 and 18.

"We've examined ways to pay for the services and oversee them," O'Neill said.

The plan O'Neill presented stems from discussions in October and a \$27,985 study funded by Federal Transit Authority funds through the Arizona Department of Transportation.

She said the results of the study indicate the two groups that would benefit most from mass transit are low-income

When you can get people to work, that's a big economic factor.

- Suzanne O'Neill
principal for Transit Plus

workers commuting between home and work, and senior residents who can't or would prefer not to drive.

"When you can get people to work, that's a big economic factor," O'Neill said.

About 100 seniors receive meal deliveries at home in Prescott Valley, indicating a need among older residents for mass transit, she said.

A conservative estimate of annual ridership in Prescott Valley was about 100,000 rides per year, though she said that number could be four times as high.

She suggested three fixed

routes: one running all day near Highway 69 and two others running during peak travel times to outlying areas.

Most of the town would be served by a demand response system in which vehicles used for fixed routes during peak times would be available at other times for curb-to-curb service throughout the town.

"This is a good guess of what the service plan would be,"

6A • Monday, February 8, 2016

Local

Daily Courier

dailycourier.com

• Transit

From page 1A

O'Neill said. "You're going to refine it once you get going."

O'Neill suggested - based on ridership estimates - that the cost of the program would be split three ways: 45 percent from federal funds, 45 percent from a local property tax and 10 percent from rider fees.

She proposed a \$2 cash fare with discounts for seniors, and corresponding fare prices for disability-accessible transit services and passes.

Federal Transit Administration dollars to pay for operational costs are available through Central Yavapai Metropolitan Planning Organization, but they must be matched with local funds.

Federal money also covers about 80 percent of vehicle costs for communities like Prescott Valley.

O'Neill said one way to pay for the town's share could be through a local property tax

levy amounting to about \$30 annually per household.

"This is designed to be for Prescott Valley residents only paying for Prescott Valley services," she said.

But getting going is a big if: Several town residents and elected officials said they aren't behind the idea.

Town Councilman Marty Grossman pointed out the town does not have a property tax - property owners pay school, county and other taxes, but not one to the town.

"We would have to create it before we can increase it," he said, adding that not having a town property tax has been a point of pride for town officials.

Councilman Richard Anderson said the Town Council won't be advocating for or against a transit proposal.

"We aren't trend-setters - we won't be doing that," he said. "We will not advocate for any tax entity or any tax for transit."

He pointed out that the Town

Council did back the study O'Neill presented last week, and has supported efforts to research the issue.

Before a public hearing Thursday, Town Manager Larry Tackowski said transit is certainly an issue the town deems important.

"Every time we have a citizens academy, transit comes up as an issue," he said.

"We will provide transit for the community if the community wants it and if the community goes ahead and creates a funding source," he continued. "We can provide a bang-up transit system, but it's going to take money."

Town residents who spoke at the public hearing were divided on whether to move forward with a transit plan.

County Supervisor Tom Thurman said the county was willing to partner with the town, but repeated Tackowski's message: that creating transit starts with the town's residents.

"Transit systems are tough. They are never a money-maker," he said. "Any blossoming community like Prescott Valley really needs a transit system."

David Selgler, executive director for New Horizons Disability Empowerment Center, said his organization has been part of the planning process from the get-go and supports the concept.

"This plan provides the opportunity for mobility where there is none," he said. "This plan provides the opportunity for employment where there is none."

Town resident Gail Streetter said she has watched her neighbors move away as they lost the ability to drive, and worries that trend will continue without a town transit system.

But others said they were against the town's imposing a tax to pay for it.

"The problem is that you're making the public pay for it,"

Craig Aps said. "There is no such thing as a free ride."

Matthew Woods agreed, noting that federal funds are still tax dollars, just from a broader tax base.

"I find it aggravating that you want 90 percent of the money to come from taxpayers," he said.

Ted Bishop, a member of the town's transit committee, said he was opposed at first too, but changed his mind.

"The more I hear, the more I understand, we need to do this," he said.

The earliest possible vote would be in May 2017 - state law dictates town property tax increases must be on May ballots.

O'Neill said bus orders take more than a year. If approved, the service could start in 2019.

Follow reporter Les Bowen on Twitter @Newsyl.esBowen. Reach him at 928-445-3333, ext. 1110, or 928-830-9305.

Town News

Serving the Citizens of Prescott Valley

December 2015



Public input crucial as transit study nears completion

The Prescott Valley Town Council, in response to continued calls for public transit services, contracted with the Central Yavapai Metropolitan Planning Organization and Transit Plus this past spring to evaluate the potential of establishing a startup transit service in the community.

Such a service wholly depends on identifying a revenue source and gaining the community's approval in a May 2017 public vote.

On Tuesday, Jan. 19, 2016, Transit Plus will present to the public its proposed Final Draft Plan for a Transit District in Prescott Valley.

This meeting will take place in



Suzanne O'Neill, principal for Transit Plus, outlines two possibilities for Prescott Valley's first bus lines. (Briana Lonas/PV Tribune)

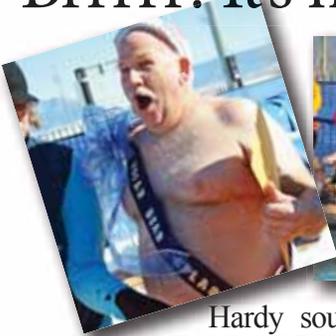
the Library Auditorium from 5:30 to 7:30 p.m.

Public input on this final phase is crucial to ensure the plan fits the needs of the largest cross-section of Prescott Valley's population.

The study was paid for with Federal Transit Authority (FTA) funds through the Arizona Department of Transportation. It was focused on identifying an initial transit service and developing a basic, financially sustainable transit service plan for the Prescott Valley community.

After the Jan. 19 public presentation, the plan will be discussed with the Town Council on Thursday, Jan. 21 in its 5:30 p.m. study session, also in the auditorium.

Brrrrr! It's nearly time again for the Polar Bear Splash!



Don't miss January's Polar Bear Splash - take the plunge, or just enjoy the festivities, and win some great prizes! (Splash photo courtesy Matt Hinshaw, Daily Courier)

Hardy souls take notice! The Town of Prescott Valley Parks & Recreation Dept. is gearing up for its annual Polar Bear Splash, several hours of freezing fun at Mountain Valley Park. The 2016 Polar Bear Splash will take place beginning at 10 a.m. on Saturday, Jan. 2.

All of the best events will be back, including a free pancake breakfast, games, a Duck Slide, and for an extra dose of brain freeze - an Ice Cream Eating Contest!

Don't miss the haphazard and hilarious voting for your favorite Ice Princess, aka the hairiest man present.

Many hairy guys will compete for some pretty cool prizes.

Finally, the annual Polar Bear Plunge into a breathtakingly freezing pool. Stay in long enough to dive, and come up with some worthwhile prizes!

Come on out on January 2 and enjoy the fun!

2016 Volunteer Fair and Budget Open House

Want to know how the Town plans to spend your tax dollars in the next budget year? Would you enjoy making a difference by volunteering? The Town of Prescott Valley will host its annual **Volunteer Fair and Budget Open House** on Saturday, Jan. 16 from 11 a.m. to 1 p.m. Come enjoy some **free hot dogs and chili**, talk with Town Staff about the 2016-2017 Fiscal Year Budget, and see what volunteer opportunities are available in the Civic Center, Police Department and Public Library.

Breathtaking vistas: long awaited Glassford Hill Trail underway



The view of Prescott Valley from about halfway up the Glassford Hill Trail, now under construction. The trail will take hikers to an elevation of more than 6,000 feet.

It has been a long term goal of the Town of Prescott Valley to provide public access to the top of Glassford Hill on the West side of Prescott Valley, and that dream is becoming a reality.

Town staff has been working for several years to acquire the needed

rights-of-way to complete the trail.

In March 2010, the Town contracted with the Town Engineer, Dava & Associates, Inc. to provide the design of the pedestrian trail that will reach the summit of Glassford Hill from existing Town lease/right of way property near

the Town's Summit water tank.

The Town submitted an application to the Arizona State Land Department in May 2010, proposing to acquire the additional right of way needed, and proposing changing the Town's existing right of way from temporary to permanent leases.

In July, the Town purchased through auction the additional land required to fulfill the proposed trail system.

The trail to the top of the hill is currently being "roughed" in. The climb will be a little more than a mile, with a nearly 1,000 foot change in elevation. The final product will be wide enough to accommodate emergency vehicles, and will be suitable for hikers and mountain bikers.

Additional plans for the trail include signs explaining the hill's history, and information about native wildlife and vegetation. Final design will include a parking area at the trailhead.

Tentative opening for the Glassford Hill trail is Memorial Day, 2016. Stay tuned for more information on this exciting addition to Prescott Valley's outdoor opportunities.

Lakeshore Dr. improvements will ease traffic in increasingly busy area

Lakeshore Dr. has experienced increased traffic as a result of the recent opening of the Walmart and Maverick stores in addition to other development along the Glassford Hill Road commercial corridor.

Lakeshore Dr. has been widened in the past to include four lanes with a center turn lane between Robert and Lake Valley Roads.

Widening of Lakeshore Dr. between Lake Valley Road to Glassford Hill Road will further benefit traffic flow.

The Prescott Valley Town Center Master Circulation Plan conducted in 2007 identified Lakeshore Dr. improvements between Lake Valley Road to Glassford Hill Road to include two travel lanes in each direction.

Significant stormwater channel improvements in the project will channel runoff to Bob Edwards Park detention basin. Additionally, the northeast corner of Lakeshore Drive and Civic Circle will contain a small art plaza with artistic features and a bench area for seating.

The Town received a total of seven bids for the improvements, with Earth Resources Corporation, LLC the low bidder at \$888,526.

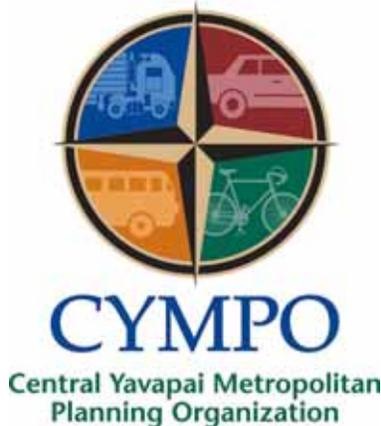
Construction on the project will begin in early December, with completion in about 88 days.





Town of Prescott Valley to undertake public transit study

The Town of Prescott Valley Town Council, in response to continued calls for public transit services, has entered into a contract with the Central Yavapai Metropolitan Planning Organization and Transit Plus to evaluate the potential of establishing a Prescott Valley Transit District.



A 2009 CYMPO Transit Implementation Plan considered how resources could be shared among regional service and local services in two communities. The new study will look only at Prescott Valley, with the existing study as a starting point.

The \$27,985 study will be paid for with Federal Transit Authority (FTA) funds through the Arizona Department of Transportation, with an aim to define a transit district, and develop a basic, financially sustainable transit service plan for the Prescott Valley community. Part of the plan will look at a transit district, similar to a school or fire district, to finance the service. Once the plan is complete, it will go to a public vote.

CYMPO is now in the process of putting together a Town of Prescott Valley transit advisory committee (TAC) that includes stakeholders such as the Town, area non-profits, transit providers, and interested citizens to help guide the study.

“A TAC provides an opportunity to assure the proposed service plan reflects the desires of the community, provides a forum to educate, work through issues, and begin building support for a recommended plan,” the CYMPO/Transit Plus agreement states.

After Transit Plus, in conjunction with the TAC, defines the goals for the local transit service, it will prepare three options using updated data from the Regional Mobility Management Implementation Plan for Yavapai County.

“The alternatives will reflect different mixes of service types (general public demand response, checkpoint services, or fixed route services) and/or different emphasis on markets served. One objective for each alternative will be to identify the minimum level of services that will be viable while providing a foundation for development over time,” the agreement states.

The study provides opportunity for the entire community to provide comment on the process, and includes two public open house meetings, along with media and social media coverage. Public comments

See Study, page 2

New online Invitation for Bids, RFQ service offers convenience to contractors

The Town of Prescott Valley now has Project Invitation for Bids and Requests for Qualifications online.

Contractors may at any time download their own plans and specifications from the website free of charge. Paper copies are still available from the Town upon special request.

The online Invitation for Bids and RFQs is part of the enhancement of services as part of the Town’s new website, which went live this summer. The service offers added con-

venience to contractors who want to bid on Town projects, and saves the Town money on staff time, copies and postage.

Bidders still are required to log their name and contact information for each bid project to allow for notification of any changes by addendum during the bid process. Bids,

Public Purchase-					
Title	Start Date	End Date	Time Left	Addendums	
Invitation to Bid #W300 - Park View Drive Water Main	Aug 23, 2015	Sep 21, 2015	28 days 1 hour	No Addendums	
Invitation to Bid #S371 - Windsong Drive Pedestrian Improvements Project - CDBG Grant #131-15	Aug 23, 2015	Sep 21, 2015	28 days 1 hour	No Addendums	

Shown above is a sample of listed bids on the Town’s website at www.pvaz.net. The service is free of charge.

once downloaded and completed, still must be submitted in person to the Town Clerk’s Office, 7501 E. Civic Circle in Prescott Valley.

For more information on this new service, call Capital Projects Coordinator Kim Moon at 928-759-3083.

See artists at work during Prescott Area Artists' Studio Tour!

The Prescott Valley Arts & Culture Commission invites you to attend the 2015 Prescott Area Artists' Studio Tour, from 10 a.m. to 4 p.m. on October 2, 3, 4 in the Prescott Valley Civic Center.

Twelve local artists are participating in one convenient location on the 3rd floor of the Civic Center as part of the greater Prescott Area Studio Tour, featuring fine art paintings, jewelry, photography, woodworking, ceramics, turquoise/silversmithing, sculpture and more!

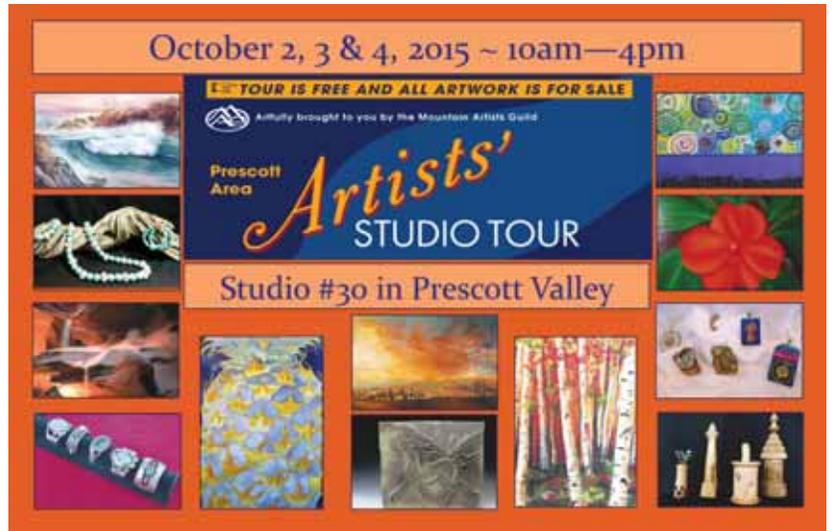
The tour is a self-guided open event devoted to educating the public about the visual arts in the Quad-Cities area, by showcasing the art, creative process and working environments of local artists. Artists are juried into the tour by producing high-quality work.

The artists invite you to visit their studio space during the tour to view and purchase artwork and experience the process by watching the many demonstrations conducted.

The tour is free and all artwork is for sale!

A Preview Exhibition is currently on display at the Prescott Valley Public Library. Twenty-five juried artists

are exhibiting through October 7. All artwork is for sale. Contact the Prescott Valley Parks & Recreation Department at 928-759-3090 for details.



Want to give back? Prescott Valley has volunteer opportunities!

Want to give back to your community and get to know other giving people? The Town of Prescott Valley is seeking volunteers for the following positions. Hours and days are flexible. We provide the training, and the appreciation!

- **Library Security.** This position is part of Prescott Valley's Police Volunteers in Policing program.

- **Volunteers in Policing patrol volunteers.** These volunteers help with various police functions such as House Watch, traffic control, and more.

- **Good Works Crew.** We are

looking for volunteers who can help residents who are unable to maintain their landscaping (mowing weeds, etc.) because of physical or other disabilities. Equipment is provided.

- **Facilities Assistant.** This volunteer opens, closes and secures the Library Crystal Room before and after meetings and special events on Saturdays between 8 a.m. and 3 p.m.

- **Municipal Court File Project.** The Prescott Valley Municipal Court is looking for one or more volunteers to assist in finishing a file purging project. The court is re-

viewing old case files in order to dispose of them in accordance with the Arizona Supreme Court Records Retention and Disposition Schedule. A volunteer is needed to review the individual cases in the computer case management system in order to check if it is completed and if yes, enter the code for purging.

For more information on volunteer positions or how to apply, and a complete list of volunteer opportunities, visit www.pvaz.net or call Communications Relations Coordinator Heidi Dahms Foster at 928-759-3123.

Transit Study, from page 1

and suggestions also will be compiled in a report. The first public open house meeting for comment will be Tuesday, Oct. 20, in the Prescott Valley Public Library Crystal Meeting Room.

The company has been awarded both this project and the Regional

Mobility Management Implementation Plan for Yavapai County, and will combine trips and resources to most efficiently use financing for both projects.

TransitPlus has scheduled the study, which started in August, to last six months. After the study

and public comment is carried out, the company will put together an implementation plan and alternatives to bring to the Prescott Valley Town Council in January.

With council approval, the plan will then go to a public vote in 2016.

For the latest in Town news and events, visit us at pvaz.net, Like us on Facebook, Follow us on Twitter

PV
Transit District
Prescott Courier
Article

Thursday, September 10, 2015 • 3A

Prescott Valley, CYMPO to launch transit district study

Special to the Courier

The Prescott Valley Town Council, in response to continued calls for public transit services, has entered into a contract with the Central Yavapai Metropolitan Planning Organization and Transit Plus to evaluate the potential of establishing a Prescott Valley Transit District.

A 2009 CYMPO Transit Implementation Plan considered how resources could be shared among regional services and local services in two communities. The new study will look only at Prescott Valley, with the existing study as a starting point.

The \$27,985 study will be paid for with Federal Transit Authority (FTA) funds through the Arizona Department of Transportation, with an aim to define a transit district, and develop a basic, financially sustainable transit service plan for the Prescott Valley com-

munity. Part of the plan will look at a transit district, similar to a school or fire district, to finance the service. Once the plan is complete, it will go to a public vote.

CYMPO is now in the process of putting together a town of Prescott Valley transit advisory committee that includes stakeholders such as the town, area nonprofits, transit providers and interested citizens to help guide the study.

After Transit Plus, in conjunction with the TAC, defines the goals for the local transit service, it will prepare three options using updated data from the Regional Mobility Management Implementation Plan for Yavapai County.

The study provides opportunity for the entire community to provide comment on the process, and includes two public open house meetings, along with media and social media coverage.

Public comments and suggestions also will be compiled in a report. The first public open house meeting for comment will be Tuesday, Oct. 20, in the Prescott Valley Public Library Crystal Meeting Room.

The company has been awarded both this project and the Regional Mobility Management Implementation Plan for Yavapai County, and will combine trips and resources to most efficiently use financing for both projects.

Transit Plus has scheduled the study, which started in August, to last six months. After the study and public comment is carried out, the company will put together an implementation plan and alternatives to bring to the Prescott Valley Town Council in January.

With council approval, the plan will then go to a public vote in 2016.

For information, call the town of Prescott Valley at 928-759-3000.



Public urged to attend, comment on PV Public Transit Study on Oct. 20

The Daily Courier

The public is invited to attend and provide comments on proposed service options for public transit enhancements as part of the Town of Prescott Valley Transit District Study, on Tuesday, Oct. 20, from 5:30 to 7 p.m.

Public input is crucial to shape the study results for subsequent public meetings and final report in January 2016. The meeting will take place in the Prescott Valley Public Library auditorium.

The Town of Prescott Valley Town Council, in response to continued calls for public transit services, entered into a contract with the Central Yavapai Metropolitan

Planning Organization and Transit Plus to evaluate the potential of establishing a Prescott Valley Transit District.

The \$27,985 study currently underway is paid for with Federal Transit Authority (FTA) funds through the Arizona Department of Transportation, with an aim to define a transit district, and develop a basic, financially sustainable transit service plan for the Prescott Valley community.

Part of the plan will look at a transit district, similar to a school or fire district, to finance the service. Once the plan is complete, it will go to a public vote.

A Town of Prescott Valley transit advisory com-

mittee (TAC) that includes stakeholders such as the Town, area non-profits, transit providers and interested citizens is helping to guide the study to assure the proposed service plan reflects the desires of the community.

The study, which started in August, will be completed in six months.

After obtaining public comment on the initial service concepts, the company will refine alternatives and put together an implementation plan.

An additional public meeting and presentation to the Prescott Valley Town Council is planned for January. With council approval, the plan will then go to a public vote in 2016.

Appendix C: Detailed Demographics Table & Rankings

Census Tract	Block Group	Unique ID	Area (SqMi)	Total Population		Total Households		Population 65+				HH Below Poverty				Veterans				Zero-Vehicle HH				Disability*						
				#	Density	#	Density	#	%	Density	Ranking	#	%	Density	Ranking	#	%	Density	Ranking	#	%	Density	Ranking	< 5 years	5-17	18-64	65+	Total	Density	Ranking
000604	3	6043	0.41	1,370	3,347.2	545	1,332	250	18.2%	610.8	1	44	8.1%	107.5	1	222	16.2%	542.4	1	22	1.6%	53.8	2	4	12	114	42	171	417.5	5
000604	2	6042	0.31	1,141	3,631.7	431	1,372	185	16.2%	588.8	1	24	5.6%	76.4	1	313	27.4%	996.3	2	17	1.5%	54.1	2	6	10	101	37	155	492.5	5
000604	1	6041	0.36	1,969	5,500.4	748	2,090	251	12.7%	701.2	1	34	4.5%	95.0	1	238	12.1%	664.9	1	29	1.5%	81.0	3	3	8	80	29	120	334.0	5
000605	1	6051	5.11	5,956	1,165.7	2,252	441	776	13.0%	151.9	3	306	13.6%	59.9	3	501	8.4%	98.1	3	29	0.5%	5.7	3	0	269	1,328	446	2,043	399.9	5
000606	2	6062	0.67	2,788	4,170.5	1,086	1,625	244	8.8%	365.0	1	192	17.7%	287.2	1	334	12.0%	499.6	2	0	0.0%	0.0	1	3	14	45	37	98	146.5	3
000606	1	6061	1.86	3,100	1,665.3	1,182	635	630	20.3%	338.4	2	258	21.8%	138.6	1	279	9.0%	149.9	2	16	0.5%	8.6	2	7	32	104	85	227	122.2	3
000607	1	6071	13.34	3,560	266.9	1,546	116	987	27.7%	74.0	3	139	9.0%	10.4	2	651	18.3%	48.8	3	33	0.9%	2.5	3	0	52	450	699	1,201	90.0	2
000608	2	6082	0.79	2,166	2,724.6	806	1,014	425	19.6%	534.6	2	30	3.7%	37.7	1	292	13.5%	367.3	2	26	1.2%	32.7	3	0	10	57	59	126	158.0	4
000608	1	6081	1.22	1,414	1,157.8	428	350	169	12.0%	138.4	1	111	25.9%	90.9	1	152	10.7%	124.5	1	0	0.0%	0.0	1	0	10	57	59	126	102.8	2
000609	2	6092	0.51	3,580	6,960.8	1,061	2,063	351	9.8%	682.5	2	65	6.1%	126.4	2	241	6.7%	468.6	1	26	0.7%	50.6	3	0	21	41	12	74	143.4	3
000609	1	6091	0.90	1,135	1,261.9	498	554	200	17.6%	222.4	1	149	29.9%	165.7	1	66	5.8%	73.4	1	0	0.0%	0.0	1	0	21	41	12	74	82.0	2
000610	2	6102	2.98	2,011	674.3	921	309	687	34.2%	230.3	2	96	10.4%	32.2	2	408	20.3%	136.8	3	19	0.9%	6.4	2	0	12	194	139	346	115.9	2
000610	1	6101	3.63	3,189	879.5	1,107	305	620	19.4%	171.0	2	226	20.4%	62.3	2	334	10.5%	92.1	2	16	0.5%	4.4	2	0	12	194	139	346	95.3	2
001900	4	19004	87.99	6,766	76.9	2,645	30	1,359	20.1%	15.4	3	142	5.4%	1.6	3	730	10.8%	8.3	3	0	0.0%	0.0	1	0	60	908	1,284	2,252	25.6	1
Total				40,145		15,256		7,134	17.8%			1,816	4.5%			4,761	11.9%			233	0.6%			22	542	3,714	3,079	7,357		
Average persons per HH					2,391.7	2.63	873.9		344.6				92.3			305.1				21.4								194.7		

U.S. Census Bureau, 2011 ACS 5-year Estimates

*Disability Data was taken from the 2013 ACS 5-Year Estimates