

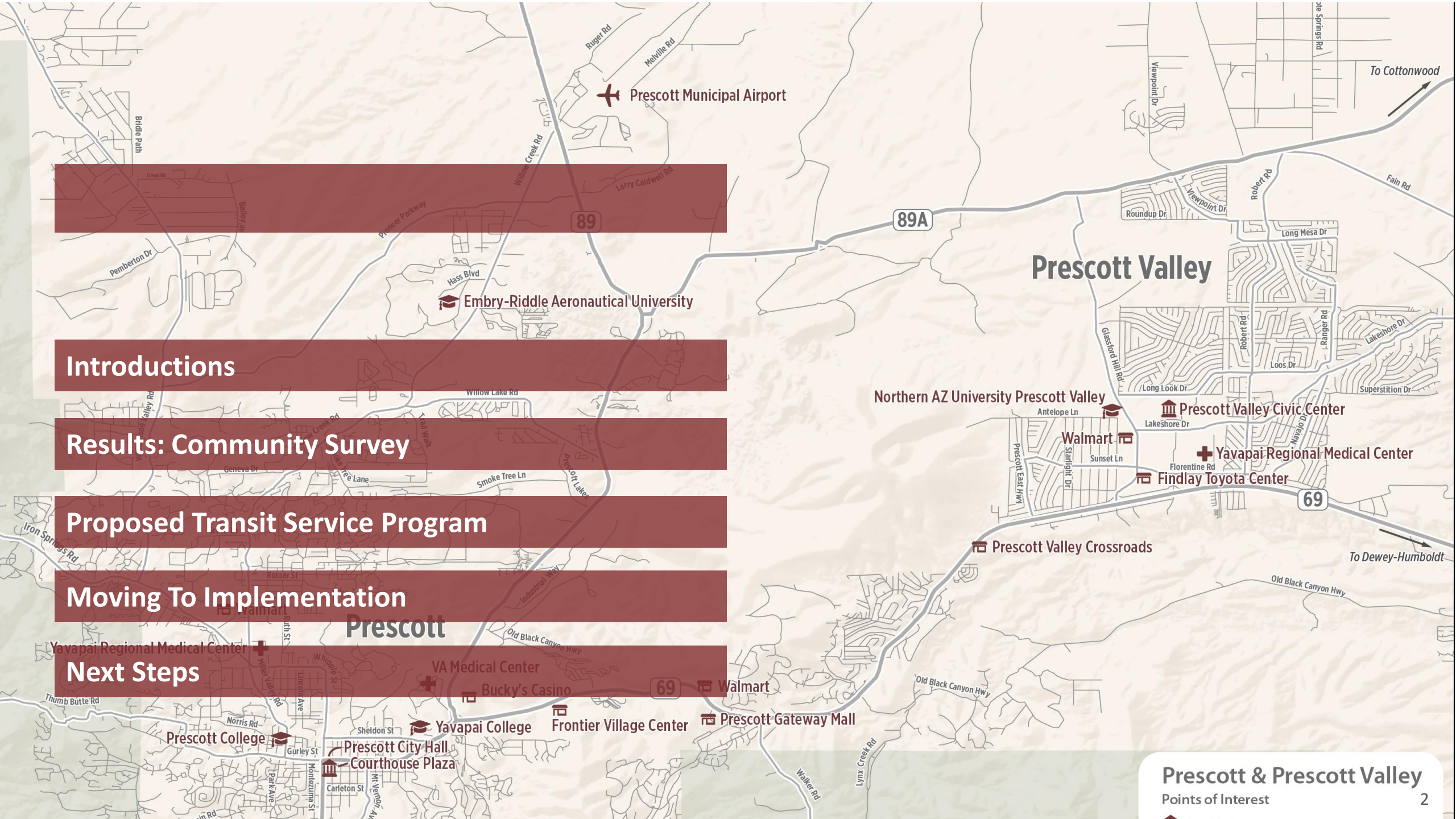


Central Yavapai Metropolitan Planning Organization

Transit Implementation Plan Update

Stakeholder Working Group
August 28, 2019





Introductions

Results: Community Survey

Proposed Transit Service Program

Moving To Implementation

Next Steps

SURVEY RESULTS

TRANSIT SURVEY

Goals

- Clarify attitudes about public transportation
- Understand preferences and priorities

Administration

- Available on-line and paper
- Promoted via Facebook and at pop-up events
- Paper surveys distributed by stakeholders



PLEASE SHARE YOUR IDEAS!

We are interested in collecting your ideas for the need for public transportation in the Central Yavapai/Quad Cities (Prescott, Prescott Valley, Chino Valley and Dewey Humbolt) region! We prepared the following short survey to understand your experience and thoughts on public transportation. It is about 10 questions and takes less than 5 minutes to complete!

1. Do you ever have transportation problems getting places?

- ☐₁ No
- ☐₂ Yes ► **If yes**, what sort of transportation problems do you have? (Select all that apply.)
- ☐₃ Commuting is expensive.
- ☐₄ I don't always have a car available to drive.
- ☐₅ Traffic is terrible! I have trouble figuring out how long it will take me to get where I'm going.
- ☐₆ I want to ride my bike, but don't feel safe.
- ☐₇ I am not able to operate a car.
- ☐₈ My car is unreliable.
- ☐₉ I wish there was another option that was easy, safe and comfortable.
- ☐₁₀ It is hard to find parking/parking is expensive.
- ☐₁₁ Other: _____

2. Have you ever taken public transportation (local bus, regional/intercity bus, commuter rail, light rail, etc.) in another city or part of the country?

- ☐₁ No
- ☐₂ Yes ► **If yes**, what services have you used? (Choose all that you've tried.)
- ☐₃ Yavapai Regional Transit
- ☐₄ Valley Metro (Phoenix area)
- ☐₅ Intercity Bus, like Greyhound/Megabus/Bolt Bus
- ☐₆ Public transportation system in city outside of Arizona (for example, taking the train in Denver or bus in Las Vegas)
- ☐₇ Public transportation system outside of the U.S.

3. Generally speaking, what was the main reason you used transit this time? (Select one)

- ☐₁ **Easy** – taking the bus or train was easier than figuring out the drive.
- ☐₂ **Cost** – public transit was the cheaper option.
- ☐₃ **Distance** – I prefer the bus when I'm traveling long distances.
- ☐₄ **Preference** – I like riding buses and trains better than driving.

4. If public transportation were available in the Quad Cities, do you think you would use it?

- ☐₁ Yes ☐₂ No ☐₃ Unsure

5. What features or services are more likely to encourage you to ride the bus? Assume for the time being that service is available on the days and times you need it. Please choose up to 3 most important attributes:

- ☐ The bus stop is within walking distance of my home.
- ☐ There is a covered waiting area at the bus stop.
- ☐ There is an app available for me to track the bus, so I can follow the bus movements in real time.
- ☐ The service provides door-to-door service (i.e. picks me up home and takes me to my destination.)
- ☐ The service is direct and I don't need to a transfer.
- ☐ Vehicles are clean and comfortable
- ☐ The service is predictable and reliable.
- ☐ The drivers are friendly.

6. Please tell us if you agree or disagree with the following statements.

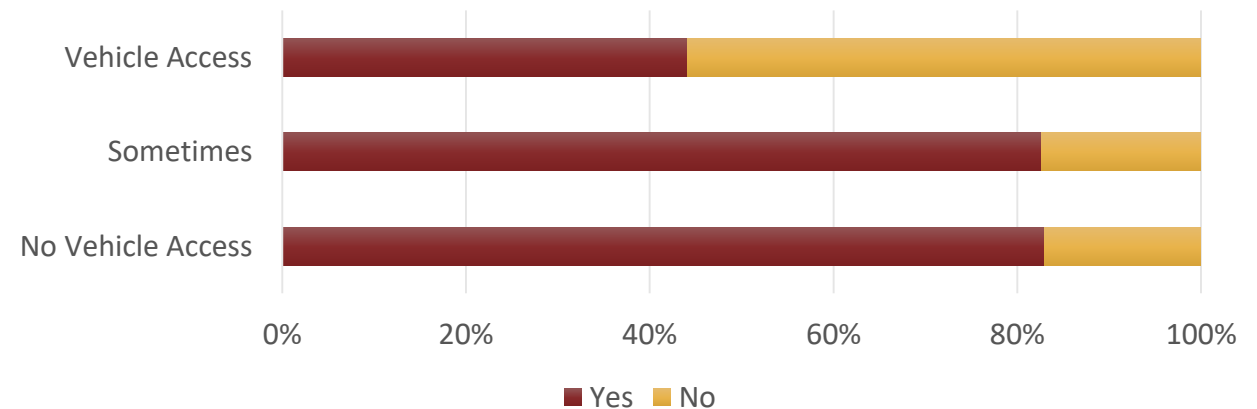
| | Agree 1 | Unsure 2 | Disagree 3 |
|---|---------------------------------------|---------------------------------------|---------------------------------------|
| a. I could save money by taking the bus. | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| b. I am willing to walk a few minutes to a bus stop. | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| c. We need better sidewalks and crosswalks before we start bus service. | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| d. I would adjust my schedule slightly to take the bus. | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| e. I don't think the Quad Cities needs bus service. | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| f. I will take the bus even if it is a little longer, as long as the fare is low. | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |

TRANSIT SURVEY

Key Findings: Do you ever have transportation problems?

- Roughly half of respondents sometimes have transportation problems
- Most commonly cited problems
 - Cost of commuting
 - Traffic
 - Desire for another safe, easy, comfortable option

Issues with transportation increased among people with lower incomes, and people without reliable access to a vehicle.

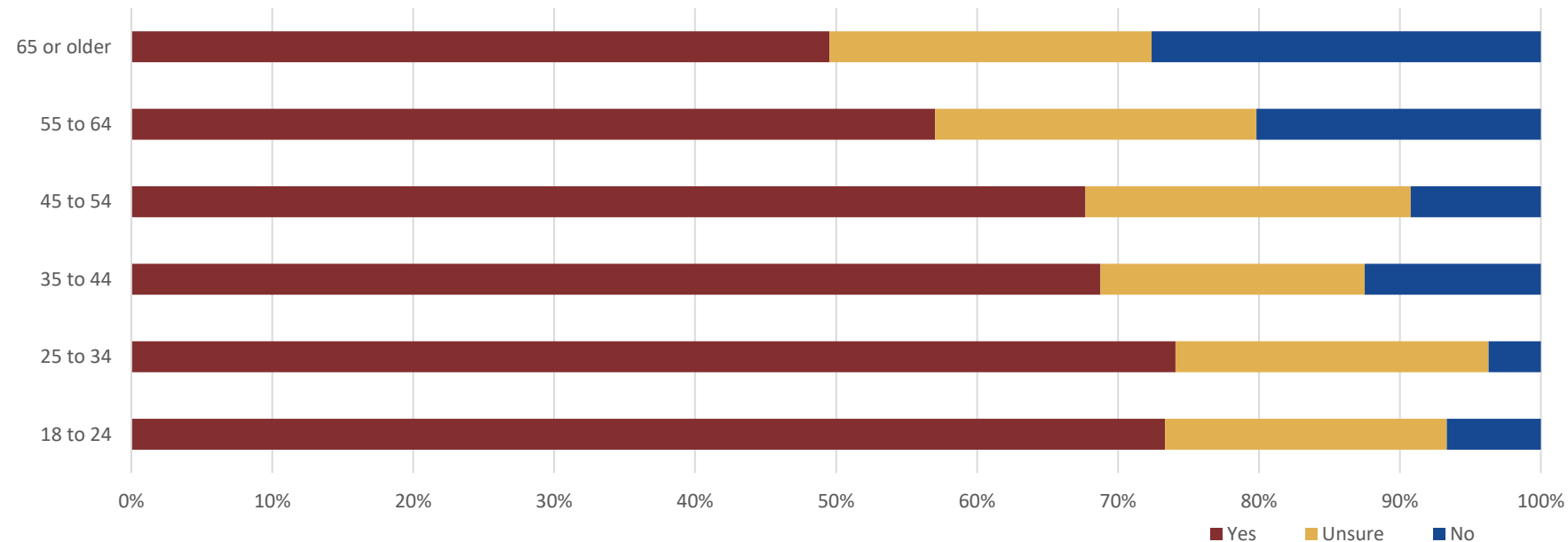


TRANSIT SURVEY

Key Findings: If public transit were available, would you use it?

- 60% said they'd likely use transit in the Quad Cities. 23% were unsure.
 - Highest likelihood was among younger respondents

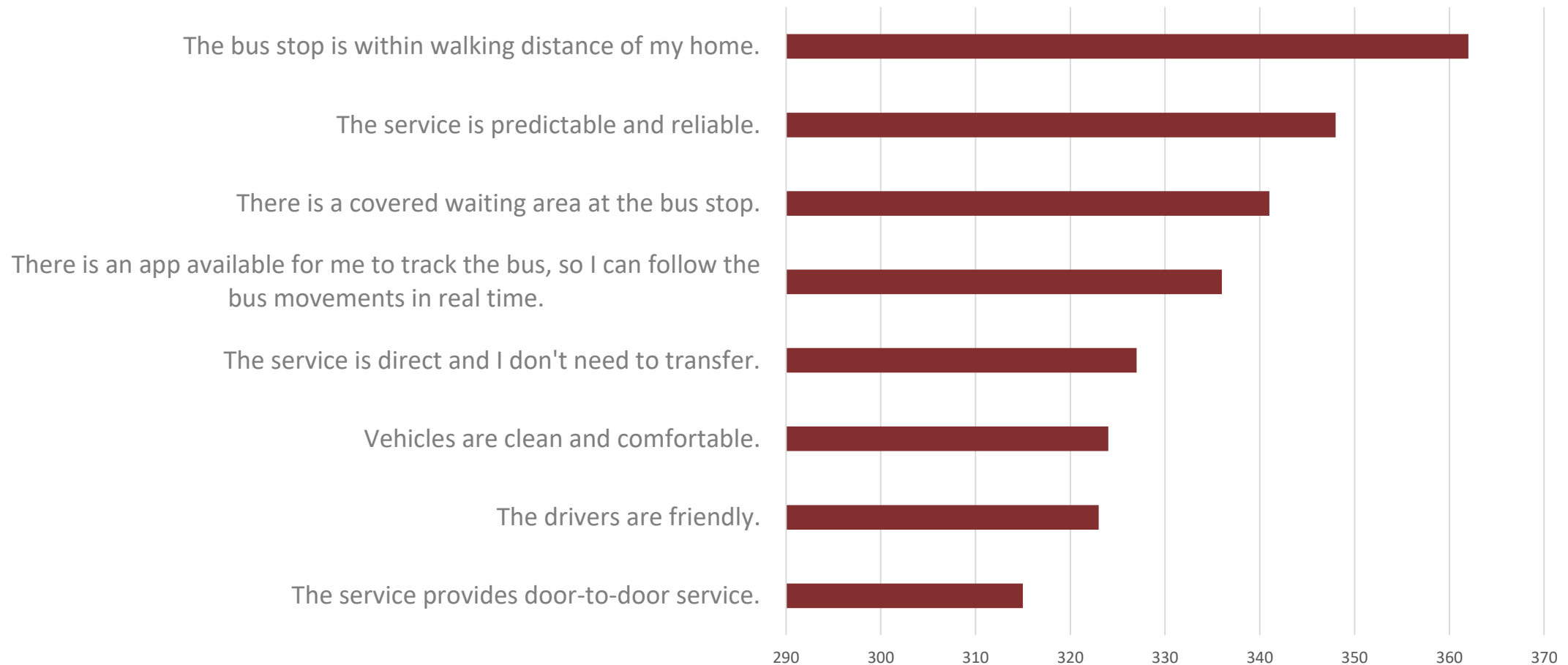
If public transit were available in Quad Cities, do you think you would use it?



TRANSIT SURVEY

Key Findings: What features would encourage you to ride the bus?

What service features are more likely to encourage you to ride the bus?



TRANSIT SURVEY

Key Findings: Attitudes towards Public Transit

Agree, disagree or unsure about the following statements.

I will take the bus even if it is a little longer, as long as the fare is low.

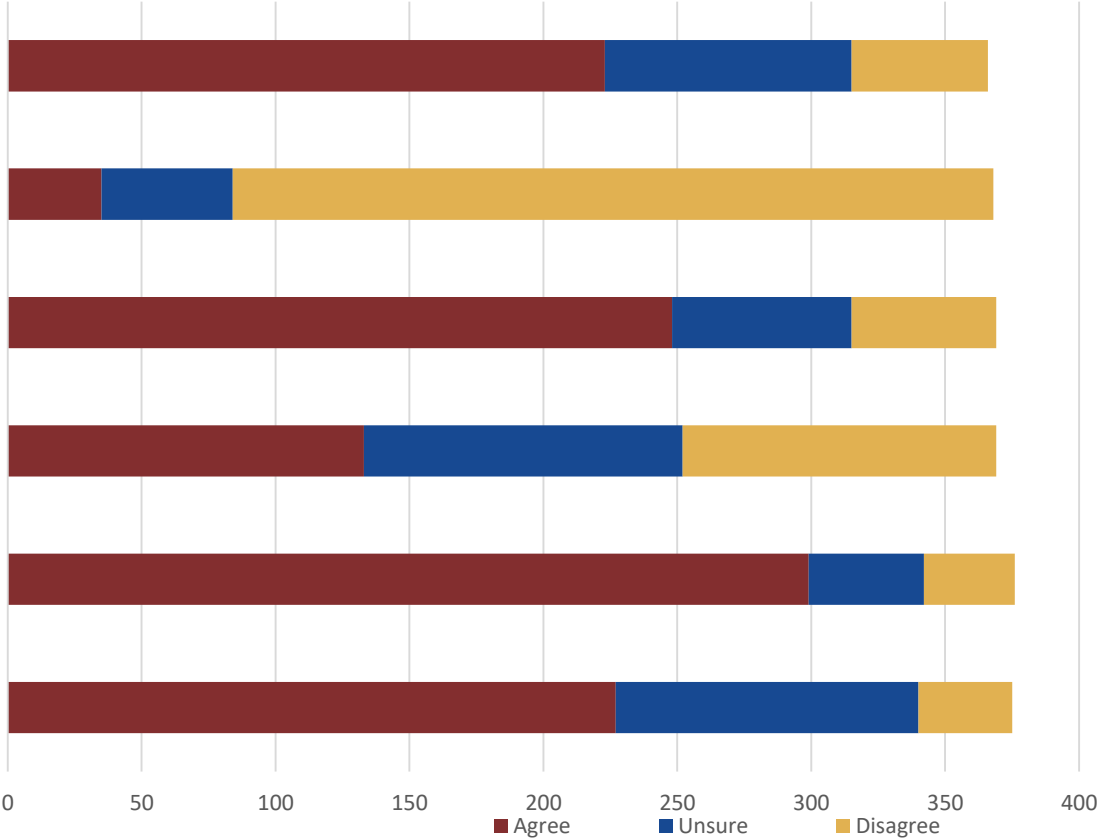
I don't think the Quad Cities needs bus service.

I would adjust my schedule slightly to take the bus.

We need better sidewalks and crosswalks before we start bus service.

I am willing to walk a few minutes to a bus stop.

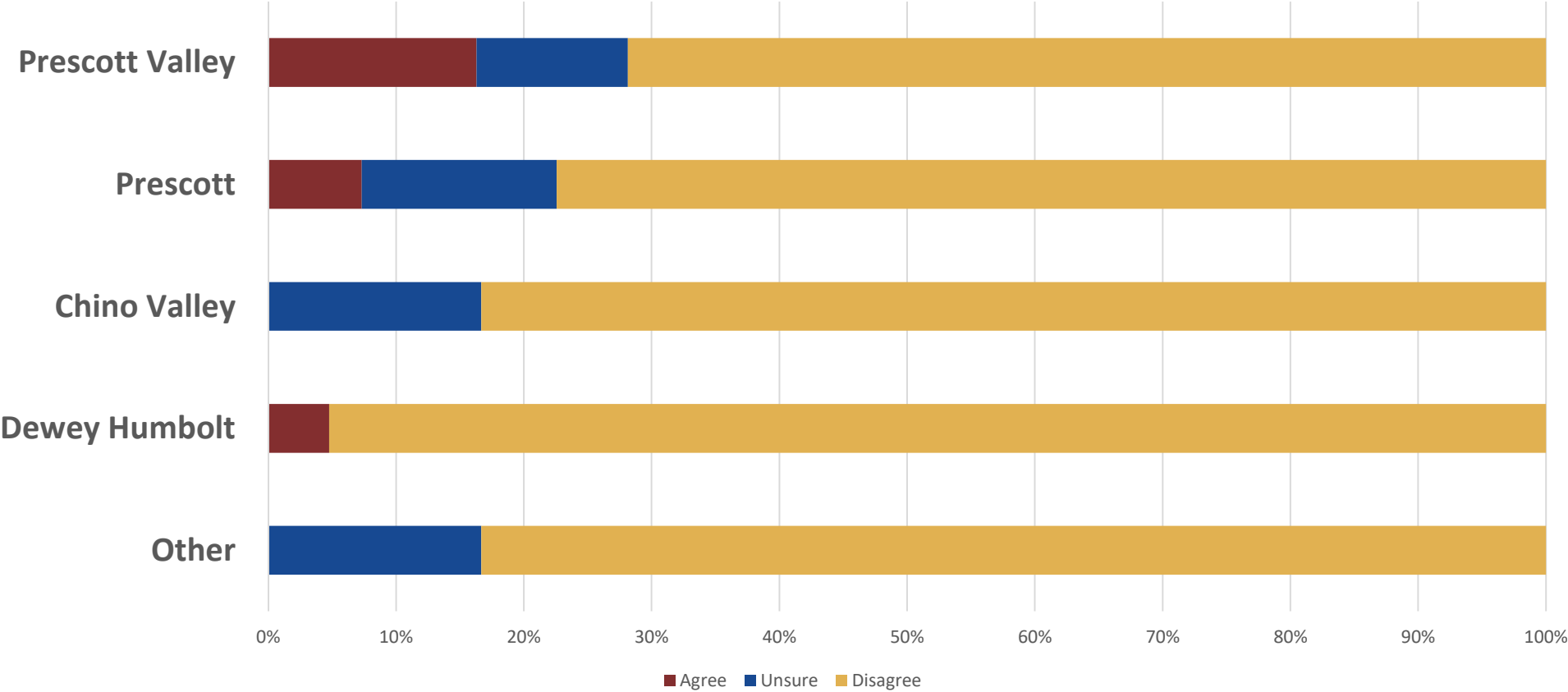
I could save money by taking the bus.



TRANSIT SURVEY

Key Findings: Attitudes towards Public Transit by location of respondent

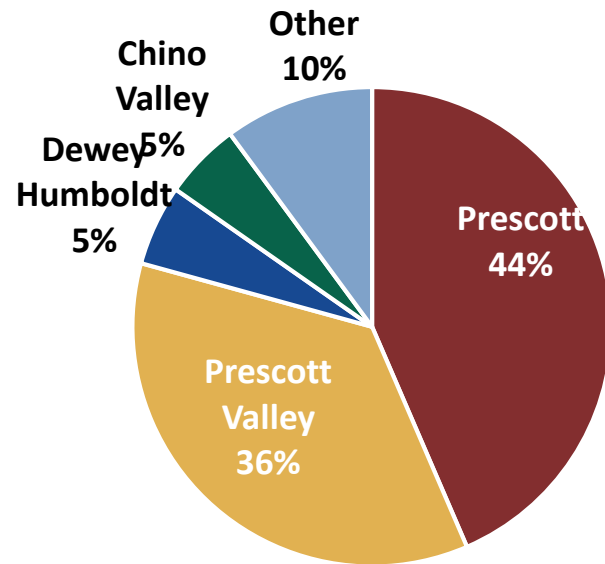
I don't think the Quad Cities needs bus service.



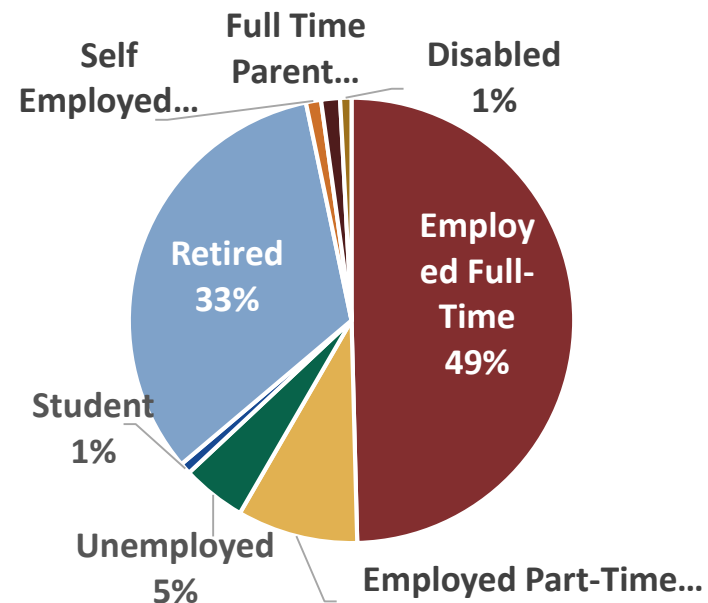
TRANSIT SURVEY

Demographics

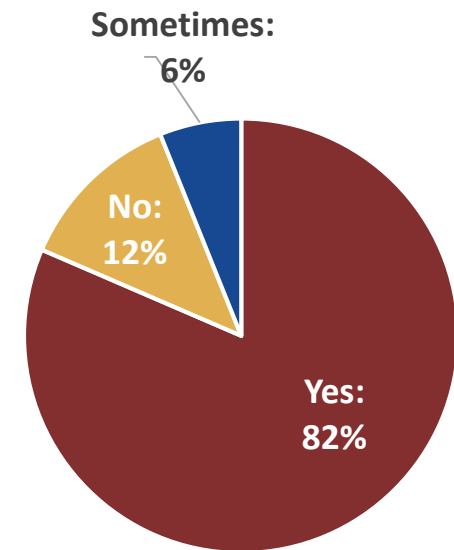
Place of Residence



Employment Status



Access to a Personal Vehicle



TRANSIT SERVICE DESIGN

TRANSIT SERVICE DESIGN

The Task

Design a regional transit service that will:

- Meet the local market needs
- Align with the community goals
- Garner stakeholder support

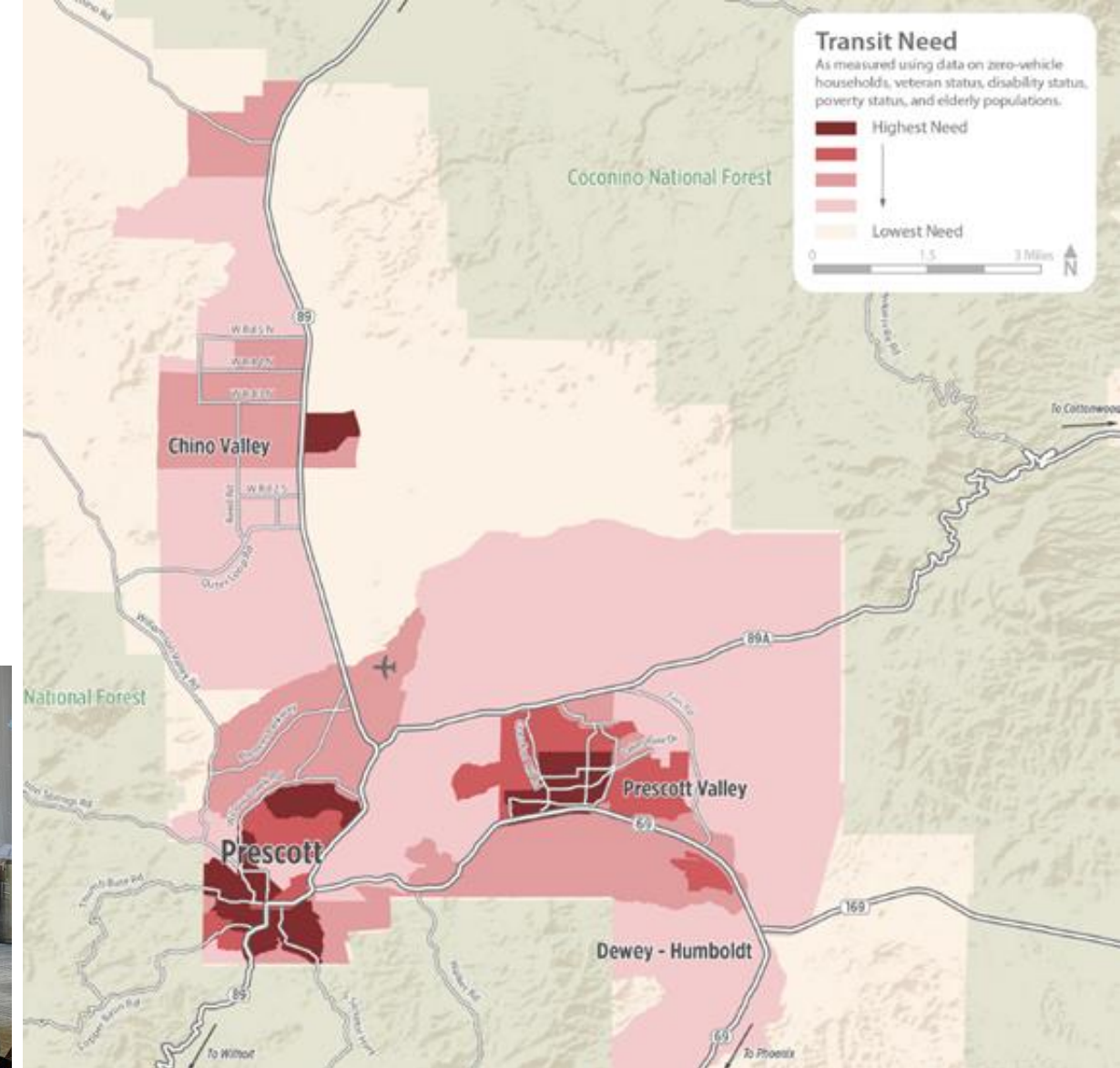
Do not provide a menu of options!



TRANSIT SERVICE DESIGN

The Process

- Conducted a market analysis
- Engaged the community
- Engaged the stakeholders
- Balance demand, needs, and funding



TRANSIT SERVICE DESIGN

Design Principles

- Simple is better than complicated (easy to understand and use)
 - Travel on same streets outbound and inbound
 - Consistent service
 - “Clock face schedules”
 - Travels on most direct path possible
- Serve well defined markets
 - Employment
 - Access to services

TRANSIT SERVICE OPTIONS

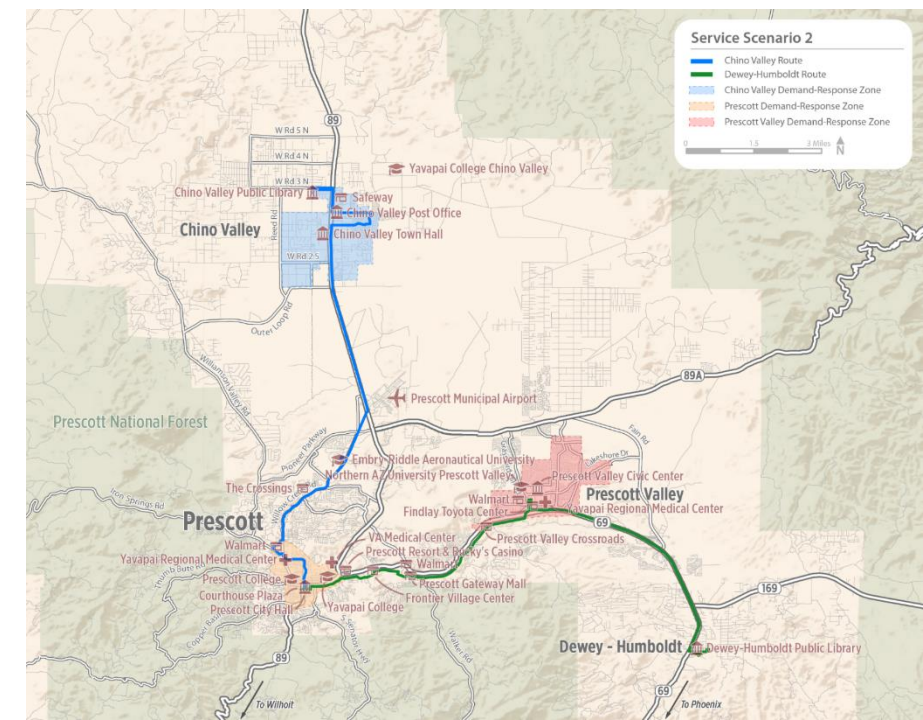
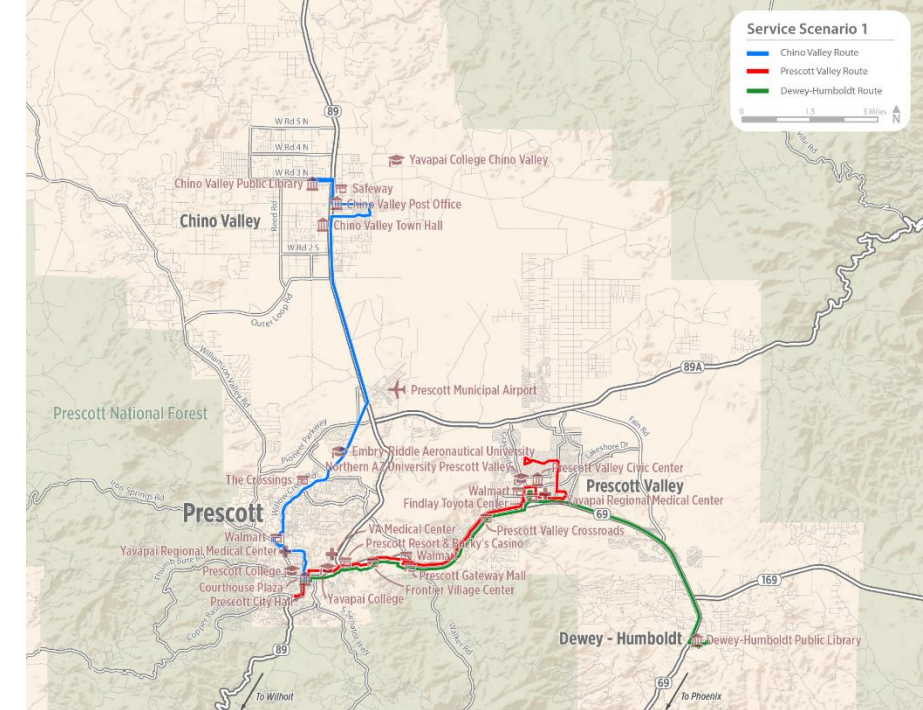
Two Proposals

Focus on Fixed Route

- Limited local circulation

Focus on Demand Response

- Limited inter-community service
- Less predictable



TRANSIT SERVICE RECOMMENDATIONS

Three flex routes – scheduled service that will deviate up to 1/2 mile

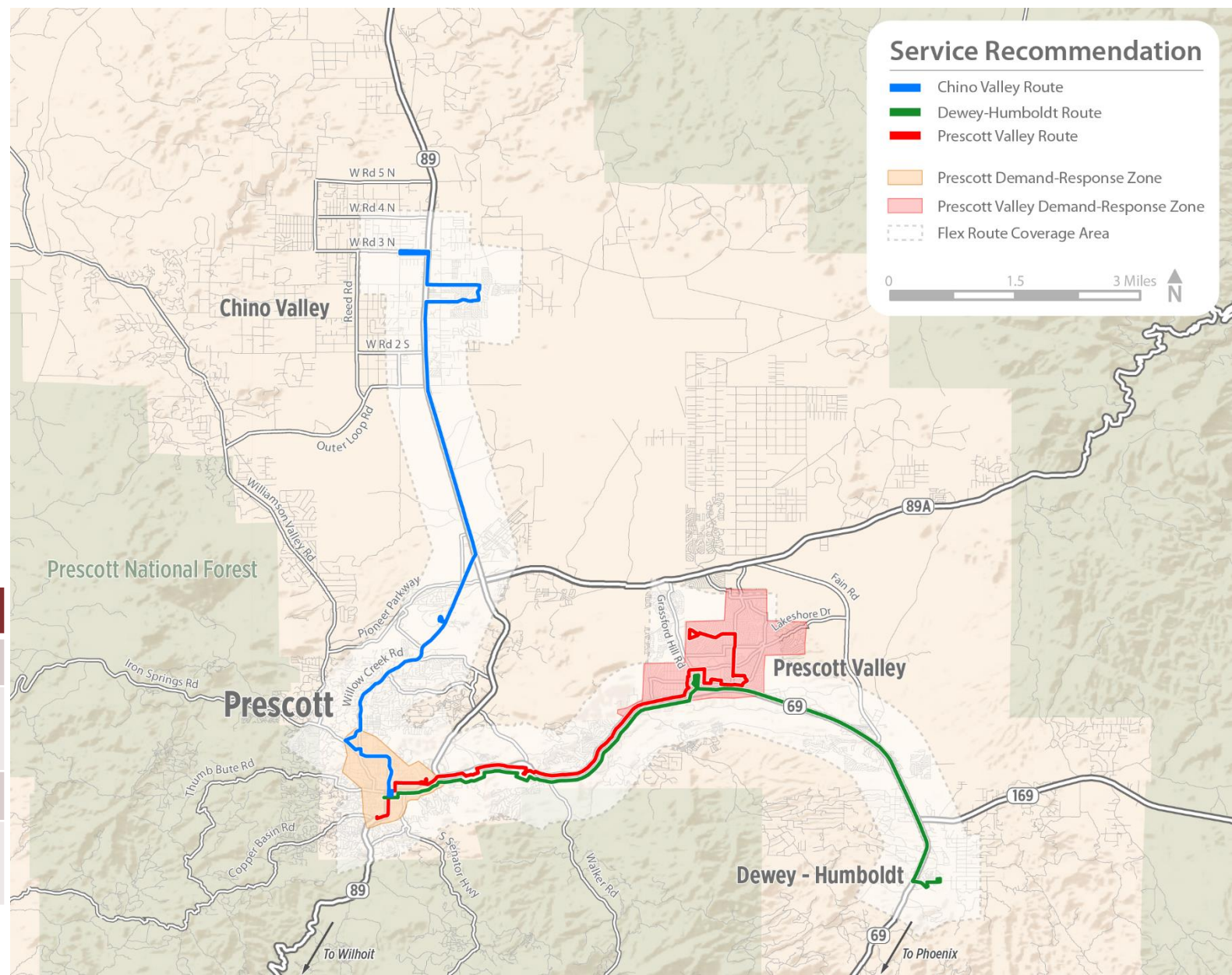
- **Blue** – Monday - Saturday
- **Red** – Monday - Saturday
- **Green** – Monday, Wednesday, Friday

Demand Response zones available Monday – Saturday

- **Prescott** and **Prescott Valley**

Includes funding for 3 vanpools

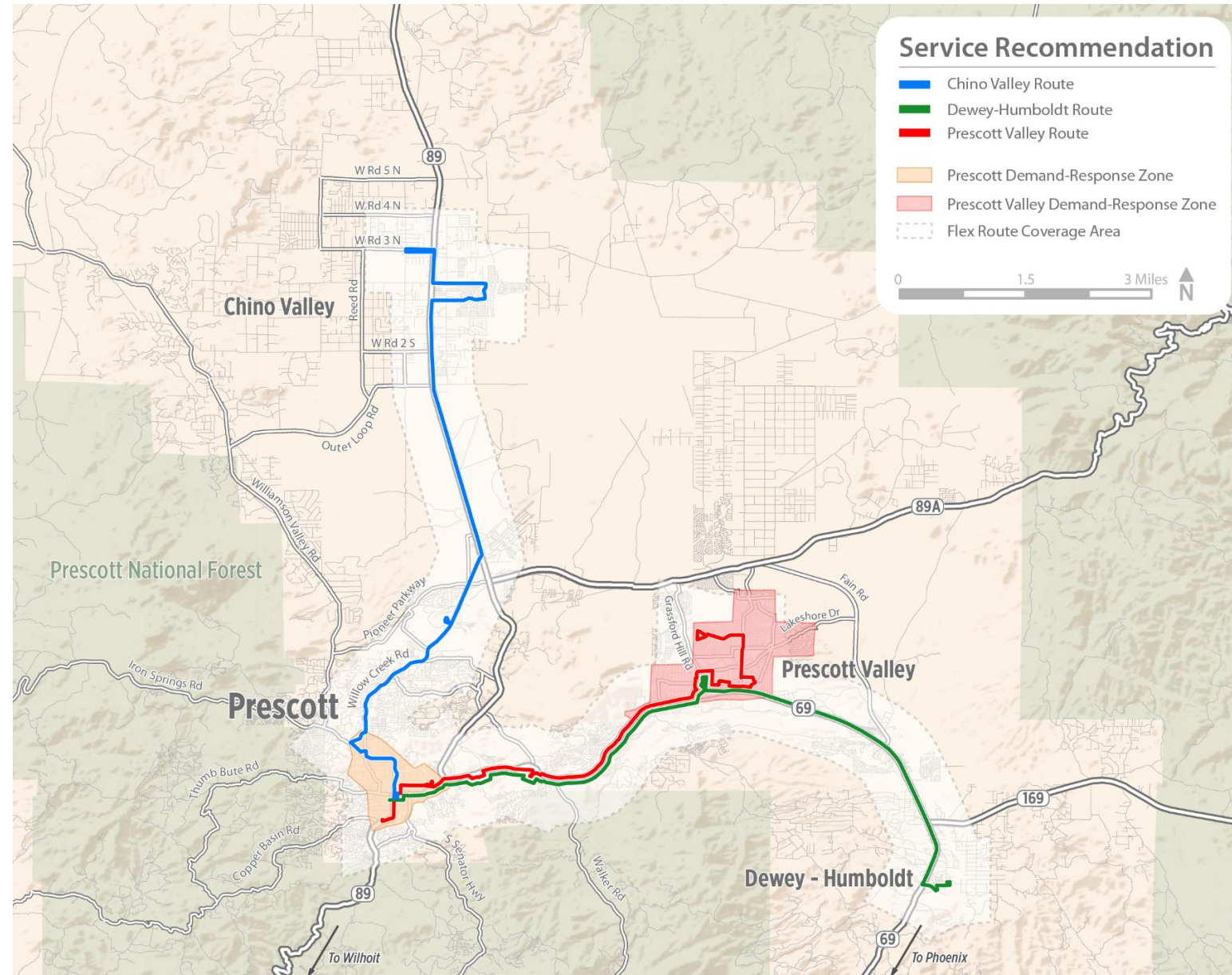
| | Service Days | Span | Frequency |
|-----------------|----------------|-----------|---------------|
| Blue | Mon – Sat | - | 3 daily trips |
| Red | Mon – Sat | 6am – 6pm | 60 minutes |
| Green | Mon, Wed, Fri. | - | 3 daily trips |
| Demand Response | Mon – Sat | 6am – 6pm | n/a |



TRANSIT SERVICE RECOMMENDATIONS

Markets Served

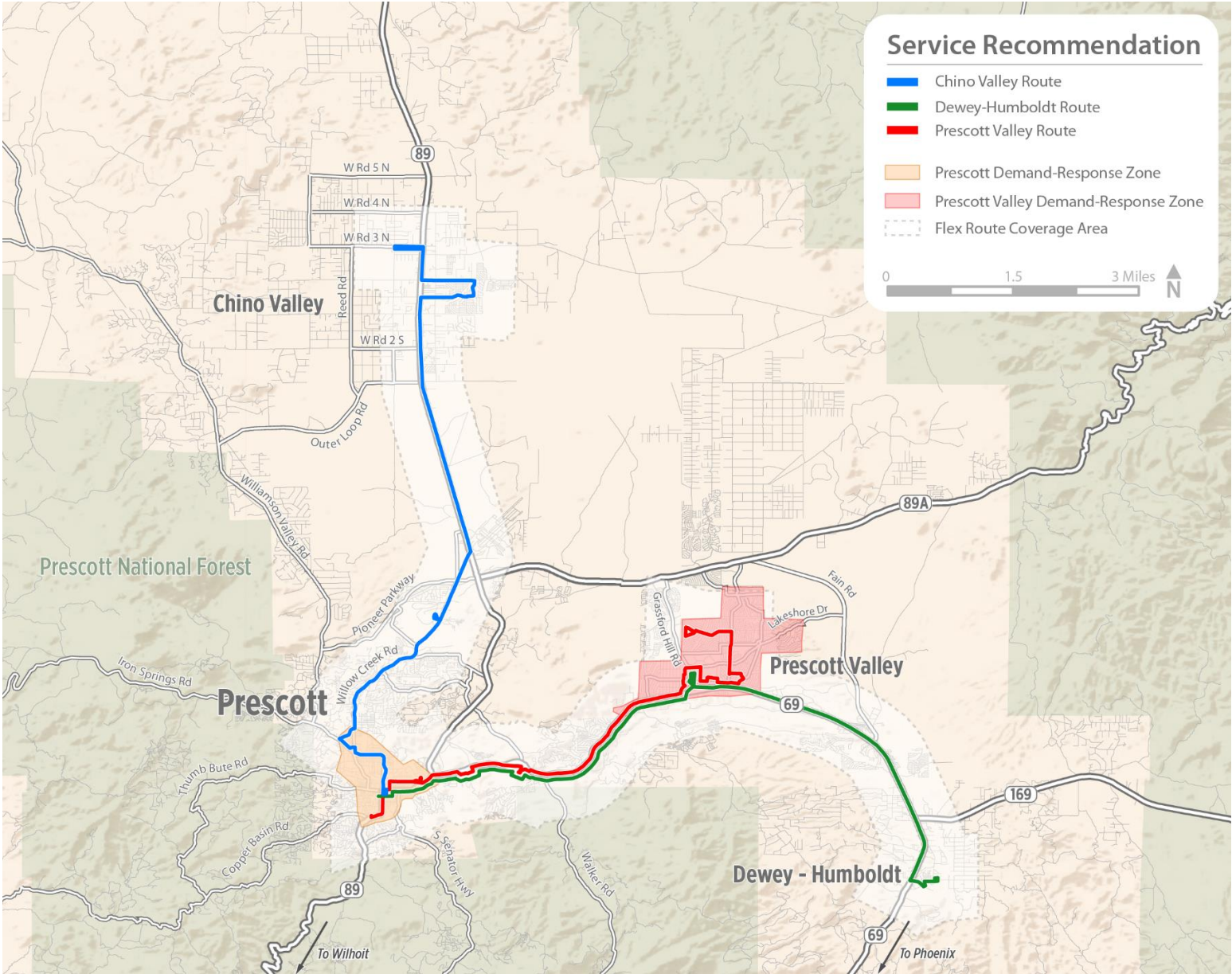
- Access to employment markets
 - Prescott
 - Prescott Valley
- Connections to medical services, shopping and education facilities
- Regional services
- Local circulation



TRANSIT SERVICE RECOMMENDATIONS

Final Proposal: Estimated Costs

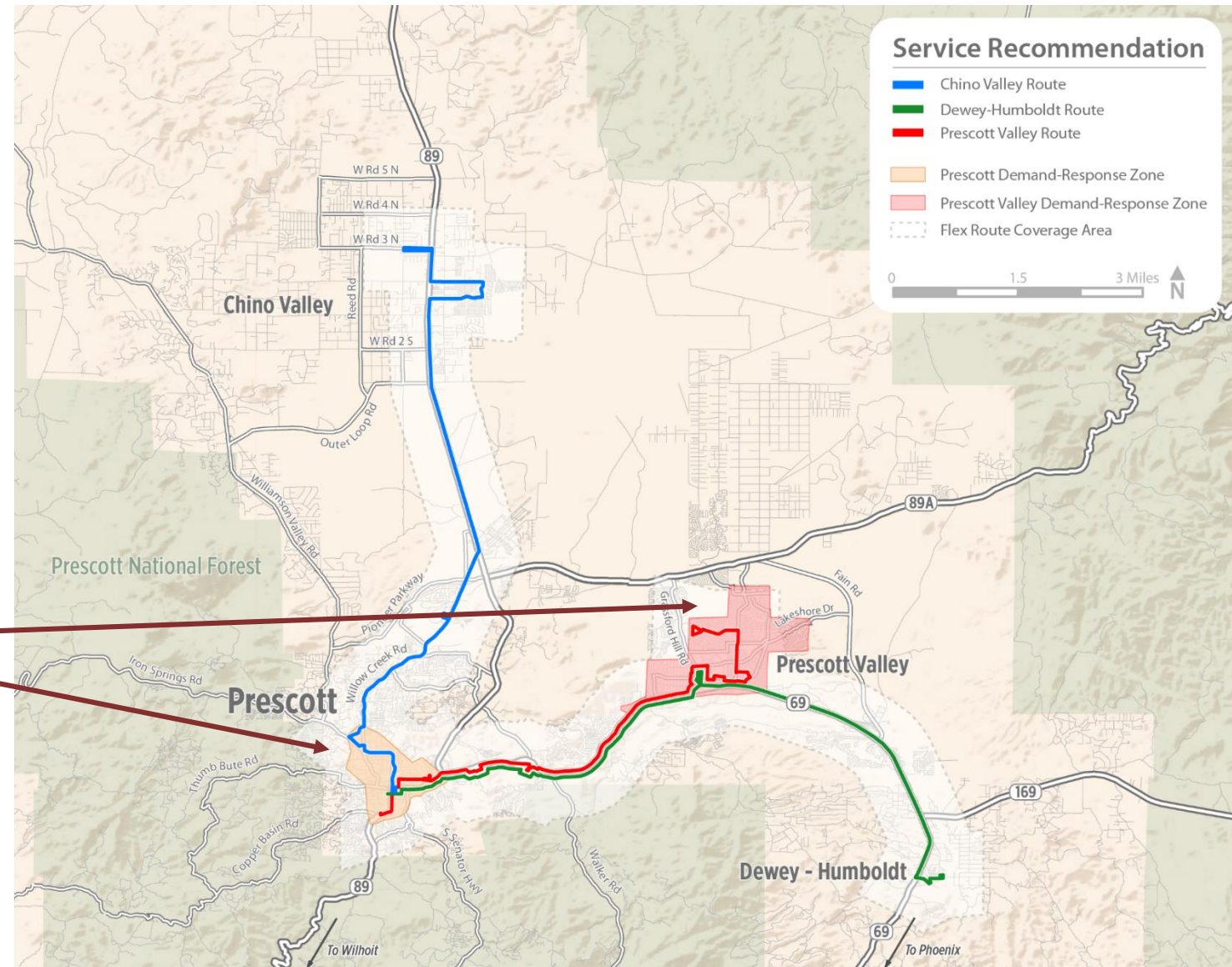
| | Estimated Annual Costs |
|---------------------------|------------------------|
| Transit Service | \$1,400,000 |
| Administration/Management | \$200,000 |
| Capital Investments | \$170,000 |
| Total Cost | \$1,800,000 |



TRANSIT SERVICE RECOMMENDATIONS

Service Option: Microtransit for demand response zones

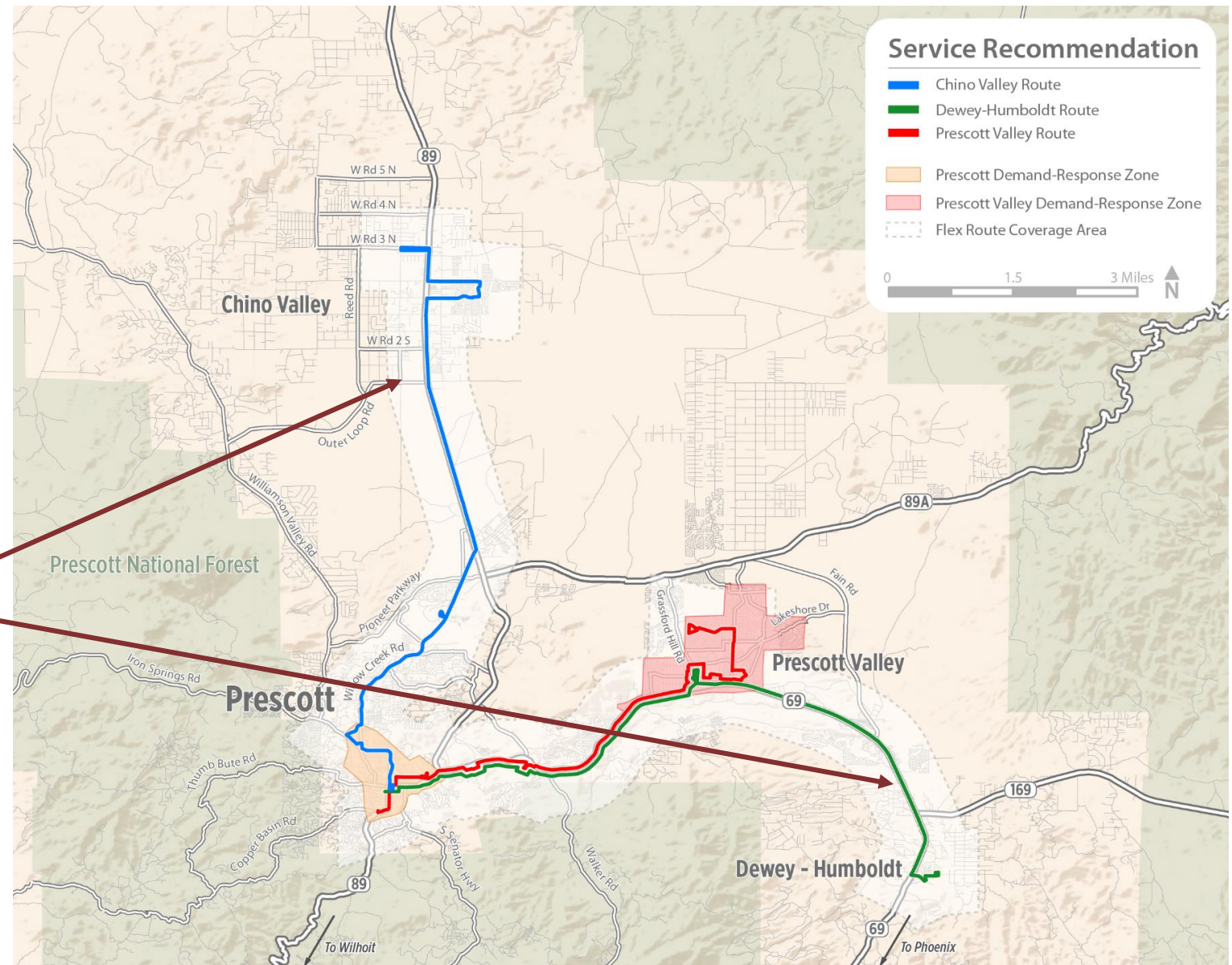
App-based service model with
telephone access



TRANSIT SERVICE RECOMMENDATIONS

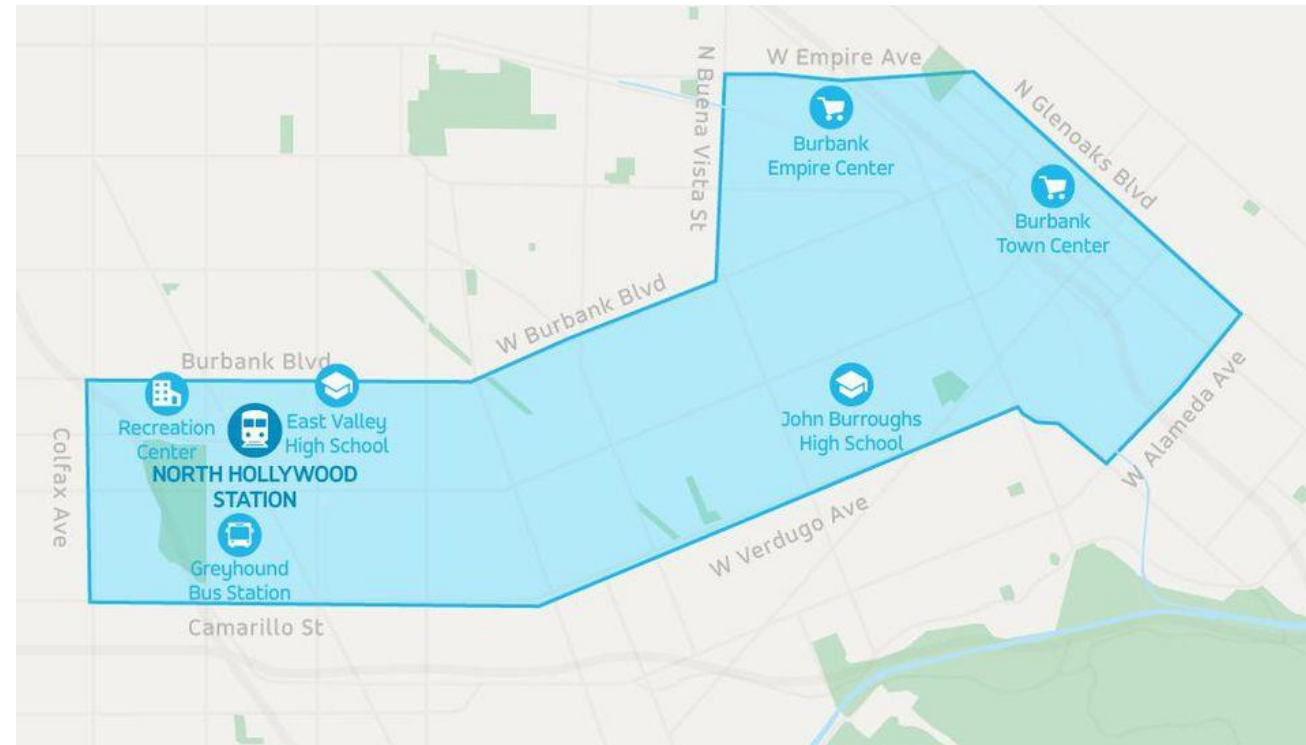
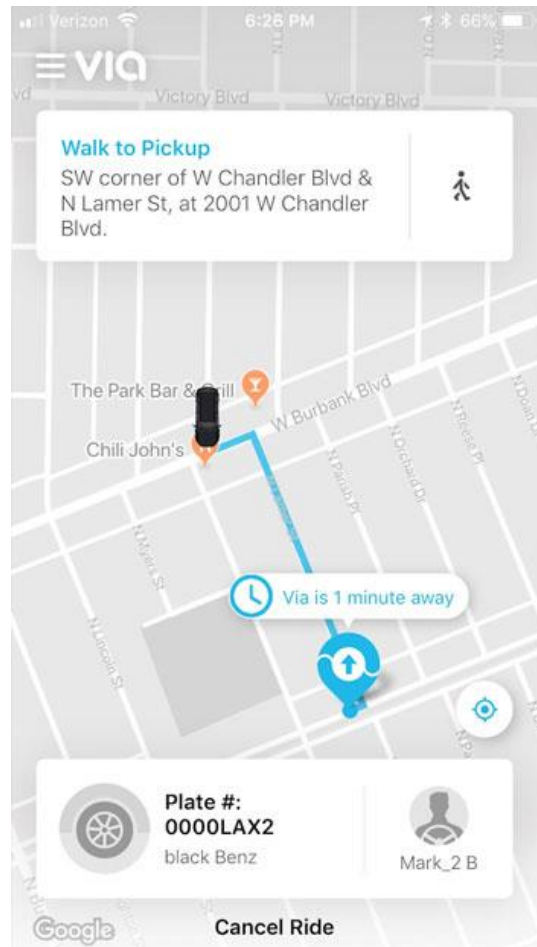
Service Option: Microtransit for inter- community buses

App-based service model with
telephone access



POTENTIAL SERVICE MODEL

MicroTransit



MOVING TO IMPLEMENTATION

MOVING TO IMPLEMENTATION

Key Steps: Political and Community Support

- Governance
- Funding

MOVING TO IMPLEMENTATION

Key Steps: Political and Community Support

- Need final cost estimates and proposed cost allocation formulas
- Best time to request funds: December/January (budget season)
- Develop well-presented, well-articulated material for study sessions
 - Detailed service information
 - Potential cost increases / escalation over time
 - Acknowledge potential for empty buses – what to expect and why
- Successful proposal will:
 - Be attractive to young people
 - Support businesses, economic development and access to jobs
 - Support older adults, veterans

MOVING TO IMPLEMENTATION

Key Steps: Governance Models

- Metropolitan Public Transit Agency (MPTA)
- Regional Transportation Agency (RTA)
- Joint Powers Organization (JPO)

GOVERNANCE OPTIONS

Potential Structures

| | Representation | Funding | Advantages | Disadvantages |
|-------------|--|--|---|---|
| MPTA | Appointed at first, then elected by popular vote | Grants, general fund contributions, fares and partnerships Taxing authority, with voter approval | Mechanism for local partners to work together Potential for taxing authority | Funding partners do not necessarily have control over funding Cannot include tribes or colleges/universities as partners |
| RTA | Same as regional council of governance (NACOG) | Existing roadway excise tax could be replaced with transportation tax RTA Board asks voters for tax | County has authority to establish RTA (consent from NACOG) Mechanism to bring in Cottonwood Area Transit | Requires development of 20-year regional transportation plan Less local control for Quad City communities |
| JPO | Members of JPO form the board | Funded by members – potential to use excise tax with voter approval Members ask voters for tax | Mechanism for local collaboration and control Can include all subdivisions | Slightly more complicated to arrange |

GOVERNANCE OPTIONS

Potential Structures – Joint Powers Organization (JPO)

| | Representation | Funding | Advantages | Disadvantages |
|-----|-------------------------------|---|---|--------------------------------------|
| JPO | Members of JPO form the board | Funded by members – potential to use excise tax with voter approval | Mechanism for local collaboration and control Can include all subdivisions | Slightly more complicated to arrange |

- Tailor made solution with members deciding systems and structures
- Arizona example is Valley Metro Rail
- No taxing authority – would rely on contracts between partners

GOVERNANCE OPTIONS

Potential Structures - Regional Transportation Authority (RTA)

| | Representation | Funding | Advantages | Disadvantages |
|-----|--|--|---|--|
| RTA | Same as regional council of governance (NACOG) | Existing roadway excise tax could be replaced with transportation tax RTA Board asks voters for tax | County has authority to establish RTA (consent from NACOG) Mechanism to bring in Cottonwood Area Transit | Requires development of 20-year regional transportation plan Less local control for Quad City communities |

- In counties with a population less than 400,000, County Board may establish RTA
- Can be funded with tax, but doesn't have to
- Geography is regional
- Implication is that RTA will be multimodal authority – roads, pedestrian, bicycle and transit

CENTRAL YAVAPAI TRANSIT FUNDING

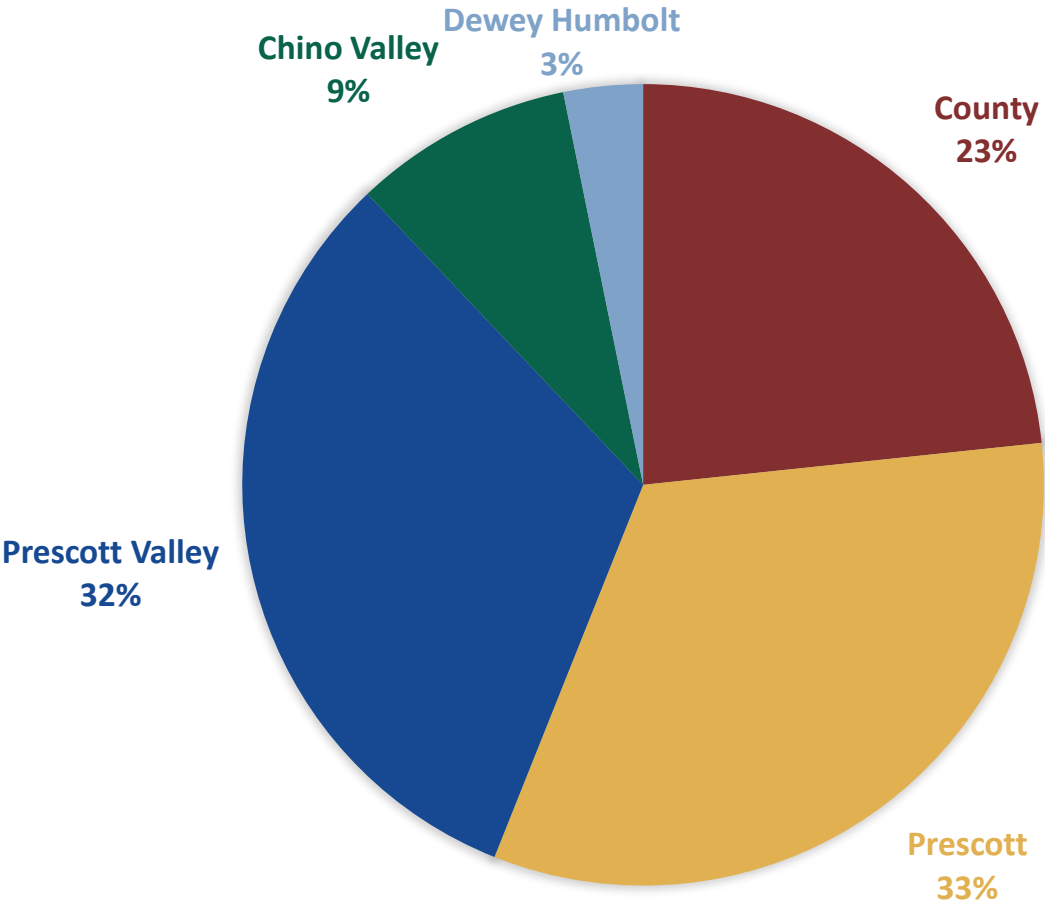
Estimated Costs and Grant Funds

| Category | Amount |
|--|------------------|
| Administration | \$212,400 |
| Service / Options | \$1,416,000 |
| Capital Costs | \$73,200 |
| Estimated Costs | \$1,840,000 |
| | |
| Federal Transit Administration Grants (5311 and 5307) | \$1,080,500 |
| | |
| Local Match Required | \$758,100 |

CENTRAL YAVAPAI TRANSIT FUNDING

Local Matching Resources

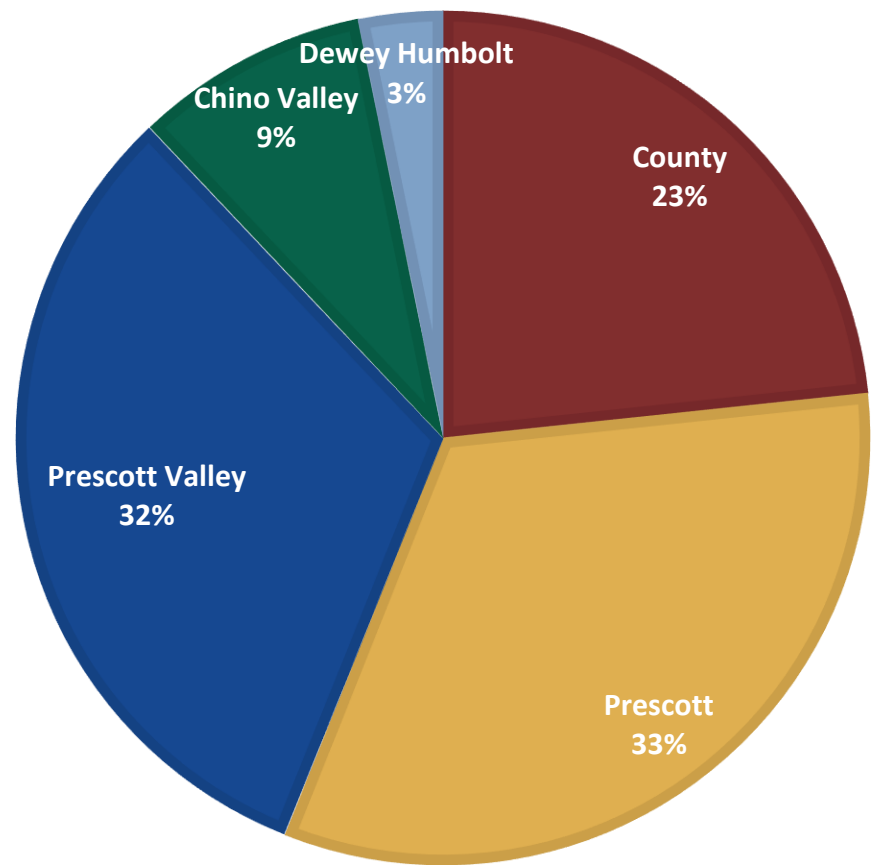
| Category | Amount |
|--------------------------|-----------|
| Local Match Required | \$758,000 |
| | |
| <i>Potential Revenue</i> | |
| Fares | \$64,000 |
| Service Contracts | \$277,000 |
| Partnerships | \$50,000 |
| | |
| Balance | \$367,000 |



TRANSIT FUNDING

Potential Allocations by Population

County Prescott Prescott Valley Chino Valley Dewey Humbolt



| Community | Estimated Allocation |
|-------------------------|----------------------|
| Yavapai County | \$86,000 |
| City of Prescott | \$120,000 |
| Town of Prescott Valley | \$117,000 |
| Town of Chino Valley | \$32,500 |
| Town of Dewey-Humbolt | \$11,500 |

GOVERNANCE OPTIONS

Joint Powers Organization (JPO) – Key Issues

- Do Quad City communities and stakeholders want to join together to provide transit services?
- Service model suggests:
 - Prescott
 - Prescott Valley
 - Chino Valley
 - Dewey Humbolt
- Potential – funding partners
 - Human service agencies
 - Yavapai College
 - Regional Medical Service Providers

GOVERNANCE OPTIONS

Regional Transportation Authority (RTA) – Key Issues

- Would Yavapai County be willing to sponsor an RTA to develop transit service in Quad Cities?
- Short-term arrangement may include funding from local partners
 - Local and regional governments
 - Partners
 - Agency contracts
- Model is a county-wide solution, but could be tailored to a region
 - Potential to include Cottonwood
 - Focus on regional solutions
- Potentially less ideal for Quad City “start up” operations

NEXT STEPS

NEXT STEPS

CYMPO Transit Implementation Plan Update

- Incorporate feedback received today
- Flesh out governance model and organizational structures
- Draft final recommendation by Thanksgiving
 - Service plan
 - Governance structure
 - Funding strategy

NEXT STEPS

CYMPO Transit Implementation Plan Update

- Update Briefing Book
 - Finalize Transit Service Plan
 - Governance Recommendation
- Implementation Planning
 - Next steps
- Next Stakeholder Meeting: October 2019?

THANK YOU!



Bethany Whitaker

857-305-8003

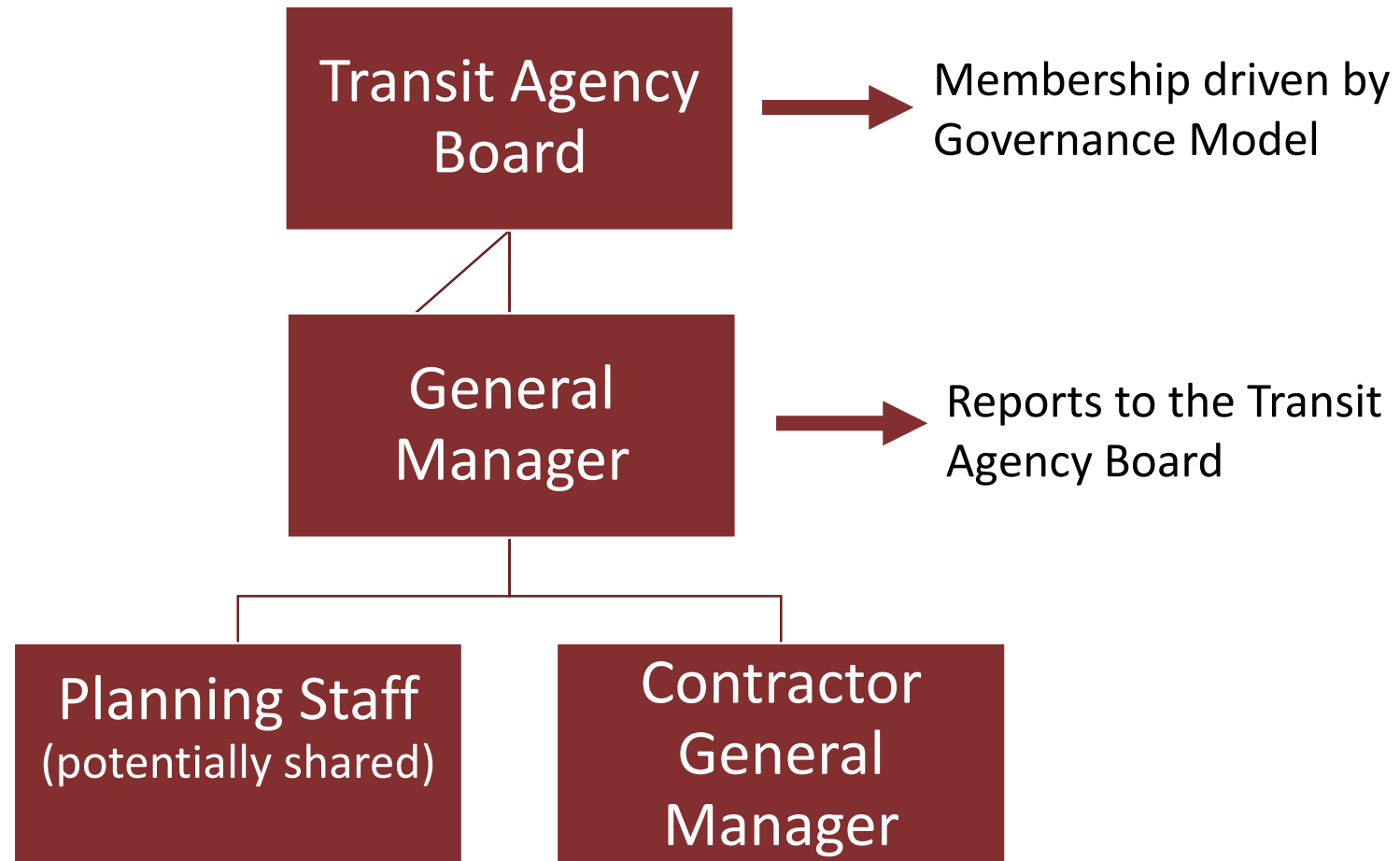
bwhitaker@nelsonnygaard.com

TRANSIT SERVICE FUNCTIONS AND ROLES

- Vehicle Operations
- Vehicle maintenance
- Non-vehicle maintenance
- Service and operations planning
- Scheduling
- Dispatch
- Road supervision
- Labor relations
- Budgets, grant management and accounting
- Reporting (NTD, Arizona DOT)
- Contracting
- Human Resources
- Liaison with community and governmental agencies
- Customer service
- Marketing

TRANSIT AGENCY DEVELOPMENT AND AUTHORITY

DRAFT Organization Structure



TRANSIT SERVICE FUNCTIONS AND ROLES

Transit Board

- Hire General Manager
- Policy and Direction
- Liaison with community and governmental agencies
- Grant Development

General Manager

- Budgets, grant management and accounting
- Reporting (NTD, Arizona DOT)
- Contracting
- Liaison with community and governmental agencies
- Marketing
- Service and operations planning

Contractor

- Vehicle Operations
- Vehicle maintenance
- Non-vehicle maintenance
- Scheduling
- Dispatch
- Road supervision
- Labor relations
- Customer service
- Human Resources* (drivers, mechanics)

GOVERNANCE OPTIONS

Potential Structures – JPO

- Directed by Board of Directors determined by members
- Membership:
 - Funding cities and towns
 - May include partners (university, human service agencies and/or hospital)
- Members must include cities and towns to be eligible to receive federal grants
- Flexibility to determine makeup, roles and mission