



Title VI Implementation Plan



February 2022 – January 2025

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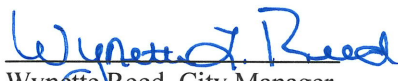
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Title VI Policy Statement

The City of Goodyear policy assures full compliance with Title VI of the Civil Rights act of 1964 and related statutes and regulations in all programs and activities. Title VI states that “no person shall on the grounds of race, color or national origin be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination” under any City of Goodyear sponsored program or activity. There is no distinction between the sources of funding.

The City of Goodyear also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies and activities on minority and low-income populations. Furthermore, the City of Goodyear will take reasonable steps to provide meaningful access to services for persons with limited English proficiency.

When the City of Goodyear distributes Federal-aid funds to another entity/person, the City of Goodyear will ensure all subrecipients fully comply with the City of Goodyear Title VI Nondiscrimination Program requirements. The City Manager has delegated the authority to Christine McMurdy, Title VI Program Coordinator, to oversee and implement FTA Title VI requirements.


Wynette Reed, City Manager

Title VI Notice to the Public

Notifying the Public of Rights Under Title VI **CITY OF GOODYEAR/VALLEY METRO**

The City of Goodyear/Valley Metro operates its programs and services without regard to race, color, or national origin in accordance with Title VI of the Civil Rights Act of 1964. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Goodyear/Valley Metro.

For more information on the City of Goodyear/Valley Metro's civil rights program, and the procedures to file a complaint, contact Christine McMurdy (623) 882-7806, (Arizona Relay/TDD 7-1-1); email Christine.McMurdy@goodyearaz.gov; or visit our administrative office at Goodyear Engineering Department, 14455 W. Van Buren Street, Suite D, Goodyear, AZ 85338. For more information, visit <https://www.goodyearaz.gov/government/departments/engineering-development-services/engineering/transit/title-vi-program>

A complainant may file a complaint directly with the City of Phoenix Public Transit Department or the Federal Transit Administration (FTA) by filing a complaint directly with the corresponding offices of Civil Rights: City of Phoenix Public Transit Department: ATTN: Title VI Coordinator, 302 N. 1st Ave., Suite 900, Phoenix AZ 85003 FTA: ATTN: Title VI Program Coordinator, East Building, 5th Floor-TCR 1200 New Jersey Ave., SE Washington DC 20590

If information is needed in another language, contact 1-800-752-6906. Para información en Español llame: Juana Garay, 623-932-3004.

The above notice is posted in the following locations:

City of Goodyear City Hall, 1900 N. Civic Square, Goodyear, AZ 85395

City of Goodyear Park and Ride, 13183 W. Cornerstone Blvd., Goodyear, AZ 85338

Georgia T. Lord Library, 1900 N. Civic Square, Goodyear, AZ 85395

This notice is posted online at

<https://www.goodyearaz.gov/government/departments/engineering-development-services/engineering/transit>

Title VI Notice to the Public -Spanish

Aviso al Público Sobre los Derechos Bajo el Título VI City of Goodyear/Valley Metro

City of Goodyear/Valley Metro (*y sus subcontratistas, si cualquiera*) asegura cumplir con el Título VI de la Ley de los Derechos Civiles de 1964. El nivel y la calidad de servicios de transporte serán provehidos sin consideración a su raza, color, o país de origen.

Para obtener más información sobre la City of Goodyear/Valley Metro's programa de derechos civiles, y los procedimientos para presentar una queja, contacte Christine McMurdy, (Arizona Relay/TDD 7-1-1); o visite nuestra oficina administrativa en City of Goodyear Engineering Department 14455 W. Van Buren Street, Suite D, Goodyear, AZ 85338. Para obtener más información, visite <https://www.goodyearaz.gov/government/departments/engineering-development-services/engineering/transit>

El puede presentar una queja directamente con City of Phoenix Public Transit Department o Federal Transit Administration (FTA) mediante la presentación de una queja directamente con las oficinas correspondientes de Civil Rights: City of Phoenix Public Transit Department: ATTN Title VI Coordinator 302 N. 1st Ave., Suite 900, Phoenix AZ 85003 FTA: ATTN Title VI Program Coordinator, East Building, 5th Floor –TCR 1200 New Jersey Ave., SE Washington DC 20590

The above notice is posted in the following locations:

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This notice is posted online at

<https://www.goodyearaz.gov/government/departments/engineering-development-services/engineering/transit>

Title VI Complaint Procedures

What is Title VI?

Title VI is a section of the Civil Rights Act of 1964 which requires that “no person in the United States shall, on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”

Title VI complaint procedures integration for WeRIDE service

The City of Goodyear’s WeRIDE microtransit service operates independently from Valley Metro’s regional transit system. However, the City recognizes the importance of maintaining consistent Title VI complaint procedures across all transit services in the region. To ensure thorough documentation and investigation of any Title VI complaints related to WeRIDE service, the City of Goodyear has integrated its WeRIDE Title VI complaint procedures with the existing regional Customer Assistance System (CAS) through the following process:

1. Complaint Receipt and Documentation

- All WeRIDE vehicles display Valley Metro’s standard Title VI notice, directing complainants to Valley Metro’s Customer Service for filing Title VI complaints
- Complaints received through any channel (Valley Metro Customer Service, direct contact with the City of Goodyear, or through WeRIDE contractor Transdev) will be entered into the regional CAS system
- City of Goodyear and Transdev staff will receive access and training on the CAS system to ensure proper documentation and tracking

2. Investigation Process

- Upon receipt of a Title VI complaint through CAS, Transdev (as the WeRIDE operator) will follow the established regional “Five Federal Investigative” steps while adhering to the 30-day investigation timeline
- Investigations will include thorough documentation of interviews, data collection, and policy review following regional standards
- City of Goodyear Transit staff will maintain oversight of the investigation process and ensure compliance with federal requirements

3. Resolution and Reporting

- Complaint resolutions will be documented in CAS using the standard regional categories (valid, invalid, or undeterminable)
- All corrective actions and resolutions will be tracked within the regional system
- Complainants retain the same appeal rights and external filing options as with regional service complaints

This integration ensures that WeRIDE Title VI complaints receive the same level of attention and documentation as regional transit services while maintaining consistency with established Valley Metro and City of Phoenix procedures. The process provides transparency and accountability through shared regional tracking while acknowledging the unique operational characteristics of the WeRIDE microtransit service.

How do I file a complaint?

Any person who believes that he or she has been excluded from participation in, been denied the benefits of, or otherwise subjected to unlawful discrimination under any Valley Metro or City of Phoenix service, program or activity, and believes the discrimination is based upon race, color or national origin, may file a formal complaint with Valley Metro Customer Service or directly with the City of Phoenix. This antidiscrimination protection also extends to the activities and programs of Valley Metro's and City of Phoenix's third-party Transit Service Provider (TSP) contractors. Valley Metro and the City of Phoenix use the Customer Assistance System (CAS) to capture all complaints received for the regional transit system. Any such complaint must be filed within 180 days of the alleged discriminatory act (or latest occurrence).

To submit a complaint online, complete the online complaint form at the following link:
www.valleymetro.org/form/title-vi-complaint-form

Complaints can also be submitted in writing using the Title VI complaint form, or by calling Customer Service at (602) 253-5000, TTY: (602) 251-2039. Completed and signed forms should be mailed to:

Regional Public Transportation Authority
4600 East Washington Street, Suite 101
Phoenix, AZ 85034
Email: csr@valleymetro.org
Phone: (602) 253-5000
TTY: (602) 251-2039

The compliant form is located on our website:
<https://www.valleymetro.org/about/civil-rights>

To file a complaint directly with the City of Phoenix:

Attention: Title VI Coordinator
City of Phoenix Public Transit Department
302 N. 1st Avenue, Suite 900
Phoenix, AZ 85003
Email: PHXTransitEO@phoenix.gov
Phones: (602) 262-7242
<https://www.phoenix.gov/publictransit/title-vi-notice>

Individuals may also file complaints directly with the Federal Transit Administration (FTA) within the 180-day timeframe:

Federal Transit Administration (FTA)
Attention: Title VI Coordinator
East Building, 5th Floor –TCR
1200 New Jersey Avenue, SE
Washington, D.C. 20590

Customer Service

Complaints received by Valley Metro Customer Service representatives or by the City of Phoenix Title VI Coordinator will be documented and assigned to the appropriate Transit Service Provider (TSP) (operator or administrator of the service) responsible for investigation in accordance with federal standards (28 CFR Part 35 and FTA Circular 4702.1B). The TSP has 30 days to investigate each complaint. If more information is needed to resolve the case, the TSP may contact the complainant and request additional information. Complainants must provide additional information within 10 days of the request or the complaint may be deemed undeterminable and will be administratively closed. Cases may also be administratively closed if a complainant informs Valley Metro or the City of Phoenix that they no longer wish to pursue the complaint. Requests to close a complaint can be requested by phone, email or in writing (see contact information above). Complaints may be administratively closed for non-responsiveness by the complainant.

Following the investigation, all complaints shall be concluded with a determination entered in the CAS system. The determination entry shall state the investigation determined the complaint was valid¹, invalid², or undeterminable³. If the investigation determines the alleged Title VI complaint violations of race, color or national origin discrimination are valid, a detailed corrective resolution to remedy the situation shall be provided to the complainant. If the investigation results determine there was no alleged Title VI discrimination based on race, color or national origin, the case will be closed. The complainant shall be notified of the investigation results in the manner identified (email or phone). A complainant can appeal the decision within 60 days of notification of the investigation results. Appeals must be submitted to Valley Metro or the City of Phoenix.

All Title VI complaints and investigations are reviewed by Valley Metro, the Customer Service Administrator (CSA), and City of Phoenix staff.

For more information on Valley Metro's Title VI Program and procedures by which to file a complaint, contact the Title VI Coordinator at (602) 322-4514.

For more information on the City of Phoenix's Civil Rights Program and the procedures by which to file a complaint, contact the Title VI Coordinator at (602) 262-7242.

¹ Valid: fact based, binding, acceptable, enforceable

² Invalid: null and void, unacceptable, unenforceable

³ Undeterminable: incapable of being decided, settled, or fixed; not determinable

Requesting Information

Note: To request information in alternative formats, please contact Customer Service at csr@valleymetro.org or phone: (602) 253-5000 or City of Phoenix (602) 262-7242, TTY: (602) 251-2039

Tracking a Title VI Complaint

As complaints are received, they are logged into the CAS system. Within 24 to 48 hours of logging the complaint, Valley Metro CSA assigns the complaint to the appropriate TSP for investigation and documentation.

The TSP has 30 days to complete their investigation, including obtaining additional information needed from the complainant to investigate or to resolve the case. The investigator will follow the complaint process, and once the investigation is concluded, the case resolution will be documented in the CAS.

The CAS system is programmed to notify the CSA if a complaint has not been responded to within the required time frame. Upon system notification, the CSA will send out a reminder notice to the appropriate TSP that the case is not yet resolved or closed out.

Once the case has been resolved the complainant will receive a response in the manner identified.

Valley Metro and the City of Phoenix monitors the process monthly to ensure Title VI complaints are fully investigated, adequately documented, and that the complainant was responded to in the manner requested. Should an inaccuracy be found, Valley Metro and/or the City of Phoenix will work with CSA and the appropriate TSP to reopen the complaint for further investigation until resolution or completion.

Investigating a Title VI Complaint

Each documented Title VI investigative report must address each of the “Five Federal Investigative” steps found in 28 CFR, Part 35 and FTA Circular 4702.IA. The seven steps are:

STEP ONE: The TSP will review the complaint information entered into CAS by Valley Metro Customer Service staff. Any new issues identified during the investigation should also be documented in CAS.

STEP TWO: Interviews and collections of facts.

- TSP identifies respondents to interview, if needed.
- TSP interviews respondents identified and documents details from the interviews in CAS.
- Investigate every “issue” (stated in the “statement of issues noted in step one).
- Separate facts from opinions.

“Respondent” is not confined to the transit vehicle operator. “Respondent” is defined as *any* source of information that can contribute to the investigation, such as:

- Complainant
- Operator

- Radio/Dispatch/OCC reports
- Maintenance staff
- City Transit staff
- Witnesses
- Other transit employees

The TSP identified, collects, and reviews other information and/or documents that provide facts for the investigation. Any applicable information is to be documented in CAS. Documents to review can include:

- GPS tracking software and programs
- Maintenance records
- Spotter reports
- Video (camera) and/or audio recordings
- Courtesy cards
- Incident reports (supervisor, transit police, fare/security inspectors)
- Route history
- Other documents deemed appropriate by the TSP

STEP THREE: TSP documents pertinent regulations, rules, policies, and procedures that apply to the investigation in CAS under the case number assigned.

Pertinent regulations, rules, policies, and procedures may include:

- Title VI requirements
- Company rules and procedures
- Valley Metro and City of Phoenix policies and service standards
- Contractual requirements

STEP FOUR: Complaint Determination.

- TSP compares each fact from “findings of fact” to the list of regulations, rules, etc.
- TSP makes a fact-based determination of alleged violation(s).

STEP FIVE: Description of resolution for each valid violation.

- TSP describes specific corrective actions for *each* violation found
- TSP documents follow-up action, if applicable
- TSP documents the complaint resolution in CAS **TSP**

Complaint Resolution(s):

- Must include specific complaint resolutions for each valid violation noted.
- Document a follow-up action plan, where applicable.
- If no valid violations are found, note policies, procedures, etc. reviewed during the investigation and with the transit operator.
- Documented complaint information should always include staff initials, title, and dates.

Response to Customer

TSP will respond to the Customer in the manner identified and will document the response provided in CAS under the case number assigned.

Procedimientos de quejas del Título VI

¿Qué es el Título VI?

El Título VI es una sección de la Ley de Derechos Civiles de 1964 que requiere que "ninguna persona en los Estados Unidos, por motivos de raza, color u origen nacional, será excluida de la participación, se le negarán los beneficios o será objeto de discriminación en cualquier programa o actividad que reciba asistencia financiera federal".

Integración de procedimientos de quejas del Título VI para el servicio WeRIDE

El servicio de microtránsito WeRIDE de la ciudad de Goodyear opera independientemente del sistema de tránsito regional de Valley Metro. Sin embargo, la Ciudad reconoce la importancia de mantener procedimientos consistentes de quejas del Título VI en todos los servicios de tránsito en la región. Para garantizar una documentación e investigación exhaustivas de cualquier queja del Título VI relacionada con el servicio WeRIDE, la Ciudad de Goodyear ha integrado sus procedimientos de quejas del Título VI de WeRIDE con el Sistema de Asistencia al Cliente (CAS) regional existente a través del siguiente proceso:

1. Recepción y documentación de quejas
 - Todos los vehículos WeRIDE muestran el aviso estándar del Título VI de Valley Metro, dirigiendo a los demandantes al Servicio al Cliente de Valley Metro para presentar quejas del Título VI
 - Las quejas recibidas a través de cualquier canal (Servicio al Cliente de Valley Metro, contacto directo con la Ciudad de Goodyear o a través del contratista de WeRIDE Transdev) se ingresarán en el sistema CAS regional
 - El personal de la ciudad de Goodyear y Transdev recibirá acceso y capacitación sobre el sistema CAS para garantizar la documentación y el seguimiento adecuados
2. Proceso de investigación
 - Al recibir una queja del Título VI a través de CAS, Transdev (como operador de WeRIDE) seguirá los "Cinco pasos de investigación federal" regionales establecidos mientras se adhiere al cronograma de investigación de 30 días
 - Las investigaciones incluirán documentación exhaustiva de entrevistas, recopilación de datos y revisión de políticas siguiendo los estándares regionales
 - El personal de tránsito de la ciudad de Goodyear mantendrá la supervisión del proceso de investigación y garantizará el cumplimiento de los requisitos federales
3. Resolución e informes
 - Las resoluciones de quejas se documentarán en CAS utilizando las categorías regionales estándar (válidas, inválidas o indeterminables)
 - Todas las acciones correctivas y resoluciones serán rastreadas dentro del sistema regional
 - Los demandantes conservan los mismos derechos de apelación y opciones de presentación externa que con las quejas del servicio regional

Esta integración garantiza que las quejas del Título VI de WeRIDE reciban el mismo nivel de atención y documentación que los servicios de tránsito regionales, al tiempo que mantiene la coherencia con los procedimientos establecidos de Valley Metro y la ciudad de Phoenix. El proceso proporciona transparencia y responsabilidad a través del seguimiento regional compartido, al tiempo que reconoce las características operativas únicas del servicio de microtránsito WeRIDE.

¿Cómo presento una queja?

Cualquier persona que crea que ha sido excluida de la participación, se le han negado los beneficios o ha sido objeto de discriminación ilegal en cualquier servicio, programa o actividad de Valley Metro o de la ciudad de Phoenix, y cree que la discriminación se basa en la raza, el color o el origen nacional, puede presentar una queja formal ante el Servicio al Cliente de Valley Metro o directamente ante la ciudad de Phoenix. Esta protección contra la discriminación también se extiende a las actividades y programas de los contratistas externos de proveedores de servicios de tránsito (TSP) de Valley Metro y la ciudad de Phoenix. Valley Metro y la ciudad de Phoenix utilizan el Sistema de Asistencia al Cliente (CAS) para capturar todas las quejas recibidas por el sistema de tránsito regional. Cualquier queja de este tipo debe presentarse dentro de los 180 días posteriores al presunto acto discriminatorio (o la última ocurrencia).

Para presentar una queja en línea, complete el formulario de queja en línea en el siguiente enlace:
www.valleymetro.org/form/title-vi-complaint-form

Las quejas también se pueden presentar por escrito utilizando el formulario de quejas del Título VI o llamando a Servicio al Cliente al (602) 253-5000, TTY: (602) 251-2039. Los formularios completados y firmados deben enviarse por correo a:

Autoridad Regional de Transporte Público
4600 East Washington Street, Suite 101
Phoenix, AZ 85034
Correo electrónico: csr@valleymetro.org
Teléfono: (602) 253-5000
TTY: (602) 251-2039

El formulario conforme se encuentra en nuestro sitio web:
[https:// www.valleymetro.org/about/civil-rights](https://www.valleymetro.org/about/civil-rights)

Para presentar una queja directamente ante la Ciudad de Phoenix:

Atención: Coordinador del Título VI
Departamento de Transporte Público de la Ciudad de Phoenix
302 N. 1st Avenue, Suite 900
Phoenix, AZ 85003
Correo electrónico: PHXTransitEO@phoenix.gov
Teléfonos: (602) 262-7242
[https:// www.phoenix.gov/publictransit/title-vi-notice](https://www.phoenix.gov/publictransit/title-vi-notice)

Las personas también pueden presentar quejas directamente ante la Administración Federal de Tránsito (FTA) dentro del plazo de 180 días:

Administración Federal de Tránsito (FTA)
Atención: Coordinador del Título VI
East Building, 5th Floor –TCR
1200 New Jersey Avenue, SE
Washington, DC 20590

Servicio al cliente

Las quejas recibidas por los representantes de Servicio al Cliente de Valley Metro o por el Coordinador del Título VI de la Ciudad de Phoenix se documentarán y asignarán al Proveedor de Servicios de Tránsito (TSP) (operador o administrador del servicio) correspondiente responsable de la investigación de acuerdo con los estándares federales (28 CFR Parte 35 y FTA Circular 4702.1B). El TSP tiene 30 días para investigar cada queja. Si se necesita más información para resolver el caso, el TSP puede comunicarse con el denunciante y solicitar información adicional. Los denunciantes deben proporcionar información adicional dentro de los 10 días posteriores a la solicitud o la queja puede considerarse indeterminable y se cerrará administrativamente. Los casos también pueden cerrarse administrativamente si un denunciante informa a Valley Metro o a la ciudad de Phoenix que ya no desea continuar con la queja. Las solicitudes para cerrar una queja se pueden solicitar por teléfono, correo electrónico o por escrito (consulte la información de contacto anterior). Las quejas pueden cerrarse administrativamente por falta de respuesta por parte del denunciante.

Tras la investigación, todas las reclamaciones concluirán con una determinación introducida en el sistema TAS. La entrada de determinación indicará que la investigación determinó que la queja era válida¹, inválida² o indeterminable³. Si la investigación determina que las presuntas violaciones de la queja del Título VI de discriminación por raza, color u origen nacional son válidas, se proporcionará al demandante una resolución correctiva detallada para remediar la situación. Si los resultados de la investigación determinan que no hubo presunta discriminación del Título VI basada en la raza, el color o el origen nacional, el caso se cerrará. El denunciante será notificado de los resultados de la investigación de la manera identificada (correo electrónico o teléfono). Un denunciante puede apelar la decisión dentro de los 60 días posteriores a la notificación de los resultados de la investigación. Las apelaciones deben enviarse a Valley Metro o a la ciudad de Phoenix.

Todas las quejas e investigaciones del Título VI son revisadas por Valley Metro, el Administrador de Servicio al Cliente (CSA) y el personal de la Ciudad de Phoenix.

Para obtener más información sobre el Programa del Título VI de Valley Metro y los procedimientos para presentar una queja, comuníquese con el Coordinador del Título VI al (602) 322-4514.

Para obtener más información sobre el Programa de Derechos Civiles de la Ciudad de Phoenix y los procedimientos para presentar una queja, comuníquese con el Coordinador del Título VI al (602) 262-7242.

¹ Valido: basado en hechos, vinculante, aceptable, ejecutable

² Invalido: nulo, inaceptable, inaplicable

³ Indeterminable: incapaz de ser decidido, establecido o fijado; no determinable

Solicitud de información

Nota: Para solicitar información en formatos alternativos, comuníquese con Servicio al Cliente al csr@valleymetro.org o llame al: (602) 253-5000 o Ciudad de Phoenix (602) 262-7242, TTY: (602) 251-2039

Seguimiento de una queja del Título VI

A medida que se reciben quejas, se registran en el sistema CAS. Dentro de las 24 a 48 horas posteriores al registro de la queja, Valley Metro CSA asigna la queja al TSP correspondiente para su investigación y documentación.

El TSP tiene 30 días para completar su investigación, incluida la obtención de información adicional necesaria del denunciante para investigar o resolver el caso. El investigador seguirá el proceso de denuncia y, una vez concluida la investigación, la resolución del caso se documentará en CAS.

El sistema CAS está programado para notificar a el CSA si una queja no ha sido respondida dentro del plazo requerido. Tras la notificación del sistema, el CSA enviará un aviso recordatorio al TSP correspondiente de que el caso aún no se ha resuelto o cerrado.

Una vez que se haya resuelto el caso, el denunciante recibirá una respuesta en la forma identificada.

Valley Metro y la ciudad de Phoenix monitorean el proceso mensualmente para garantizar que las quejas del Título VI se investiguen a fondo, se documenten adecuadamente y que se responda al denunciante de la manera solicitada. En caso de que se encuentre una inexactitud, Valley Metro y/o la Ciudad de Phoenix trabajarán con CSA y el TSP correspondiente para reabrir la queja para una mayor investigación hasta su resolución o finalización.

Investigación de una queja del Título VI

Cada informe de investigación documentado del Título VI debe abordar cada uno de los "Cinco pasos de investigación federal" que se encuentran en 28 CFR, Parte 35 y la Circular 4702.IA de la FTA. Los siete pasos son:

PASO UNO: El TSP revisará la información de la queja ingresada en CAS por el personal de Servicio al Cliente de Valley Metro. Cualquier problema nuevo identificado durante la investigación también debe documentarse en CAS.

PASO DOS: Entrevistas y recopilación de hechos.

- TSP identifica a los encuestados para entrevistar, si es necesario.
- TSP entrevista a los encuestados identificados y documenta los detalles de las entrevistas en CAS.
- Investigue cada "problema" (indicado en la "declaración de problemas señalada en el paso uno").
- Separe los hechos de las opiniones.

"Demandado" no se limita al operador del vehículo de tránsito. "Demandado" se define como *cualquier* fuente de información que pueda contribuir a la investigación, como:

- Querellante
- Operador

- Informes de radio/despacho/OCC
- Personal de mantenimiento
- Personal de tránsito de la ciudad
- Testigos
- Otros empleados de tránsito

El TSP identificó, recopila y revisa otra información y/o documentos que proporcionan hechos para la investigación. Cualquier información aplicable debe documentarse en CAS. Los documentos a revisar pueden incluir:

- Software y programas de rastreo GPS
- Registros de mantenimiento
- Informes de observadores
- Grabaciones de video (cámara) y/o audio
- Tarjetas de cortesía
- Informes de incidentes (supervisor, policía de tránsito, inspectores de tarifas/seguridad)
- Historial de rutas
- Otros documentos que el TSP considere apropiados

PASO TRES: TSP documenta las regulaciones, reglas, políticas y procedimientos pertinentes que se aplican a la investigación en CAS bajo el número de caso asignado.

Las regulaciones, reglas, políticas y procedimientos pertinentes pueden incluir:

- Requisitos del título VI
- Normas y procedimientos de la empresa
- Políticas y estándares de servicio de Valley Metro y la ciudad de Phoenix
- Requisitos contractuales

PASO CUATRO: Determinación de la queja.

- TSP compara cada hecho desde "hallazgos de hecho" hasta la lista de regulaciones, reglas, etc.
- TSP toma una determinación basada en hechos de presuntas violaciones.

PASO CINCO: Descripción de la resolución para cada infracción válida.

- TSP describe acciones correctivas específicas para *cada* violación encontrada
- TSP documenta las medidas de seguimiento, si procede
- TSP documenta la resolución de quejas en CAS TSP

Resolución de queja(s):

- Debe incluir resoluciones de quejas específicas para cada violación válida observada.
- Documente un plan de acción de seguimiento, cuando corresponda.
- Si no se encuentran violaciones válidas, tenga en cuenta las políticas, procedimientos, etc. revisados durante la investigación y con el operador de tránsito.
- La información documentada de la queja siempre debe incluir las iniciales, el título y las fechas del personal.

Respuesta al cliente

TSP responderá al Cliente de la manera identificada y documentará la respuesta proporcionado en CAS bajo el número de caso asignado.

Title VI Complaint Forms

TITLE VI COMPLAINT FORM

Any person who believes that he or she has been discriminated against by Valley Metro or City of Phoenix or any of its service providers and believes the discrimination was based upon race, color or national origin, may file a formal complaint with Valley Metro Customer Service.

Please provide the following information to process your complaint. Alternative formats and languages are available upon request. You can reach Customer Service at 602.253.5000 (TTY: 602.251.2039) or via email at csr@valleymetro.org.

SECTION 1: CUSTOMER INFORMATION

First Name: _____ Last Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Home Phone: _____ Cell Phone: _____
Email: _____ Preferred method of contact: ☐ Phone ☐ Email

SECTION 2: INCIDENT INFORMATION

Date of Incident: _____ Time of Incident: _____ ☐ AM ☐ PM City: _____
Incident Location: _____ Direction of Travel: _____
Route #: _____ Bus/Light Rail/Streetcar #: _____
Service Type: ☐ Local Bus ☐ Express/RAPID ☐ Circulator/Connector ☐ Light Rail ☐ Streetcar ☐ Dial-a-Ride
Operator Name: _____
Operator Description: _____
What was the discrimination based on (Check all that apply): ☐ Race ☐ Color ☐ National Origin ☐ Other _____

Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known), as well as names and contact information of any witnesses. If more space is needed, please use the back of this form. You may also attach any written materials or other information relevant to your complaint.

Have you filed this complaint with the Federal Transit Administration (FTA)? ☐ Yes ☐ No

If yes, please provide information about a contact person at the FTA where the complaint was filed:

Name: _____ Title: _____
Address: _____ Phone: _____

Have you previously filed a Title VI complaint with this agency? ☐ Yes ☐ No

Signature and date required below:

Signature _____
Date _____



FORMA DE RECLAMACIÓN BAJO EL TÍTULO VI

Cualquier persona que crea que ha sido discriminada por Valley Metro o la Ciudad de Phoenix o por cualquiera de sus proveedores de servicios y cree que la discriminación fue basada en su raza, color u origen nacional, puede registrar una queja formal ante el Servicio al Cliente de Valley Metro.

Por favor provea la siguiente información para procesar su queja. Hay formatos e idiomas alternativos disponibles si se solicitan. Usted se puede comunicar con el Servicio al Cliente llamando al 602.253.5000 (TTY: 602.251.2039) ó por correo electrónico a csr@valleymetro.org.

SECCIÓN 1: INFORMACIÓN DEL CLIENTE

Nombre: _____ Apellido: _____
Domicilio: _____
Ciudad: _____ Estado: _____ Código Postal: _____
Teléfono del Hogar: _____ Teléfono Celular: _____
Correo Electrónico: _____ Método preferido de contacto: ☐ Teléfono ☐ Correo Electrónico

SECCIÓN 2: INFORMACIÓN SOBRE EL INCIDENTE

Fecha del Incidente: _____ Hora del Incidente: _____ ☐ AM ☐ PM Ciudad: _____
Ubicación del Incidente: _____ Dirección del Viaje: _____
Ruta #: _____ Autobús/Tren Ligero/Tranvía #: _____
Tipo de Servicio: ☐ Autobús Local ☐ Express/RAPID ☐ Circulador/Conector ☐ Tren Ligero ☐ Tranvía ☐ Dial-a-Ride
Nombre del/la Operador/a: _____
Descripción del/la Operador/a: _____
¿En qué se basó la discriminación? (Marque todo lo que sea aplicable):
☐ Raza ☐ Color ☐ Origen Nacional ☐ Otro _____

Explique lo más claramente posible lo que sucedió y por qué cree usted que se le discriminó. Describa a todas las personas que estuvieron involucradas. Incluya el nombre y la información de contacto de la/s persona/s que le discriminó/aron (si los conoce), así como los nombres y la información de contacto de cualquier testigo. Si se necesita más espacio, por favor use el reverso de esta forma. Usted también puede adjuntar cualquier material por escrito u otra información relevante a su queja.

¿Ha usted registrado esta queja ante la Administración Federal de Transporte (FTA por sus siglas en inglés)? ☐ Sí ☐ No
Si contestó Sí, por favor provea información sobre una persona de contacto en la administración FTA donde se registró la queja:

Nombre: _____ Título: _____
Domicilio: _____ Teléfono: _____

¿Ha usted registrado previamente una queja bajo el Título VI ante esta agencia? ☐ Sí ☐ No

Firma y fecha requeridas abajo:

Firma _____
Fecha _____



Title VI Investigations, Complaints, and Lawsuits

This form will be submitted annually. If no investigations, lawsuits, or complaints were filed, a blank form will be submitted.

Description/Name	Date (Month, Day, Year)	Summary (include basis of complaint: race, color, national origin or disability)	Status	Action(s) Taken (Final findings?)
Investigations				
1)				
2)				
Lawsuits				
1)				
2)				
Complaints				
1)				
2)				

☒ The City of Goodyear has not had any Title VI complaints, investigations, or lawsuits in 2022-2024.

Public Participation Plan

VALLEY METRO/CITY OF GOODYEAR Public Participation Plan



Valley Metro Public Participation Plan 2021

Introduction

The regional transit public input/outreach process is conducted by Valley Metro for various transit-related activities and actions. Throughout the year, Valley Metro conducts public outreach activities related to capital projects, transit service changes, fare changes, and other transit-related events. This Title VI Public Participation Plan was established to ensure inclusion of the public throughout the Phoenix metropolitan community in accordance with the content and considerations of Title VI of the Civil Rights Act of 1964. Federal regulations state that recipients of federal funding must “promote full and fair participation in public transportation decision-making without regard to race, color or national origin.” Valley Metro uses this Plan to ensure involvement of low-income, minority and limited English proficient (LEP) populations, following guidance from the Title VI Requirements and Guidelines for Federal Transit Administration Recipients Circular¹ (Circular).

Involving the public in Valley Metro practices and decision-making processes provides helpful information to improve the transit system to better meet the needs of the community. Although public participation methods and extent may vary with the type of plan, program and/or service under consideration, as well as the resources available, a concerted effort to involve all affected parties will be conducted in compliance with this Plan along with federal regulations. To include effective strategies for engaging low-income, minority and LEP populations, the Circular suggests that the following may be considered:

- Scheduling meetings at times and locations that are convenient and accessible for minority and LEP communities.
- Employing different meeting sizes and formats.
- Coordinating with community- and faith-based organizations, educational institutions and other organizations to implement public engagement strategies that reach out specifically to members of affected minority and/or LEP communities.
- Considering transit information in publications and through communication channels that serve LEP populations.
- Providing opportunities for public participation through means other than written communication, such as personal interviews or use of audio or video recording devices to capture oral comments.

¹ United States Department of Transportation, Federal Transit Administration, Circular 4702.1B.

Valley Metro currently practices all these strategies, in compliance with federal regulations, so that minority, low-income and LEP populations have ready access to information and meaningful opportunities to engage in planning activities and provide input as part of the decision-making process.

Typical Public Participation Opportunities

Valley Metro provides opportunities to share information or receive public input through a variety of methods for public participation utilized to engage low-income, minority and LEP populations through many outlets.

Meeting Planning: For planning efforts, including fare and service changes, public meeting locations are held at a centralized location near the affected route or project area and bilingual staff is available. Public notices and announcements are published in minority-focused publications— some examples include: the *Arizona Informant* (African American community), *Asian American Times* (Asian American community), *La Voz* and *Prensa Arizona* (Hispanic community). Press releases are also sent to these media sources regarding fare changes, service changes and other programs. All printed materials are available in English and Spanish and translated, as requested, in any other languages.

Rider Satisfaction Survey: A key participation effort, the Rider Satisfaction Survey, is conducted approximately every two years. This survey is administered on transit routes across the region, reaching transit riders living in minority and/or low-income communities. The survey, administered in English and Spanish, measures rider satisfaction with transit services and captures comments for improvements.

Valley Metro Customer Service: Throughout the year, minority, low-income and LEP populations have access to information through the Valley Metro Customer Service. Valley Metro Customer Service is open 5 a.m. - 10 p.m., Monday through Friday; 6 a.m. - 8 p.m. on Saturdays; and 8 a.m. - 5 p.m. on Sundays and designated holidays. Customer Service staff is multilingual.

Website: Information including meeting announcements, meeting materials and other program information is available on valleymetro.org in both English and Spanish. If users would like information in another language, Valley Metro features Google Translate on its website. This allows Valley Metro to reach citizens in five languages with information on transportation services, proposed service changes and other programs.

Public Participation Methods

Valley Metro uses several specific public involvement techniques to ensure that minority, low-income and LEP persons are involved in transit decisions. Using public involvement, media outlets and print or electronic materials, Valley Metro disseminates information regarding planning efforts. These efforts include the activities described below.

A full list of potential outreach methods is found in Appendix A.

Common Best Practices:

- Public meetings, hearings and open houses are held regularly at community-familiar and centralized locations with public transportation access and at convenient times, in collaboration with city partners. These meetings provide an opportunity to meet with citizens and receive their comments and questions on proposed service changes and other programs. For each program, Valley Metro varies its meeting format to best engage the targeted population.
- Valley Metro has staff available at public meetings, hearings, events and open houses to answer questions and receive comments in both English and Spanish. Valley Metro also uses court reporters to record verbal comments at public hearings.
- Outreach for biannual service changes and other programs are conducted at or near the affected area— for example, along an affected bus route or at an affected transfer location— thus targeting the population that may be most affected by proposed changes to service or routes. Often, these efforts are also executed at transit stops, community centers, civic centers or major transfer locations.
- Coordination with community- and faith-based organizations, educational institutions and other organizations occurs regularly. These coordination efforts assist Valley Metro in executing public engagement strategies that reach out to members of the population that may be affected.
- All public meeting notices for biannual service changes and other programs are translated to Spanish. Notices regarding Valley Metro projects and programs are widely distributed to the public through multiple methods as established by the project team. A full list of potential outreach methods is found in Appendix A.
- Valley Metro publishes advertisements of any proposed service or fare change in minority publications to make this information more easily available to minority populations. Additionally, Valley Metro sends press releases regarding service changes and other programs to Spanish-language media. Depending on the level of impact, a formal media/communications plan can be developed to coordinate overall messaging across multiple stakeholders.
- Valley Metro offers online participation via social media, webinar and email input as an alternative opportunity for comment. Online meetings or hearings are recorded and uploaded to the Valley Metro YouTube channel and/or website.
- Major surveying efforts are conducted in both English and Spanish to ensure that the data collected is representative of the public.
- Valley Metro Customer Service is multilingual.

- All comments are documented in a centralized database. Comment summary information is provided to Valley Metro's city partners for review and is also presented to the Valley Metro Board of Directors for consideration when acting upon proposed service changes.
- A public hearing is a formal presentation to the public on specific proposal or subject. Public testimony is recorded into the official record. The rules governing a public hearing are more formal than that of a public meeting, where a variety of tools and techniques may be used to gather feedback from the public. A public hearing may take place in-person, via teleconference, or online. Public comment must be recorded and transcribed, either via electronic means or a court reporter.

A public hearing is required during:

- The development of an Environmental Impact statement.
- A Major Service Change, as defined by the Major Service Change & Service Equity Policy.

Conclusion

Valley Metro conducts public outreach throughout the year to involve the public with agency activities and transit planning processes. Using a variety of communication techniques such as facilitating meetings at varied times and locations, using multiple formats, placing print and digital materials across multiple channels and providing opportunities via phone and online to share or collect input, Valley Metro ensures that outreach efforts include opportunities for minority, low-income and LEP populations who may be impacted by the activity or transit planning process are integrated into the decision-making process. Valley Metro will continue to involve all communities to be inclusive of all populations throughout the metropolitan Phoenix area and to also comply with federal regulations. Valley Metro will continue to monitor and update this Inclusive Public Participation Plan as part of the Title VI Program, which is updated triennially.

Appendix A

Valley Metro reviews public outreach needs with the project/initiative team as part of the initial development of the designated Public Involvement Plan. Major tactics are outlined to develop the overall timeline. Depending upon the scope of the project, program or announcement, public participation methods are customized to ensure that the public is involved in the decision-making process.

A list of commonly used outreach tools, as well as their definition and associated Valley Metro standard of best practice, is listed below.

Outreach Tool	Definition and Best Practices
Public Hearing	A formal meeting with a set agenda during which a presentation is given, and public testimony/feedback is heard and recorded. Can take place in-person, via teleconference, or online. For public hearings, adequate notice to the public is defined as a minimum of 30 days to the hearing date. A hearing is advertised with an appropriate outreach tactic at least four times within 30 days of the meeting date. Public comment must be recorded and transcribed, either via electronic means or via a court reporter.
Public Meeting	A meeting during which material is presented and public comment is heard and recorded. The material may be offered via a presentation, workshop or “open house.” Can take place in-person, via teleconference, or as a webinar online. For public meetings, adequate notice to the public is defined as a minimum of 15-days prior to the meeting date. A meeting is advertised at least twice via an appropriate outreach tactic within 15 days of the meeting date.
Display Ads in Print Media	A paid advertisement in the newspapers or other print media to alert readers about an upcoming event or action.
Website/Online Social Media	Information on projects or initiatives located on the Valley Metro website or Valley Metro social channels (Instagram, Facebook, Twitter)
Stakeholder meetings	Information provided to local, targeted individuals or groups particularly affected by project. The presentation may be formal, a workshop or in “open house” style. Typically, stakeholder meetings are invitation-only and so do not need to be publicly advertised beforehand. Can take place in-person, via teleconference, or as a webinar online.

Mobile Device Alerts	Electronic push notifications to alert customers to important information on projects or service changes via Valley Metro-owned mobile apps (AlertVM, ConstructVM, mobile fare app).
Signs	Signs on buses, bus stop locations, transit centers or other locations frequented by stakeholders. This includes temporary signs, A-frames or kiosk posters.
Rider Alerts	Notifications regarding immediate rider information on impacts to frequency, routing or schedule. Rider Alerts may be web-based, printed on signs and/or submitted as a memo to Customer Service & Operations.
Direct Mailings	Mail sent to an affected group or area to educate, notify, or request input.
Surveys	A list of questions to solicit opinions or preferences by a selected group of individuals. The survey mechanism may be electronic and/or in-person. The survey population may be intercepted or self-selected. For surveys, the feedback collection period is defined as a minimum of 15 days.
Static Display	Table or sign display at a trafficked event or area in an identified area where a targeted stakeholder group may be present. The display may be manned or unmanned and will have specific information on the project/initiative. This may also include a feedback mechanism, such as comment cards.
Door Hanger/Flyer Canvassing	Print notice distributed to local businesses and residents in project/affected area.
E-mail/E-blast	Digital messaging to an established Valley Metro email list. Stakeholders may opt-in or out of this list based on their needs.

The City of Goodyear Public Participation Plan

The City of Goodyear implements a comprehensive two-tiered approach to public participation, addressing both regional fixed-route and local microtransit services. This dual approach ensures appropriate engagement strategies for each service, while maintaining consistent Title VI compliance. Regional fixed-route services (Route 3, 17 and 41) follow Valley Metro's established Title VI Public Participation Plan, while WeRIDE microtransit service follows enhanced local engagement procedures specific to on-demand service.

REGIONAL TRANSIT SERVICES (Valley Metro Fixed Routes)

For regional fixed-route services operated by Valley Metro within the City of Goodyear, the city follows Valley Metro's established public participation procedures. Public meetings are scheduled to maximize stakeholder attendance, which may require non-traditional business hours or multiple meetings at different times. When meetings focus on specific geographic areas or routes, they are held within those areas to ensure community access. All public meetings are held in locations accessible to people with disabilities and, when possible, near transit routes.

LOCAL MICROTRANSIT SERVICES (WeRIDE)

The WeRIDE microtransit service requires specialized engagement strategies designed for on-demand service. The City conducts a bi-annual comprehensive, city-wide Citizen Satisfaction survey to gather resident feedback on multiple city services, including transit. In addition to the city-wide survey, the Engineering Department conducts an annual WeRIDE ridership survey in the Fall to track service satisfaction and identify emerging needs.

In addition to a mandatory customer satisfaction rating on the WeRIDE mobile app that provides instant feedback to the City on customer issues and concerns about the service, a WeRIDE transportation Ambassador serves as a direct link between service operations and the customer. The WeRIDE Ambassador engages with current and potential passengers through on-board interactions and local outreach. The Ambassador, who is bilingual, conducts regular visits to businesses, schools, and community centers while managing feedback received through the mobile app and phone system.

In the event of a public meeting for WeRIDE, staff will focus on maximizing community participation through strategic scheduling and location selection. Meetings would be held at various times, including evenings and weekends, to accommodate diverse schedules. Meeting locations would be selected within the Goodyear WeRIDE service zone and near key community gathering points, ensuring convenient access for affected residents.

Public Participation:

All public participation activities maintain core standards regardless of service type. These include ensuring physical accessibility of facilities, providing language assistance services for the WeRIDE call center, and offering multiple communication channels for public input through email, call center or smartphone mobile app. The City maintains comprehensive documentation of all engagement activities through the WeRIDE Ambassador Program, including engagement records, survey results and actions taken in response to public input.

Language access remains a priority, with materials provided in both English and Spanish. Translation services are available as needed, and multilingual staff participate in public events. For major service changes, the City provides at least 30 days' notice through multiple communication channels.

PUBLIC PARTICIPATION ACTIVITIES 7/2022 - current

11/8/2022 - Desert Edge High School, WeRIDE Summer Promotion

6/30/2023 - Goodyear Civic Square, Sounds of Autism Travel Training/WeRIDE

12/6/2023 - Valley Metro Express Rte. 562 - WeRIDE as 1st Mile/Last Mile connector

4/17/2024 - Goodyear Civic Square, Spring Fair, WeRIDE promotion

5/5/2024 - Desert Edge High School, WeRIDE Summer Promotion

7/31/2025 - Desert Edge High School, Back to School WeRIDE promotion, education

10/15/2025 - Adelante Healthcare, WeRIDE education, promotion

10/31/2025 - Suncrest Vista 55+ Community - WeRIDE education, promotion

PLANNED PUBLIC PARTICIPATION ACTIVITIES (2025-2028)

The City of Goodyear collaborates with the cities of Avondale and Peoria to ensure community engagement about WeRIDE and other transit services available to west valley residents, is consistent, accurate and timely.

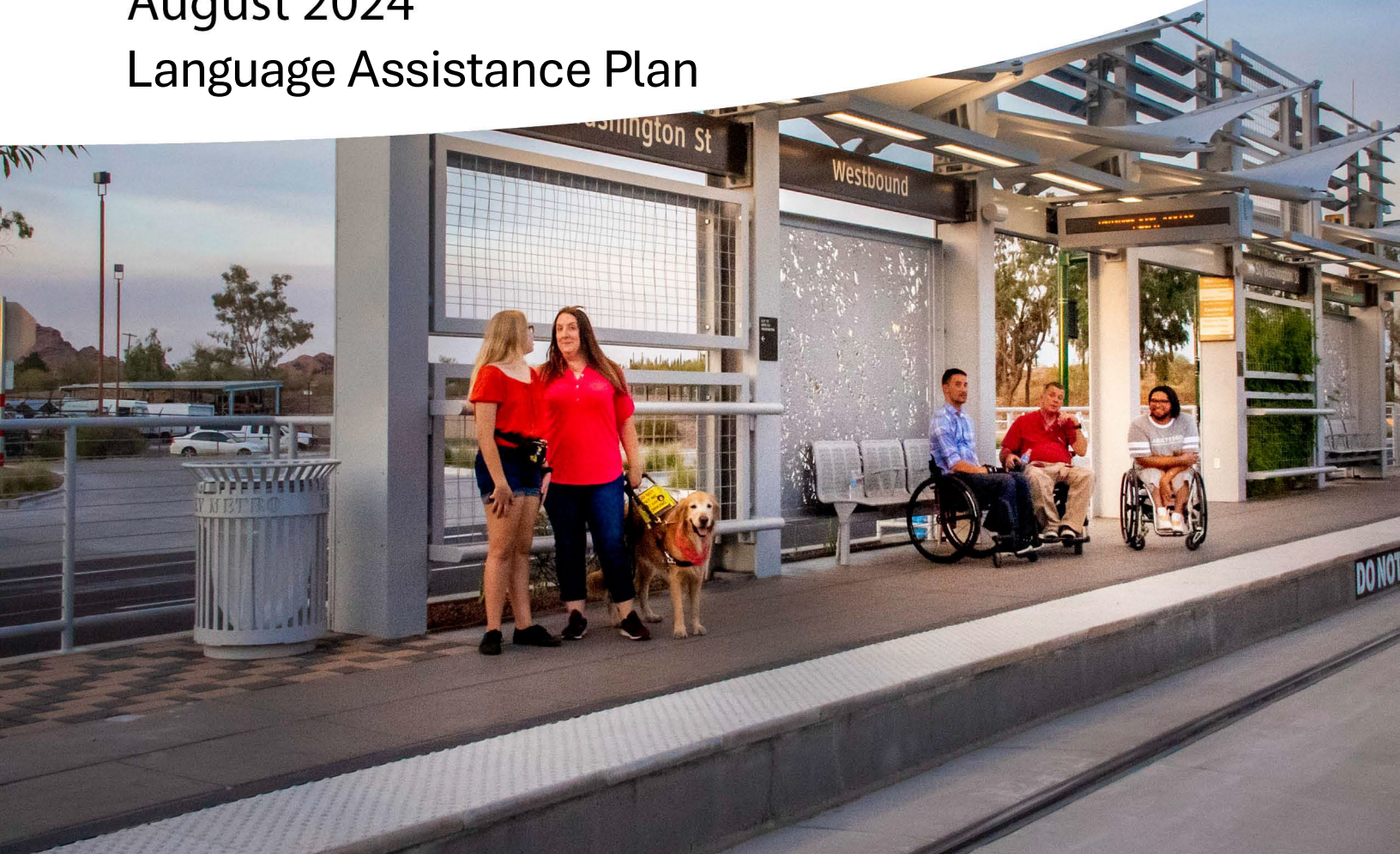
Service feedback from Goodyear customers is collected annually and is in addition to in-person visits from the WeRIDE Ambassador and Supervisors to new businesses, schools and non-profit human service agencies within the WeRIDE service areas. WeRIDE schedules outreach to high schools and Estrella Mountain Community College every August to orient new and incoming students on service operations. The service offered by the WeRIDE Ambassador is particularly helpful for requests from Senior Centers and healthcare facilities where one-on-one encounters are often more desirable than larger public forums.

VALLEY METRO

Title VI Program

August 2024

Language Assistance Plan



AUGUST 2024



1.0 INTRODUCTION

In 1993, the Valley Metro Regional Public Transportation Authority (RPTA) board adopted the name “Valley Metro” as the identity for the regional transit system in the Phoenix metropolitan area. Under the Valley Metro brand, local governments joined to fund the Valley-wide transit system that serves more than 36 million rides annually. Valley Metro provides fixed-route bus service, light rail service, streetcar service and complementary paratransit service across the region. Valley Metro provides services with and distributes transit funds from the countywide transit sales tax to its member agencies including Maricopa County and the cities of Tempe, Mesa, Glendale, Phoenix, Buckeye, Tolleson, Wickenburg, Surprise, Peoria, Chandler, Gilbert, El Mirage, Avondale, Goodyear, Scottsdale, Fountain Hills, Queen Creek, and Youngtown. For the most part, Valley Metro and its member agencies use private service providers for the operation of bus, light rail and paratransit services. The Cities of Glendale, Scottsdale, Peoria and Phoenix contract some of their service directly to service providers.

Currently, fixed-route transit service in the metropolitan area is operated by the City of Phoenix, Valley Metro, Scottsdale and Glendale. There is a total of 872 fixed-route buses, 61 light rail vehicles and 6 streetcar vehicles operating in the region.

The regional transit system has 61 local bus routes that consist of the following: 45 local bus routes, 15 key local bus routes and 1 limited-stop peak route. The region also has 19 Express/RAPID routes, 17 community circulator routes, 1 rural connector route, 1 light rail line and one streetcar line. Valley Metro customers made over 36.8 million boardings during fiscal year 2023.

Four entities in the region provide Dial-a-Ride service for seniors and persons with disabilities, as well as Americans with Disabilities Act (ADA) paratransit service for those who are unable to use fixed-route bus service. Annual regional ridership for ADA paratransit and regional ridership for non-ADA general Dial-a-Ride was over 900,000

In addition, Valley Metro’s Commute Solutions team supports Valley organizations in the mandatory Maricopa County Travel Reduction Program. Toward that goal, the team provides a multipurpose platform at www.ShareTheRide.com that allows commuters to search for carpools, vanpools, transit and bike buddies. In addition to providing this multimodal support, it provides pollution and commute information. In an ongoing effort to educate, the team also provides online training, informational webinars, special promotions for the general public and transportation coordinators.

In 2002, Valley Metro Rail, Inc., a nonprofit agency, was created and charged with the design, construction, and operation of the region’s 57-mile high-capacity transit system. Valley Metro Rail Board member cities include Phoenix, Tempe, Mesa and Chandler. The Board establishes overall policies and provides general oversight of the agency and its responsibilities.

In November 2004, Maricopa County voters passed Proposition 400, which provides funding from a portion of a half-cent sales tax to fund transit projects in the Regional

Transportation Plan. The 20-mile light rail starter line (Central Phoenix/East Valley) became operational within the cities of Phoenix, Tempe and Mesa on December 27, 2008. Since 2008, the completion of four light rail extensions have increased the length of the light rail system to 30 miles. The Mesa Dr/Main St. extension, a 3.1-mile project that brought light rail into downtown Mesa, began operations in 2015. In March 2016, the 19th Ave/Dunlap extension in Phoenix opened—adding 3.2 miles to the system. The Gilbert Road Extension, a 1.9-mile project on Main Street to Gilbert Road in Mesa, began operations in 2019. And the Northwest Phase II extension, a 1.6-mile project extending the system northwest from 19th Ave/Dunlap to Metro Center, opened in January 2024. In addition, Valley Metro and the City of Tempe opened a 3-mile streetcar project in May 2022, running through Downtown Tempe and the Arizona State University-Tempe campus. Valley Metro and the City of Phoenix are progressing construction of the South Central Extension/Downtown Hub, a 5.5-mile extension of light rail on Central Avenue to Baseline Road, which is expected to open in mid-2025.

Valley Metro and the region support the goal of the U.S. Department of Transportation (USDOT) limited English proficient (LEP) guidance to provide meaningful access to its services by LEP persons. The Federal Transit Administration (FTA) notes that transit agencies that provide language assistance to LEP persons in a competent and effective manner will help ensure that their services are safe, reliable, convenient, and accessible to those persons. These efforts may attract riders who would otherwise be excluded from using the service because of language barriers and, ideally, will encourage riders to continue using the system after they are proficient in English and/or have more transportation options.

1.1 Regulatory Guidance

Title VI of the Civil Rights Act of 1964, provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity that receives federal financial assistance.

Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency,” issued on August 11, 2000, directs each federal agency to publish guidance for its respective recipients to assist with its obligations to LEP persons under Title VI. The Executive Order states that recipients must take reasonable steps to ensure meaningful access to their programs and activities by LEP persons. Providing English-only services may constitute national origin discrimination in violation of Title VI and its implementing regulations.

The FTA Circular 4702.1B, “Title VI Requirements and Guidelines for Federal Transit Administration Recipients”, issued in October 2012 reiterates this requirement. Chapter III states that “...FTA recipients must take responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are Limited English Proficient (page III-6).”

In the Phoenix Metropolitan Area, there are more than sixty different languages identified in households where English is not the predominate language. Using the “Four Factor Analysis” prescribed by FTA, this plan was developed to ensure that all transit providers effectively communicate with all users of the public transportation agency’s services provided.

1.2 Four Factor Analysis

FTA Circular 4702.1B identifies four factors that recipients of federal funds should follow when determining what reasonable steps should be taken to ensure meaningful access for LEP persons.

The four-factor analysis involves the following:

1. Identify the number or proportion of LEP persons eligible to be served or likely to be encountered with transit service.
2. Determine the frequency with which LEP individuals come in contact with transit service.
3. Determine the nature and importance of transit service provided to LEP individuals.
4. Assess the resources available to the recipient for LEP outreach, as well as costs associated with that outreach.

This document describes Valley Metro’s four-factor analysis and summarizes its LEP efforts, including staff training, followed by a description of how the plan will be monitored and updated.

2.0 LIMITED ENGLISH PROFICIENT POPULATION (FACTOR 1)

Factor 1 assesses the number and proportion of persons with limited English speaking proficiency likely to be encountered within the region's service area, which is defined as a three-quarter mile radial buffer around all fixed route services and a three-mile buffer around park-and-ride and transit facilities for express bus service. The LEP population is those individuals who reported to the Census Bureau that they speak English "less than very well."

2.1 Evaluation Methods and Data Source

In accordance with FTA's policy guidance, the initial step for providing meaningful access to services for LEP persons and maintaining an effective LEP program is to identify LEP populations in the service area and their language characteristics through an analysis of available data. The presence of LEP populations in the regional service area was determined by analyzing the U.S. Census Bureau, 2022 American Community Survey (ACS) 5-year Sample.

2.2 LEP Population Identification

FTA describes LEP persons as having a limited ability to read, write, speak, or understand English. For this LEP analysis, those who reported to the Census Bureau that they speak English "less than very well" were used to tabulate the LEP population for the regional service area.

2.3 American Community Survey

The ACS is a continuous nationwide survey conducted monthly by the U.S. Census Bureau to produce annually updated estimates for the same small area (census tracts and block groups) formerly surveyed through the decennial census long-form survey. It is intended to measure changing socioeconomic characteristics and conditions of the population on a recurring basis. It is important to note that the ACS does not provide official counts of the population between each decennial census, but instead provides weighted population estimates. This analysis uses the 2022 ACS 5-Year data (2018 to 2022).

ACS data include the number of persons ages five and above who self-identified their ability to speak English as "very well," "well," "not well," and "not at all." **Figure 1** depicts Valley Metro's service area. **Table 1** shows the number of LEP people within Valley Metro's service area in comparison to Maricopa County. There are over 4 million residents in Maricopa County, and 3.5 million reside within Valley Metro's service area. The incidence of LEP persons within Valley Metro's service area is slightly higher than in the county. 8.3 percent of residents in Maricopa County speak English less than "very well," while 9.3 percent of residents within Valley Metro's service area speak English less than "very well."

FIGURE 1: VALLEY METRO SERVICE AREA

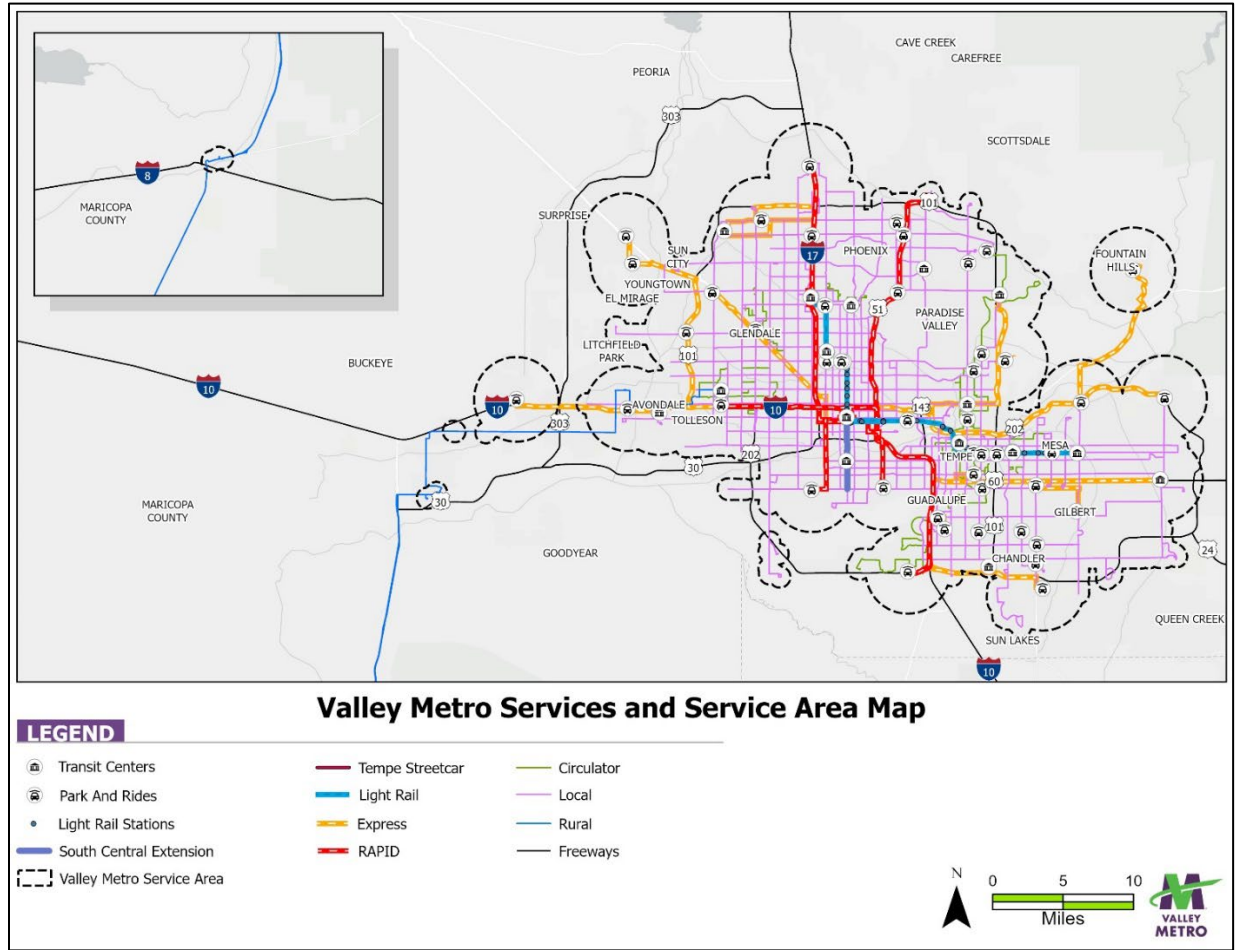


TABLE 1: 2022 ACS DATA, BY LOCATION

County or Area	Total Population Age 5 and Over	Speaks English Only	Speaks English		Percentage Less than Very Well
			Very Well	Less than Very Well	
Maricopa County	4,171,400	3,068,856	756,667	345,877	8.29
Census tracts within service area ^a	3,418,601	2,420,722	678,529	319,350	9.34

^a Service area is defined as a ¾-mile buffer within local fixed-route service and a 3-mile buffer within park-and-ride and transit facilities for express bus service.

Table 2 shows English proficiency for the census tracts within the service area population age five years and above by the linguistic categories identified by the U.S. Census Bureau. This includes English, Spanish, Indo-European, Asian or Pacific Islander, and all other languages. The 2022 ACS data show the population self-identified as speaking English less than “very well” was predominantly the Spanish-language group, encompassing 251,891 people, or 7.37 percent of the total population age five years and

over. Indo-European, Asian or Pacific Islander, and all other languages groups account for 67,459 people, or 1.9 percent of the population. Of all those speaking English less than “very well,” the Spanish group makes up 79 percent of the total population over age five with limited English proficiency.

TABLE 2: 2022 ACS DATA, BY LANGUAGE CATEGORY

Language Category	Total Population Age 5 and Over	Speaks English				Percentage Less than Very Well
		Very Well	Well	Not Well	Not At All	
Total	3,418,601	678,529	148,286	115,239	55,825	9.34
English	2,420,722	—	—	—	—	—
Spanish	774,086	522,195	104,440	96,515	50,936	7.37
Asian or Pacific Islander	88,365	55,237	20,420	9,973	2,735	0.97
Indo-European	84,788	65,337	13,667	4,844	940	0.57
All other languages	50,640	35,760	9,759	3,907	1,214	0.44

The 2022 ACS data also provide information on linguistically isolated households: “A linguistically isolated household is one in which no member 14 years old and over (1) speaks only English and (2) speaks a non-English language and speaks English ‘very well.’ In other words, all members 14 years old and over have at least some difficulty with English” (ACS 2022). In total, the 2022 ACS data identified 1,448,742 households to be linguistically isolated. The entire membership of a linguistically isolated household would be considered LEP. **Table 3** details those data for linguistically isolated and non-linguistically isolated households by language category within the service area.

TABLE 3: 2022 ACS DATA, BY LINGUISTICALLY ISOLATED HOUSEHOLDS

Language Category	Total Households	Isolated Households	Non-isolated Households	Percentage Isolated Households
Census tracts in service area	1,448,742	58,003	365,330	4
English	1,007,048	—	—	—
Spanish	301,679	38,366	263,313	2.6
Asian or Pacific Islander	45,200	7,767	37,433	0.54
Indo-European	71,129	4,745	43,983	0.33
All other languages	23,686	7,125	20,601	0.49

Within the transit service area, 4 percent of households are considered linguistically isolated. Again, these are predominantly Spanish households, making up 2.6 percent of the total. Remaining languages make up 1.36 percent of households that are classified as linguistically isolated.

Figure 2 shows concentrations of linguistically isolated households in census tracts within the service area. Most areas throughout the region are mixed, although a few pockets of census blocks have concentrations of linguistically isolated households, thus identified as persons with limited English proficiency.

Figure 3 shows the ACS 2022 census tracts within the three-quarter mile buffer of local fixed-route service and a three-mile buffer around park-and-ride and transit facilities for express bus service. Census tracts encapsulated within this area are included in the estimates, although they may not be within one-quarter mile of a fixed route.

FIGURE 2: CENSUS TRACTS WITH LINGUISTICALLY ISOLATED HOUSEHOLDS

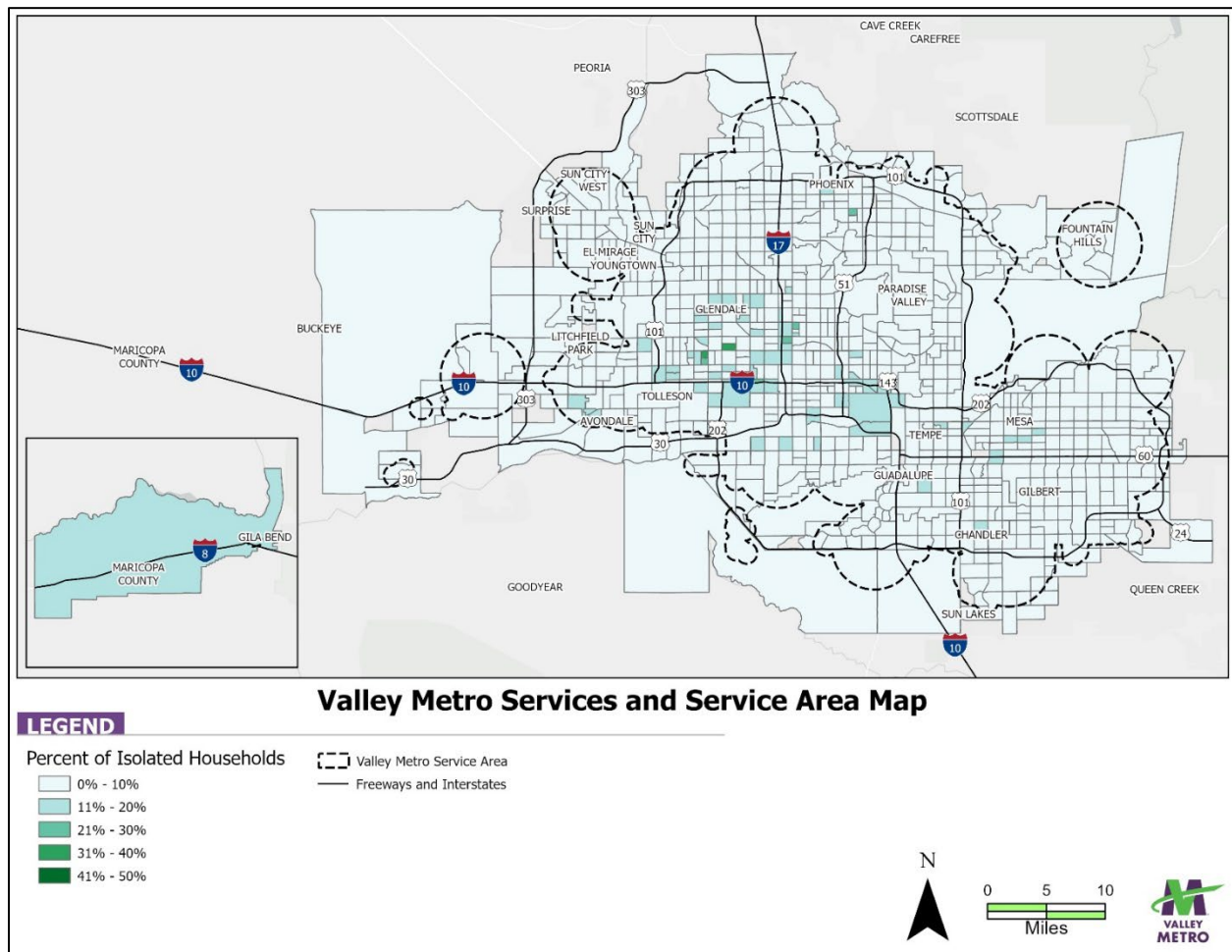
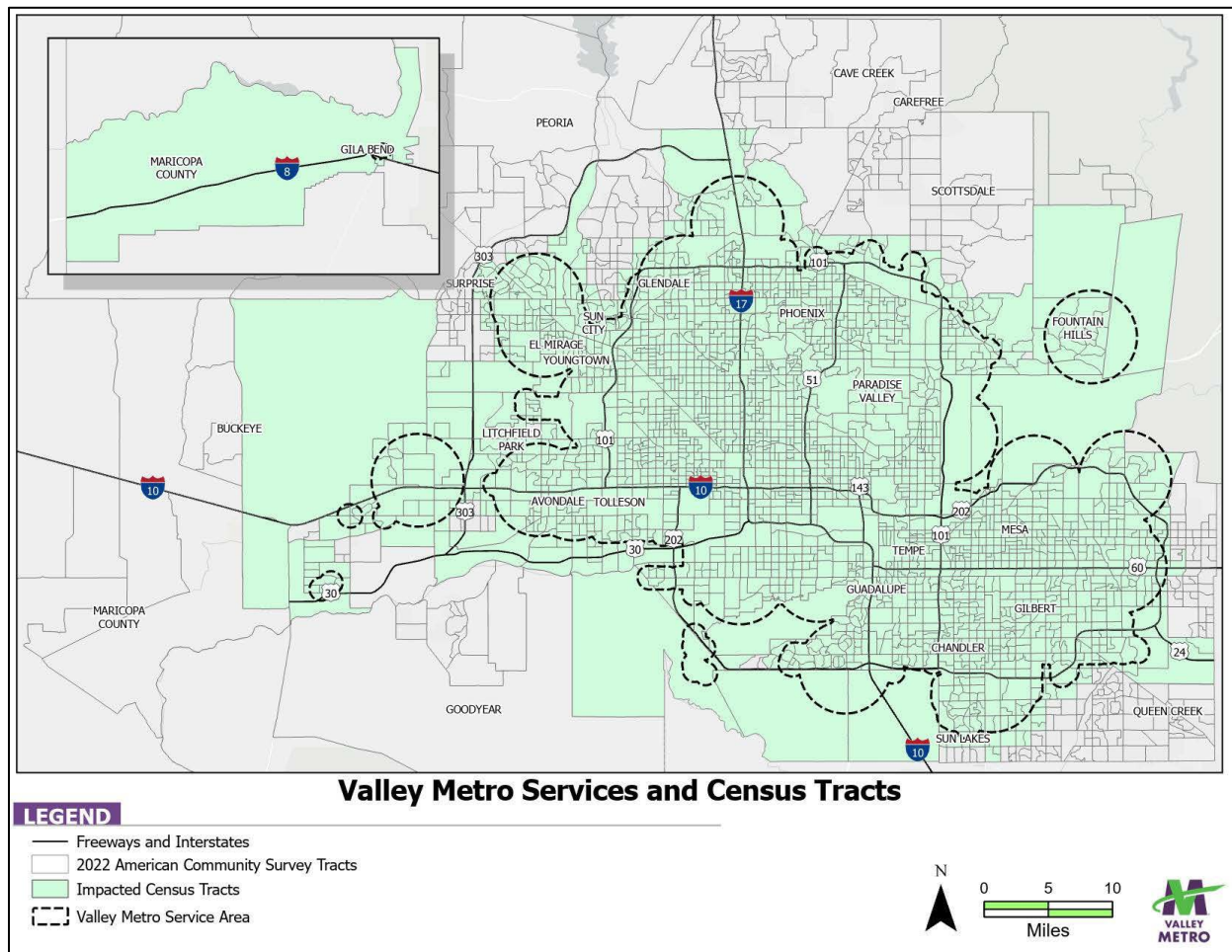


FIGURE 3: CENSUS TRACTS WITHIN SERVICE AREA



The 2022 ACS data show 12 languages or language groups with 1,000 or more LEP persons. Only one LEP population exceeds both the 1,000 or more individuals and the five percent of the total population of persons eligible to be served or likely encountered. **Table 4** shows the populations that meet either of these thresholds using ACS 2022 population by language and ability, sorted by percentage of LEP population.

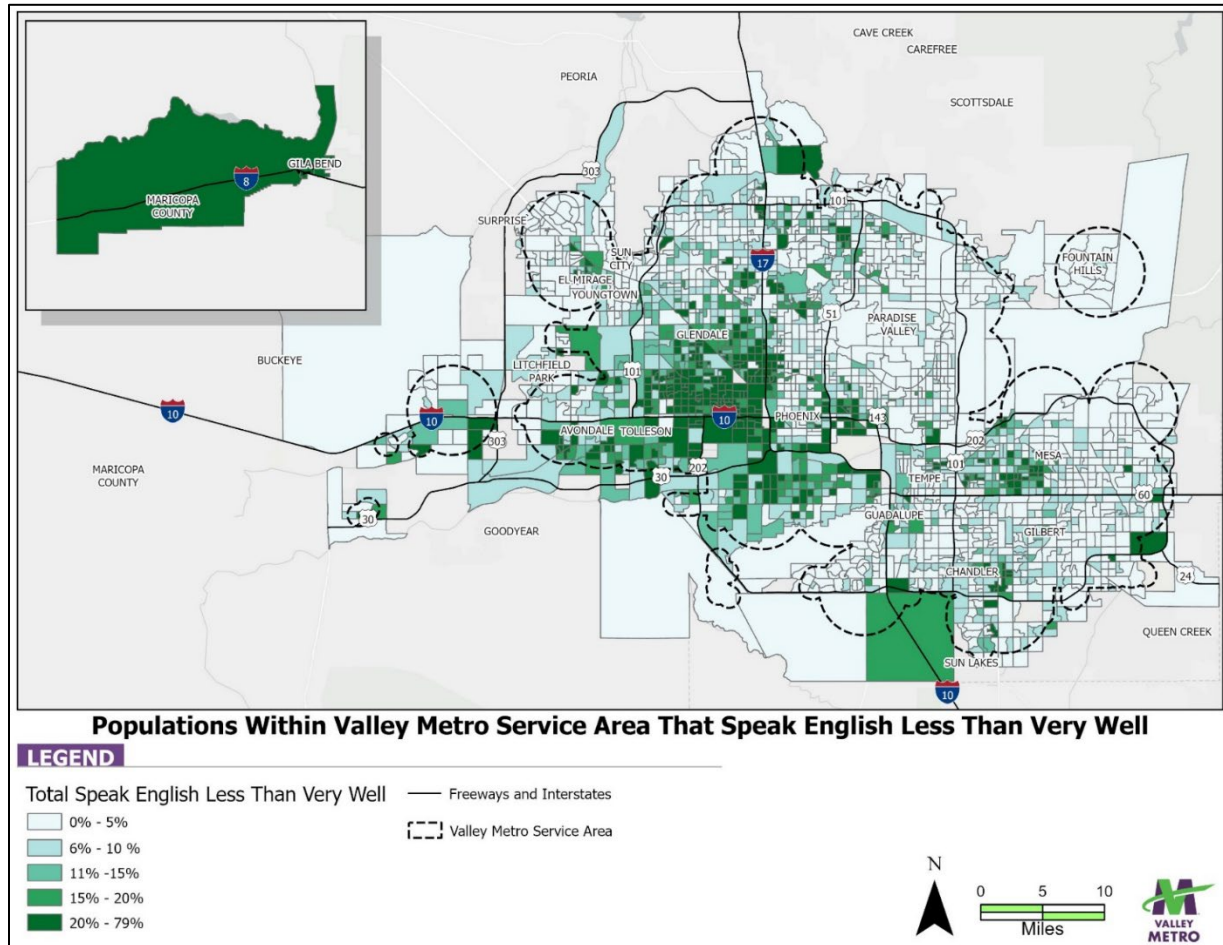
Within the service area, the majority of the 2022 LEP populations is the Spanish-speaking population; this is the only language group to exceed both 1,000 individuals and five percent of the LEP population. The Spanish LEP population consists of 251,606 individuals within the service area. The other Indo-European, Mandarin Chinese, and other and unspecified speaking populations followed with 3.90 percent, 3.06 percent and 2.76 percent respectively. The Vietnamese, other Asian and Pacific Island and Arabic speaking populations follow with 2.51 percent, 3.02 percent and 1.90 percent, respectively. This is followed by Russian and Filipino with 1.37 percent and 1.08 percent, respectively, and then by Korean (0.8 percent), French (0.7 percent) and German (0.2 percent).

TABLE 4: 2022 ACS DATA, BY LANGUAGE WITHIN ONE-HALF MILE OF FIXED-ROUTE SERVICE

Language	Speak English		Total Population	Percentage of Language LEP of Total LEP Population
	Less Than Very Well	Very Well		
All languages	319,427	—	—	100
Spanish	251,606	522,128	773,734	78.77
French, Haitian or Cajun	2,072	8,077	10,149	0.65
German	692	8,819	9,511	0.22
Russian, Polish or Other Slavic	4,370	12,051	16,421	1.37
Other Indo-European languages	12,462	36,475	48,937	3.90
Korean	2,425	2,995	5,420	0.76
Mandarin Chinese	9,785	11,285	21,070	3.06
Vietnamese	8,023	7,458	15,481	2.51
Filipino	3,463	10,932	14,395	1.08
Other Asian Pacific Island	9,648	22,228	31,876	3.02
Arabic	6,080	10,820	16,900	1.90
Other and unspecified languages	8,801	24,971	33,772	2.76

Figure 4 shows concentrations of populations speaking English less than very well throughout the service area. Most areas throughout the region are mixed, although there are a few pockets of Census blocks with concentrations of persons with limited English proficiency.

FIGURE 4: POPULATION SPEAKING ENGLISH “LESS THAN VERY WELL”



3.0 FREQUENCY OF CONTACT WITH LIMITED ENGLISH PROFICIENT POPULATION (FACTOR 2)

The first step of the four-factor LEP needs assessment revealed that the largest language group is overwhelmingly Spanish, followed by the ACS language categories of other Indo-European, Mandarin Chinese and other and unspecified. Factor 2 is intended to assess the frequency with which LEP persons interact with Valley Metro programs, activities or services. The DOT Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons (2005) advises that:

Recipients should assess, as accurately as possible, the frequency with which they have or should have contact with LEP individuals from different language groups seeking assistance, as the more frequent the contact, the more likely enhanced language services will be needed (emphasis added). The steps that are reasonable for a recipient that serves an LEP person on a one-time basis will be very different than those expected from a recipient that serves LEP persons daily.

The frequency of use was evaluated by assessing current resources, available data and a short survey of transit employees.

3.1 Evaluation Methods and Data Sources

To determine the frequency with which LEP persons interact with Valley Metro, both quantitative and qualitative methods were used to analyze access to services. Anecdotal information regarding interactions with LEP persons, garnered through conversations with Valley Metro employees, is also included in this section. More structured analysis is included using several sources of information:

- Transit employee surveys
- Customer Service Interactive Voice Response (IVR) call log
- Transit education program
- Valley Metro website translation data
- Together, these sources provide a picture of the interaction of LEP persons with programs, activities or services provided by the agency.

3.2 Frequency of Contact Analyses

Valley Metro recognizes the value of providing convenient and efficient information to transit riders. Understanding how often LEP persons are using services will assist in serving customers better in the future with quality services, programs and activities.

Customer Service Interactive Voice Response Call Log

The Customer Service Center updated its automated phone system in mid-2014 to establish the IVR feature. With this expansion, the system is able to provide a log listing the frequency with which line callers have requested to be transferred. Available are five topic categories, each in English and Spanish, for ten total options. The topics available include:

- Americans with Disabilities Act (ADA)
- Customer Relations (CR)
- Light Rail
- Lost and Found
- Transit Information (TI)

This system allows Spanish-speaking callers to be automatically transferred to a bilingual representative, reducing the time it takes to be served in the preferred language. Currently, eight bilingual customer service representatives are employed by Valley Metro. The phone system prioritizes selection of Spanish calls received. **Table 5** shows the distribution of calls by option selected, followed by the sum of calls by language for calendar year 2022.

TABLE 5: 2022 CUSTOMER SERVICE CALL LOG

Call	Total Calls	% of Total Calls
ADA – English	328	0.38
ADA – Spanish	934	1.08
CR – English	8,522	9.89
CR – Spanish	135	0.15
Light Rail – English	8	0.01
Light Rail – Spanish	0	0.00
Lost and Found – English	259	0.30
Lost and Found – Spanish	0	0.00
TI – English	69,124	80.28
TI – Spanish	6,685	7.76
English (Total)	78,339	91.00
Spanish (Total)	7,754	9.99
Total Calls	86,095	100.00

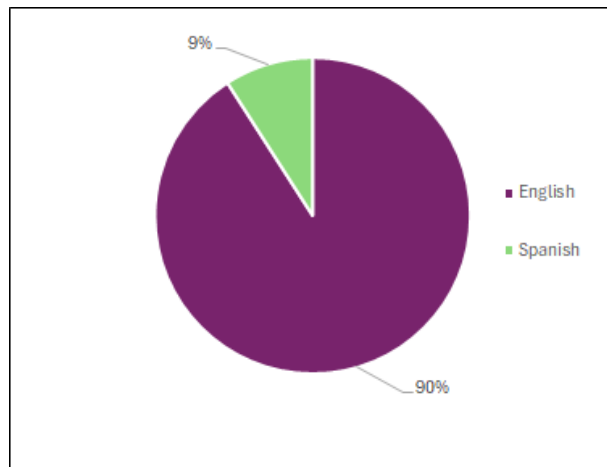
FIGURE 5: CUSTOMER SERVICE CALLS BY LANGUAGE

Figure 5 shows a pie chart of the calls by language. Approximately 90 percent of calls were for English and nine percent of calls were for Spanish. At the time of this report, 24 Customer Service representatives were on staff; of these, six were bilingual (25 percent). When evaluating the Customer Service call logs, the bulk of calls received are through the English phone lines, with a small portion (9 percent) selecting a Spanish option.

Transit Education Program

Valley Metro has a Transit Education program that presents information to various groups to teach about public transit, benefits of transit and how to use the system. Staff members visit schools, businesses, social service agencies and present to new residents and refugee groups, senior citizens and persons with disabilities. Additionally, transit information and assistance are provided at community or special events including environmental advocacy events, transportation or vehicle days, career days and more. This team also conducts general presentations by request to any group who wants to learn more about Valley Metro services.

The many Spanish-speaking passengers are accommodated because much of the transit information is available in Spanish. Additionally, a bilingual Valley Metro staff member will generally give the transit education presentation in Spanish upon request. Prior to the COVID-19 pandemic, the transit education staff would also conduct monthly presentations with refugee resettlement groups. Given the varied backgrounds of refugee

groups, the hosting organizations would generally provide the necessary interpreters. Valley Metro staff members have developed training materials that are mostly images to help bridge the language issues.

Website Translation

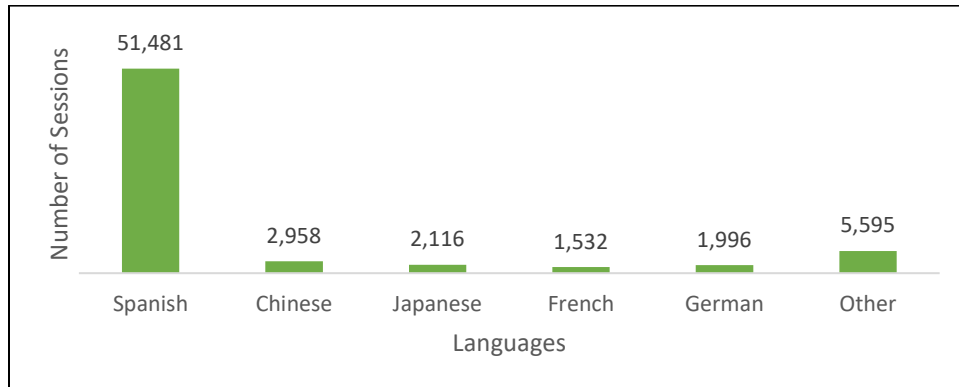
Apart from accessing information from transit employees—whether by phone, email, in person or another method—many customers use the www.valleymetro.org website for information. The website is equipped with the Google Translate feature, which allows translation into over 100 languages. As of 2024, users have translated the Valley Metro website into over 80 different languages using this feature. Approximately 99 percent of interactions with the Valley Metro website used the default English setting. Note only partial statistics are available for 2023 due to an error in the Google content management system responsible for collecting this data. In **Table 6**, the following data from 2022 offers a complete insight into the languages translated and the percentage of sessions in 2022. Note that only those languages accounting for at least 0.01 percent of the total sessions are included.

TABLE 6: 2022 WEBSITE SESSIONS, BY LANGUAGE

Language	Number of Sessions	Percentage of Total Sessions
English	2,792,742	97.59
Spanish	51,481	1.80
Chinese	2,958	0.07
Japanese	2,116	0.10
French	1,532	0.06
German	1,996	0.07
Korean	1,148	0.04
Portuguese	550	0.02
Russian	816	0.03
Dutch	406	0.01
Italian	429	0.01
Other	5,595	0.2

Once again, Spanish was overwhelmingly the most widely used language with the website translation service, accounting for 1.80 percent of sessions, followed by Chinese (0.10 percent), Japanese (0.07 percent), German (0.07 percent), Korean (0.04 percent), French (0.04 percent), Russian (0.03 percent), Portuguese (0.02 percent and Other (0.20 percent). **Figure 6** shows the number of translated sessions by language.

FIGURE 6: NUMBER OF TRANSLATED WEBSITE SESSIONS, BY LANGUAGE (EXCLUDING ENGLISH)



Historically, the website has been translated to over 80 other languages that collectively accounted for 0.2 percent of all sessions. These languages include:

- Afrikaans
- Arabic
- Bulgarian
- Catalan
- Croatian
- Czech
- Danish
- Farsi
- Filipino
- Finnish
- Greek
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Latin
- Norwegian
- Polish
- Romanian
- Samoan
- Serbian
- Slovak
- Slovenian
- Swedish
- Telugu
- Thai
- Tonga
- Ukrainian
- Vietnamese

Many documents on Valley Metro's website are translated into Spanish since they are disseminated as paper materials to the public. Individuals may use these documents without translating the website into Spanish. Some of these documents include project updates, route maps and schedules, instructions and applications for a Reduced Fare ID, service change information, policies, brochures and forms.

Conclusion

The Factor 2 analysis revealed that there is regular contact between the LEP population and Valley Metro personnel. The Customer Service call log showed that nine percent of customers used one of the five Spanish options. Information from the Transit Education

team qualitatively identified Spanish as the main language group. Finally, translation data from the Valley Metro website indicated 2.4 percent of sessions were translated—most of which were translated to Spanish. Historically, the website has been translated to over 80 different languages. Overall, there is broad diversity in the Phoenix region population that accesses regional transit services; however, most people using the Valley Metro system speak English or Spanish.

4.0 NATURE AND IMPORTANCE OF THE PROGRAM, ACTIVITY OR SERVICE PROVIDED (FACTOR 3)

The third step in the four-factor LEP needs assessment is an evaluation of the importance of Valley Metro services to persons with limited English proficiency. The first component of the Factor 3 analysis was to identify critical services. Next, input from community organizations was used to identify ways to improve these services for LEP populations. The DOT Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons (2005) advises that:

The more important the activity, information, service, or program, or the greater the possible consequences of the contact to the LEP individuals, the more likely language services are needed. The obligations to communicate rights to an LEP person who needs public transportation differ, for example, from those to provide recreational programming. A recipient needs to determine whether denial or delay of access to services or information could have serious or even life-threatening implications for the LEP individual . . . providing public transportation access to LEP persons is crucial. An LEP person's inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, education, or access to employment.

With assistance from Valley Metro's Community Relations and Marketing departments, a list of services provided was prepared and prioritized. Input from community organizations and LEP persons was incorporated to ensure views of the importance of services provided are adequately prioritized.

4.1 Services Provided

In cooperation with Valley Metro's Communications and Operations departments, services currently provided to LEP persons were queried. All printed materials are translated into Spanish, and materials in both English and Spanish are available on both bus and light rail services. Below is a list of available materials and services in Spanish that includes bus- and light rail-specific services:

- Press releases
- Public materials including, but not limited to:
 - Route Scout (announcements on buses and light rail)
 - Ride Guide and Destinations Guide
 - Service changes materials
 - Transit Book
 - Website
 - COVID-19 updates
 - Project updates

- Title VI forms
 - Large special events materials (for example, Super Bowl public materials)
- Direct mailers or door hangers for targeted outreach
- Ticket vending machines (Spanish and Braille)
- Bilingual Customer Service staff
- Email list messages
- Bus-specific services:
 - Car cards (on-board advertisements)
 - Bus signage (priority seating, caution signs, entry/exit, etc.)
 - Variable message sign (VMS)⁶ that displays audio announcements on buses
- Light rail-specific services:
 - Light rail transit (LRT) vehicle signage, including priority seating, code of conduct, and other train information
 - VMS¹ announcements on vehicles and at stations
 - System maps and auxiliary information
 - Operator call boxes on trains
 - Emergency call box at stations
 - Safe place notices

4.2 Critical Services

Public transit is a key means of mobility for persons with limited English proficiency. Of those services identified above, a subset of critical services was prioritized to ensure that those services imperative to use Valley Metro public transportation options are available to all users.

Basic trip information is available both printed and electronically in Spanish, including service hours, tickets, trip planning, airport and transit connections, parking, bicycles and services for persons with disabilities. Also available in Spanish is information regarding how to use transit, acceptable user conduct, priority seating, caution signs and exit locations on vehicles. Ticket vending is available in both Spanish and Braille. Many documents are available in Braille upon request. Emergency notification measures are also translated, including audio VMS announcements on vehicles (bus and rail), operator call boxes, emergency call boxes and safe place notices.

Bilingual Customer Service representatives are available during regular call center hours. Representatives use the same procedures for comments and note that the inquiry was in Spanish so that a bilingual representative is assigned in any follow-up response if needed. Outside of Customer Service hours, the website is available for translation to most languages at any time. For public meetings and hearings, a Spanish translator is usually available; additional translators are available upon request or in the appropriate context. Typically, additional translation services requested are provided for American Sign Language through an on-call contract.

¹ Variable message signs are audio announcements that occur on transit services to inform riders of relevant information and updates. Light rail stations and vehicles are equipped with VMS announcements; most fixed-route vehicles are also equipped with VMS capabilities.

5.0 CURRENT RESOURCES AVAILABLE AND THE COSTS TO PROVIDE LANGUAGE ASSISTANCE SERVICES (FACTOR 4)

The final step of the four-factor LEP analysis was an evaluation of the current and projected financial and personnel resources available to meet the current and future needs for language assistance. The first component of the Factor 4 analysis was to identify current language assistance measures and associated costs. The next step was to determine what additional services may be needed to provide meaningful access. The DOT Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons (2005) advises that:

A recipient's level of resources and the costs imposed may have an impact on the nature of the steps it should take in providing meaningful access for LEP persons. Smaller recipients with more limited budgets are not expected to provide the same level of language services as larger recipients with larger budgets. In addition, 'reasonable steps may cease to be reasonable where the costs imposed substantially exceed the benefits.

Valley Metro has a strong commitment to reducing the barriers encountered by LEP persons in accessing its services and benefits, to the extent resources are available. Valley Metro currently does not break down all cost expenditures related to providing language assistance; however, language assistance costs are evaluated on a triennial basis to include in Title VI reporting.

5.1 Current Measures and Costs

Costs incurred by Valley Metro for the language assistance measures currently being provided include:

- Translation of materials
- Printing, advertising or other marketing costs
- Interpretation services
- Staff costs associated with Title VI efforts in adhering to language assistance measures

Typically, an amount is embedded into the project costs by activity (logged under printing or other direct expenses) for translation and production of any materials. Agency-wide, there is an on-call contract for any interpretation needs. Any production costs are included in printing and public meetings budgets. Furthermore, bilingual employees provide intermittent language assistance needs as part of their other duties. The Valley Metro community outreach team hires with a preference towards bilingual speakers, especially for projects where LEP residents are prominent. Multiple employees in the community outreach team are fluent in Spanish. These employees may be assigned to prepare press releases or media events with Spanish-speaking publications in addition to their typical duties. These costs are not tracked, although most of the formal interpretation services are contracted.

Interpreters are contracted on a case-by-case basis for public meetings or hearings to ensure that any language assistance needs are met so that public relations staff can focus on facilitating the event. All hearings are staffed with interpreters while public meetings are staffed depending on the anticipated number of persons reached and upon request.

Valley Metro provides headsets to those wishing to hear the presentation in the translated language. To accommodate Spanish speakers, Valley Metro has held some events fully in Spanish, with an English translator. Those wishing to listen to the presentation in English used headphones and printed materials in English.

Valley Metro currently contracts for interpreters at public meetings. In FY24 the cost for language interpreter services at public meetings in total was \$20,545. Costs for translating and producing written materials such as meeting notices, display boards, news releases and project update sheets are also budgeted annually. In FY24 the cost for this service was \$25,502. The total for all translation services therefore in FY24 was \$48,853.

Additional costs include other staff time used on an ad hoc or regular basis to provide translation or interpretive services. Exactly 25 percent of Customer Service representatives are bilingual, assisting both Spanish- and English-speaking customers. Being bilingual is a preferred qualification when hiring Customer Service staff, although not required. Bilingual employees also may assist on an informal, ad hoc basis to communicate with LEP individuals in other departments.

5.2 Cost-effective Practices

Valley Metro will continue to evaluate ways to improve the cost-effectiveness and the quality of its language services. Additional strategies for saving costs or improving quality may include developing internal and external language services, with the opportunity to coordinate across multiple agencies in the region. Current measures to ensure services are cost-effective include:

- Bilingual staff trained to act as interpreters and translators
- Shared Customer Service center and other information for combined translation and interpretation resources
- Some standardized common documents with transit and other public agencies
- Using the free Google Translate service on the Valley Metro website
- Translated vital documents currently posted on www.valleymetro.org
- Strategies for consolidating the regional language assistance measures to achieve efficiencies may include:
 - Further development of a LEP information center for Valley Metro employees
 - Surveying Valley Metro staff to determine any additional existing multilingual resources
 - Conducting outreach to various community organizations to secure volunteers for translation and interpretation services that are currently contracted or completed in-house
 - Consolidating contract services for oral and written translation to secure the most cost-effective rates

Valley Metro continues to use qualified translators and interpreters to uphold the quality of language assistance measures. Valley Metro strives to provide basic informational training for volunteer staff on its language assistance measures.

5.3 Additional Services and Budget Analysis

Valley Metro is committed to reducing the barriers encountered by LEP persons in accessing its services to the extent funding is available. While Valley Metro currently does break down contracted cost expenditures related to providing language assistance, expenditures of efforts for translation and interpretation completed in-house are less well-documented. As part of the Language Assistance Plan, Valley Metro will better monitor efforts in the future. Valley Metro will further evaluate how to consolidate its language assistance measures to deliver the most cost-effective services.

The information received from community organizations provided some insight on additional services that may ease access for LEP persons to regional transit services. Services requested were centered on service expansions that included increased frequencies and later services at night. However, these would be improvements for consideration and prioritization of the system rather than specific services for LEP persons. Therefore, they were excluded here and assigned to the general public process for service requests.

Other requests included using more symbols to depict messaging and system routes. Audio messaging using VMS could potentially show messaging in another language as well. The light rail system VMS currently shows messages in English and Spanish. Bus messaging is typically location data and in close proximity, depending on stop locations. Some audio messages on buses are announced in Spanish. The feasibility and helpfulness of VMS translation should be evaluated.

As applicable and through the annual budget process, additional services requested or identified may be considered for implementation. In 2015, Valley Metro shifted to a zero-based budget that is approved by two boards of directors: Valley Metro Rail Board and the Valley Metro RPTA Board. The budgets are developed and approved annually as appropriate to the unique needs and demands of each agency at that point in time.

5.4 Projected Costs

With a commitment to providing reasonable language assistance measures, Valley Metro would assess current symbols used on vehicles, at station locations and elsewhere to determine the sort of improvements that could be made so that the system is more easily understood visually. Biannually, in coordination with the service changes, updated system maps are produced.

Other improvements would be considered after analyzing the staff costs, third-party contract costs and costs related to volunteer or community organization coordination. These would be evaluated in comparison with anticipated benefits to the LEP population. Other considerations may include operational issues and implementation time.

6.0 LANGUAGE ASSISTANCE MEASURES

Valley Metro is committed to full compliance with Title VI and Executive Order 13166 to provide meaningful access and reduce barriers to services and benefits for persons with limited English proficiency.

6.1 Current Language Assistance Measures

Spanish Language Assistance

As discussed earlier, Valley Metro currently provides both oral and written language assistance in Spanish. Oral language assistance includes bilingual customer service representatives, speaking Spanish. Additionally, Spanish interpreters are available at public meetings. On vehicles and at stations, VMS announcements are provided in Spanish.

Written Spanish language assistance includes signs, press releases, list serve messages, service change materials, Title VI complaint forms, policies and procedures. Additional translation of some vital documents is provided, such as schedules, maps, Ride and Destination Guides, route scouts and more. Meeting notices and public input surveys at public meetings are translated.

Notices to the public of language assistance measures are typically provided side-by-side with an English version of the document. For example, Ride Guide documents are provided in both English and Spanish and are available together wherever disseminated. Where available, documents are printed on both sides with an English version and a Spanish version on each side of the paper. When calling into the Customer Service line, the interactive voice response system will automatically ask if Spanish is the preferred language prior to being connected with a representative.

Languages Other Than Spanish

Valley Metro provides oral and written translations into other languages when applicable. For written translations, the Valley Metro website is equipped with the Google Translate feature, which allows translation into over 100 languages. For oral translations, the agency uses an existing contract that can provide translations into all languages identified in the Language Assistance Plan, as well as American Sign Language. Translators under this contract are used for public meetings, canvassing and other community outreach as needed. Valley Metro also provides sign language interpreters for public meetings when requested, and provides Braille translations on fare vending machines and for printed documents upon request.

As the region grows and diversifies the agency will translate vital documents into languages other than English and Spanish as practicable for language populations over 1,000 that speak English less than very well. These vital documents include:

- Title VI Notice to the Public
- Title VI complaint forms
- Title VI procedures
- Notices to public
- Service and Fare Changes
- Bus and Rail Schedules

These items are currently translated into Spanish as well as English. The agency will continue to monitor the demographics of the region as these printed offerings are expanded to meet federal requirements.

6.2 Staff Training

Specific policies and procedures for interacting with LEP persons are not formally adopted on a stand-alone basis. These policies and procedures are, in essence, for all customers and have been embedded into multiple documents (including the Title VI Plan, trainings, instructions, etc.).

Using the Customer Service Center as an example, Spanish calls are assigned directly to a Spanish-speaking representative through the phone system. In the CAS, a note is made that the customer speaks Spanish so that if Customer Service cannot respond to the query immediately, any future response is assigned to a bilingual representative. This training is integrated into general customer assistance staff training to ensure cost-effective practices and efficient use of training resources. Title VI is distributed to new Customer Service employees and, where applicable, employees are expected to know how to file discrimination claims based on race, color or national origin. Additionally, there are related trainings available including quarterly Civil Rights Workshops, training sessions for conducting complaint investigations according to federal guidelines and streamlining the complaint investigative process.

Training for employees who regularly encounter the public may also include:

- Type of language services available
- How staff and/or LEP customers can obtain these services
- How to respond to LEP callers
- How to respond to correspondence from LEP customers
- How to respond to LEP customers in person
- How to document LEP needs

Valley Metro continues to consider opportunities to provide quality services for LEP persons throughout the service area.

6.3 Future Language Assistance Services

With the development of subsequent Language Assistance Plans, the monitoring, evaluation and update process would identify additional services to be considered for feasibility of implementation. Valley Metro strives to serve LEP populations adequately with an equal opportunity to use transportation options available. Section 7 provides more information about the plan's monitoring and update process.

7.0 MONITORING AND UPDATING THE LANGUAGE ASSISTANCE PLAN

Triennially, Valley Metro will review, monitor and update the language assistance plan. Feedback from agency staff and community members will be accepted throughout the year at the email address: TitleVICoordinator@ValleyMetro.org. Additional community feedback may be elicited during the update process. Internal monitoring will be conducted using the template provided from the FTA handbook Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited

English Proficient (LEP) Persons (2007). Using this checklist, stations, vehicles, Customer Service, community outreach and public relations are periodically monitored.

Using this information, changes may be made to the language assistance plan recognizing any cost implications and resources available. Depending on cost and resource evaluation, language assistance measures may be expanded, modified or eliminated based on their effectiveness.

As the transit service area is modified through service changes, the demographics served will be reviewed to ensure that those areas with high concentrations of LEP persons are reflected accurately in an effort to provide language assistance measures to areas with expanded transit services.

Throughout the monitoring period, Valley Metro will continue to follow the recommendations and use the resources provided by Executive Order 13166, FTA Circular 4702.1B, the DOT's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons (2005), and the FTA handbook Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons (2007). Valley Metro will be better able to apply the DOT LEP guidance's four-factor framework and will continue to determine an appropriate mix of language assistance in the preparation of language assistance implementation plans.

LIMITED ENGLISH PROFICIENCY PLAN

Valley Metro has conducted a thorough LEP 4 factor analysis and resulting Language Access Plan to be utilized by all Valley Metro member agencies. This Language Access Plan, as set forth below, will be utilized by the City of Goodyear to ensure compliance with its obligations to Limited English Proficiency (LEP) persons under Title VI.

To specifically address language assistance needs for the WeRIDE microtransit service, the City of Goodyear has implemented comprehensive language access measures across all service touchpoints. The WeRIDE mobile application interface through RideCo is available in multiple languages commonly spoken in the service area, ensuring that LEP customers can effectively schedule, track and manage their rides. For customers who prefer phone booking, the WeRIDE call center provides several bilingual (English/Spanish) call center agents and will be further implementing an “AI Agent” in 2025; This is a phone system option that has the capability to provide multi-language booking for all residents with a “virtual” call-center agent.

WeRIDE vehicle operators who are fluent in Spanish wear pins on their ID badges identifying that they can speak Spanish, to facilitate essential communication with LEP passengers during their trips. Additionally, all WeRIDE marketing materials, including service information, outreach, and promotional materials, are produced in Spanish based on the demographic analysis of the Goodyear WeRIDE service area.

These microtransit-specific language assistance measures complement Valley Metro’s broader Language Access Plan, while ensuring that LEP persons have meaningful access to this new mobility option. The effectiveness of these measures will be regularly evaluated through customer feedback and service utilization data to identify any necessary adjustments or improvements.

NON-ELECTED COMMITTEES' MEMBERSHIP

TABLE

A sub-recipient that selects the membership of transit-related, non-elected planning boards, advisory councils, or committees must provide a table depicting the membership of those organizations broken down by race. Sub-recipients also must include a description of the efforts made to encourage participation of minorities on these boards, councils and committees.

Table Depicting Membership of Committees, Councils, Broken Down by Race

Body	Caucasian	Latino	African American	Asian American	Native American
Population	%	%	%	%	%
Committee Name	%	%	%	%	%
Committee Name	%	%	%	%	%
Committee Name	%	%	%	%	%

X The City of Goodyear does NOT select the membership of any transit-related committees, planning boards, or advisory councils.

MONITORING FOR SUBRECIPIENT TITLE VI COMPLIANCE

The City of Goodyear does not currently have subrecipients and therefore does not monitor sub-recipients for Title VI compliance. In the event sub-recipients come under the control of the City of Goodyear, the City will adopt and implement a policy and procedure which ensures that all sub-recipients comply with their obligation under Title VI and any other applicable federal and state laws, regulations and rules.

Title VI Equity Analysis

A sub recipient planning to acquire land which displaces persons from their residences and businesses to construct certain types of facilities must not discriminate on the basis of race, color, or national origin, against persons who may, as a result of the construction, be displaced from their homes or businesses. “Facilities” in this context does not include transit stations or bus shelters, but instead refers to storage facilities, maintenance facilities, and operation centers.

There are many steps involved in the planning process prior to the actual construction of a facility. It is during these planning phases that attention needs to be paid to equity and non-discrimination through equity analysis. The Title VI Equity Analysis must be done before the selection of the preferred site.

Note: Even if facility construction is financed with non-FTA funds, if the sub recipient organization receives any FTA dollars, it must comply with this requirement.

The City of Goodyear has no current or anticipated plans to develop new transit facilities covered by these requirements. No facilities covered by these requirements were developed since 2010.

REGIONAL SYSTEM WIDE STANDARDS & POLICIES

The City of Goodyear follows a multiple phase Transit Standards and Performance Measures (TSPM) guided by Valley Metro. These standards fall in line with federal and state requirements.

The TSPM helps manage our regionally funded transit services and investments like bus stops, park-and-ride facilities and future light rail destinations. The following three phase approach is posted on Valley Metro's Website.

Phase I

The first phase in the plan establishes service provision goals to guide the development of Valley Metro's TSPM. This phase established standardized transit service types, operating characterized for each service type and bus stop spacing standards.

Phase II

The second phase focuses on the development of transit service performance measures, transit service thresholds, application principles and implementation standards for new service.

Phase III

The third phase establishes standard and performance measures for regionally funded transit vehicles such as buses and light rail vehicles and transit facilities including bus stops and park and-ride facilities.

As of May 2022, the City of Goodyear has all of their service provided by Valley Metro and will follow their Regional System Wide Standards and Policies. Please see **Attachment A** for a copy of their policy.

The only part of their policy that will not apply is the Distribution of Transit Amenities. The City of Goodyear will use the following policy:

Transit Amenities refer to fixed items of comfort and convenience available to the general riding public such as shelter placement, signage, benches and trash can placement. Generally, individual municipalities are responsible for the provision, monitoring and maintenance of shelters, bus stop signs, benches and other amenities. The following sections briefly summarize the City's policies or standards that govern the deployment of amenities on the City's transit system. Goodyear policy is to review and ensure amenities are placed within the City without regard to race, color, national origin, or income considerations.

Shelter Placement – the City of Goodyear continues to use ridership as the primary criterion for determining shelter placement. A variety of bus shelter shapes and sizes are available to address site restrictions, opportunities, and ridership needs.

The following criteria should be used as a guide in the placement of customer shelters:

- Shelters should be placed at all established park and ride lots
- A shelter should “aesthetically fit” its surroundings where economically feasible
- Shelters can be standardized to some degree for possible cost effectiveness via quantity purchase prices, for maintenance purposes or to maintain aesthetic continuity
- Shelters should be installed at major transfer points between routes
- Shelters should include amenities such as display space for route maps and schedules, benches, trash cans and lighting.

Signage – All bus stops shall feature signs mounted in a uniform manner to identify the area as a stop and provide readable and accurate information.

Benches – Ridership figures are used to determine seating requirements while the built environment often dictates seating options.

Trash Can Placement – Trash cans are only placed at sheltered bus stops with high ridership and must not infringe upon the ADA pad or pedestrian pathway.

LOCAL MICROTRANSIT (WeRIDE) STANDARDS & POLICIES

WeRIDE service is a complete demand-response service. There will be no discrimination in terms of span of service, response times or service availability to all areas within the service zone of Goodyear. All residents are provided with a means of getting information, purchasing ride credits, and booking trips regardless of their access to smart phones, cash-only passengers, credit/debit cards, etc.

Only 1/3 of the vehicles are wheelchair accessible, however pickup and drop-off performance is comparable between ADA and ambulatory passengers and is tracked on a quarterly basis by city staff. The data below and the charts on the next page show that both pickup and drop-off on-time performance are comparable between October 2023 to September 2024.

Summary			
WeRIDE			
Summary	ADA Passenger	Ambulatory	Grand Total
On-Time Vehicle Arrival at Pickup Location	98.44%	97.89%	97.90%
Late Vehicle Arrival at Pickup Location	3.14%	2.11%	2.10%

Summary			
WeRIDE			
Summary	ADA Passenger	Ambulatory	Grand Total
On-Time Vehicle Arrival at Destination	97.10%	97.29%	97.29%
Late Vehicle Arrival at Destination	2.90%	2.71%	2.71%

SERVICE & FARE POLICY CHANGES

For all service and fare changes, the City of Goodyear follows Valley Metro's regional process. There have been no service or fare changes in Goodyear since the last Title VI update.

TRANSIT STANDARDS AND PERFORMANCE MEASURES

Procedures Guide



SEPTEMBER 2019



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Introduction

Valley Metro's Transit Standards and Performance Measures (TSPM) process was initiated for multiple purposes, including the necessity of developing a performance-based public transportation system consistent with federal and state (including Transit Life Cycle Program) requirements. Transit standards and performance measures are intended to assess the effectiveness of transit operations in achieving the adopted service provision goals and help identify whether performance improvement actions taken to enhance performance and productivity are effective. The Fixing America's Surface Transportation (FAST) Act furthered several important transportation goals, including safety, state of good repair, performance and program efficiency. The act established performance-based planning requirements that align federal funding with key goals and tracks progress towards those goals.

In coordination with representatives from member agencies, Valley Metro initiated a process to establish agency transit service and capital standards and performance measures. The initial scope of Valley Metro's TSPM effort required the completion of the process through multiple phases. The initial phase, adopted by the Valley Metro Regional Public Transportation Authority (RPTA) Board of Directors and Valley Metro Rail (VMR) Board of Directors in November 2013, considered elements critical to the establishment of transit service standards including the identification of service provision goals, defining service types (including minimum operating standards for each), preliminary performance measures and the process for evaluating and recommending service changes. The second phase, adopted by the RPTA and VMR Boards of Directors in December 2014, focused on the development of transit service performance measures, transit service thresholds, application principles and implementation standards for new service. The third phase, adopted by the RPTA and VMR Boards of Directors in June 2016, focused on defining the process for the development of performance thresholds, the establishment of service design standards, and the development of a regional fleet prioritization process for existing and expansion fleet needs. The Final Reports for each phase are provided in the Appendices A-C of this document. Adoption of TSPM included the stipulation that TSPM would be reviewed every two years and updated regularly as appropriate to ensure they are consistent with Valley Metro's evolving goals.

This document serves as the first comprehensive update to the adopted TSPM policies and defined procedures associated with the administration of evaluating the performance of the region's transit services and capital assets. Rather than independent TSPM sections, this update consolidates all previous TSPM phases into the TSPM Procedures Guide and incorporates the updates undertaken through collaborative discussions with member agencies/regional partners in the Transit Standards and Performance Measures Working Group (TSPMG) and Service Planning Working Group (SPWG) from August 2018 to May 2019.

The TSPM Procedures Guide is considered to be a "living" document and is intended to refine existing standards and establish any new elements (such as emerging technologies and service models) as necessary to advance the goals and objectives of the Valley Metro Regional TSPM program. As a result of the review process, there were several additions, deletions, and modifications to various TSPM elements. The document is organized into the following seven distinct sections:

- 100 – TSPM Program Overview
- 200 – Transit Service Standards
- 300 – Transit Service Performance Measures and Evaluation Process
- 400 – Bus Stop Optimization Process
- 500 – Regional Fleet Prioritization Process
- 600 – Transit Center and Park-and-Ride Classification
- 700 – Mobility Enhancement Uses

100 – TSPM Program Overview

Regional transit standards and performance measures were established to assist Valley Metro and member agencies in developing and maintaining a performance-based approach to managing the region's transit investments. This section of the TSPM Procedures Guide documents the four elements that comprise the foundation of the TSPM program. These elements include:

- 110 – Valley Metro Transit System Goals and Objectives
- 120 – Applicability of TSPM
- 130 – TSPM Process Overview
- 140 – TSPM Update Process

110 – Valley Metro Transit System Goals and Objectives

Transit system goals were developed by Valley Metro and member agencies to establish a common framework for developing transit standards and performance measures; a total of five transit service provision goals were adopted by the RPTA and VMR Boards. The adopted transit service provision goals and objectives are provided in **Table 1**.

Table 1: Adopted Transit Service Provision Goals and Objectives

Adopted Goals	Adopted Objectives
Implement services in the Regional Transportation Plan (RTP) in consideration of a performance-based system.	▪ Meet or exceed ridership levels as determined by ridership thresholds established by applicable service mode ▪ Meet or exceed farebox recovery levels as determined by Valley Metro's adopted target for farebox recovery by applicable service mode

Adopted Goals	Adopted Objectives
Give high priority to services that focus on the transit-dependent population.	▪ Serve low-income, zero-auto households, elderly, youth, and persons with mobility disabilities (as determined by the established thresholds for service area measures)
As a secondary priority, provide transit service that is desirable as an alternate mode to automobile travel.	▪ Provide transit services that offer reliable travel times and transfer connections (Definition: Reliability is determined by the current established threshold for on-time performance) ▪ Provide transit service options that offer travel times (bus stop to destination) competitive with single occupied vehicle travel ▪ Provide secure transit services (Definition: Security is determined by the current established threshold for the number of public safety incidents per 100,000 miles of revenue service) ▪ Provide comfortable passenger trips through adequate seating availability (Definition: Comfort is determined by the current established threshold for peak load factor)
Improve Valley Metro's overall performance and promote the long-term financial stability of the agency.	▪ Meet or exceed ridership levels as determined by ridership thresholds established by applicable service mode ▪ Meet or exceed Valley Metro's adopted target for farebox recovery
Promote expansion that builds existing services to meet standards and focuses new services in key areas (higher population density, limited auto availability, low income, major activity centers).	▪ Meet regional transit service standards as adopted by Valley Metro Boards ▪ Serve low-income or zero-auto households ▪ Provide regional connectivity ▪ Serve population and employment areas (transit service demand)

120 – Applicability of TSPM

The applicability of the TSPM to transit investments in the region is defined as follows:

120.1 Services Subject to TSPM

All transit services that are or will be funded (all or in part) by Arizona Legislature-approved Valley Metro regional transit funding sources (currently the Public Transportation Fund and Arizona Lottery Fund) are subject to the board-adopted regional TSPM. Local jurisdictions that fully fund and operate transit services are encouraged to adopt the regional TSPM for locally funded transit investments.

120.2 Relationship to Transit Life Cycle Program

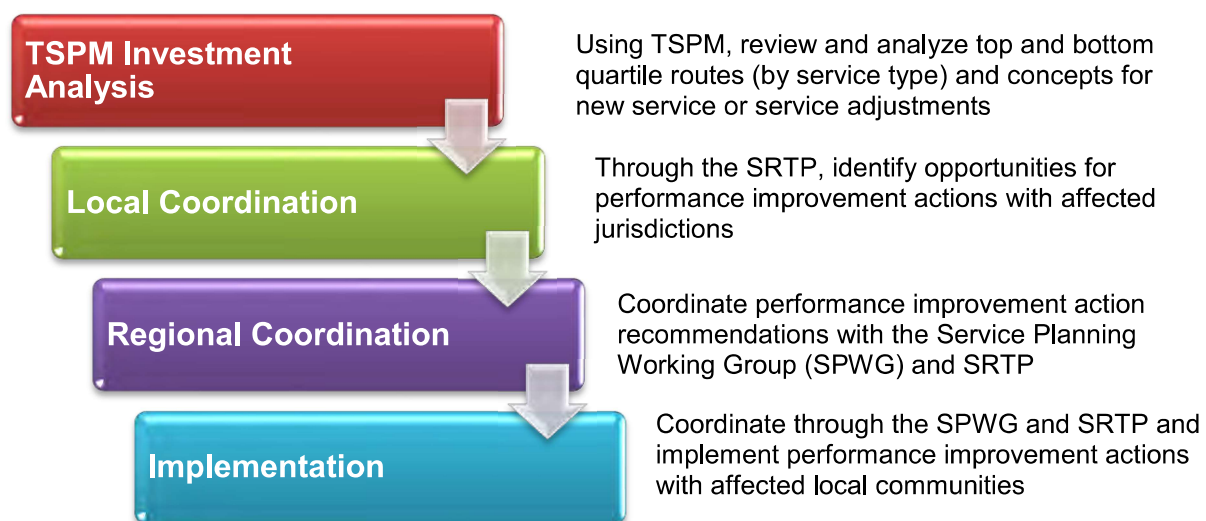
The application of the regional TSPM will be consistent with, and adhere to, the Valley Metro Board-adopted Transit Life Cycle Program (TLCP) policies. Should a discrepancy arise between the application of the regional TSPM and the TLCP policies, the TLCP policies¹ shall take precedent.

130 – TSPM Process Overview

Valley Metro will conduct an annual transit performance evaluation consistent with the procedures established within this guide and in coordination with other adopted processes such as TLCP updates, Short-Range Transit Program (S RTP), and individual evaluations requested by member agencies.

The annual transit performance evaluation process includes an assessment of all existing transit services in the region (locally funded and regionally funded) by service and facility type. Four primary steps are included in the performance evaluation process: TSPM investment analysis, local coordination, regional coordination, and implementation. **Figure 1** provides an overview of the process.

Figure 1: TSPM Process Overview



140 – TSPM Update Process

Regional transit standards and performance measures, including the procedures documented in the guide, will be updated regularly as appropriate to ensure that the adopted transit standards, performance measures, and associated processes are consistent with Valley Metro's evolving goals and objectives. The Valley Metro regional transit standards and performance measures will be reviewed approximately every two years and updated as required.

¹ Valley Metro's TLCP policies can be found on their website at <https://www.valleymetro.org/transit-life-cycle-program>

Table 2 provides a high-level overview of the changes made to the TSPM in this 2019 update, with all changes elaborated on greater detail within in each subsection.

Table 2: Summary of TSPM Changes

Change	Section	Description
Addition	Section 210 – Transit Service Types	Incorporated streetcar and bus rapid transit (BRT) as transit service types.
Addition	Section 220 – Transit Service Standards	Incorporated streetcar and BRT service standards.
Addition	Section 240.6 – Local Service Planning Support	Developed support request form to better document and assist member agencies with evaluating their services and improve the SRTP process.
Modification	Section 240.9 – Transit Propensity Tool	Modified the propensity tool methodology to include additional variables that make the model better reflect the region's context.
Addition	Section 250.0 – Frequency Assessment Standards for Transit (FAST)	Developed a planning tool to evaluate the existing transit network for opportunities to increase frequency.
Addition	Section 310 – Transit Service Performance Measures and Planning Tools	Added eight new planning tools including boarding to peak fleet ratio, employed and student population, weekday average boardings, percent time point dwelling, average dwell per time point, peak speed, off-peak/peak speed ratio, and FAST
Deletion	Section 310 – Transit Service Performance Measures and Planning Tools	Removed boardings per revenue hour as a Transit Standard Performance Measure ² .
Addition	Section 310 – Transit Service Performance Measures and Planning Tools	Adopted Frequent Service (Local and Express Services) and Late Night (Local Service) Maps to recognize routes that exceed performance standards.
Addition	Section 320.1 – Fixed Route Benchmarks	Adopted Transit Performance Report (TPR) benchmarks (boarding per year, revenue miles per year, boardings/revenue mile) to track overall system health as part of the TSPM process.
Addition	Section 400 – Bus Stop Optimization Process	Adopted a process for evaluating the existing transit network's bus stop spacing for the possibility of stop consolidation or elimination.
Modification	Section 510 – SRTP Methodology	Adjusted the five-year program's production years to be years 1-3 and development years to be years 4-5.
Addition	Section 600 – Transit Center and Park-and-Ride Classification	Adopted a classification matrix with general facility features to improve regional consistency and meet customer expectations.
Addition	Section 700 –Mobility Enhancement Uses	Incorporated a coordination effort to create a database of regional Mobility Enhancement Uses (MEUs) pilots.

² See page 21 for explanation as to why this measure was eliminated.

200 – Transit Service Standards

Transit service standards include the definition of transit service types and the standard operating characteristics of each. This section provides a description of the adopted Valley Metro transit service types and their associated standards and is organized as follows:

- 210 – Transit Service Types
- 220 – Transit Service Standards
- 230 – Transit Service Design Standards
- 240 – Transit Service Standards Procedures

210 – Transit Service Types

Transit service types are used to define and classify the different modes of transit service operated in the region. By classifying transit services into different types, routes can be more equitably compared to one another within the same service type and performance expectations can be better managed. For example, a commuter express bus route that operates a limited number of peak-period one-way inbound and outbound trips would not be expected to perform similarly to a local bus route that operates in densely populated areas with moderate to high frequency service throughout the day. Transit service types also serve as a tool for understanding what type of service may be most appropriate for a specific area or location. Ten service types were established as part of the original TSPM efforts and include vanpool, demand response/flex route, rural connector, community circulator, local bus, key local bus, limited stop peak, limited stop all-day, commuter express, and light rail transit. As a result of the evolving regional transit system, two additional service types have been incorporated as part of this update: streetcar and bus rapid transit (BRT). With every update, new service types may be added to the TSPM. A description of each adopted service type is provided in **Table 3**.

Table 3: Transit Service Types

Service Type ³	Description
Vanpool	Serves groups of 6 to 15 persons that travel to a common destination. Provides a commuter express-type option for limited-demand worksites not necessarily located within major regional employment centers.
Demand Response/Flex Route	Serves low-density (four DU/Acre or lower) and low-demand areas not currently capable of sustaining fixed-route transit service or other available basic mobility options. Potentially more cost-effective than traditional fixed-route transit service based on total cost to operate and may be implemented to connect community members to essential local destinations including, but not limited to, grocery stores/pharmacies, medical facilities, education campuses, and work sites.

³ Fare structure varies between service types. Information on Valley Metro fares can be found at <https://www.valleymetro.org/fares>.

Service Type ³	Description
Rural Connector	Provides rural areas with connections to urban services. Service typically operates in “flex” mode to meet ADA requirements for curb to curb service within 0.75 miles of the route alignment. Passenger stops may be fixed by location or offered on a “flag” or “hail” basis.
Community Circulator	Generally operates in neighborhoods or activity centers (i.e. central business district, historic town center, etc.) providing connectivity to local area resources /amenities, providing area circulation, or connecting to fixed local route service. Routes are typically short in length and may offer circuitous routing to provide direct connections to local area destinations. Passenger stops may be fixed by location or offered on a “flag” or “hail” basis.
Local Bus	Traditional fixed-route transit bus service that generally operates on arterial roadways. Except where there is limited development, passenger stops are typically posted on frequent intervals to maximize passenger access. The Valley generally operates on a grid system (north-south/east-west routes) that facilitates transfers to reach destinations.
Key Local Bus	Similar to local bus service, but located in corridors that are expected to meet a higher level of performance based on proximity to transit dependent populations (low-income and low-auto ownership) and demonstrated performance. New local routes should be classified as a local bus, until performance at the Key Local Bus level is demonstrated. Please see an expanded description in the Key Local Bus Qualifications Section.
Limited Stop Peak	Limited stop peak service generally operates on arterial roadways during peak periods with a limited or infrequent number of passenger stops. The limited stop configuration provides for increased operating speeds. This service type can be operated as an overlay service within a corridor or roadway that is served by one or more other service types.
Limited Stop All-Day	Characterized by limited stop, high frequency, all-day service. Generally operates on arterial roadways with a limited or infrequent number of passenger stops. The limited stop configuration provides for increased operating speeds. This service can be operated as an overlay service within a corridor or roadway that is served by one or more other service types as demonstrated by service-demand studies.
Commuter Express	Transit service designed to serve commuter markets. Typically operates during peak periods with a limited number of inbound passenger stops (express), connecting residential areas or suburbs/cities with regional employment centers. This service uses park-and-ride facilities as primary inbound passenger access points and freeway high occupancy vehicle lanes (HOV) or other fixed/semi-exclusive guideways where available.
Streetcar	Streetcar is an electric-powered rail technology that could operate in either shared or exclusive lanes. Streetcar vehicles are smaller and usually travel shorter distances than light rail vehicles. It serves high density urban areas, such as downtowns and major employment centers.
Bus Rapid Transit (BRT)	Rapid mode of transportation that can provide the quality of rail transit and the flexibility of buses. This often includes a high degree of performance (especially speed and reliability), ease of use, ITS elements, integrated system of facilities, enhanced equipment / services / operations / amenities, and careful attention to aesthetics and comprehensive planning.

Service Type ³	Description
Light Rail Transit	A high capacity rail transit technology operating on a fixed or semi-exclusive guideway. Generally serves moderate to high density urban/suburban areas providing connections to regional employment centers and other major activity centers.

220 – Transit Service Standards

Transit service standards represent the operating characteristics of a service including frequency, span of service, and days of operation and assist in the general design of services. They also provide for a more consistent and reliable regional transit system for passengers. Transit service standards, which have been adopted for each service type, are based on anticipated demand (ridership), markets served (e.g. all day travel market versus commuter market), and proven industry practices employed by peer regions. For example, routes identified as Key Local Bus routes have higher demand; therefore, they have a higher minimum recommended standard for frequency (every 15 minutes during peak and 30 minutes off-peak) compared to Local Bus routes (every 30 minutes all day) which have lower general demand. Service standards for each service type, as well as the two new service types, are provided in **Table 4**.

Table 4: Service Standards by Service Type

Service Type	Minimum Headway or Daily Trips ¹	Minimum Span Week / Sat / Sun	Minimum Operating Days
Dial-a-Ride (ADA)	NA	ADA service shall be available throughout the same hours and days as fixed route service	
Vanpool	NA	NA	NA
Demand Response/Flex Route	NA	NA	NA
Rural Connector	4 trips inbound / 4 trips outbound	NA	Mon – Fri
Community/Circulator	30 min	12 hrs / 0 hrs / 0 hrs	Mon – Fri
Local Bus	30 min ²	16 hrs / 14 hrs / 12 hrs	Mon – Sun
Key Local Bus	15 min peak / 30 min base	16 hrs / 14 hrs / 12 hrs	Mon – Sun
Limited Stop Peak	4 trips AM / 4 trips PM	NA	Mon – Fri
Limited Stop All-Day	Headways same as LRT, up to 2X Peak	16 hrs / 14 hrs / 12 hrs (Same as LRT)	Mon – Fri
Commuter Express	4 trips AM / 4 trips PM	NA	Mon – Fri
Light Rail Transit	12 min all day / 20 min base	18 hrs / 14 hrs / 12 hrs	Mon – Sun
Streetcar³	12 min all day / 20 min base	18 hrs / 14 hrs / 12 hrs	Mon – Sun
Bus Rapid Transit³	12 min all day / 20 min base	18 hrs / 14 hrs / 12 hrs	Mon – Sun

¹ Standards require service to be bi-directional unless otherwise noted

² 60 minute frequency during off-peak hours (before 6:00 AM and after 6:00 PM)

³ New Service Type

Passenger stops and stations are categorized as transit capital facilities and the spacing of each facility has a direct impact on transit service operations by affecting travel time and passenger access. Transit service types that provide localized operations typically have passenger stops more frequently spaced in contrast with limited stop services, where passenger stops are located at greater distances. Minimum passenger stop spacing, which is provided in **Table 5**, has been adopted for the applicable transit

service types. Passenger stop spacing standards represent minimum spacing distances; however, where development patterns are of higher or lower density than typical within the region, an exception to the adopted standard may be warranted (e.g. closer stops spacing in downtown areas).

Table 5: Minimum Passenger Stop Spacing

Service Type	Base*
Vanpool	NA
Demand Response/Flex Route	NA
Rural Connector	NA
Community/Circulator**	1/4 Mile
Local Bus	1/4 Mile
Key Local Bus	1/4 Mile
Limited Stop Peak	1 Mile
Limited Stop All-Day	1 Mile
Commuter Express	4 Maximum Inbound Stops
Light Rail Transit	1 Mile
Streetcar***	1/4 Mile
Bus Rapid Transit***	1/3 - 1 Mile

*There can be stops spaced up to 1/8 of a mile in High Density Areas

**Some circulators have flag stops; therefore, spacing may vary

*** New transit service type

230 – Transit Service Design Standards

Service design standards provide a consistent structure for planning new services or modifying existing services. This section provides a description of the service design standards for route deviations, route duplication, and revenue-service end-of-line vehicle turnarounds.

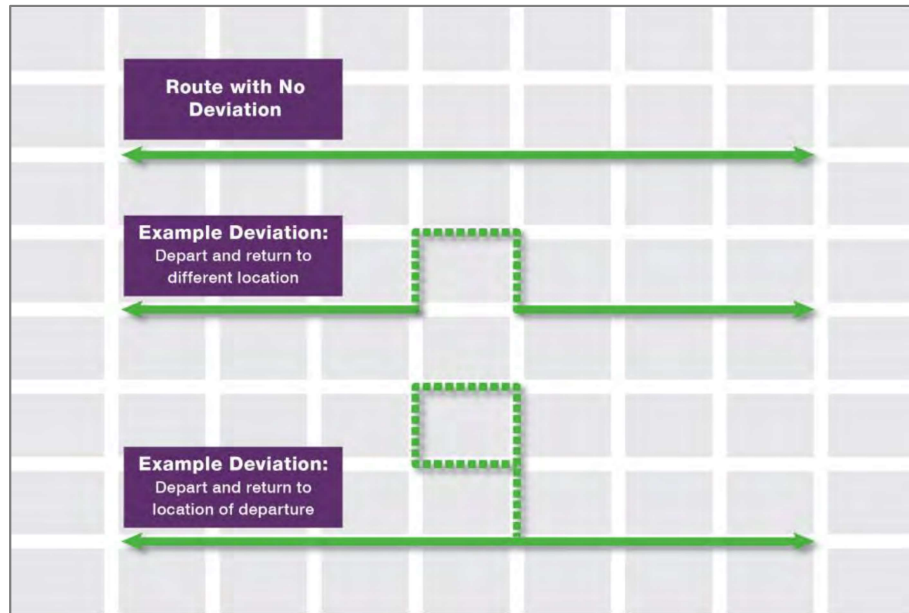
230.1 Route Deviation Standards

A route deviation is defined as any departure from the primary corridor of a route's operation. Route deviations typically occur between a route's termini using one of the following methods:

1. Depart from and return to the primary corridor at the same location, or
2. Depart from and return to the primary corridor at a different location.

Figure 2 below depicts what is meant by route deviation.

Figure 2: Examples of Route Deviation



To maintain the integrity of the regional transit system's grid architecture and optimize route and system-level performance, new deviations on any existing regionally funded route or any new regionally funded route (local, key local, limited stop peak, and limited stop all-day) shall be avoided; however, a route deviation may be warranted if it is no greater than 1-mile or 5-minutes one-way (2-mile or 10-minutes round trip), results in no more than a total of two deviations per route, does not require additional fleet (unless additional fleet has been prioritized for the service), and one or more of the following conditions are met:

- Connects to a light rail station
- Connects to a regional transit center
- Connects to an inter-modal transportation facility (i.e. passenger airport, greyhound terminal, etc.)
- Connects to another transit service at the route's end-of-line location
- Projected performance of deviation does not negatively impact the overall performance of the route under consideration

Other considerations for route deviations include:

- Determine if service delivery alternatives can effectively meet the purpose of the requested/desired fixed-route deviation. Examples include implementation of formal carpooling and/or vanpooling programs at employer sites or capital improvements such as pedestrian facility upgrades to better accommodate pedestrians between existing passenger stop locations and the targeted location for a potential fixed-route deviation.
- If a route is closer than one mile to a desired deviation, connecting the route with the shortest deviation required should be given consideration.
- Limit deviations by time of day or day of week to maximize transit efficiency and effectiveness.

- Avoid circulating through areas with potentially non-compatible land uses such as single-family residential areas that have homes facing the street. More compatible land uses include multi-family residential, government, commercial and industrial.
- Avoid circulating through or laying-over on private property unless other options are inefficient (excess circulation) or undesirable (incompatible land uses, inconvenient to rider). An agreement with the property owner and/or manager is required prior to the commencement of operations on private property.
- Operate on arterial and collector streets with sufficient lane width to accommodate a full-size transit bus travelling in each direction at the posted speed.
- Left turns at unsignalized intersections should be avoided.

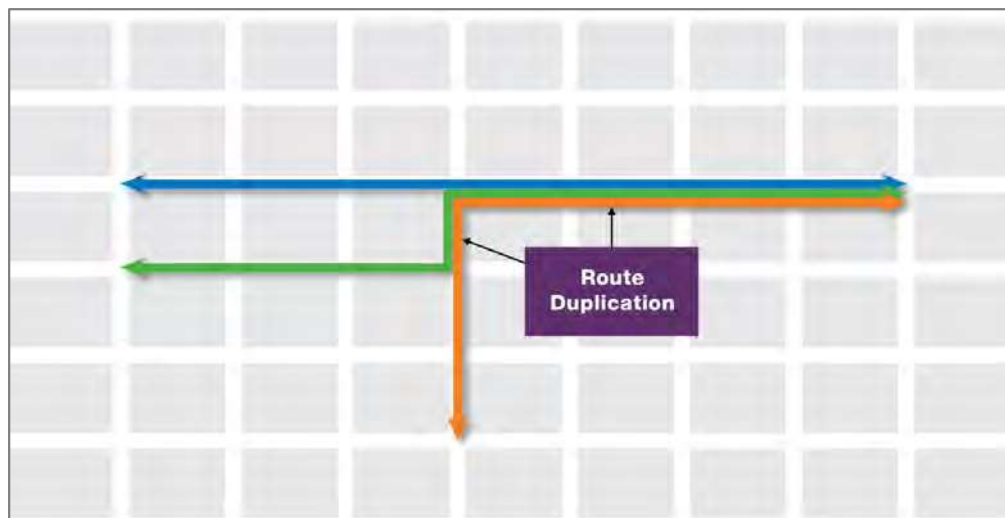
230.2 Route Duplication Standards

Route duplication is defined as the operation of two or more routes or services along the same street segment or on closely parallel streets (within one-quarter mile of each other) and is depicted in

Figure 3: Examples of Route Duplication. Regionally funded transit services shall avoid route duplication; however, under the following conditions, route duplication may be warranted:

- Availability of a designated transit corridor (HOV lane, business access and transit (BAT) lanes, transit guideway, etc.);
- Access and egress to park-and-ride facilities, transit centers, rail stations, or inter-modal transportation facility;
- If duplicative routes provide enhanced frequency in a corridor or corridor segment where the performance of the individual routes can be maintained at a performing level;
- If duplicative routes have different stop spacing characteristics (for example, local bus and light rail operating within the same corridor provide access and egress at different intervals, which may be necessary to conveniently transport passengers to and from their desired origin/destination).

Figure 3: Examples of Route Duplication



230.3 Revenue Service End-of-Line Vehicle Turnarounds

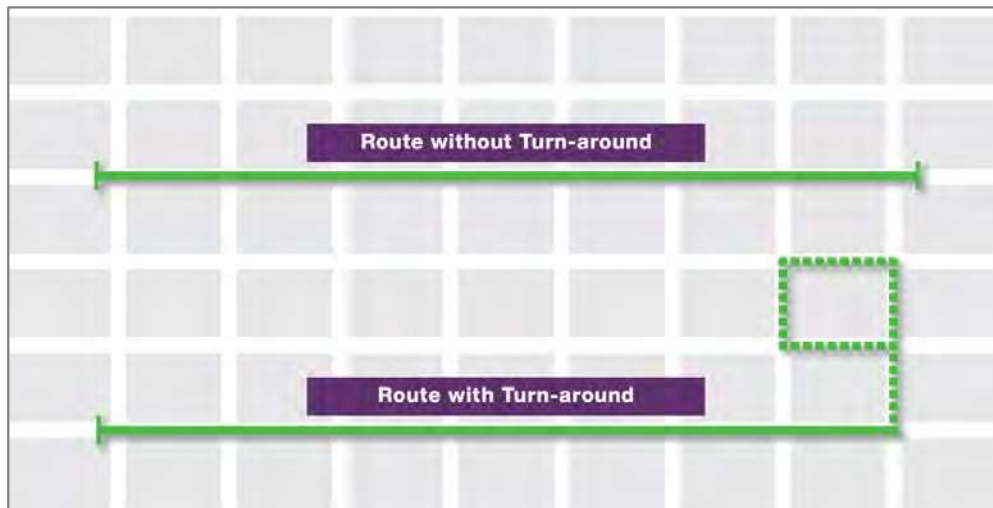
Revenue-service vehicle turnarounds should avoid excessive circulation to maintain the transit system's grid architecture and minimize operating costs. However, without a facility to accommodate turnarounds at a route's terminus, excessive circulation may be necessary to maneuver vehicles into the proper position/location for return trips.

To minimize potential impacts to surrounding land uses and maximize operations and cost efficiencies, the shortest path of travel for revenue-service end-of-line turnarounds is desired. The following considerations are applied for the design of revenue-service end-of-line vehicle turnarounds on new regionally funded transit services or existing regionally funded transit services where the end-of-line location is being modified:

- Is there a dedicated transit facility (e.g. park-and-ride or transit center) within one mile of the designated route terminus that can accommodate off-street transit vehicle circulation and has the capacity to stage the quantity of vehicles being planned for the new service or service modification? If yes, the route shall be extended to the transit facility.
- If no dedicated transit facility exists to accommodate the end-of-line layover, the following considerations should be utilized to define a route's revenue-service end-of-line turnaround(s).
 - Operate on arterial and collector streets with sufficient lane width to accommodate a full-size transit bus travelling in each direction at the posted speed;
 - Avoid circulating through areas with potentially non-compatible land uses such as single-family residential areas that have homes facing the street. More compatible land uses include multi-family residential, government, commercial, and industrial;
 - Avoid circulating through private property unless other options are inefficient (excess circulation) or undesirable (incompatible land uses). An agreement between Valley Metro and the property owner and/or manager, obtained in cooperation with requesting member agency, is required prior to the commencement of operations on private property;
 - Consider routing that provides opportunities to accommodate interlining between transit routes, where possible, to reduce non-revenue miles (and turnaround segments).

Figure 4 below depicts what is meant by end-of-line turnaround.

Figure 4: Example of End-of-Line Turnaround



240 – New Transit Service Standards and Planning Procedures

Procedures defining transit service standards have been adopted by the Valley Metro Board as TSPM application principles (see **Appendix B: TSPM Phase II Final Report**). This section outlines the procedures for new transit services and how they are prioritized.

240.1 New Transit Service Definition

New transit services include routes not currently in operation or any material service change (defined in the adopted TLCP policies as a 25% or greater change in a route's service level). As concepts for new services are identified, the process for assessing performance potential shall be applied to determine the recommended transit service type for implementation.

240.2 Regionally Funded Transit Services

New services are expected to meet the Board-adopted transit service standards upon implementation; however, exceptions shall be considered for weekend service levels. A new service may have limited weekend demand; therefore, weekend service standards may be relaxed until there is reasonable and sufficient demand to support weekend service above the lower performance threshold.

240.3 Locally Funded Transit Services

Consistency with adopted transit service standards as defined in **Table 4** above is recommended for all locally funded transit services; however, this is at the discretion of the local funding agency.

240.4 Relationship to TLCP

The implementation of all new services shall be consistent with the adopted TLCP policies, including jurisdictional equity, and the TSPM procedures identified herein.

240.5 Planning Process

New transit services identified by Valley Metro member agencies and Valley Metro staff shall be considered in coordination with the regional transit service planning process, which includes the following:

- Annual transit service performance review initiated through the SPWG;
- Annual update of the Valley Metro Five-year Short Range Transit Program, Fleet Management Plan and TLCP.

240.6 Local Service Planning Support

Valley Metro will provide planning support for locally funded/operated services at the request of the local jurisdiction. Upon request from a member agency, Valley Metro will review selected routes and/or proposed service changes to ensure the service request(s) adhere to the member agency's goals and TSPM standards. This review process will take place during SRTP production years (i.e. years one through three of the five-year SRTP). To help document the process, a request form has been produced so member agencies can clearly denote which services and changes they would like support evaluating. The request form is provided in **Appendix D: Local Service Planning Support Request Form**.

Using TSPM planning tools, route performance and optimization analyses will be conducted for the review. The results of the service change(s) analysis will be presented to the member city in the form of a short summary report that includes:

1. Name of requesting agency
2. Service assessment request
3. Description of proposed services
4. Performance review (TSPM quartiles)
5. Applicable transit tool evaluation and route optimization (for alignment and segment)
6. Summary of observations and recommendations.

Similar to Transit Implementation Studies, member agencies can elect to advance or decline the assessment results/recommendations. Should the member agency elect to advance the service change(s), the SRTP list of recommendations will be updated.

240.7 Prioritization of New Transit Services

In the event that the number of requests for new service exceeds the amount of regional funding and/or capital support infrastructure (revenue vehicles) available, implementation of services shall be prioritized as follows:

1. First, consistent with adopted TLCP policies, determine if there is available jurisdictional equity within the communities to be served by the proposed new service. This information is available from and maintained by Valley Metro.
2. The second level of evaluation includes determining if the proposed new service is included in the RTP (consistent with adopted TLCP policies and TSPM Service Provision Goal #1).
3. The third level of evaluation includes an assessment of potential performance using the planning tools associated with TSPM Service Provision Goals #2 and #5. These tools include

transit service connectivity, population density, employment density and activity centers served, zero-auto households, low-income population, elderly persons, youth (under the age of 16), and people with mobility disabilities. See **Table 9** for a complete list of planning tools. The performance potential assessment for each proposed service improvement will be conducted collaboratively with the affected local jurisdictions to be used as a decision-making aid.

240.8 Implementation Standards for New Transit Services

Implementation standards or thresholds are to be used to classify the service type of any proposed new transit service. Implementation standards use performance-based quantitative and qualitative measures to classify potential services planned or programmed to be implemented within five years. A brief description of the implementation standards for each service type is summarized in **Table 6**. A complete description of the implementation standards for new services is provided in **Appendix B: TSPM Phase II Final Report**.

Table 6: Implementation Standards (Thresholds) for New Transit Service

Service Type	Thresholds for New Services
Vanpool	- Serves groups of 6 to 15 persons with a common destination - Provides a commuter express-type option for limited-demand worksites not necessarily located within one of the top 10 regional employment centers
Demand Response/Flex Route	- Serves low-density (4 DU/Acre or lower) areas without fixed-route transit service or other available transit service options - Can help build future demand for local transit market
Rural Connector	- Connect a rural community into the regional transit network - Based on market demand
Community Circulator	- Based on market demand - Routing structure connects neighborhoods to local or regional activity centers and resources - Proposed new routes that are generally less than 10 miles in length that fall below the projected boardings per revenue mile for local service would be a candidate for community circulator standard of service, to help build a future market for transit use
Local	Projected boardings/revenue mile > 90% of bottom quartile threshold
Key Local	Projected boardings/revenue mile > 90% of bottom quartile threshold
Limited Stop Peak	- Key local service operating in corridor has boardings/revenue mile $\geq$ top quartile threshold - Demand exceeding capacity on existing services in corridor OR - Existing commuter-based market on a non-freeway corridor - Estimated 6,400 person trips in market - Corridor greater than 8 miles in length - Serve top 10 regional employment center

Service Type	Thresholds for New Services
Limited Stop All Day	- Key local service operating in corridor has boardings/revenue mile $\geq$ top quartile threshold - Demand exceeding capacity on existing services in corridor
Commuter Express	- Must serve a top ten employment district - Existing commuter-based market on a freeway corridor - Estimated 6,400 person trips in market - Corridor greater than eight miles in length
Streetcar	Determined through the completion of corridor-specific transit planning studies and through incorporation into the Regional Transportation Plan
Bus Rapid Transit	Determined through the completion of corridor-specific transit planning studies and through incorporation into the Regional Transportation Plan
Light Rail	Determined through the completion of corridor-specific transit planning studies and through incorporation into the Regional Transportation Plan

240.9 Transit Propensity Tool Modification

In an effort to improve route outcome forecasting capabilities Valley Metro has undergone a retooling of its current propensity model, which is used to model performance of new transit service. The previous three coefficient based model served well to provide a relative comparison of prospective success for realignments and future routes, however alternative statistical methods allow for fewer errors in predictions.

The current model estimates ridership by comparing total population, low income population and no-car household counts to ridership in a corridor. Estimates from this system inform efforts to improve underperforming routes, and rank proposals for funding among other uses. This proved useful for the relative comparison of routes/proposals in an effort to gauge a proposal's worthiness for funding, but needed greater accuracy to predict absolute ridership in a route.

In an effort to improve the model, staff reviewed a new methodology proposed by Harvard doctoral students. Using their proposed methodology of multivariate linear regression on corridor specific demographics Valley Metro experimented with several iterations of a model and designed a new tool. The new methodology uses several variables and more granular data to produce ridership predictions with significantly greater accuracy. Additionally, this methodology allows for the flexibility of adding and removing variables to increase predictive capacity over time as new data sources come online or regional dynamics change. Going forward this tool will be used in predicting ridership for route additions, realignments and SRTF Fleet priority ranking. The annual SRTF reports display the propensity tool methodology with the latest variables, should the model be updated between now and the next TSPM update. Details of the methodology can be found in **Appendix E: Transit Propensity Tool Methodology Update Memo**.

241.0 - Frequency Assessment Standards for Transit (FAST)

While the transit propensity tool is useful in forecasting new transit service performance, an additional planning tool has been developed to evaluate routes and corridors in the existing network that may warrant higher frequency. Frequency Assessment Standards for Transit (FAST) offers a set of

thresholds and guidelines that can be used to assess individual transit corridors that are the best candidates for Frequent Service span and headway investments, as well as a snapshot of how a set of corridors could function together as a Frequent Service network.

The FAST model framework is similar to the propensity tool framework and considers eight inputs as part of the analysis. **Table 7** shows the inputs, its source, corresponding route catchment area, a 1/2-mile buffer around each route, or the study area, and the factor used in the model. The data was chosen based on its correlations with ridership on a route level. The data chosen had highest correlation with ridership and was well supported by academic literature. For complete details on how the FAST tool was developed please reference **Appendix F: Frequency Assessment Standards for Transit Final Report**.

Table 7: FAST Model Framework

Factor	Study Area	Data Source	Output
Population	1/2 mile of route	U.S. Census Bureau, ACS 2016, Block Groups	Population/ Square Mile
Jobs	1/2 mile of route	U.S. Census Bureau, ACS 2016, Block Groups	Jobs/ Square Mile
Low Income Jobs	1/2 mile of route	U. S. Census Bureau, Longitudinal Employer Household Dynamics Data	% of Total Jobs
Network Connectivity	Route connections	Valley Metro	Sum of weekday route miles of each route crossed, normalized by their length
Low Income Population	1/2 mile of route	U.S. Census Bureau, ACS 2016, Census Tracts	% of Total Population
Minority Population	1/2 mile of route	U.S. Census Bureau, ACS 2016, Block Groups	% of Total Population
Boardings Per Revenue Mile	Each route	Valley Metro	Average boardings per revenue mile
Zero Vehicle Households	1/2 mile of route	U.S. Census Bureau, ACS 2016, Census Tracts	% of Total Population

Table 8 below shows how the inputs are normalized and the resulting percentage that essentially ranks routes amongst each other according to these inputs. Routes scoring below the service area average are given 5 points, routes scoring between 100 and 149% of the service area average are given 10 points, and routes that score 150% and above are given 20 points. For each of the routes, their scores are ranked by productivity, transit equity, and finally a composite of the two (productivity and transit equity) combined. The productivity category is determined by the following factors: population, jobs, network connectivity and boardings per revenue mile. The transit equity is determined by the following factors: low income jobs, low income population, zero-vehicle households, and minority population.

The composite ranking has all eight of these factors weighted equally.⁴ Routes are then ranked by their scores, from highest to lowest.

Table 8: FAST Normalized Inputs

Factor	Calculation	Point System
Population	$(\text{Population/Square Mile}) / (\text{Service Area Average of Population/Square Mile for 60 Local Bus Routes}) = [0 \text{ to } 150+] \%$	Between 0 and 99% = 5pts Between 100 and 149% = 10 pts More than 150% = 20pts
Jobs	$(\text{Jobs/ Square Mile}) / (\text{Service Area Average of Jobs/Square Mile for 60 Local Bus Routes}) = \%$	
Low Income Jobs	$(\text{Low Income Jobs/Total Number of Jobs}) / (\text{Service Area Average of Low-Income Jobs/Total Number of Jobs for 60 Local Routes}) = \%$	
Network Connectivity	$(\text{Sum of weekday route miles of each route crossed, normalized by their length}) / (\text{Service Area Average for all 60 routes}) = \%$	
Low Income Population	$(\text{Low Income Population} / \text{Total Population}) / (\text{Service Area Average of Low Income Population} / \text{Total Population for all 60 Bus Routes}) = \%$	
Minority Population	$(\text{Minority Population/ Total Population}) / (\text{Service Area Average of Minority Population/ Total Population for all 60 Bus Routes}) = \%$	
Boardings Per Revenue Mile	$(\text{12-month average boardings per revenue mile}) / (\text{Service Area Average for all 60 routes}) = \%$	
Zero Vehicle Households	$(\text{Zero Vehicle Households/ Total Number of Households}) / (\text{Service Area Average of Zero Vehicle Households for all 60 Bus Routes}) = \%$	

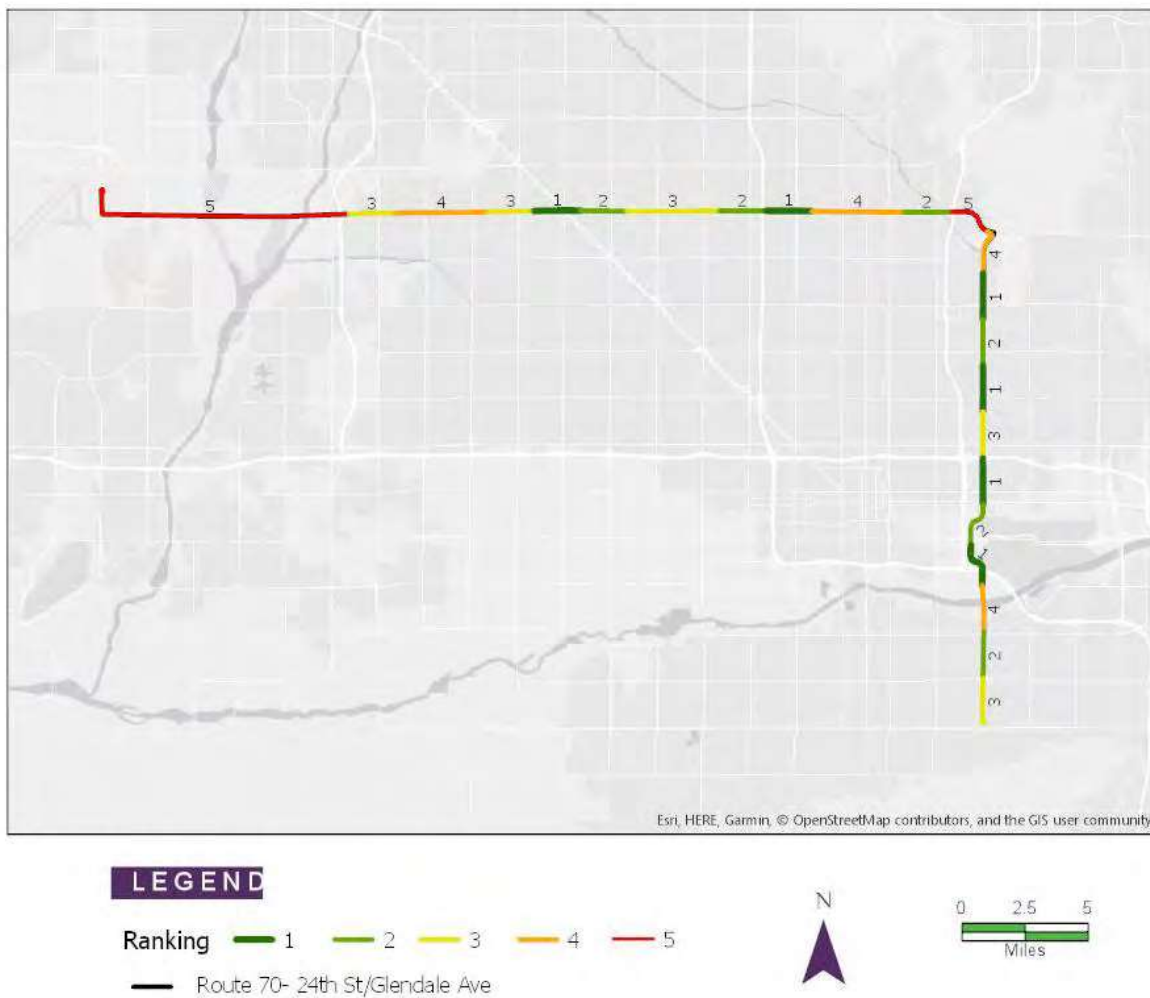
It is likely that some of the top ranking routes identified by FAST analysis will already have frequent service. Since these routes are already frequent, there will likely not be a compelling reason to recommend them for frequency increases; however, future higher demand could change that. At this time, these routes should be omitted from further analysis.

⁴ Several different weighting criteria, based on peer research, were discussed with the TSPM working group. The criteria fell into two categories for the variables: those measuring route productivity and those measuring equity/need. After looking at model run outcomes for current routes (for these two categories) and seeing which outcomes mapped best onto our understanding of the transit system and of what warranted more service, there ended up being very little variation on the model runs, with the exception of one or two routes. The variations were partially a product of the correlation between variables across the categories, like high population areas also often having high minority and low income populations simply because there are more people there. Because the variation was minimal, instead of having people assign weights based on local preference, it was decided to keep weighting neutral for all variables.

As it may not be appropriate to increase the entire length of a route to frequent service, FAST analysis on the corridor level for the remaining identified routes is recommended. A corridor level analysis evaluates a single route broken down into roughly one-mile long segments. It involves the same methodology described above except that network connectivity is removed from the model, as this is a route level measure and should be used for entire routes. As depicted in

Figure 5, the corridor segments for Route 70 are ranked amongst themselves and there is no comparison to other routes in the network.

Figure 5: Route 70 Corridor Analysis



300 – Transit Service Performance Measures and Evaluation Process

Transit service performance measures gauge how well a transit service is meeting Valley Metro's adopted transit service provision goals and objectives (see Section 110). This section provides a description of the adopted Valley Metro transit service performance measures and performance evaluation process and is organized into the following subsections:

- 310 – Transit Service Performance Measures and Planning Tools
- 320 – Transit Service Performance Measures Thresholds
- 330 – Transit Service Performance Measures Procedures

310 – Transit Service Performance Measures and Planning Tools

Transit service performance measures are intended to assess the effectiveness of transit operations in achieving the adopted service provision goals, and help identify whether performance improvement actions taken to enhance performance and productivity are effective. The Board-adopted transit service performance measures are intended to be applied separately for each transit service type (see Section 210). In addition to the Board-adopted transit service performance measures, planning tools have been developed to assist with detailed evaluation of existing services/operations or to assess the potential performance of new or expanded services being contemplated. The adopted transit service performance measures and planning tools are listed in **Table 9**.

Table 9: Transit Service Performance Measures and Planning Tools

Performance Measures	Planning Tools
▪ Boardings/revenue mile ▪ Boardings/revenue trip* ▪ Farebox recovery rate ▪ On-time performance	▪ Boardings by stop ▪ Boardings by time of day ▪ Service connectivity ▪ Subsidy per boarding ▪ Zero-auto households served ▪ Low-income households served ▪ Elderly persons served ▪ Youth served ▪ People with mobility disabilities served ▪ Peak load factor ▪ Headways/trips ▪ Service span ▪ Operating days ▪ Population density ▪ Employment density ▪ Activity centers served ▪ <i>Boarding to peak fleet ratio**</i> ▪ <i>Employed and student population**</i>

Performance Measures	Planning Tools
	▪ <i>Weekday average boardings**</i> ▪ <i>Percent time point dwelling**</i> ▪ <i>Average dwell per time point**</i> ▪ <i>Peak speed**</i> ▪ <i>Off-peak/peak speed ratio**</i> ▪ <i>FAST Route Analysis**</i>
<i>*For commuter express and limited stop peak services only</i>	<i>**New planning tool</i>

As part of this TSPM update, the boardings per revenue hour metric has been removed from the list of performance measures. The TSPM Technical Advisory Group (TAG) reviewed and evaluated potential replacement metrics, but ultimately decided to remove the metric without a replacement at this time. Reasons for removing the boardings per revenue hour metric include:

1. Fixed route transit operations contracts Valley-wide are per vehicle revenue mile and not pre revenue hour.
2. The boardings per revenue hour key performance measure is duplicative of boardings per vehicle revenue mile.
3. Given the breadth of service hours in the region per vehicle revenue hour analysis is more applicable as a planning tool and not key performance measure.

In addition to the FAST tool described in Section 250.0, potential replacement metrics that are instead being adopted as additional planning tools include:

- **Boardings to peak fleet ratio** – Calculated as the number of average weekday boardings divided by the fleet required by route during weekday peak.
- **Employed and student population** – Calculated using American Census Survey data, with a 1/2 mile buffer at the block group level around route. Proportions not used, only whole block groups.
- **Weekday average boardings** – Calculated using Valley Metro ridership data.
- **Percentage of time point dwelling** – Calculated using Valley Metro monthly on-time performance data. Counts percentage of time points where a vehicle arrives more than a minute early than its scheduled time.
- **Average dwell per time point** – Calculated at the total amount of dwell time at all route time points divided by the number of all time point arrivals.
- **Peak speed** – Calculated using General Transit Feed Specification (GTFS) data and schedule times by dividing the revenue miles and hours in peak periods.
- **Off-peak/peak speed ratio** – Calculated as the ratio between the average peak speeds and the average speed during mid-day.

Table 10 below provides an overview of the focus categories to which the additional planning tools are applicable. Those categories are “system,” as in system-wide evaluation; “route optimization,” referring to the evaluation of a particular route; and “customer,” referring to tools that are focused on customer satisfaction.

Table 10: Focus Categories for Additional Planning Tools

Additional Planning Tools	Focus Categories		
	System	Route Optimization	Customer
Boarding to Peak Fleet Ratio	X		
Employed & Student Population	X		X
Weekday Average Boarding	X		
Percent Time Point Dwelling			X
Average Dwell at Time Point			X
Ridership by Peak Fleet Ratio		X	
Peak Period Speed			X
Peak vs. Off-peak Speed	X	X	X
FAST	X		X

310.1 Frequent and Late Night Service Maps

In addition to the planning tools outlined above, two new corridor designations have been established in this update. In previous phases, TSPM concerned itself with setting minimum standards and codifying procedures for targeted improvement. These new designations, Late Night and Frequent Service, are distinct in that they dictate a service standard that is exceptional rather than minimal. From a public perspective, navigating multiple schedules and maps to deduce broader network characteristics can be quite difficult, so producing simplified outputs addressing concerns of convenience, reliability and span would be useful marketing tools. This is especially true for a large system such as ours.

Frequent and Late Night Service Maps highlight corridors providing exemplary service either for their span, or their frequency. They are not a baseline, and routes will *never* be penalized for not being designated in either category. These designations signify a high level of service and provide a regional standard for improving routes already meeting minimum standards. Beyond their value as a planning tool to visualize the growing robustness of the network, they will serve as excellent marketing materials for choice riders and those requiring late night services to show the extent of late or frequent service beyond their familiar neighborhood.

Due to the difference in transit service types, Frequent Service maps were developed for local/circulator bus routes as well as Express/Commuter Routes. For local and circulator bus routes, Frequent Service is defined as routes with headways of 15 minutes or less from at least 6 a.m. – 6 p.m. on weekdays. Frequent Express/Rapid Service is provided by commuter routes with 8 or more inbound trips and 8 or more outbound trips on weekdays. Finally, Late Night Service is defined as any service running at least one full trip in both directions after midnight Monday through Friday. **Figure 6** and

Figure 7 demonstrate the Frequency Service maps by service type and **Figure 8** depicts the Late Night Service map.

Figure 6: Local and Circulator Bus Frequent Service Map (October 2018 Bid)

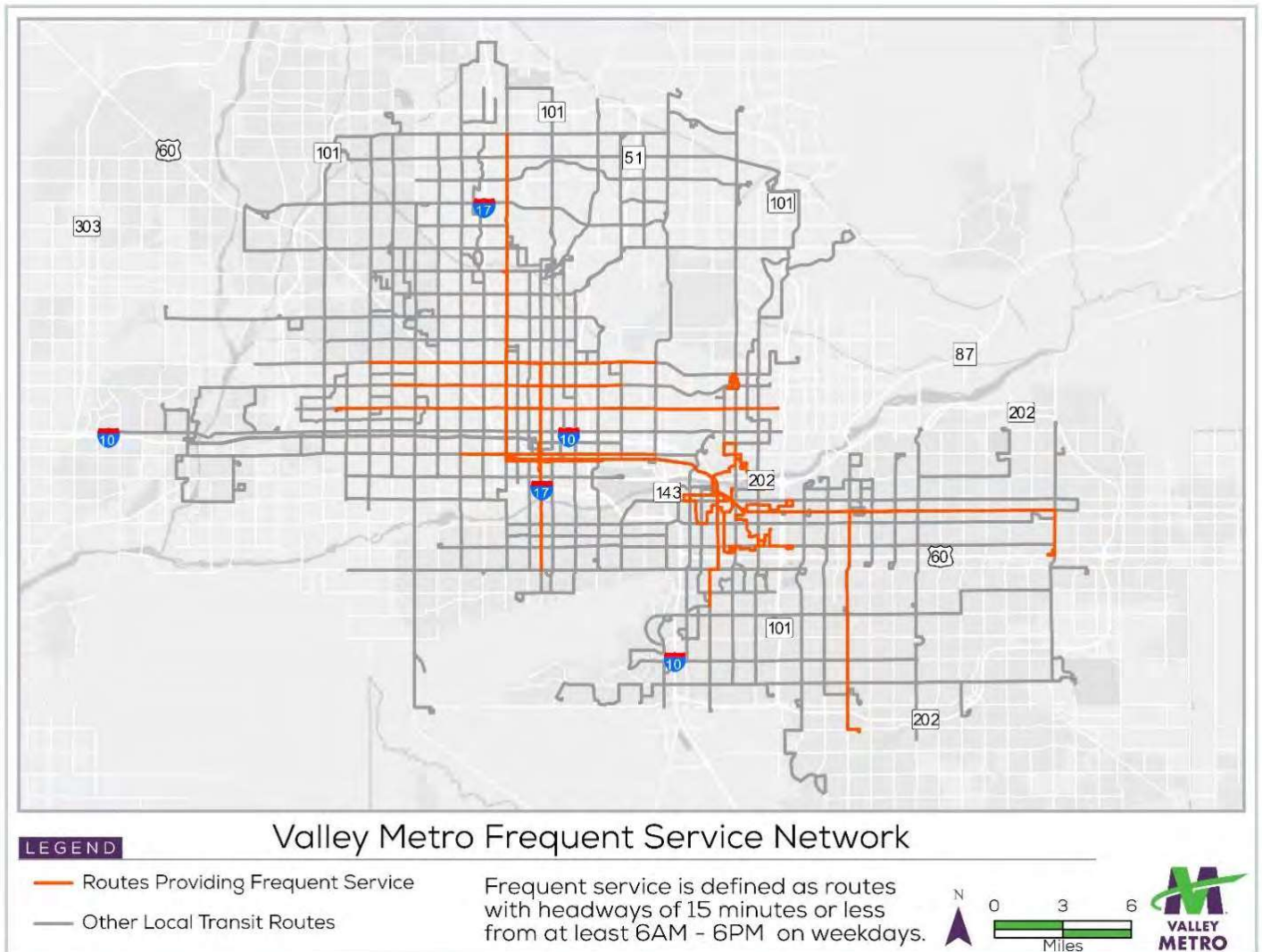


Figure 7: Express/Rapid Frequent Service Map (October 2018 Bid)

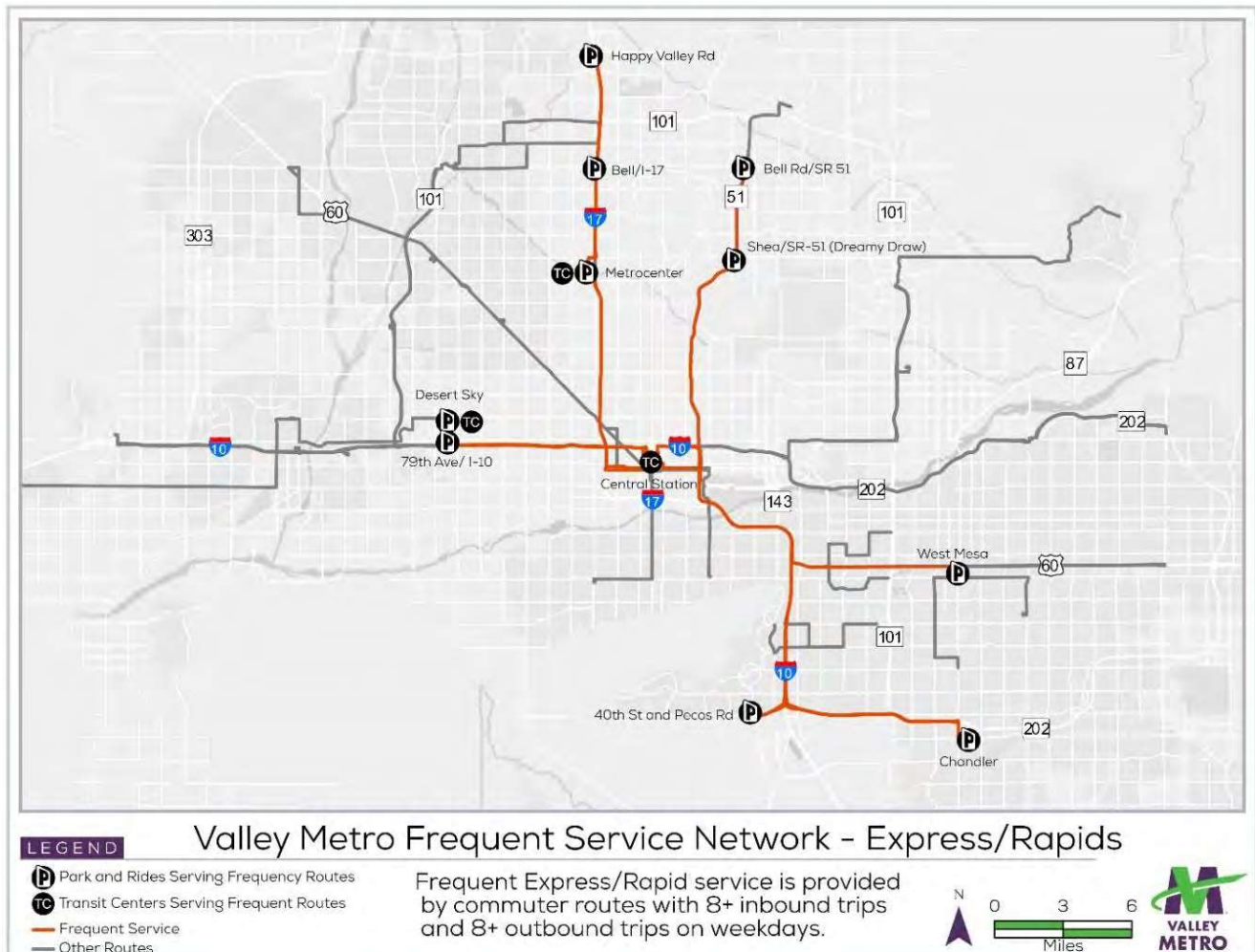
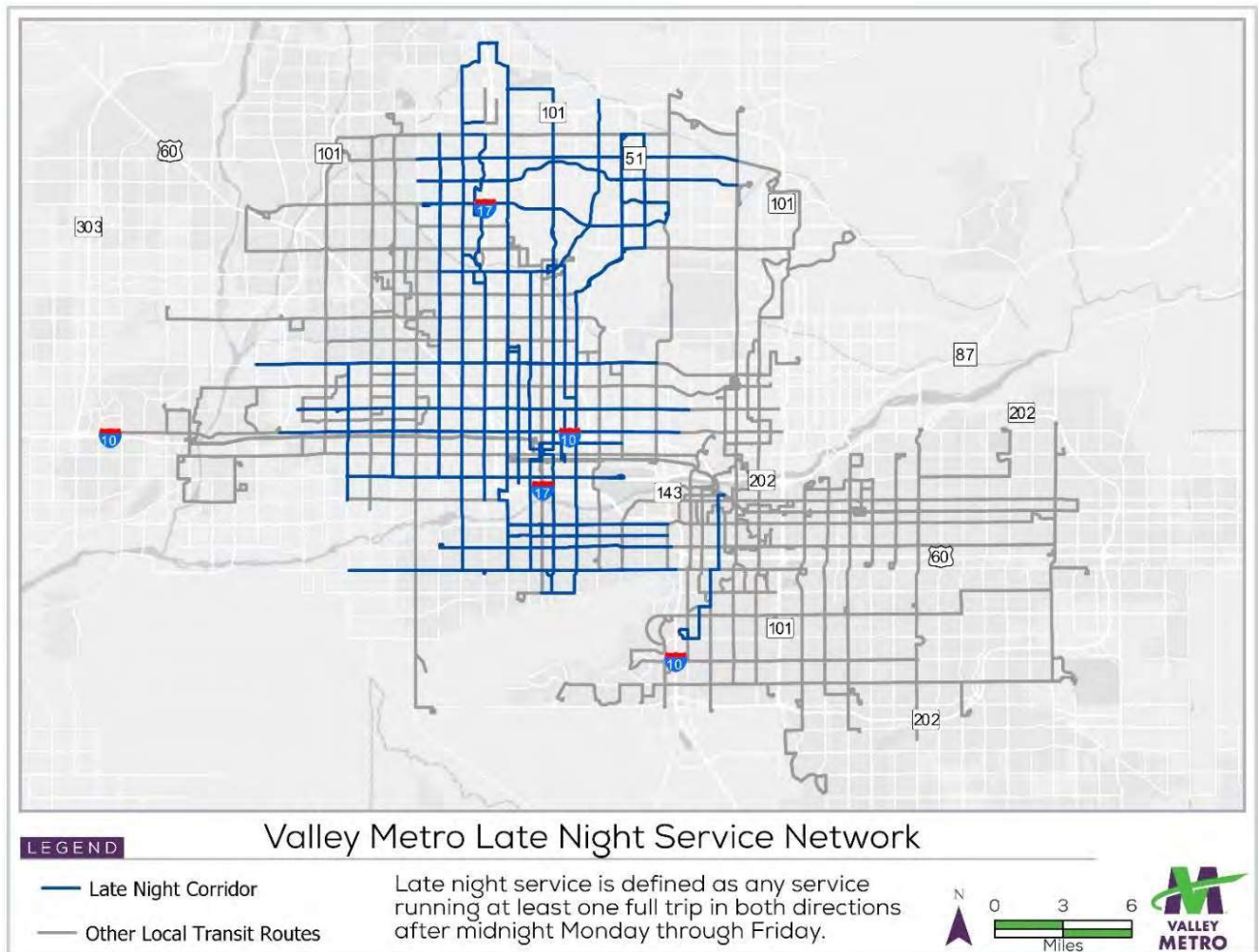


Figure 8: Late Night Service Map (October 2018 Bid)



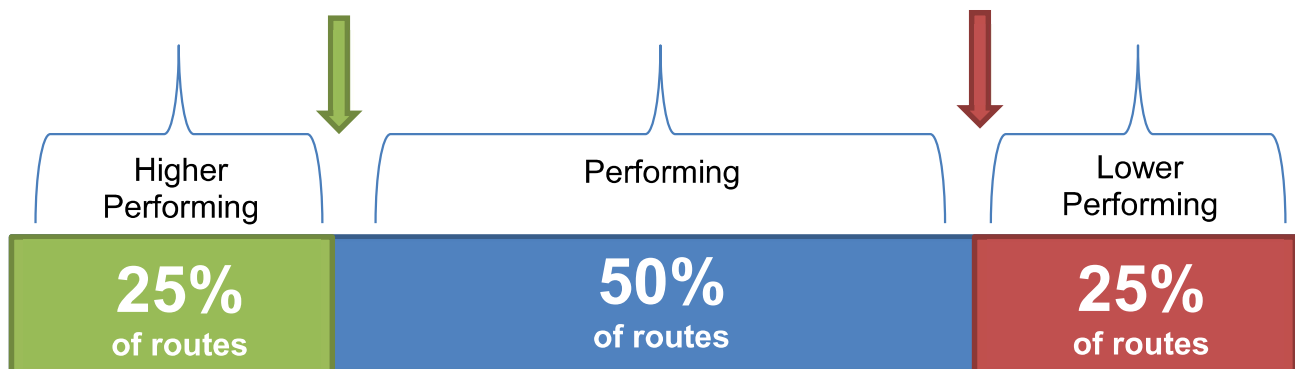
310.2 Fixed Route Benchmarks

As a high-level measure of system-wide performance and as part of the TSPM process, Valley Metro will review and report on the overall health of transit in the region through metrics used in the Transit Performance Reports (TPR). The metrics include boardings per year, revenue miles per year, and boardings/revenue mile. Used as benchmarks, the metrics will help measure year to year changes on a network level and bring attention to larger regional trends. Boardings per capita, miles traveled per capita, and the growth of the Late Night and Frequent Service maps can also be used as planning tools to support the system-wide review. Taking a system-wide perspective can in turn help Valley Metro and its member agencies evaluate how regional changes to policies, funding, economic health, service delivery models, etc. may be impacting the system.

320 – Transit Service Performance Measures Thresholds

Transit service thresholds serve as a tool for comparing and measuring the relative performance of individual services/operations by transit service type. The transit service performance thresholds developed by Valley Metro rely on a numerical ranking of each performance measure for each route or service within their respective service type category. Thresholds are established at quartile breakpoints for each transit service type to identify the top 25% and bottom 25% performers. **Figure 9** illustrates the quartile-based performance thresholds.⁵

Figure 9: Transit Service Performance Thresholds



330 – Transit Service Performance Measures Procedures

Procedures for the application of regional transit services performance measures that have been adopted by the Valley Metro Board are summarized in the subsections below.

⁵ The route performance analysis is published in the annual Short Range Transit Program (S RTP) available at <https://www.valleymetro.org/short-range-transit-program>

330.1 Performance Evaluation Frequency

All routes or services operated within the region, regardless of operating agency or funding source, shall be reviewed annually using the three performance measures and performance thresholds.

330.2 Applicable Services to be Evaluated

Locally operated and funded transit services, regardless of funding source used for fleet procurement, shall be included in the performance measurement process, but the development and implementation of local performance improvement actions are the sole discretion of the associated local jurisdiction. However, all light rail service adjustments are subject to action by the Valley Metro Rail Board of Directors, even though the operation is funded by the local jurisdictions.

330.3 Definition of “Performing” Transit Service

A route is designated as “performing” if it has no more than one performance measure ranked in the bottom quartile by service type.

330.4 Performance Attainment for New Services

New services or material service changes (as defined in the adopted TLCP policies) to an existing route are expected to attain a “performing” level within three years of implementation. If the service has not attained a “performing” level within the first three years of operation, performance improvement actions shall be identified and applied to help improve service performance for one or more measurements. A new service will not be eliminated based on performance level within the first two years of operation.

If after three years from initial implementation, the service has still not achieved “performing” status or showing improvement, Valley Metro and staff from the affected jurisdiction(s) shall work together to determine if the route will be further modified, eliminated, or remain in service. If it is agreed that the service will be eliminated, Valley Metro and the affected local jurisdiction(s) staff shall identify alternative uses within said jurisdiction(s) for any funding saved by eliminating the route.

Services that do not achieve a “performing” level after three years of continuous operation, but are showing improvement in one or more performance-measurement category, shall continue to be monitored and evaluated to determine if there are any additional performance improvement actions that can be implemented.

330.5 Performance Attainment for Existing Services

Existing services that do not meet service standards, but are “performing”, are not required to be modified to become compliant with the established service standards.

330.6 Determination of Service Evaluation

Routes or services that are operated by Valley Metro and/or funded, all or in part, by legislatively authorized Valley Metro regional transit funds (currently includes the Public Transportation Fund and Arizona Lottery Fund) that are within the top 25% or bottom 25% (by service type) of any two of the three performance measures identified in **Table 9** (Section 310.0) will be further evaluated using the

planning tools (also identified in **Table 9**) or other relevant qualitative or quantitative metrics (e.g. service evaluation by day of week).

330.7 Data Accuracy

Prior to conducting additional performance evaluations of the top 25% or bottom 25% routes (by service type), the performance data shall be reviewed for accuracy. If further review of the data identifies that it is inaccurate and the route is, in fact, “performing,” then no additional evaluation shall be conducted for that service.

330.8 Determination of Performance Improvement Action

Based on the additional evaluation of the higher performing and lower performing routes/services, potential performance improvement actions shall be identified cooperatively with all affected jurisdictions/agencies, and later, discussed with the Valley Metro SPWG. As applicable, performance improvement actions are submitted for Valley Metro Board approval through the bi-annual service change process and annual Transit Life Cycle Program (TLCP) update process.

330.9 Types of Performance Improvement Actions

Performance improvement actions may include targeted marketing, schedule adjustments, frequency, service span and days of operation adjustments, and rerouting (including route extensions and route segment terminations).

330.10 Unsuccessful Performance Improvement Actions

If performance improvement actions prove to be unsuccessful (i.e. they did not improve performance in one or more performance measurement category), potential reinvestment of resources into other services within the same jurisdiction(s) shall be collaboratively explored with the affected jurisdiction(s) to maintain jurisdictional equity as defined by the adopted TLCP policies, and if agreed to, submitted to the Valley Metro Rail Board of Directors (if applicable) and/or the Valley Metro RPTA Board of Directors for possible action.

400 – Bus Stop Optimization Process

The Valley Metro bus network consists of over 7,650 bus stop stops dispersed over 1,140 square miles. The stops vary greatly by size, design, and amenities included. According to the 2015 Origin and Destination (O&D) Survey, 89.2% of bus riders accessed the system by walking, 5.4% drove to or were dropped off at the stop, and 3.6% accessed the system by bike⁶. The O&D survey also found that 83% of bus riders that walk reported walking up to two blocks to get to transit. Optimizing bus stop locations is not only essential for maintaining and improving system accessibility, but also because stop locations have capital maintenance cost and vehicle speed impact implications that impacts the customer experience.

⁶ https://www.valleymetro.org/sites/default/files/uploads/event-resources/2014-2015_onboard_survey_final.pdf

The stop spacing standards contained within this document (Section 220) categorize stop spacing by transit service type to better guide member agencies in their stop placement decision-making process. Transit service types that provide localized operations typically have passenger stops more frequently spaced in contrast with limited stop services, where passenger stops are provided at greater distances. Minimum passenger stop spacing, which were outlined in Section 220 (**Table 5**), has been adopted for the applicable transit service types. Passenger stop spacing standards represent minimum spacing distances; however, where development patterns are of higher or lower density than typical within the region, an exception to the adopted standard may be warranted.

Furthermore, Valley Metro's Bus System Handbook is being updated to identify key areas where stops should be provided, noting places such as employment and retail centers, education centers, and major medical centers with out-patient care. The guidelines will outline general stop spacing based on population densities and the distance a person has to travel to access a bus stop. Please refer to the 2019 Bus System Handbook for specific details.

While the guidelines provide a foundation for identifying bus stop locations, they lack parameters to optimize existing stops. As a result, a more in-depth process for optimizing bus stop locations has been developed as part of this update.

Bus stop optimization involves a careful evaluation of the distance between *existing* stops and the purpose, quality, and effectiveness of them. If stops are placed too far apart, it reduces the ability of patrons to access the system. If stops are too close together, it slows down travel for those already on the bus. Thus, stop optimization is about finding the balance between access to service and service speed.

In order to develop a bus stop optimization process, Valley Metro conducted peer research and undertook a collaborative engagement process with the SPWG. The primary agency Valley Metro reviewed for guidance on developing an agency-specific process was the Maryland Transit Administration (MTA). MTA defines bus stop optimization as an on-going process that analyzes the placement and design of all bus stops in the network and includes the following actions:

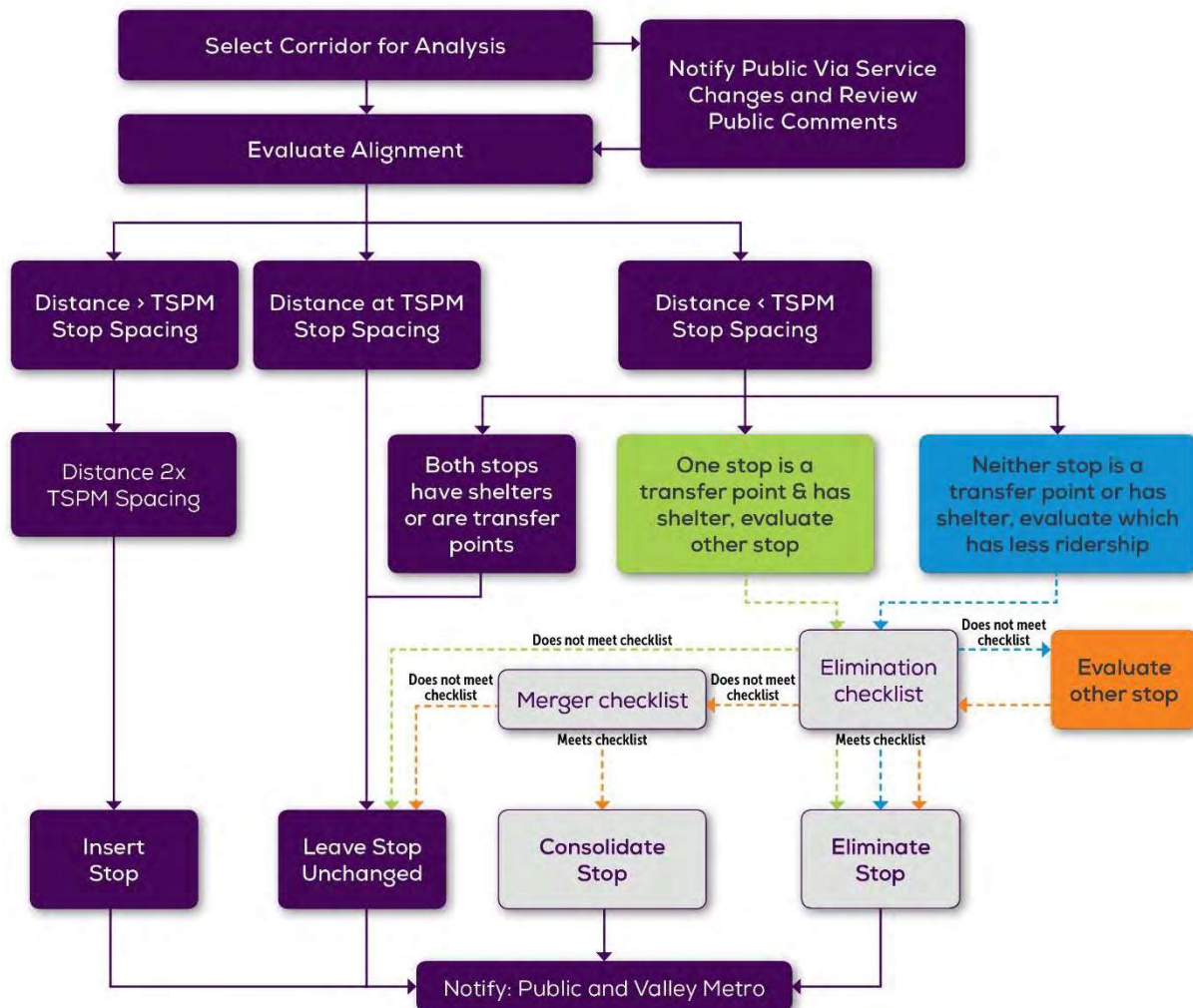
1. Consolidating (removing) existing, redundant bus stops,
2. Adding new bus stops where needed, and
3. Relocating existing stops for safety and operational improvements⁷

Stop optimization is intended to improve the quality and reliability of bus service while still providing adequate access to riders. Safety, utilization, transfer points, and site conditions are all important factors to consider throughout the optimization process.

The Bus Stop Optimization Process specifically developed for Valley Metro and its member agencies is depicted in **Figure 10** below. It starts with selecting a corridor for analysis and notifying the public for comments. The first level of evaluating the alignment looks at the distance of stop spacing as compared to the TSPM Stop Spacing Standard. For stops greater than twice the standard, a new stop should be inserted between the two. If stops are closer than the recommended TSPM Spacing Standard, stops are evaluated on whether they have a shelter and/or are transfer points. If a stop does not have a shelter and is not a transfer point, it is considered for elimination.

⁷ <https://mta.maryland.gov/content//bus-stop-optimization>

Figure 10: Valley Metro Bus Stop Optimization Process



At this point, two evaluation checklists are built-in to the Optimization process to help determine if a stop should be removed. The Merger Checklist and Elimination Checklist depicted in **Figure 11** provides a series of criteria questions that if are answered affirmatively make a stop eligible for elimination. The checklists include criteria related to the TSPM Spacing Standard, access and ADA guidelines, ridership, transfer opportunities, and trip generators. Once a stop has been evaluated through these checklists, it is either eliminated or consolidated and the public is notified of any change.

Figure 11: Merger and Elimination Checklists⁸

Merger Checklist	Elimination checklist
Yes answer to all criteria makes a stop eligible for merging:	Yes answer to all criteria makes a stop eligible for elimination:
• Does the new stop location meet ADA guidelines or can it reasonably modified to meet ADA guidelines? • Does the new stop location have pedestrian access? • Does the new stop location meet TSPM spacing requirements? • Will transfer opportunity be retained at the new/merged stop or at an adjacent stop along the line? • Do the stops not under consideration for merging not serve 20% or more of the entire routes the route's daily ridership? • Is the stop being considered for merging not serve key community services such as schools, hospital, senior center, and public service offices (e.g. AZ DES)	• Do the remaining/adjacent stops meet TSPM spacing? • Can the remaining/adjacent stops absorb additional ridership? • Does the stop not provide direct access to connecting transit routes, or do adjacent stops provide same connection to transit routes? • Does the stop not meet ADA guidelines, and the remaining/ adjacent stops meet ADA guidelines? • Does the stop serve less than 10% of the route's daily ridership? • Does the stop not serve key community services such as schools, hospital, senior center, and public service offices (e.g. AZ DES)?

500 – Regional Fleet Prioritization Process

Transit services are adjusted and service expansion proposals are submitted through the Short Range Transit Program (SRTP). However, given the finite quantity of vehicles available in the region and the length of time required to procure expansion vehicles, not all service adjustments or expansion needs may be accommodated with available fleet in a particular year. As such, prioritization processes have been identified for existing and expansion fleet should requests for vehicles exceed the quantity available. This section describes these processes and is organized into the following subsections:

- 510 – SRTP Methodology (Modified)
- 510 – Prioritization Process for Existing Fleet
- 520 – Prioritization Process for Expansion Fleet
- 530 – Fleet Procurement and Programming Process

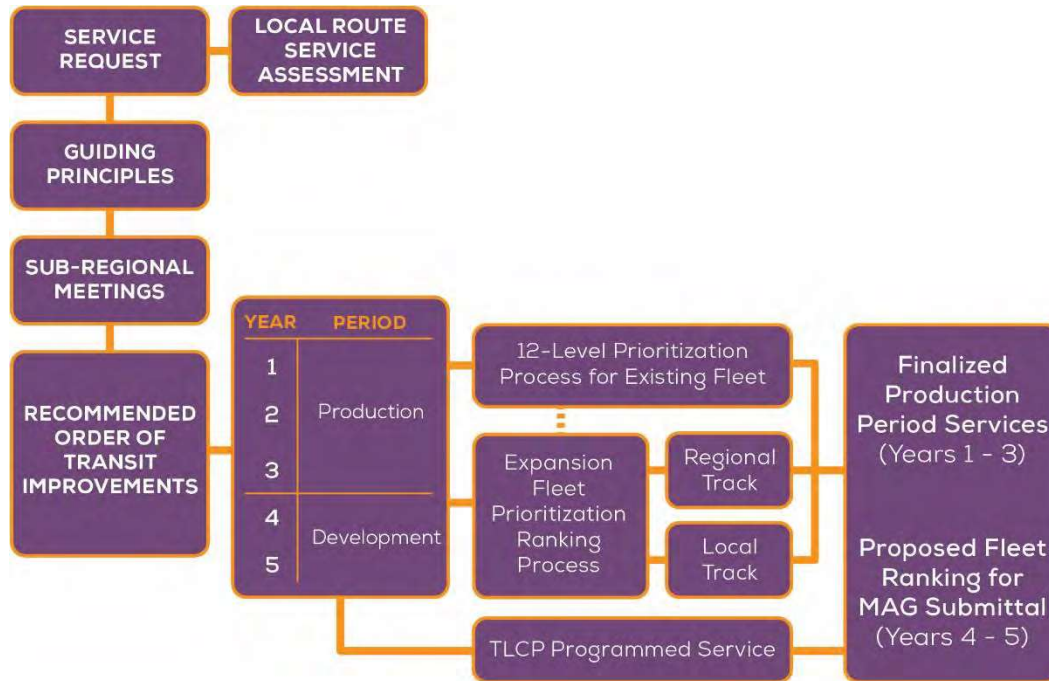
510 – SRTP Methodology

The SRTP is a five-year program aimed at the regional coordination of locally and regionally funded transit service changes. It has previously been divide into two phases identifying production phase as years 1-2, and development phase as years 3-5. In order to better understand required fleet needs, minimize confusion on immediate fleet needs, and to better coordinate the fleet prioritization process with the regional TIP, the production phase has been expanded to occur in years 1-3 and the development phase will occur in years 4-5 of the STRP process. A funding commitment letter will still be required on locally funded services that require new fleet, the commitment letter signed by the city's City Manager or Transit/Transportation Department Director must be provided subsequent to the sub-regional SRTP meetings.

⁸ Valley Metro's Bus Stop Design Guidelines discuss in greater detail the placement of bus stops and applicability of bus pullouts, transfer points, etc.

Figure 12 depicts the modified SRTP process, which includes the change in production and development years, and addition of the Local Route Service Assessment form and process (described in Section 240.6).

Figure 12: Modified SRTP Process



510 – Prioritization Process for Existing Fleet

Service adjustments in the production years (1-3) of the SRTP are ranked using the 12-level prioritization process for existing fleet. The 12-levels apply priorities to elements such as funding source, type of service adjustment and purpose of the service adjustment. The 12-level prioritization process for existing fleet is summarized in

Figure 13 below.

Figure 13: 12-Level Prioritization Process for Existing Fleet

Service Adjustment	Purpose	Rank Level
Implement TLCP-programmed service as scheduled	Implement TLCP-programmed service	1
Early implementation of programmed service as scheduled in TLCP	Addresses performance-based fleet need (high ridership or running-time adjustment)	2
	Will enhance regional transit connectivity (connect one or more routes)	3
	Will reach potential ridership generator	4
Implement TLCP-planned service	Implement TLCP-planned service	5
Locally funded expansion of an existing route funded through the TLCP	Existing service with performance-based fleet need (high ridership or insufficient schedule)	6
	Will reach potential ridership generator	7
Implementation of service adjustment on existing locally funded service	Addresses performance-based fleet need (e.g. running-time adjustment)	8
	Will enhance regional transit connectivity (connect one or more routes)	9
	Will reach potential ridership generator	10
Implementation of new locally funded service	Will enhance regional transit connectivity (connect one or more routes)	11
	Will reach potential ridership generator	12

Note: If multiple adjustment requests have same rank, the Transit Propensity Tool is used. The service adjustment with highest Transit Propensity Index will receive priority.

510.1 Tie Break Methodology

If multiple service requests receive the same rank level in the same planning year, the transit propensity tool, which estimates boardings by revenue mile, is used as a tiebreaker. For additional information regarding the transit propensity tool, refer to the Section 240.9 above or Valley Metro's TSPM Phase II Final Report in **Appendix B: TSPM Phase II Final Report** for a detailed explanation of the methodology.

520 – Prioritization Process for Expansion Fleet

Service adjustments in the development years (4-5) of the SRTP that require expansion fleet are ranked using the prioritization process for expansion fleet, which evaluates the service adjustments and assigns points based on their funding characteristics, compliance with established TSPM standards, and regional connectivity. The more points a service earns, the higher it is prioritized in the list of fleet requests submitted to the Board for their consideration and possible recommendation to Maricopa Association of Governments (MAG). The prioritization process for expansion fleet is summarized in

Figure 14.

Figure 14: Prioritization Process for Expansion Fleet

PRIORITIZATION PROCESS FOR EXPANSION FLEET		
Category	Metric	Points
Funding Characteristics	Is there between 2 and 3 years of funding committed for the service improvement? OR Is there more than 3 years of funding committed for the service improvement?	1
	Is the service improvement a TLCP-planned service?	2
	Is the service improvement a TLCP-planned service?	1
TSPM Compliance	Does the service improvement meet weekday service standards?	0.5
	Does the service improvement meet Saturday service standards?	0.25
	Does the service improvement meet Sunday service standards?	0.25
	Does the service improvement meet the current transit propensity threshold? (Note: only applicable to local/key local service improvements greater than 1 mile)	1
	Does the service improvement remove/modify an under-performing route deviation, thereby requiring at least one less vehicle for operation?	1
Regional Connectivity	Does the service improvement serve multiple jurisdictions?	1
	Does the service improvement connect to other transit route alignments?	0.25 per connection (2 points maximum)

520.1 Tie Break Methodology

In the event of a tie, each service improvement is further evaluated to determine its compliance with TSPM service and performance standards and to quantify its regional connectivity. The tie break methodology is summarized in

Figure 15 below.

Figure 15: Prioritization Process for Expansion Fleet Tie Break Methodology

PRIORITIZATION PROCESS FOR EXPANSION FLEET - TIEBREAK		
Category	Metric	Points
TSPM Compliance	Are weekend service standards met?	1
	If existing route, is weekday performance above the performance threshold for two or more performance measures?	1
Regional Connectivity	How many jurisdictions are served?	1 Per Jurisdiction Served

520.2 Regional and Local Tracks

Based on the outcome of the prioritization process for expansion fleet, proposed service improvements are placed on one of two tracks: a regionally-supported track and a local track. Services that rank favorably through the expansion fleet prioritization process fall into the regionally-supported track. Those services that rank less favorably but are still priorities for the submitting jurisdiction fall into the local track. If a jurisdiction still wishes to pursue implementation of services in the local track, they must support Valley Metro or the City of Phoenix Transit Department⁹ throughout the entire fleet grant application process. Upon procurement, vehicles must be provided to Valley Metro or Phoenix if either agency will be operating the service. For efficient fleet management purposes, vehicles are then assigned at the operators' discretion.

520.3 Applicability

The prioritization process for expansion fleet is applied to all services in the development years of the SRTP requiring expansion fleet with two notable exceptions. The first exception is for programmed TLCP projects. As these improvements are programmed in the RTP, they are automatically given top priority. The second exception is for services that ranked well in the production years of the SRTP but the fleet requirements exceeded vehicle availability. In these cases, the service is given priority in the next development year, secondary only to TLCP projects. All other service improvements requiring expansion fleet in the development years will be prioritized using the expansion fleet prioritization process.

530 – Fleet Procurement and Programming Process

Regional transit fleet procurement and programming occur through a multi-agency integrated process that includes local jurisdictions, Valley Metro and MAG. The planned procurement and programming process is as follows: a request for service adjustment is made through the SRTP and fleet availability

⁹ The City of Phoenix purchases and owns their own vehicle fleet; including many vehicles that operate within other jurisdictions but which are Phoenix-operated routes.

is determined. If fleet is unavailable for the service adjustment, Valley Metro identifies and submits a list of prioritized service adjustments approved by the Board to MAG for consideration in the federal funds programming process. The MAG Transit Committee discusses programming options for all federal funds. The MAG Transit Committee then recommends a Program of Projects and Five-Year Transportation Improvement Program (TIP) to Regional Council for approval. Once MAG approval is obtained, the City of Phoenix, with MAG concurrence, submits grants to the Federal Transit Administration for approval. The fleet is then procured by the appropriate agency.

Figure 16 illustrates the primary steps associated with the transit fleet procurement and programming process.

Figure 16: Fleet Procurement and Programming Process



600 – Transit Center and Park-and-Ride Classification

Transit centers and park-and-ride facilities are crucial features of a transit system that improve network access by facilitating transfers between routes and transportation modes. As part of this TSPM update, regional facilities were reviewed to identify similarities and differences between sites, with the goal of creating a more clear delineation of the operational and rider expectations at such facilities. Additionally, while Valley Metro's recently updated Light Rail Design Criteria Manual outlines construction codes and the recommended features of the system's built environment (landscaping, security, parking, etc.), it is specific to the design of the light rail system and does not explicitly define the features and placement of bus transit centers or park-and-rides. As such, it is the intent of this update to provide a classification structure for transit centers and park-and-rides in order to help integrate TSPM and the agency's current and future design criteria manuals. Given the nature of the different planning processes between light rail and bus facilities, this TSPM update effort focused strictly on bus facilities.

The classification process started with an understanding that the most fundamental difference between facilities are those that are publicly owned versus those that are shared with another facility, whether publicly or privately owned (i.e. library, recreation center, strip mall, Walmart, fast food chain, etc.). Using MAG's Designing Transit Accessible Study (2013)¹⁰ as a guide, the classification process then sought to incorporate the surrounding built environment into the framework because of its connection to the types of services provided. For example, there are fewer transit service types and routes on the suburban edge of the Valley, where population density is lower as compared to the urban core, which is served by numerous routes of several transit service types. The three built environment settings as established by MAG and incorporated in this classification matrix include urban core, outer urban, and suburban. **Table 11** outlines MAG's built environment definitions and extrapolated regional examples (the original study focused only on Phoenix).

Table 11: Built Environments around the Valley

From MAG Transit Accessible Communities Study		Extrapolated Examples		
	Definition	Phoenix Example	Tempe Example	Mesa Example
Urban Core	Within the heart of the city center; high employment and residential density	16th St/Thomas	Mill/University	Mesa/Center
Outer Urban	Between urban core and suburbs; medium employment and residential density	I17/Dunlap Ave	Southern/Rural	Southern/Gilbert Rd.
Suburban	Beyond outer urban; low employment and residential density	75th Ave/Bell Rd	Elliot/Priest	Power/Brown

With these three features classified, a review of regional facilities was conducted and additional classification features were identified. The TSPM Working Group participated and provided input on the identified classification features, which were incorporated into the final classification matrix presented in **Figure 17**. The critical features include:

1. **Service Type** – Refers to the transit modes accessible at the location.
2. **Bike and Pedestrian Facilities** – Looks at the accessibility of the location via bicycle lanes and connected sidewalks. Bicycle parking at the facility is also considered. Fully accessible facilities have dedicated bicycle lanes, bicycle parking, and connected sidewalks. Limited accessibility means that either bicycle or pedestrian infrastructure is provided, but not both.
3. **Bus Stop Placement** – Considers how stops are positioned on or off the roadway for the boarding/alighting of passengers. Has safety and route speed implications.
4. **Freeway Proximity** – Refers specifically to commuter route services and the distance they travel from the freeway to a park-and-ride. Has route speed implications.

¹⁰ https://www.phoenix.gov/streetssite/Documents/MAG_Designing-Transit-Accessible-Communities-Study-Final-Report.pdf

5. **Deviation from Route** – Refers primarily to local routes and the distance they deviate from their alignment to access a transit center or park-and-ride. Has network connectivity and route speed implications.
6. **Central Business District (CBD) Direction of Travel Placement** – Considers the placement of the stop to locate in the direction of travel and on the far side of an intersection. Has route speed and operational implications.
7. **HOV Access** – Consideration of facility location given route accessibility to a HOV entry/exit ramp.
8. **Local Bus Level of Service (LOS)** – Refers to the minimum frequencies of routes serving the facility.
9. **Commuter Bus LOS** – Refers to the minimum number of daily AM and PM peak trips serving the facility.
10. **Number of Transit Connections** – Considers the types of services and number of transfer that are available at the facility.
11. **Kiss-and-Ride** – Refers to park-and-ride facilities having a designated area for quick pedestrian pick-up and drop-off that does not conflict with bus operations or obstruct the flow of vehicular traffic.
12. **Ticket Vending Machines (TVMs)** – This considers the availability of ticket vending machines in station areas to help expedite the boarding process. This has implications for customer experience and route speed.

Note that all newly constructed facilities are expected to meet ADA requirements. Examples of other facility features that should be considered and which are elaborated on in the design criteria manual include:

- Safety and security (CCTV cameras, emergency call boxes)
- Shade (via landscaping or structures)
- Operator facilities (i.e. restrooms)
- Real time information
- Lighting
- Amenities such as benches, trash receptacles, water fountains, etc.

To optimize the placement of transit centers and park-and-rides in the regional transit network, it is encouraged that member agencies involve Valley Metro as early in the planning process as possible. It is recommended that member agencies wanting to implement a transit center or park-and-ride include that information during the annual SRTP update process.

Figure 17: Transit Center and Park-and-Ride Classification Matrix

	PUBLICLY OWNED				SHARED-USE FACILITY			
	Urban Core	Outer Urban		Suburban	Urban Core	Outer Urban		Suburban
	TC	TC / P	P	P	TC	TC / P	P	P
 Service Type	Commuter Express / Local Bus	Local Bus	Commuter Express	Commuter Express / Local Bus	Commuter Express / Local Bus	Local Bus	Commuter Express	Commuter Express / Local Bus
 Bike/Ped Facilities	Fully Accessible	Fully Accessible	Limited Access	Limited Access	Fully Accessible	Fully Accessible	Limited Access	Limited Access
 Bus Stop Placement	Off-street docking; serves as end of line (Express); designated bus entry	Off-street docking; designated bus entry	Off-street docking; designated bus entry	Off-street docking; serves as end of line (Express); designated bus entry	Off-street docking; serves as end of line (Express); shared bus/auto entry	On-street docking	Off-street docking	On-street docking; serves as end of line (Express)
 Freeway Proximity	NA	NA	<0.5 Miles	<1 Mile	NA	NA	<0.5 Miles	<1.5 Miles
 Deviation from Route	On alignment	On alignment	0.5 miles or less	0.5 miles or less	On alignment	On alignment	0.5 miles or less	0.5 miles or less
 CBD Direction of Travel Placement (far side)	✓	✓	✓	✓	✓	✓	✓	✓
 HOV Access Preferred			✓	✓			✓	✓
 Local Bus LOS	10–30 minutes	30 minutes or better	30–60 minutes	30–60 minutes	10–30 minutes	30 minutes or better	30–60 minutes	30–60 minutes
 Commuter Express LOS (Peak Trips)	6+ AM Trips 6+ PM Trips	4+ AM Trips 4+ PM Trips	4+ AM Trips 4+ PM Trips	4+ AM Trips 4+ PM Trips	6+ AM Trips 6+ PM Trips	4+ AM Trips 4+ PM Trips	4+ AM Trips 4+ PM Trips	4+ AM Trips 4+ PM Trips
 Number of Transit Connections	5+; serves light rail and / or express	3+; serves light rail and / or express	3+	2+	5+; serves light rail and / or express	3+; serves light rail and / or express	3+	2+
 Ticket Vending Machines	✓	✓	✓	✓	✓			
 Kiss & Ride	✓	✓	✓	✓	✓			

TC Transit Center
TC/P Transit Center with Park-and-Ride
P Park-and-Ride

700 – Mobility Enhancement Uses

From the sharing economy to autonomous vehicles, technology and new service delivery models are changing the transportation industry. Bike-share, e-scooters, and on-demand transportation network companies (TNCs) such as Uber and Lyft are just some examples of expanding modes and service delivery models that enhance mobility. Often owned and operated by private companies, when coordinated appropriately with a transit agency, the technologies and services can play a vital role in supporting public transit networks. Referred to here as **mobility enhancement uses** (MEUs), the term involves a transit authority coordinating outside of transit service delivery models to improve network connectivity and improve travel options, such as employing Transportation Network Companies (TNCs), working with micromobility, car shares, carpools and vanpools.

Around the Valley, jurisdictions are experiencing an on surge of services, particularly bike shares and e-scooters, and many areas are partnering with TNCs and/or piloting new vehicle technologies as well. The purpose of integrating these MEU efforts into TSPM is to help improve coordination with the public transit network and improve knowledge sharing between member agencies. As part of this process, VM Capital and Service Development (CSD) staff will work with key staff from member agencies to create a database of MEUs (mobility offered, company name, contact information). Key staff from member agencies will assist by:

- Enabling data sharing
- Providing up to date transit planning documents
- Reporting mobility goals and objectives of current partnerships
- Presenting to the SPWG to learn more on MEUs

Staff will help coordinate regional grant support, if applicable and report annually, at a minimum, on MEUs in the region, recent partnerships, and lessons learned.

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Appendix A: TSPM Phase I Final Report

Appendix B: TSPM Phase II Final Report

Appendix C: TSPM Phase III Final Report

Appendix D: Local Service Planning Support Request Form

Appendix E: Transit Propensity Tool Methodology Update Memo

Appendix F: Frequency Assessment Standards for Transit Final Report

Minutes & Resolution of Goodyear City Council Meeting



Monday, March 2, 2026

5:00 p.m.

Meeting Minutes

CALL TO ORDER

Mayor Pizzillo called the Regular Meeting to order at 5:00 p.m.

ROLL CALL

Present: **Mayor Joe Pizzillo; Vice Mayor Brannon Hampton; Councilmember Wally Campbell; Councilmember Laura Kaino; Councilwoman Vicki Gillis; Councilmember Benita Beckles; Councilmember Trey Terry**

Staff City Manager Wynette Reed; City Attorney Roric Massey; City Clerk Jasmine Pernicano

Present:

PLEDGE OF ALLEGIANCE AND INVOCATION BY COUNCILMEMBER KAINO

PUBLIC COMMENTS/APPEARANCES FROM THE FLOOR

Mary Kay Utecht, Goodyear resident, expressed concerns with timing of projects including the recruitment for City Manager and other leadership positions.

Jill Burnham, Goodyear resident, expressed concerns with the City Manager recruitment timeline and community input for the position.

Shanna Perry, Goodyear resident, spoke regarding air pollution stemming from Real Alloy. In response, Mayor Pizzillo requested from Wynette Reed, City Manager, to obtain data on regulations and what the authority of Council and the city is.

CONSENT

MOTION BY Councilmember Wally Campbell, SECONDED BY Councilmember Trey Terry to APPROVE Consent Agenda items 1 through 6. The motion carried as follows:

AYE: Mayor Joe Pizzillo, Vice Mayor Brannon Hampton, Councilmember Wally Campbell, Councilmember Laura Kaino, Councilwoman Vicki Gillis, Councilmember Benita Beckles, Councilmember Trey Terry

Passed - Unanimously

1. APPROVAL OF MINUTES

Approve the February 23, 2026 Regular Meeting draft minutes. (Jasmine Pernicano, City Clerk)

2. APPROVAL OF BUDGET AMENDMENTS & RELATED EXPENDITURE AUTHORITY

RECOMMENDATION

Approval of budget amendments, related expenditure authority, and the administrative award authority for expenditures exceeding \$500,000. (Ryan Bittle, Finance Manager)

3. APPROVAL OF GRANT PASS-THRU AGREEMENT WITH CITY OF PHOENIX FOR FEDERAL TRANSIT ADMINISTRATION (FTA) FUNDS

RECOMMENDATION

Approve a Grant Pass-Thru Agreement (Attachment A) with City of Phoenix for FTA Section 5310 Grant funds and authorize the City Manager, or their designee, to execute and administer the grant agreement. (Christine McMurdy, Project Management Coordinator)

4. RESOLUTION APPROVING THE CITY OF GOODYEAR TITLE VI IMPLEMENTATION PLAN UPDATE

RECOMMENDATION

ADOPT RESOLUTION NO. 2026-2510 APPROVING AND ADOPTING THE CITY OF GOODYEAR TITLE VI IMPLEMENTATION PLAN DATED JANUARY 2025 . (Christine McMurdy, Project Management Coordinator)

5. RESOLUTION SUPPORTING THE MUNICIPAL SPONSORSHIP FOR 2026 GILA RIVER INDIAN COMMUNITY REVENUE SHARING GRANT PROPOSALS

RECOMMENDATION

ADOPT RESOLUTION NO. 2026-2511 SUPPORTING THE SUBMISSION OF 2026 GRANT APPLICATIONS BY ALICE COOPER'S SOLID ROCK TEEN CENTERS, LAS BRISAS ACADEMY PARENT TEACHER ORGANIZATION, NEW LIFE CENTER, ONE-N-TEN, AND SOUNDS OF AUTISM, TO THE GILA RIVER INDIAN COMMUNITY AND AUTHORIZING THE CITY MANAGER, OR THEIR DESIGNEE, TO EXECUTE ALL DOCUMENTS RELATING TO SAID APPLICATIONS, AND AUTHORIZING THE CITY MANAGER, OR THEIR DESIGNEE, TO ACCEPT AND ADMINISTER SUBSEQUENT AWARDED FUNDS, AND ANY AMENDMENTS THERETO, AS A PASS-THROUGH GRANT. (Christina Panaitescu, Community Partnerships Program Manager)

6. RESOLUTION AUTHORIZING THE 2026 GILA RIVER INDIAN COMMUNITY REVENUE SHARING GRANT PROPOSALS

RECOMMENDATION

ADOPT RESOLUTION NO. 2026-2512 AUTHORIZING THE SUBMISSION OF THREE PUBLIC SAFETY APPLICATIONS FOR 2026 STATE SHARED REVENUE GRANT PROGRAM FUNDS TO THE GILA RIVER INDIAN COMMUNITY, AUTHORIZING THE CITY MANAGER, OR THEIR DESIGNEE, TO EXECUTE ALL DOCUMENTS RELATING TO SAID APPLICATIONS, AND AUTHORIZING THE CITY MANAGER, OR THEIR DESIGNEE, TO EXECUTE A GRANT AGREEMENT (IF GRANT FUNDS ARE AWARDED), AND AUTHORIZING THE CITY MANAGER, OR THEIR DESIGNEE, TO APPROVE THE REQUIRED BUDGET TRANSFER (IF GRANT FUNDS ARE AWARDED). (Christina Panaitescu, Community Partnerships Program Manager)

BUSINESS

7. ROAD SAFETY ACTION PLAN UPDATE

Steve Scinto, Director of Engineering, introduced the presentation and noted it provided an update on the Road Safety Action Plan. He stated staff plans to return to Council at a future

Work Session with additional information. Mr. Scinto then turned the presentation over to Erik Cesek, Assistant City Traffic Engineer, and Marta Gerber, Road Safety Engineer with Stanley Consultants.

Mr. Cesek provided an overview of the project and reviewed the background of the Road Safety Action Plan before turning the presentation over to Ms. Gerber. Ms. Gerber outlined the plan, which is guided by the Safe System Approach. She reviewed the project timeline, preliminary crash analysis, demonstration project, public engagement efforts, and next steps. Mr. Cesek concluded the presentation by highlighting the overall goal of the Road Safety Action Plan.

Council expressed support for the plan and the ability to provide feedback at a future Work Session. Council discussed bicyclists, left-hand turns, speeding, the demonstration project, and strategies to maintain safe city streets.

In response to Council inquiry, Mr. Cesek clarified that Estrella Parkway was part of the crash analysis, traffic lanes would not be reduced in bike zones, and he explained the paint used in conflict zones along with ways for residents to provide feedback. Mr. Scinto confirmed the city is exploring options to extend left-turn lanes.

No formal action was taken.

COMMUNICATIONS

8. **PROCLAMATION RECOGNIZING CITY MANAGER WYNETTE REED FOR OUTSTANDING PUBLIC SERVICE**

Mayor Pizzillo presented a proclamation and placque recognizing Wynette Reed, City Manager, on her retirement on March 6, 2026, and honoring her 39 years of public service, including 14 years with the City of Goodyear.

Janet Hidalgo, Assistant to the Mayor, read the proclamation on behalf of Mayor Pizzillo, and called for a video to be played.

Ms. Reed thanked the Council and employees for their support and continued dedication to the city.

Councilwoman Gillis thanked the residents who spoke during public comment and discussed the technical difficulties during the February 23 Council meeting.

Council expressed appreciation to Wynette Reed for her leadership and service to the city during a period of significant growth, recognizing her work in economic development and her engagement with staff across the organization. Council also acknowledged the strong leadership team developed during her tenure and wished her well in retirement.

INFORMATION ITEMS

Council reported on Spring training and opening day of Little League.

Wynette Reed, City Manager, provided an update on the Little League opening day with over 1,000 kids participating.

FUTURE MEETINGS

Future meetings are tentatively scheduled as follows:

March 9, 2026

Council Meeting

5:00 p.m.

EXECUTIVE SESSION

A VOTE MAY BE HELD TO CALL AN EXECUTIVE SESSION FOR THE FOLLOWING:

9. Pursuant to A.R.S. §38-431.03(A)(3): For legal advice and consultation with the city's attorneys regarding the modification of Designation of Assured Water Supply (DAWS); impact of DAWS on water services in Rainbow Valley; and legal analysis of Bureau of Reclamations Draft Environmental Impact Statement.

MOTION BY Councilmember Wally Campbell, SECONDED BY Councilmember Trey Terry to CONVENE an Executive Session. The motion carried as follows:

AYE: Mayor Joe Pizzillo, Vice Mayor Brannon Hampton, Councilmember Wally Campbell, Councilmember Laura Kaino, Councilwoman Vicki Gillis, Councilmember Benita Beckles, Councilmember Trey Terry

Passed - Unanimously

Council moved into Executive Session at 6:06 p.m.

ADJOURNMENT OF EXECUTIVE SESSION

Mayor Pizzillo adjourned the Executive Session at 6:25 p.m.

RECONVENE REGULAR MEETING

Mayor Pizzillo reconvened the Regular Meeting at 6:25 p.m.

ADJOURNMENT

There being no further business to discuss, Mayor Pizzillo adjourned the Regular Meeting at 6:26 p.m.

Jasmine Pernicano, City Clerk

Joe Pizzillo, Mayor

Date: _____

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the CITY COUNCIL REGULAR MEETING of the city of Goodyear, Arizona, held on March 2, 2026. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this ____ day of _____, 2026.

SEAL:

Jasmine Pernicano, City Clerk

RESOLUTION NO. 2026-2510

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF GOODYEAR, MARICOPA COUNTY, ARIZONA, APPROVING AND ADOPTING THE CITY OF GOODYEAR TITLE VI IMPLEMENTATION PLAN DATED JANUARY 2025.

WHEREAS, the Federal Transit Administration (FTA) is responsible for ensuring that its funding recipients fully comply with Title VI of the Civil Rights Act of 1964, which among other things prohibits discrimination based on race, color, and national origin;

WHEREAS, the City of Goodyear is a sub-recipient of FTA funding for public transportation programs (Park and Ride, WeRIDE), distributed through the City of Phoenix Public Transportation Department as the primary recipient of said funds;

WHEREAS, all sub-recipients of FTA funds must develop, update, and submit every three years a Title VI Plan to the primary recipient to assist in the primary recipients respective Title VI compliance requirements; and

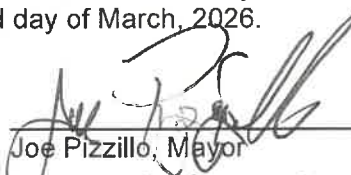
WHEREAS, the City has updated its Title VI plan to comply with the requirements of the Federal Transit Administration.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GOODYEAR, MARICOPA COUNTY, ARIZONA, AS FOLLOWS:

SECTION 1. The City of Goodyear Title VI Implementation Plan dated January 2025, hereby attached as Exhibit A and incorporated by reference, is approved and adopted as the City of Goodyear Title VI Plan.

SECTION 2. Resolution 2026-2510 shall be effective upon the date of its adoption.

PASSED AND ADOPTED by the Mayor and Council of the City of Goodyear, Maricopa County, Arizona, by a 7-0 vote, this 2nd day of March, 2026.



Joe Pizzillo, Mayor
Date: 3/2/2026

ATTEST:



Jasmine Pernicano, City Clerk

APPROVED AS TO FORM:



Roric Massey, City Attorney

