



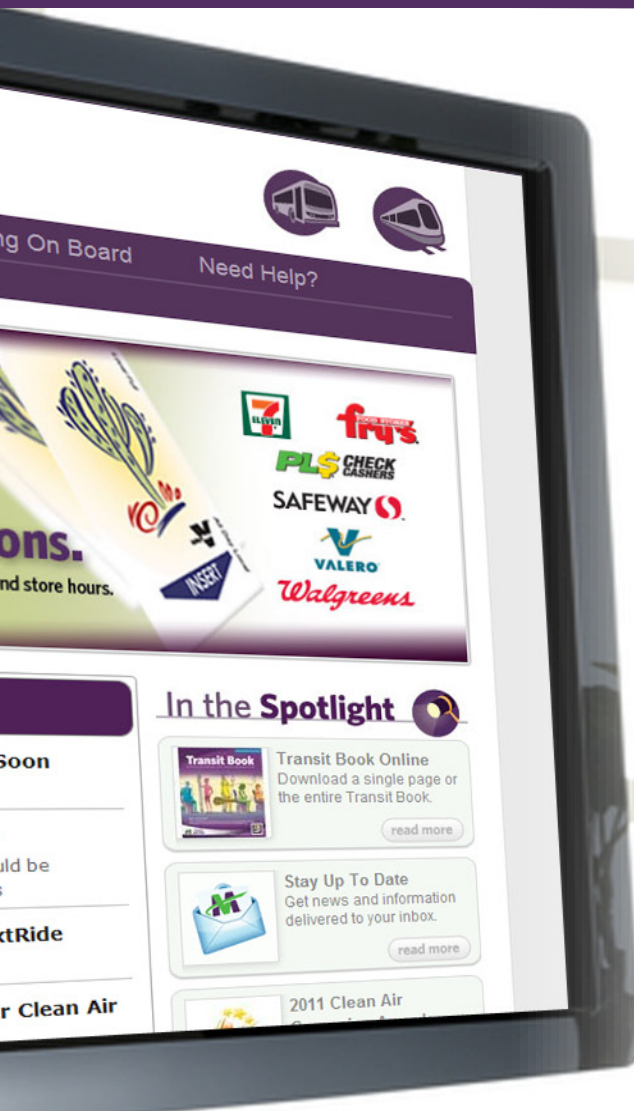
VALLEY METRO

Transit Performance Report

FY 2011 (JULY 1, 2010 - JUNE 30, 2011)



VALLEYMETRO.ORG



ISSUED: JANUARY 2012

Transit Performance Report

The Transit Performance Report (TPR) is prepared and updated annually by the Valley Metro Regional Public Transportation Authority (RPTA). This report is developed using input from, and reviewed by, member agencies and the RPTA committees and governing board. The TPR serves as input to the Maricopa Association of Governments' (MAG) Regional Transportation Plan (RTP) updates and to RPTA's Short Range Transit Plan.

This year's report reflects many changes based on recommendations from our member agencies. One such change is the methodology for updating performance targets. Because this discussion is on-going, targets have been omitted from this report. Our member agencies also suggested breaking down fixed route service by the jurisdiction operated in. For example local Route 3-Van Buren provides service in the communities of Phoenix, Avondale and Tolleson. Reports 4a through 4c found in the appendix have been reformatted to indicate not only which entity is operating the service but also where the service was operated. This year's report layout has been reformatted to provide more information.

Transit service in the region is made possible and supported by multiple funding sources including local city taxes. This report reflects data as reported to RPTA by local operating agencies.

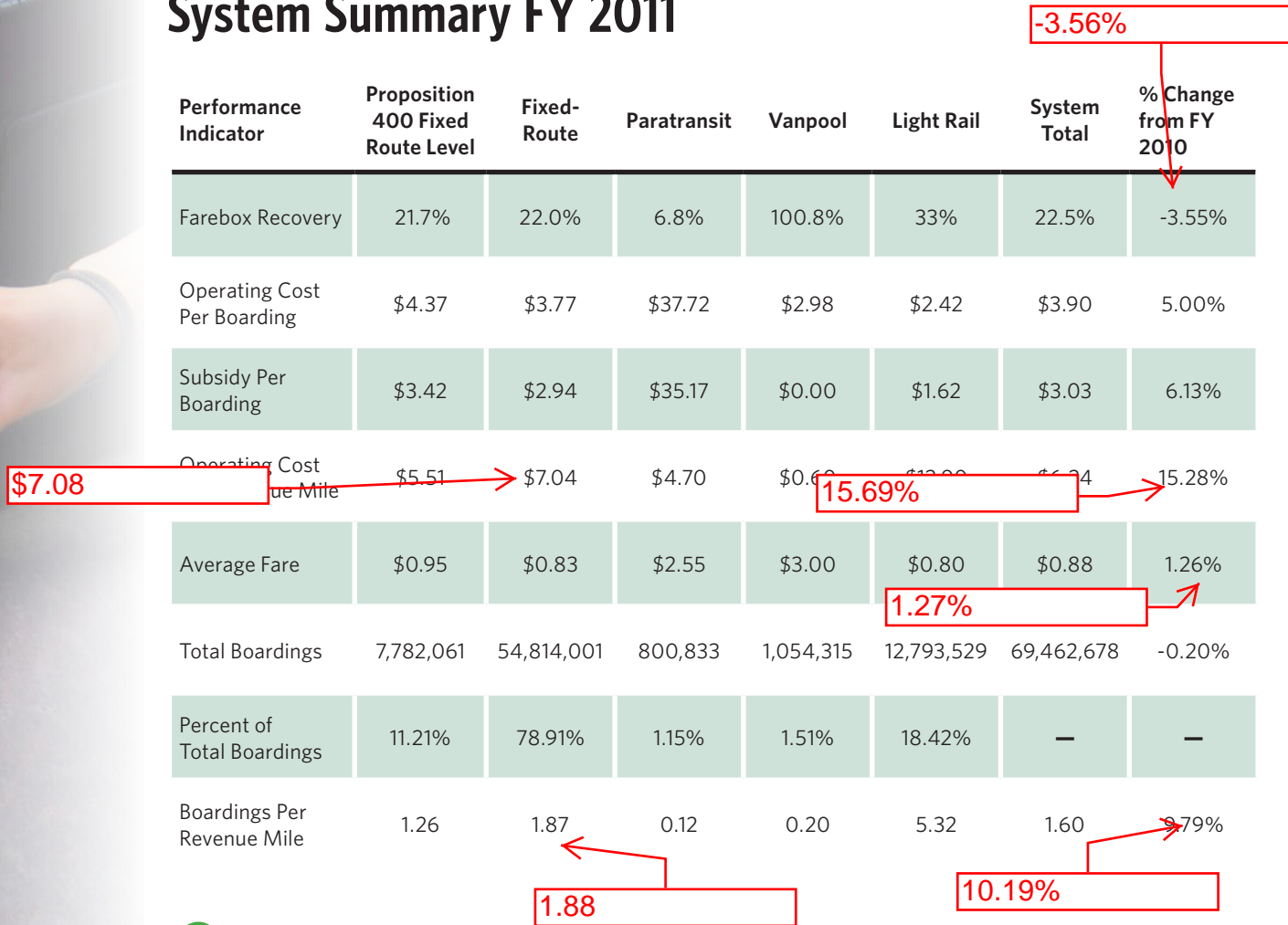
HIGHLIGHTS FROM FY 2010 TO 2011:

- System wide ridership decreased slightly (down 0.20%)
- Ridership on light rail increased by approximately 5.6% or 680,000
- Subsidy per boarding (operating cost minus fare revenue) system wide increased by over 5%.
- Boardings per revenue mile for fixed route increased by over 10% . This reflects the elimination of less productive routes and route segments.



System Summary FY 2011

Performance Indicator	Proposition 400 Fixed Route Level	Fixed-Route	Paratransit	Vanpool	Light Rail	System Total	% Change from FY 2010
Farebox Recovery	21.7%	22.0%	6.8%	100.8%	33%	22.5%	-3.55%
Operating Cost Per Boarding	\$4.37	\$3.77	\$37.72	\$2.98	\$2.42	\$3.90	5.00%
Subsidy Per Boarding	\$3.42	\$2.94	\$35.17	\$0.00	\$1.62	\$3.03	6.13%
Operating Cost per Mile	\$5.51	\$7.04	\$4.70	\$0.60	\$12.00	\$6.94	15.28%
Average Fare	\$0.95	\$0.83	\$2.55	\$3.00	\$0.80	\$0.88	1.26%
Total Boardings	7,782,061	54,814,001	800,833	1,054,315	12,793,529	69,462,678	-0.20%
Percent of Total Boardings	11.21%	78.91%	1.15%	1.51%	18.42%	-	-
Boardings Per Revenue Mile	1.26	1.87	0.12	0.20	5.32	1.60	9.79%



information

Notes: For segments of fixed route service funded by Proposition 400 or Public Transportation Fund (PTF), net operating cost is the same as the amount of PTF used for that segment. Operating costs for fixed route service includes circulator routes.



2011 YEAR IN REVIEW

Goodyear Park & Ride

The Goodyear park-and-ride was introduced to the regional transit system in December 2010 providing a place for Express route 562 riders to catch the bus as well as serving as a meeting place for carpools and vanpools.

PROPOSITION 400 Bus (Fixed-Route)

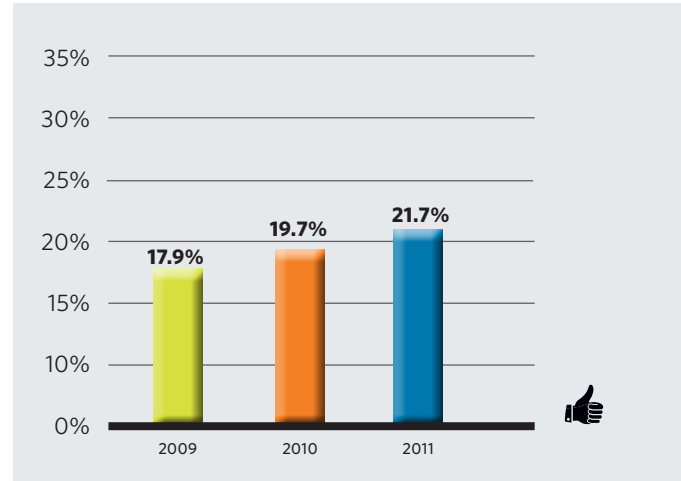
Several of these indicators for Proposition 400 funded service differ from what is experienced with general fixed-route service. This may be explained in part by the newness of Proposition 400 funded service which may take time to mature and build ridership and also by the fact that Proposition 400 funding is more likely to be used in areas outside of the urban core.

In FY 2011, boardings for PTF segments consisted of 14.20% of all fixed route service compared to only 11.65% in FY 2010.

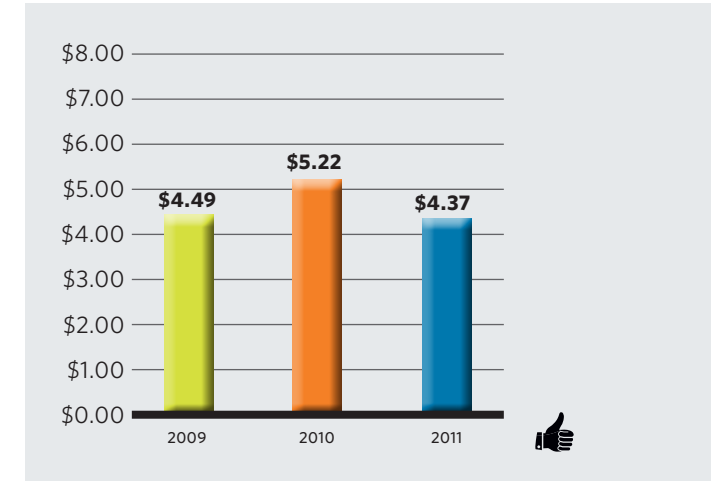
Please see Report 3A in the Appendix for more details.

Farebox Recovery Ratio

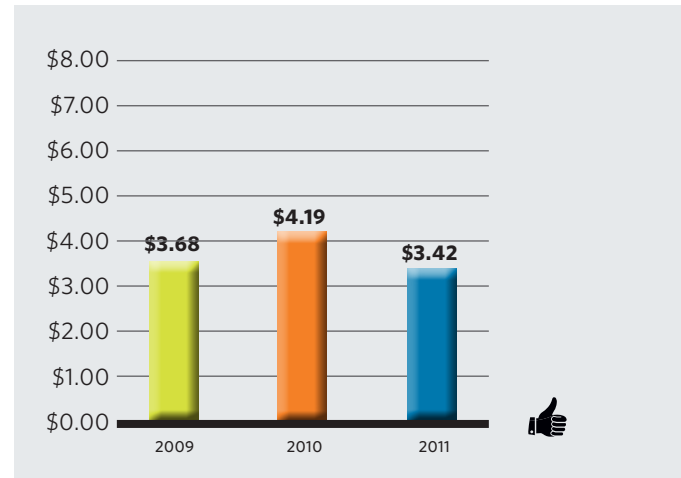
21.7% of operating costs on segments funded by Proposition 400 were covered by fare revenue. This recovery rate is slightly less when compared to 22.3 % for all fixed route service.



Operating Cost Per Boarding

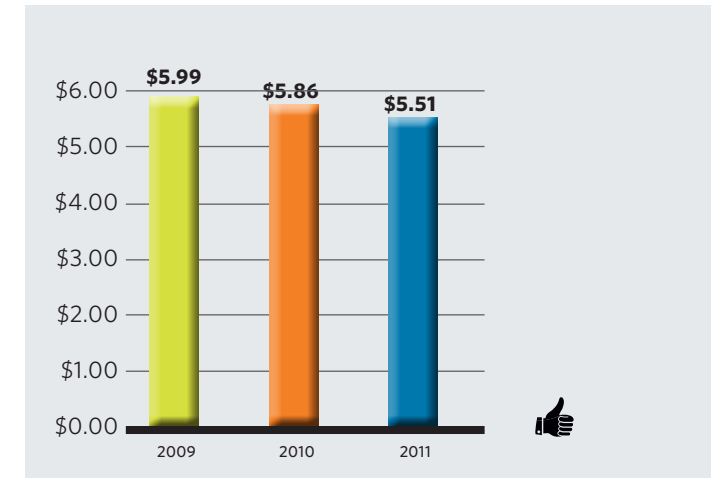


Subsidy Per Boarding



Operating Cost Per Revenue Mile

Proposition 400 funded service cost \$1.41 less per mile when compared to all fixed route service (\$5.51 per revenue mile for Proposition 400 funded service and \$6.92 per revenue mile for all fixed route service.)

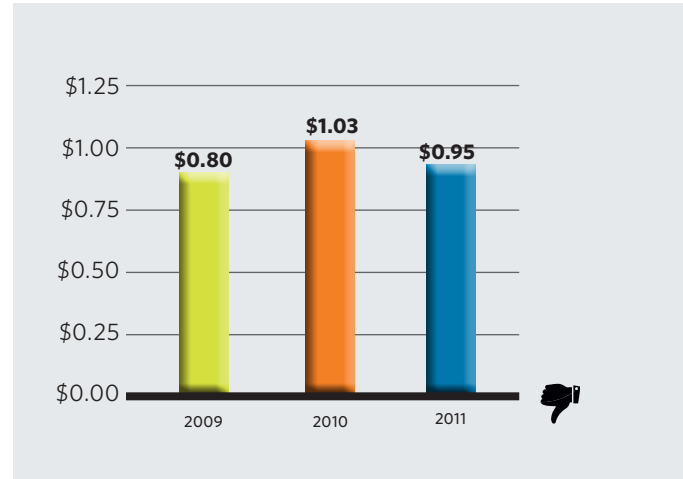


Note: City of Phoenix began a new contract for fixed route service on July 1, 2010.

PROPOSITION 400
Bus (Fixed-Route)

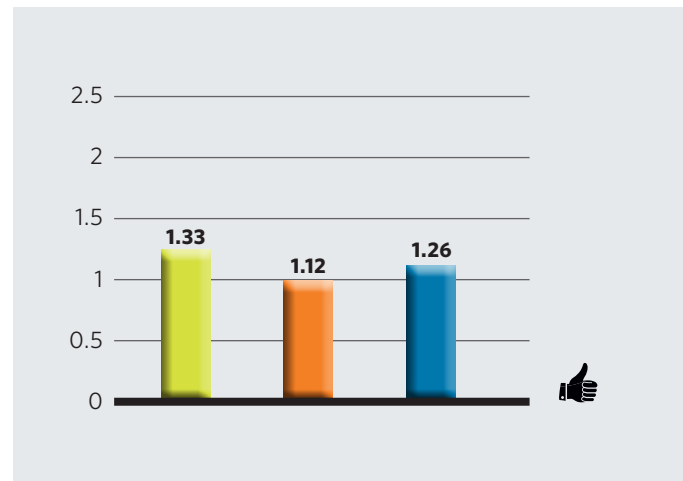
Average Fare

Compared to all fixed route service, the average fare was more than for Proposition 400 funded service (\$0.95 for Proposition 400 funded service and \$0.83 for all fixed route service).



Boardings Per Revenue Mile

Boardings per revenue mile increased slightly for Proposition 400 funded service from the previous fiscal year. However, when compared to all fixed route service, Proposition 400 funded service had fewer boardings per revenue mile (1.86 boarding per revenue mile for fixed route service and 1.26 for Proposition 400 funded service).



2011 YEAR IN REVIEW

NextRide - New Innovative Service

NextRide was launched. NextRide is an innovative new service giving transit riders instant access to bus and train arrival times using cell phones and the Internet.



Bus (Fixed-Route, System-Wide)

INCLUDES LOCAL, CIRCULATOR, EXPRESS, LINK, RAPID, AND RURAL ROUTES



TRANSIT SERVICE CHANGES

SERVICE REDUCTION

Circulator routes - ALEX, MARY and SMART

ROUTE ELIMINATIONS

- Express routes - 536, 570, 572, 576, 582 and 590
- Circulator routes - Dash-Downtown Loop, DART, Deer Run, Flash to University
- Local routes - 29A and 32

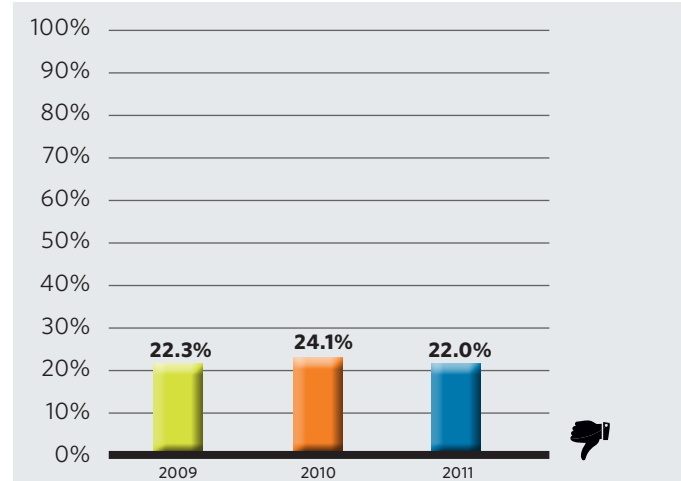
NEW ROUTES

Arizona LINK and 184-Power Road and Route 3A incorporated into Route 3

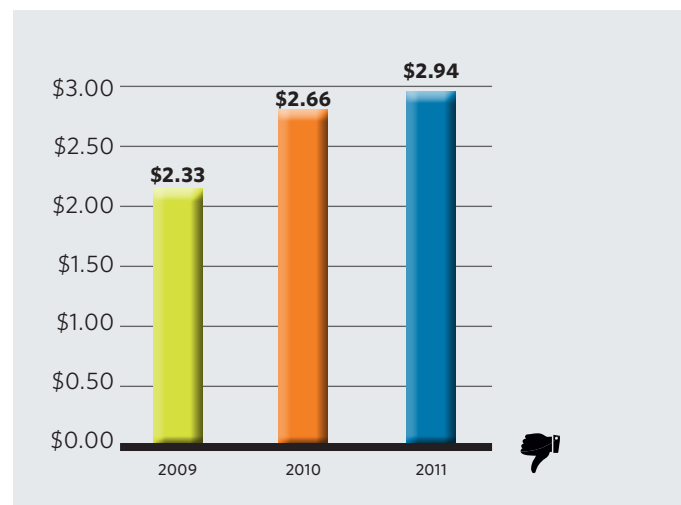
Please see reports 4a - 4c in the Appendix for more details.

Farebox Recovery Ratio

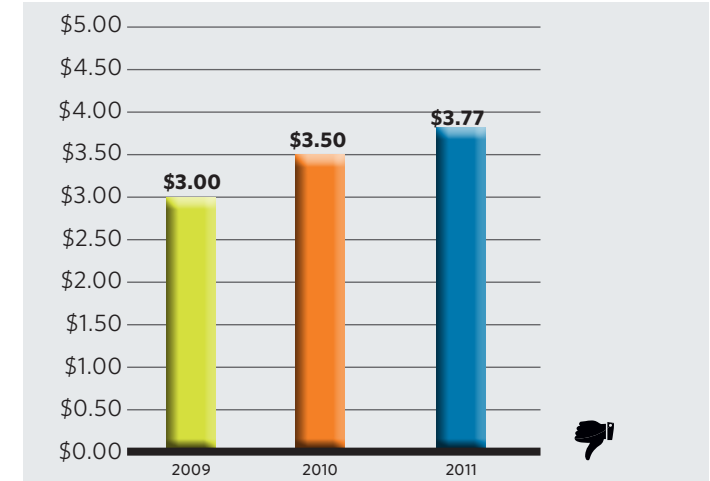
For all fixed route (all modes), farebox recovery.



Subsidy Per Boarding



Operating Cost Per Boarding



Operating Cost Per Revenue Mile

Fix route service reduced revenue miles by over 10% or by 3.4 million miles.



Bus (Fixed-Route, System-Wide)

INCLUDES LOCAL, CIRCULATOR, EXPRESS, LINK, RAPID, AND RURAL ROUTES

Average Fare

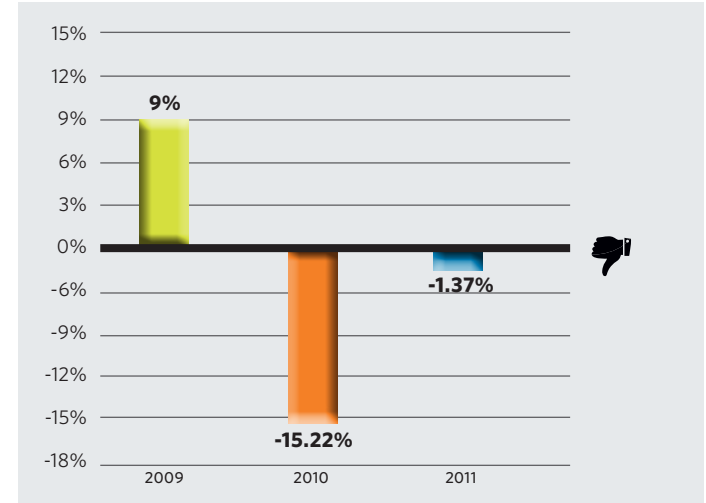
Fixed route average fare increased by 2.6%.



please lower a bit so 2011 appears less than 2010

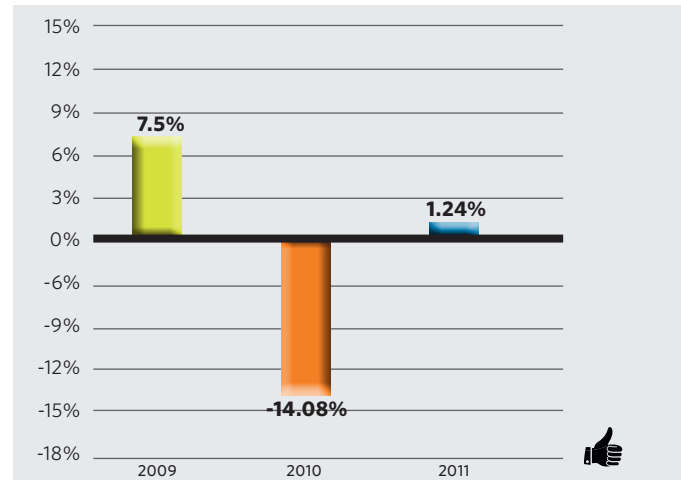
unhappy thumb

Increase/Decrease in Total Boardings



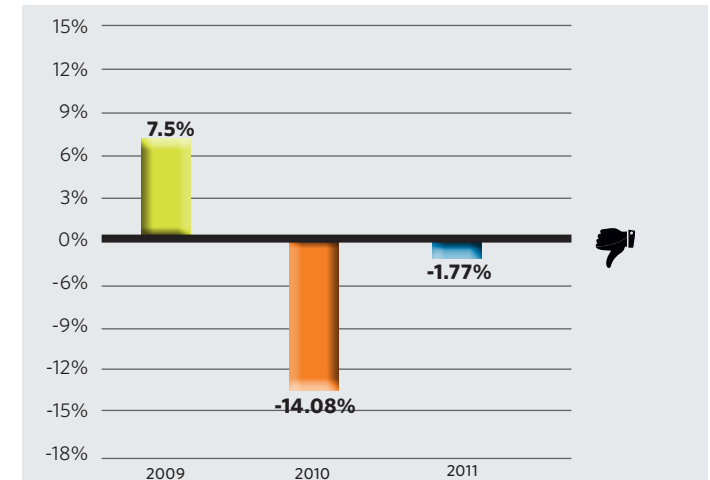
Annual Increase/Decrease in Weekday Total Boardings

The number of holiday service days observed increased compared to FY 2010. That is, the number of weekdays operated decreased. This resulted in the weekday average ridership increasing slightly.



Annual Increase/Decrease in Saturday Average Boardings

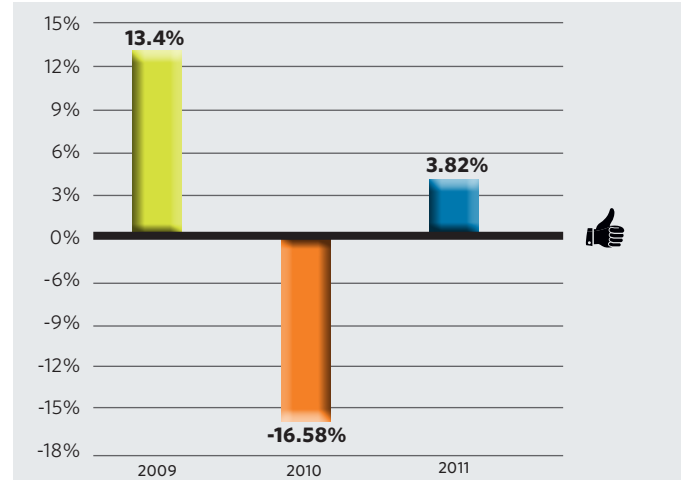
Fixed route service operated more Saturdays in FY 2011 compared to FY 2010. This resulted in the Saturday average ridership decreasing slightly. In addition, Saturday service had a larger percentage of service cuts compared to weekday service.



Bus (Fixed-Route, System-Wide)

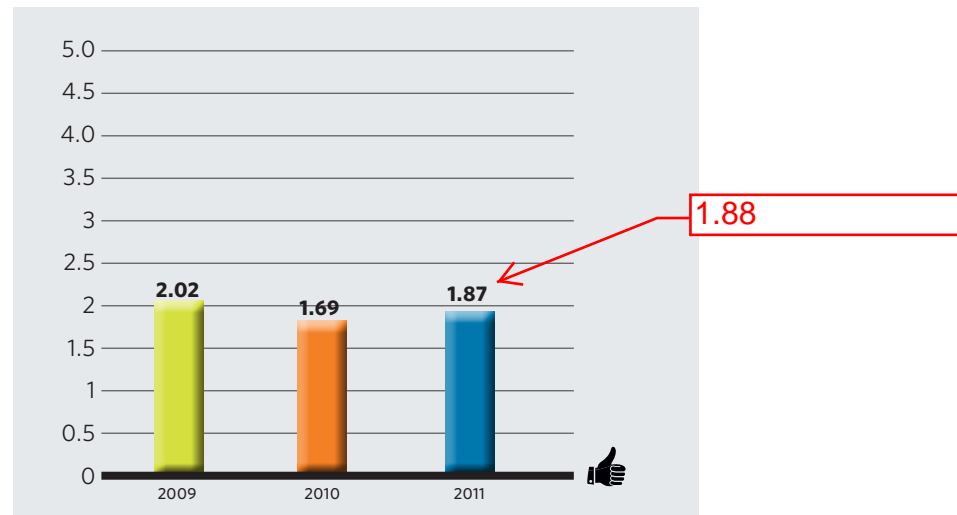
INCLUDES LOCAL, CIRCULATOR, EXPRESS, LINK, RAPID, AND RURAL ROUTES

Annual Increase/Decrease in Sunday Average Boardings



Boardings Per Revenue Mile

Fixed route service provided fewer revenue miles compared to FY 2010 (over a drop of 10% or 3.4 million miles).





2011 YEAR IN REVIEW

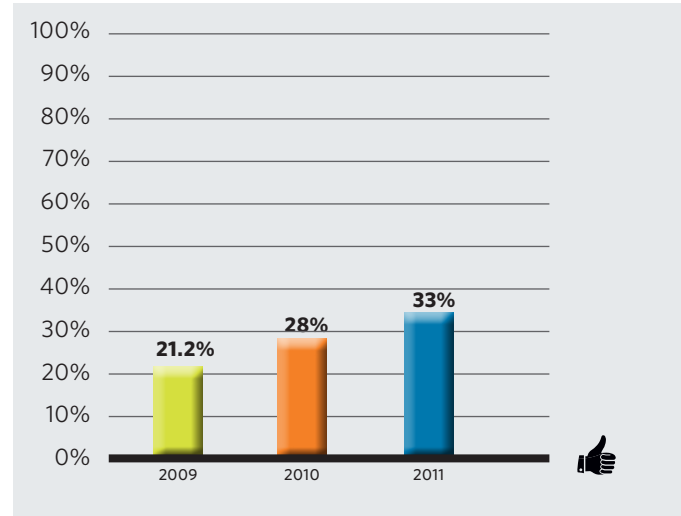
Solar-Powered Cooling Station

To help commuters during the heat of the summer, a solar-powered cooling station was installed at the 3rd Street and Washington Metro station, which was modeled after a station in Dubai. Parking and shaded parking was also increased at the light rail stations along Camelback Road.

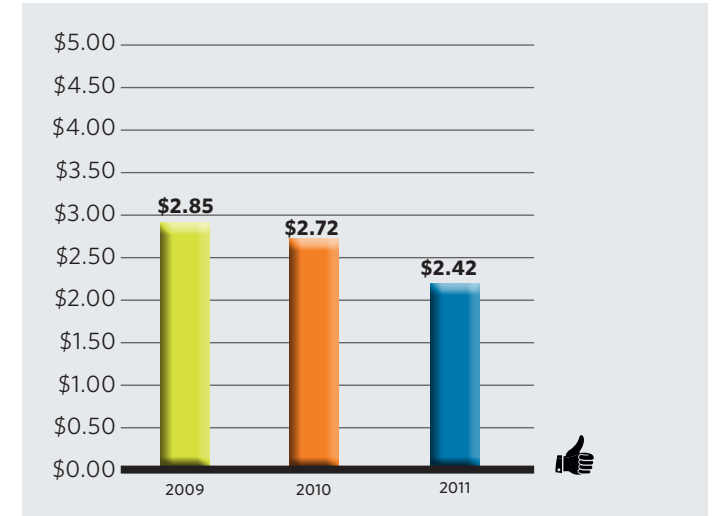
Light Rail

Please see Report 5 in the Appendix for more details.

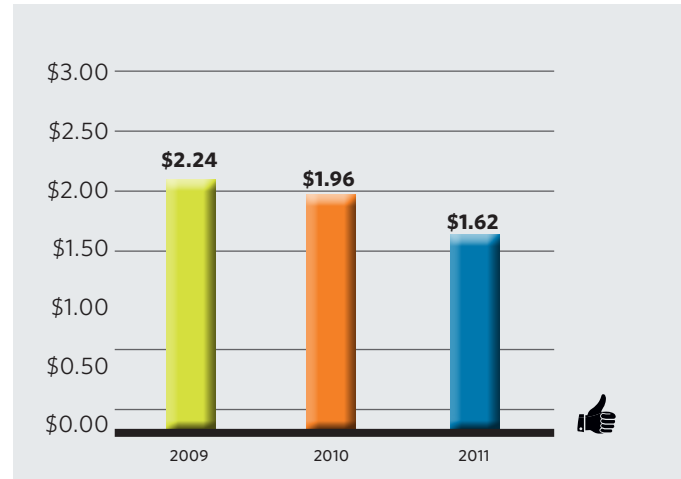
Farebox Recovery Ratio



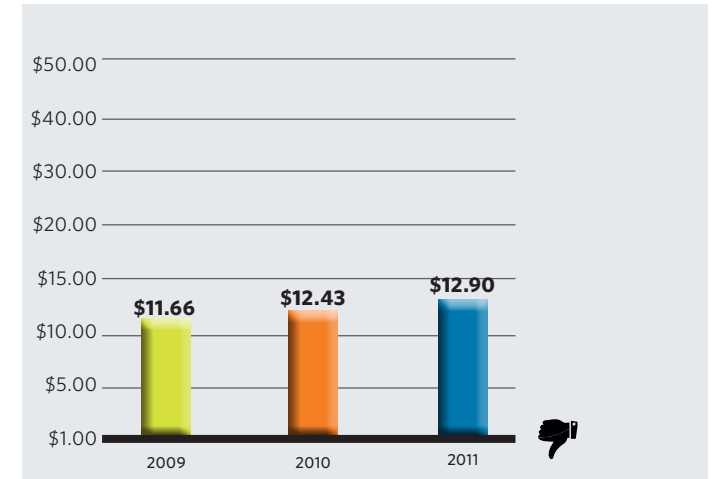
Operating Cost Per Boarding



Subsidy Per Boarding



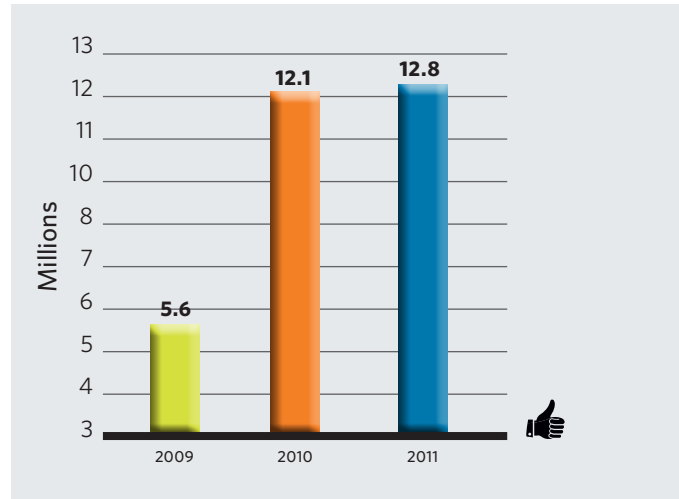
Operating Cost Per Revenue Mile



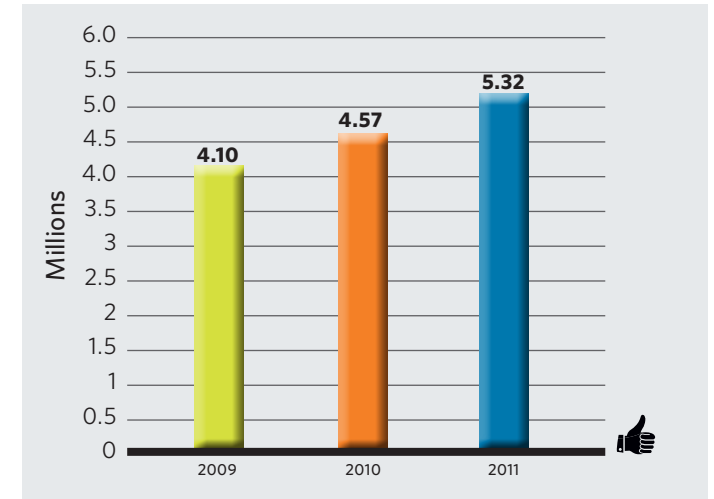
Light Rail

Total Boardings

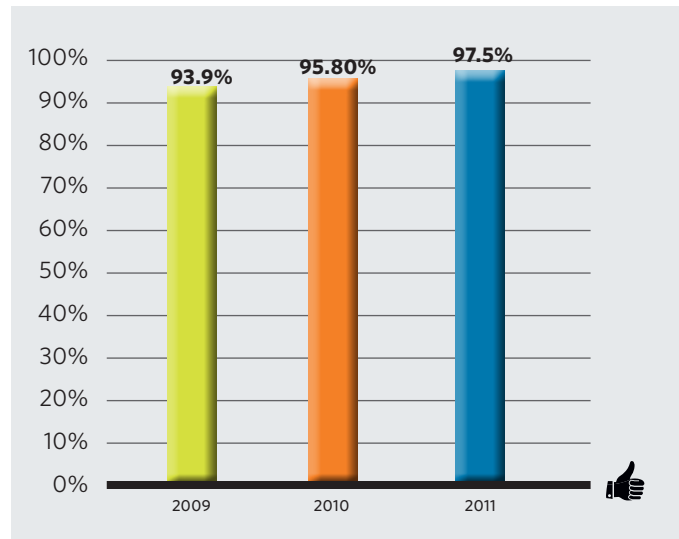
Light Rail service operated only 6 months in FY 2008/09.



Boardings Per Revenue Mile



On-Time Performance





2011 YEAR IN REVIEW

Valley Metro Mobility Center

In February 2011, we celebrated the opening of the Valley Metro Mobility Center. The Mobility Center is a state-of-the-art multi-functional facility that simulates the look and feel of the Valley's public transit system. The center provides eligibility evaluation assessments and a travel training program for people with disabilities. Customers can take a "transit walk" through the simulated streetscape and transit system stations in an indoor environment.

The center provides several services for customers with specialized mobility needs:

- ADA paratransit Dial-A-Ride service eligibility
- ADA Platinum Pass
- Bus and light rail travel training
- Alternative transportation programs
- Customer service call center

PROPOSITION 400

Paratransit

This data represents Proposition 400 funding used to fund service for ADA certified passengers only. Each operating system may include more than one jurisdiction. The values in the “Proposition 400” column represents the amount reimbursed or credited to each jurisdiction in FY 2010 and may not correlate to the amount of Proposition 400 a jurisdiction spent that year. System Operating Cost is the total operating cost for each operating system.

Please see Report 3 in the Appendix for further details.

Paratransit Operating System	Proposition 400 (1)	System Operating Cost	Proposition 400 as a Percentage of Total Operating Costs
East Valley DAR	\$5,703,741	\$9,096,936	62.70%
Glendale DAR	\$375,465	\$2,570,577	14.61%
Peoria DAR	\$165,286	\$1,006,618	16.42%
Phoenix DAR	\$7,754,948	\$15,591,920	49.74%
Surprise DAR	\$6,633	\$617,751	1.07%
Sun Cities Area Transit (SCAT)	\$10,540	\$228,146	4.62%
Scottsdale Cab	\$195,442	\$415,998	49.98%
TOTAL	\$14,212,054	\$29,527,946	48.13%

(1) Total ADA reimbursement PTF in FY 2011 does not include a payment to Maricopa County for \$64,844.

information

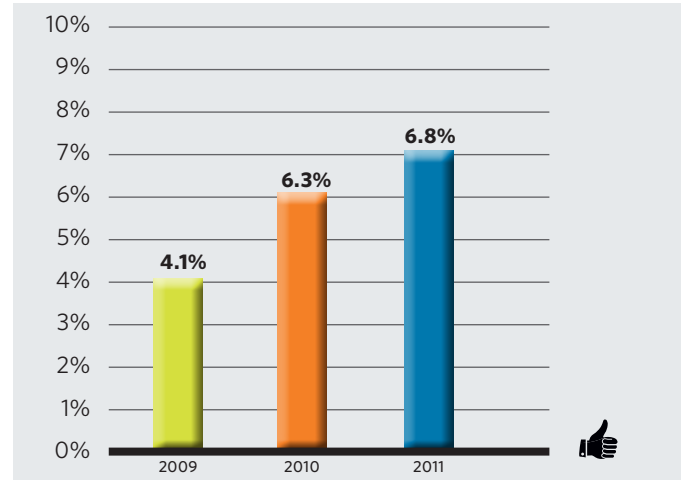
- East Valley DAR includes the cities of Chandler, Gilbert, Mesa, Scottsdale and Tempe
- Phoenix DAR includes the cities of Phoenix, Avondale, Goodyear, Tolleson and Paradise Valley

Paratransit

Please see Report 6 in the Appendix for more details.

Farebox Recovery Ratio

Many DAR systems increased their ADA DAR fares in July 2009. East Valley DAR increased fare again in July 2010 and July 2011.

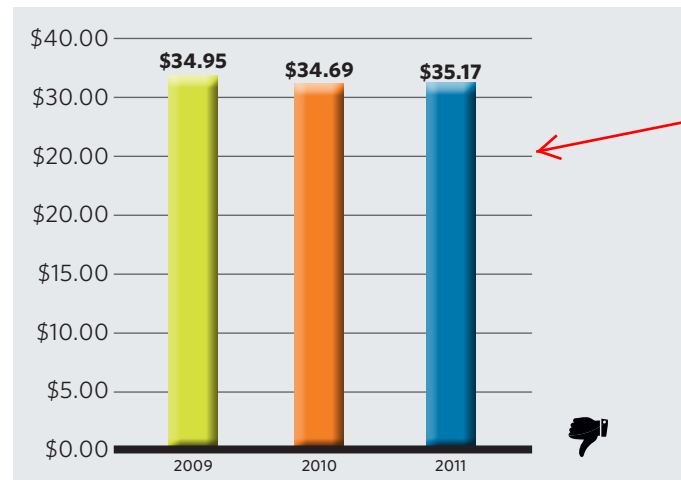


Operating Cost Per Boarding



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Subsidy Per Boarding

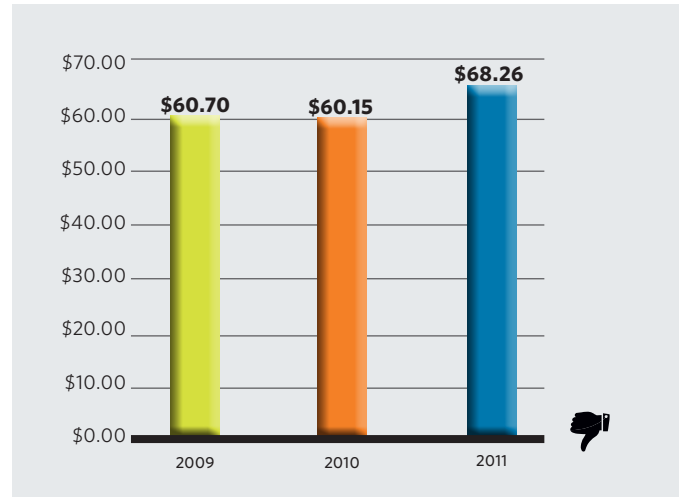


Please raise slightly so appears to be higher than 2010

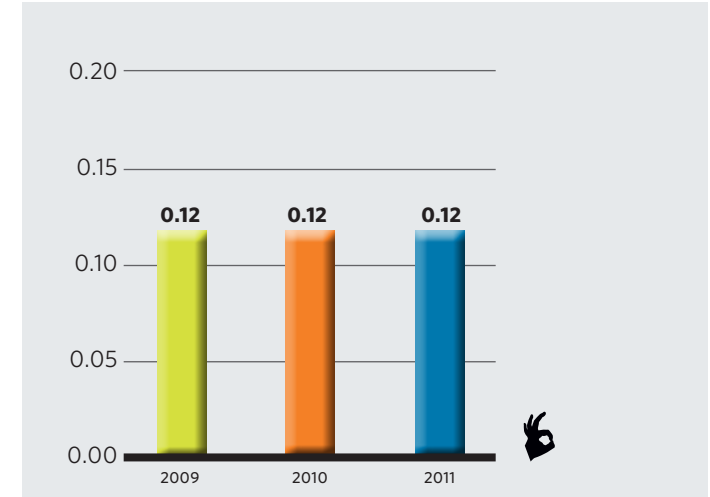
Paratransit

The Americans with Disabilities Act (ADA) of 1990 is federal law which prohibits discrimination against persons with disabilities in public accommodations, including public transportation. On-time performance measures how many ADA boardings occurred within 30 minutes of the pick-up time given to the passenger at the time of their reservation.

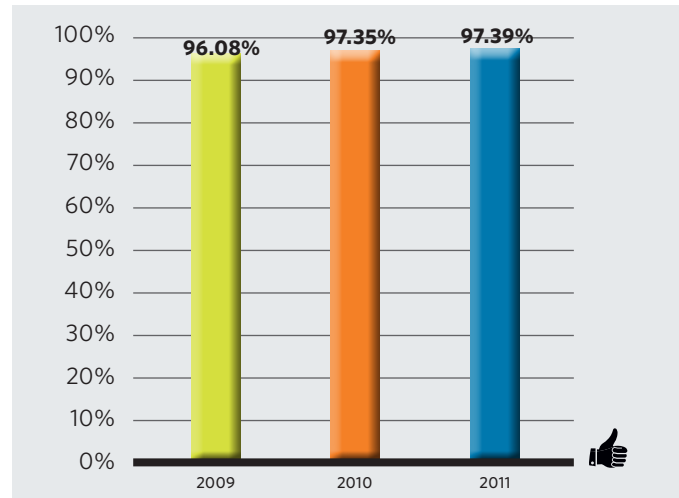
Operating Cost Per Revenue Hour



Boardings Per Revenue Mile



ADA On-Time Performance





2011 YEAR IN REVIEW

Over 335 Vanpools in Service

Vanpooling is a convenient, stress-free, environmentally-friendly alternative to driving alone to work.

Save money. Vanpoolers save about \$800 a year or more compared to driving alone. Plus, by driving your car less, you spend less on gas, repairs and maintenance.

Faster Commute. Get where you're going faster thanks to quick-moving and less congested High Occupancy Vehicle (HOV) lanes.

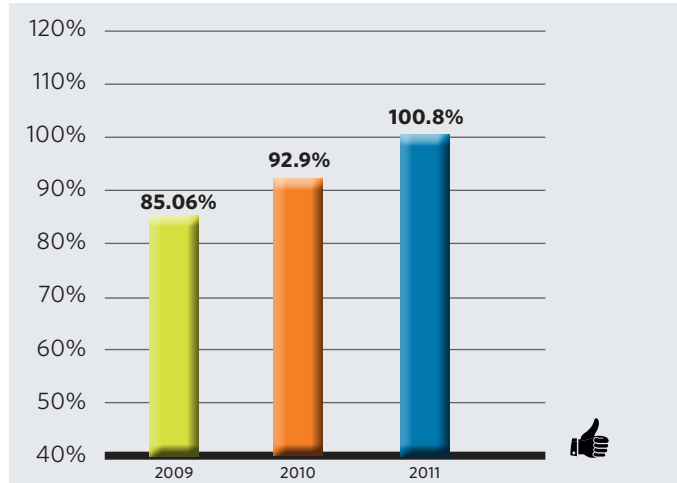
Less stress. With someone else behind the wheel you can sleep, read, or just relax.

Tax Savings. Federal tax laws allow you to pay your vanpool fares out of pre-tax dollars — saving you significant money.

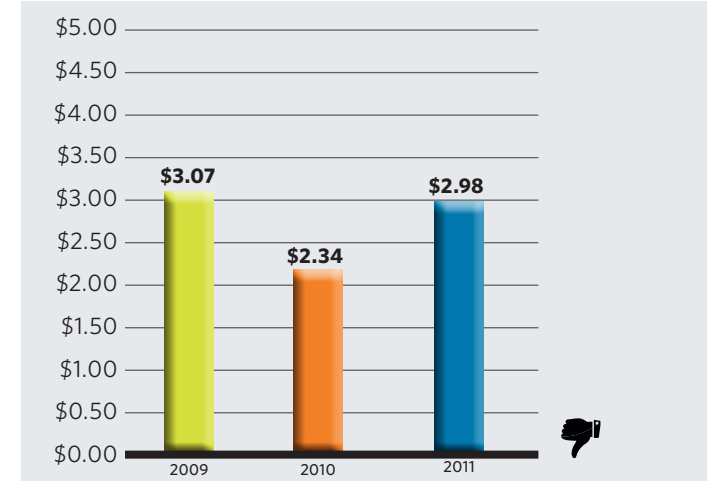
Vanpool

Please see Report 1 in the Appendix for more details.

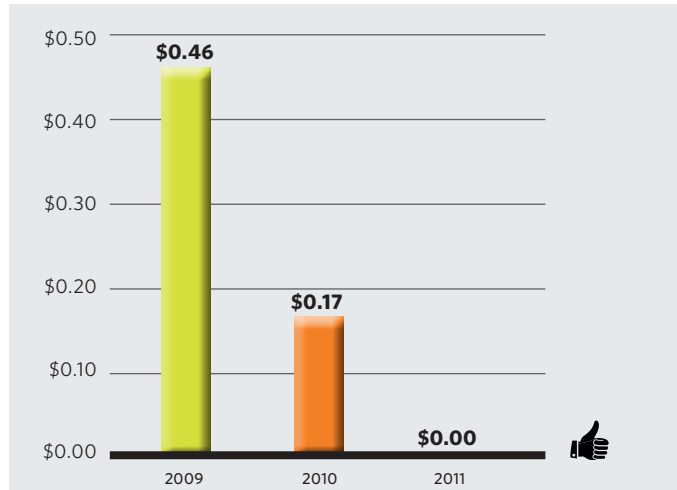
Farebox Recovery Ratio



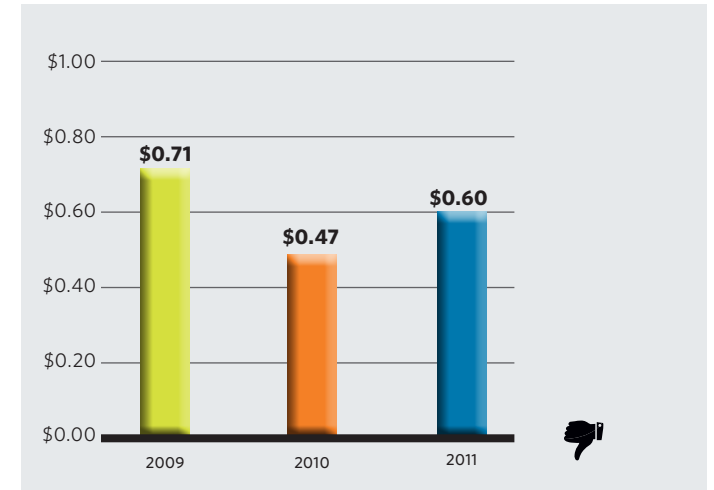
Operating Cost Per Boarding



Subsidy Per Boarding

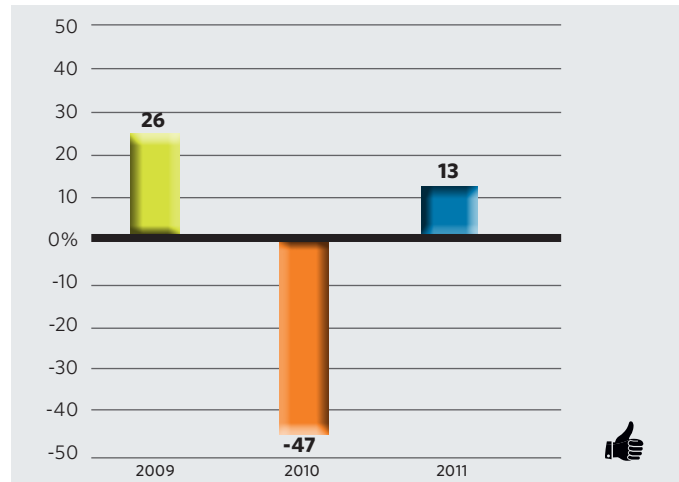


Operating Cost Per Revenue Mile

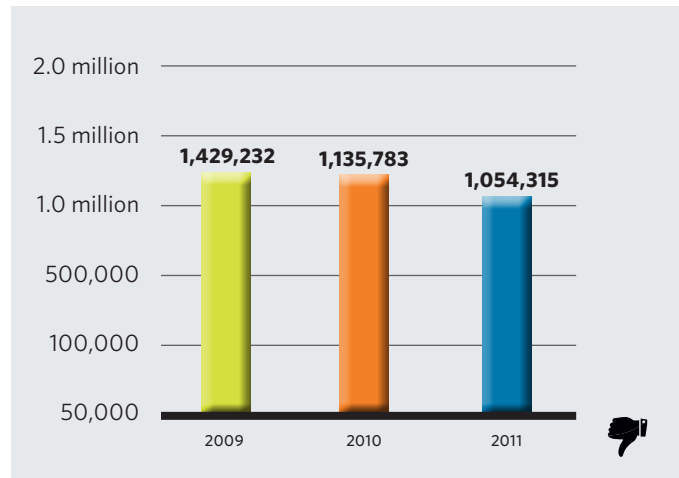


Vanpool

Net Vanpool Starts



Total Vanpool Boardings





2011 YEAR IN REVIEW

Accomplishments

Arizona Avenue LINK Bus Route

In January 2011, a new LINK bus route serving the East Valley was introduced.

The new Arizona Avenue LINK bus route provides a direct public transit link to METRO light rail from Chandler, Gilbert, and Mesa.



New Bus Route 184

Traveling along Power Road, the new Route 184 takes residents to the Phoenix-Mesa Gateway Airport and Polytechnic Campus.



Avondale ZOOM Circulator

The Avondale Zoom circulator replaced the Route 131-START this summer and has become a popular service with more than 400 daily passengers traveling to local neighborhoods, businesses and schools including Estrella Mountain Community College.



2011 YEAR IN REVIEW

Accomplishments

1.5 Million Bicycles Annually

More than 1.5 million bicycles are being boarded on buses annually.



ShareTheRide.com

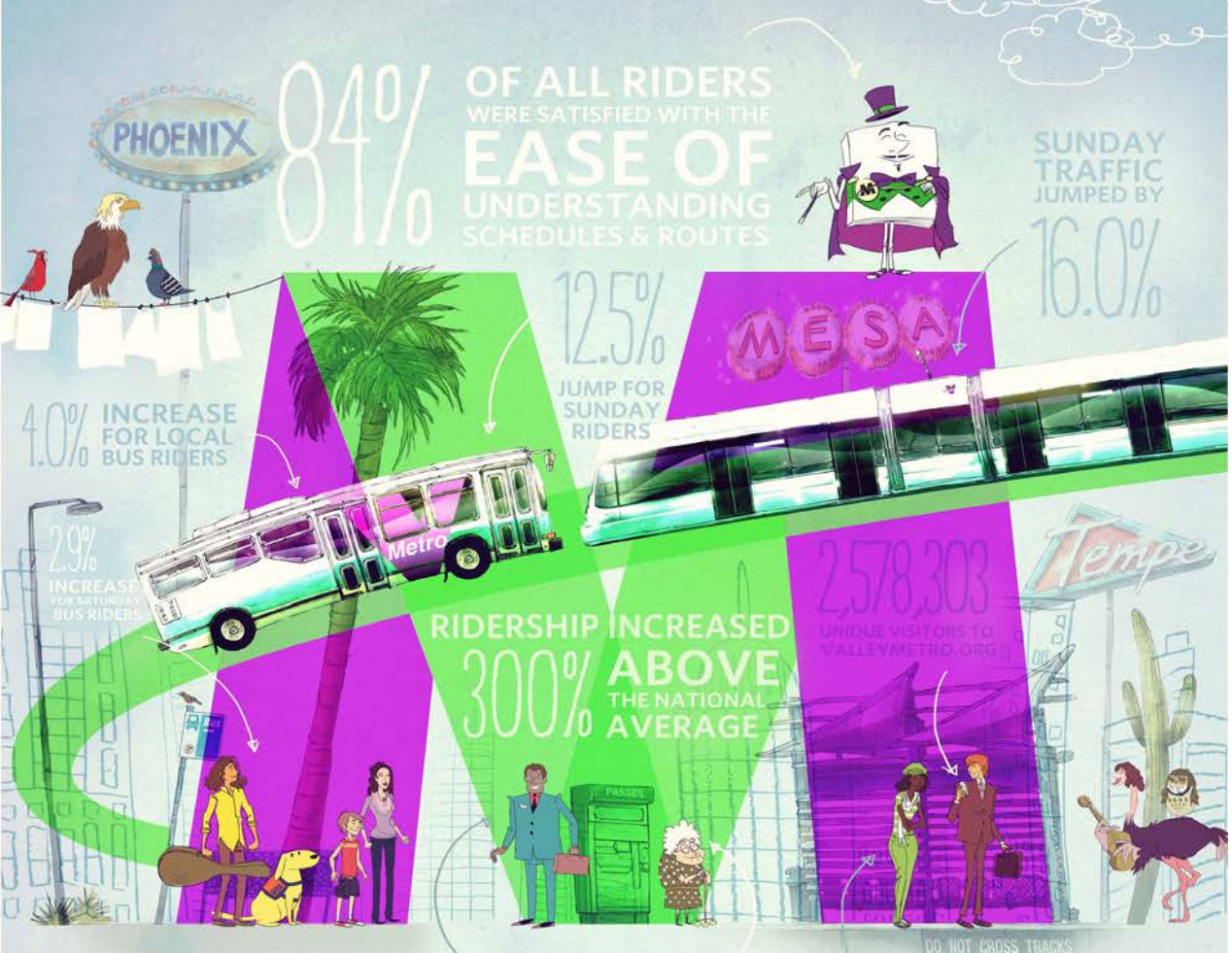
The share the ride online ride matching system has logged over 300,000 commutes, saved over 5 million pounds in greenhouse gas emissions and saved over 260,000 gallons in fuel.



Transit Book and ValleyMetro.org

The Transit Book, ValleyMetro.org and shelter maps have all been re-worked to make them easier to read and understand.

VALLEY METRO NOTES ROCKS



2011 YEAR IN REVIEW

Valley Metro NOTES

- Valley Metro NOTES is an online educational campaign comprised of a series of animated videos and songs delivering “how to use transit” information in a clear, fun and engaging way.
- Over the last twelve months the Notes campaign has driven a 33% increase in new visits to additional transit information on ValleyMetro.org and has helped to reduce customer service phone calls by 3%.
- Transit satisfaction scores also increased during the time of the Valley Metro Notes campaign with 83% of riders reporting being likely to recommend riding the bus or train to others, versus 78% the year prior. Likewise 77% of riders stated that they would be likely to ride Valley Metro a year from now, up from 72% before the campaign’s launch.
- The overall satisfaction with the transit service in the Valley continues its upward trend, and now stands at 78%, one of the highest ratings ever.

Glossary

ADA On-Time Performance

Measures how many ADA boardings occurred within 30 minutes of the pick-up time given to the passenger at the time of their reservation.

Average Fare

Average fare is the average price a person pays for a transit trip. It is equal to total fare revenue collected divided by total boardings.

Boarding

A boarding is known as an unlinked passenger trip. Every time a person boards a vehicle it is counted as a boarding. For example, if a person makes a trip involving one transfer, this trip is counted as two boardings.

Circulators

Circulator routes typically serve small specific areas with short routes that are designed to provide connections between transportation systems and other area attractions like employment centers or schools. Many circulator routes charge no fare.

Express/Bus Rapid Transit (RAPID)

Express/Bus Rapid Transit routes provide higher speed services by operating within a limited stop and other enhancements. Express/Bus Rapid Transit routes operate on regional freeways.

Farebox Recovery Ratio

This is the percentage of total operating cost that is covered by fares collected. It is equal to total fare revenue collected divided by total operating costs.

Fixed-Route

Fixed route bus service typically operates along a designated or “fixed” route with no deviations. Characteristics of this service type include controlled vehicle frequencies and scheduled passenger stops. In this report, fixed route service comprises Local, Express, Bus Rapid Transit, Circulator, and Rural Connector routes.

LINK Service (Bus Rapid Transit, BRT)

LINK is a new type of bus service operating on arterial streets that functions as an extension of the METRO light rail line and features limited stops, signal priority, and near level boarding.

Local Route

Local routes may operate on either arterial or local collector streets. These are designed to serve localized trip patterns with one or more cities.

Mechanical Failure

Mechanical failure is a failure of some mechanical element of the revenue vehicle that prevents the vehicle from completing a scheduled revenue trip or from starting the next scheduled revenue trip. In addition, mechanical failures include failures from mechanical element of the revenue vehicle, because of local agency policy, prevents the vehicle from completing a scheduled revenue trip or starting the next revenue trip even though the vehicle is physically able to continue in revenue service.

Net Vanpool Starts

Calculated by subtracting number of deleted vanpools from the number of new vanpools started.

Glossary

Operating Cost

The total cost to operate and maintain a transit system including labor, fuel, maintenance, and administration.

Paratransit Service

This service is a shared-ride origin to destination service where an individual can request transportation from one specific location to another specific location at a certain time. This service complements fixed route service. Some systems restrict service to those who are ADA certified while other systems offer service to the general public.

Rail On-Time Performance

Percentage of all trips which arrive at the opposite terminal within three minutes of scheduled arrival times.

Revenue Hour

A revenue hour is an hour that one vehicle in revenue service is available to pick up revenue passengers. If ten vehicles are in service for two hours each, they collectively perform twenty revenue hours of service.

Revenue Mile

A revenue mile is a mile traveled by one vehicle in revenue service that is available to pick up revenue passengers. If ten vehicles are in service for two miles each, they collectively perform twenty revenue miles of service.

Revenue Service

Revenue service occurs when a vehicle is available to the general public and there is an expectation of carrying passengers who pay the required fare. Vehicles operated in fare-free service are also considered in revenue service. Revenue service includes layover/ recovery time, but does not include deadhead (i.e. travel from garage to the start point of a route), or vehicle maintenance testing.

Rural Routes

Rural routes typically provide connections between rural and urban communities.

Subsidy per Boarding

Also known as net operating cost per boarding, this is the operating cost per boarding minus the fare revenue per boarding. This number indicates the amount of public funding that is used to make up the difference between the cost of providing transportation service and the revenue generated by this service on a per boarding basis.

Weekday/Saturday/Sunday Average Daily Boardings:

This measures boardings on a typical weekday, Saturday, or Sunday. This is calculated by dividing total boardings on a weekday, Saturday or Sunday by the number weekday, Saturdays or Sundays in the fiscal year.