GREATER GILA COUNTY TRANSIT IMPLEMENTATION PLAN

CAG
Central Arizona Governments
One Region • No Boundaries

FINAL REPORT

JUNE 2018

JACOBS®

R3B

Acknowledgements

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This plan is dedicated to the memory of our friend and colleague, Robert H. Bohannan. Rob was a life-long transit adovate that devoted his life to improving mobility in Arizona. Through this plan, Rob's vision of providing affordable and convenient transportation options to Gila County residents lives on.

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1. STUDY OVERVIEW

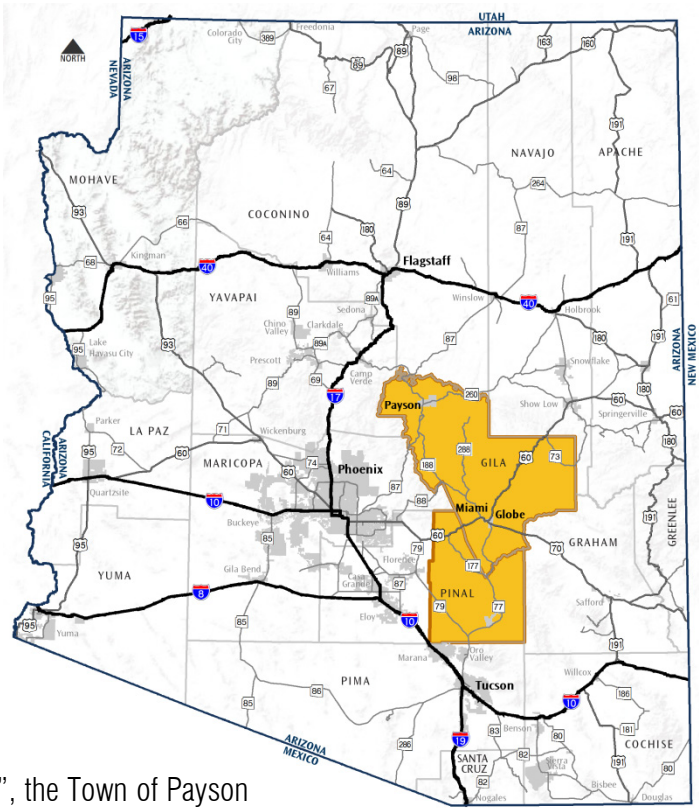
The Central Arizona Governments (CAG), established in 1975 by Executive Order 70-2, is one of Arizona's six regional planning districts created to aid a more cohesive region of similar interests and enhance the lifestyles of its residents. CAG is tasked with providing effective regional planning services to Gila and Pinal Counties, the incorporated cities and towns within, as well as the Native American Tribes within the Region and therefore, the impacts of CAG policy and resources affect a wide variety of these communities. The CAG region encompasses unincorporated Gila County, San Carlos Apache Indian Community, White Mountain Apache Reservation, and numerous incorporated communities such as Payson, Globe, Miami, Hayden, Superior, Star Valley, and Winkelman.

In January 2018, CAG completed the *Greater Gila County Transit Feasibility Study* that identified the need for expanding transit services within Gila County to allow residents to fulfill their daily commuting needs that include medical, educational, shopping, recreational, and emergency travel commitments. As a second phase, this report presents the Implementation Plan for executing recommended transit improvements outlined in the Feasibility Study.

STUDY AREA

As illustrated in Figure 1.1, the *Greater Gila County Transit Feasibility Study and Implementation Plan* included a "Study Area" and a "Focus Area". The Study Area included the CAG planning area of Gila County and the eastern portion of Pinal County. The Focus Area, however, only encompasses Gila County and the entities within. While this study reviewed conditions within the entire Study Area, detailed analysis and recommendations were made for the Focus Area only.

In general, the Study Area is rural in nature and includes many residents that are elderly, low income, and often do not have access to reliable vehicles to reach activity centers. To provide regional access, this study analyzed connecting local communities to Maricopa County and Pinal County. A brief description of the communities within the overall Focus Area are as follows:



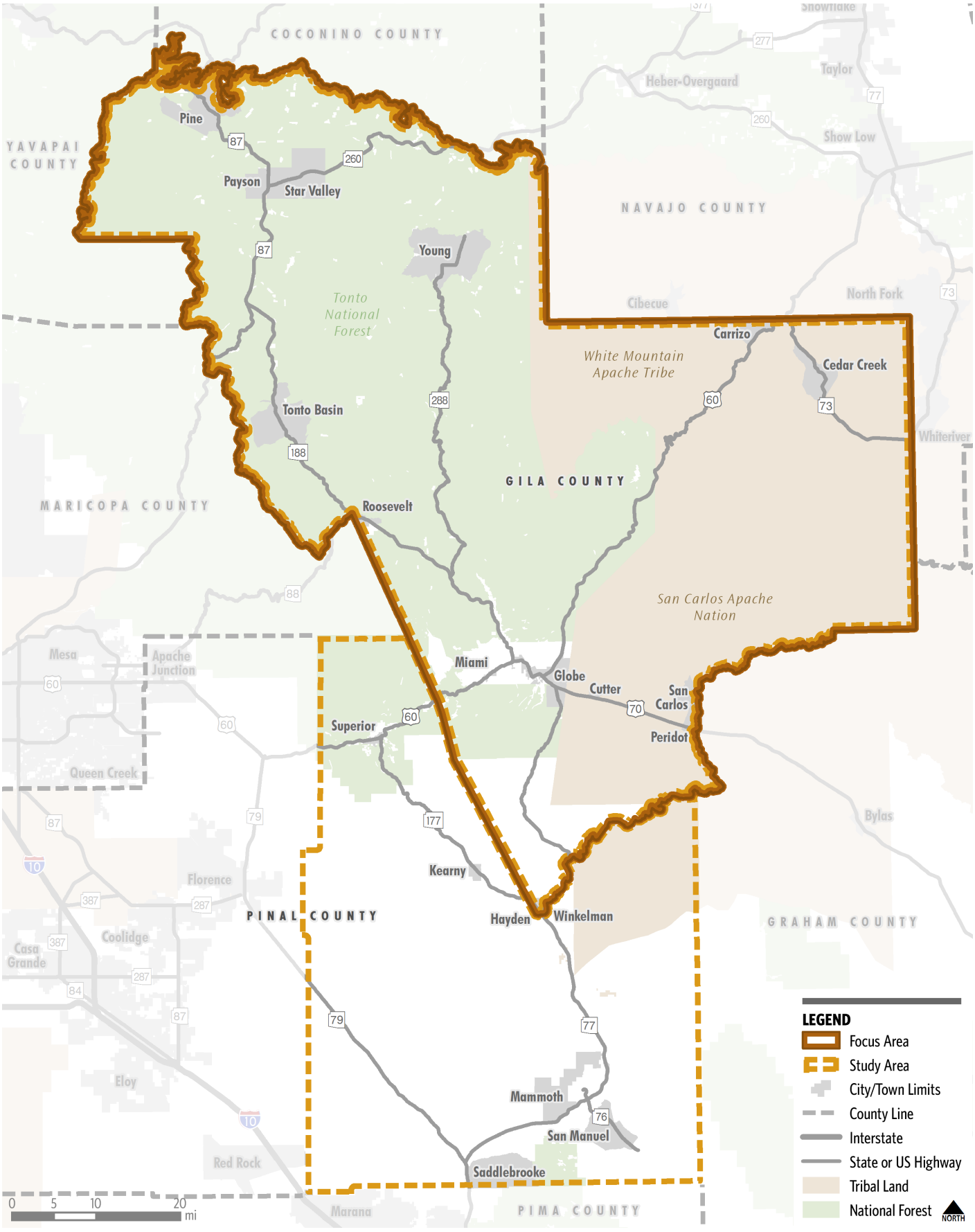
TOWN OF PAYSON

Referred to as "The Heart of Arizona", the Town of Payson is located close to the geographic center of Arizona. Located at the base of the Mogollon Rim, the Town is a favorite recreational area due to its mild summers and scenic outdoor winter activities. Payson is one of the largest communities in the CAG region, with numerous medical facilities, shopping opportunities, and tourist facilities. Payson is also a popular second home destination for Phoenix metropolitan residents and for retirees.

TOWN OF STAR VALLEY

Incorporated in 2005, Star Valley is one of Arizona's newest towns. Located in northern Gila County along SR 260, the Town contains 36 square miles of land immediately east of Payson. Star Valley is a popular location for retirees as well as summer homes for Phoenix residents.

Figure 1.1: Study Area



CITY OF GLOBE

Located in the heart of the Tonto National Forest and surrounded by mountain vistas, the City's colorful history is punctuated by mining discoveries. Known as the "Place of Metal" among local Native American communities, Globe was founded in 1875 as a silver and copper mining town. The opening of the Old Dominion Mine started the population boom and led to the growth of the community. Once a thriving mining town with a bustling Main Street, the flooding of the Old Dominion Copper Mine in the 1920s led to a significant decline in population and economic growth. Today the City is the seat of government for Gila County and with a thriving tourism industry. Globe is conveniently located at the junction of four major highways including US 60, US 70, SR 188, and SR 77.

TOWN OF MIAMI

Originally established as a camp for a nearby copper mine, today Miami is a quiet town with antique stores that focus on the cultural, mining, and ranching history of the area. Many of the buildings are listed in the National Register of Historic Places and are under renovation to help build tourism to the area. Located immediately west of Globe, the two communities are often referred to as Globe-Miami.

TOWN OF WINKELMAN

Winkelman is located at the border of Gila and Pinal counties and is the smallest incorporated town in Arizona. The history of Winkelman dates back to 1877 and 1878 when a large number of farmers migrated to the region. The community serves primarily as a service center and residential area for families of employees associated with mining and processing activities. The principal employer within the Town is the Hayden-Winkelman School District.

TOWN OF HAYDEN

Founded in 1911, Hayden was a company town owned by the Kennecott Copper Corporation for employees working in operations and extraction of high-grade copper ore. Once a thriving area, Hayden's population has significantly decreased after the closing of the mine.

SAN CARLOS APACHE TRIBE

Encompassing over 1.8 million acres, the San Carlos Apache Indian Reservation was established by executive order on November 9, 1871. Located east of the Globe-Miami area, main communities in the reservation include San Carlos, Peridot, Cutter, and Bylas. The Tribe currently has a transit service, San Carlos Apache Nnee Bich'o Nii Services, which provides services within the reservation and to the Globe-Miami and Safford area.

WHITE MOUNTAIN APACHE TRIBE

Located on the Apache, Gila, and Navajo Counties, the White Mountain Apaches reside on 1.6 million acres at its ancestral homeland on the Fort Apache Indian Reservation. The Tribe has over 12,000 members located in nine major reservation communities. Whiteriver, the capital, is the largest community with over 2,500 residents.

UNINCORPORATED GILA COUNTY

Unincorporated Gila County is primarily comprised of the Tonto National Forest and the unincorporated communities of Pine, Strawberry, Tonto Basin, Young, and Roosevelt. There are a number of popular recreation areas, including Roosevelt Lake, Tonto National Monument, Tonto Natural Bridge State Park, and Fossil Creek, along with popular camping areas within the Tonto National Forest.

STUDY PURPOSE

The *2015 CAG Regional Transportation Plan identified* the need to:

1) Provide residents in Gila County with improved transit; and
2) Connect rural areas in the CAG region to Maricopa and Pinal counties.

CAG initiated this transit study with the primary goal of improving the quality of life for greater Gila County area residents by providing transit services to fulfill their daily commuting needs and to meet medical, educational, shopping, recreational, and emergency travel needs.

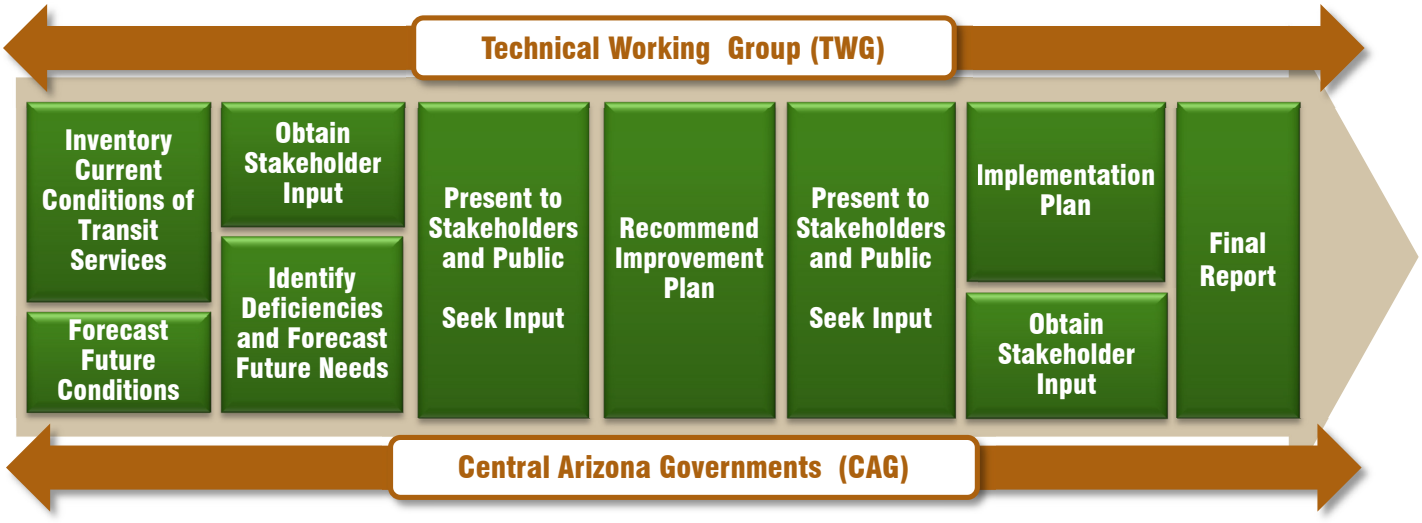
The purpose of the *Greater Gila County Transit Feasibility and Implementation Plan* was to evaluate the area's current and future unmet transit needs and identify feasible transit options for underserved residents of the region; while keeping in mind the opportunities, constraints, and demand for public transportation within the Greater Gila County Area. Study objectives were:

- Identify transit needs through data analysis, survey, and discussions with existing transit service providers and key stakeholders.
- Assess current transit services and routes to identify issues, needs, gaps, and opportunities in existing services.
- Create a functional and feasible public transportation improvement plan to serve and connect communities.

STUDY PROCESS

The overall study process consisted of two separate phases - a feasibility study and an implementation plan. The first phase focused on conducting a feasibility review of the expansion and enhancement of existing services. The second phase, which this document covers, included the development of an implementation plan for executing recommendations. Figure 1.2 illustrates the study process.

Figure 1.2: Study Process



TECHNICAL WORKING GROUP (TWG)

The study was guided by a Technical Working Group (TWG). The role of the TWG was to provide technical guidance, support, input, recommendations, study oversight; and champion the goals and objectives of the study process. This allowed the study team to collaborate with technical staff from various agencies throughout the study. TWG members included representatives from regional partners in transit related transportation activities including:

- Cobre Valley Community Transit (CVCT)
- Central Arizona Governments (CAG)
- Maricopa Association of Governments (MAG)
- Federal Transit Administration (FTA)
- Arizona Department of Transportation (ADOT)
- San Carlos Apache Tribe
- White Mountain Apache Tribe
- Gila County Public Works
- City of Globe
- Town of Miami
- Town of Payson
- Town of Hayden
- Town of Star Valley
- Town of Winkleman
- Rim Country Chamber of Commerce
- Globe Miami Chamber of Commerce
- Community Presbyterian Church
- Payson Senior Center

STAKEHOLDERS

To develop a thorough understanding of the issues, deficiencies, and needs of the existing transit system, the study team identified and interviewed a core group of stakeholders. The stakeholders included representatives from the TWG, Cobre Valley Community Transit, Nnee Bich'o Nii Transit, Mountain Valley Transit, White Mountain Apache Tribe, and other demand-response transit providers. The stakeholder group helped in developing an understanding of issues and perspectives related to regional transit coordination.

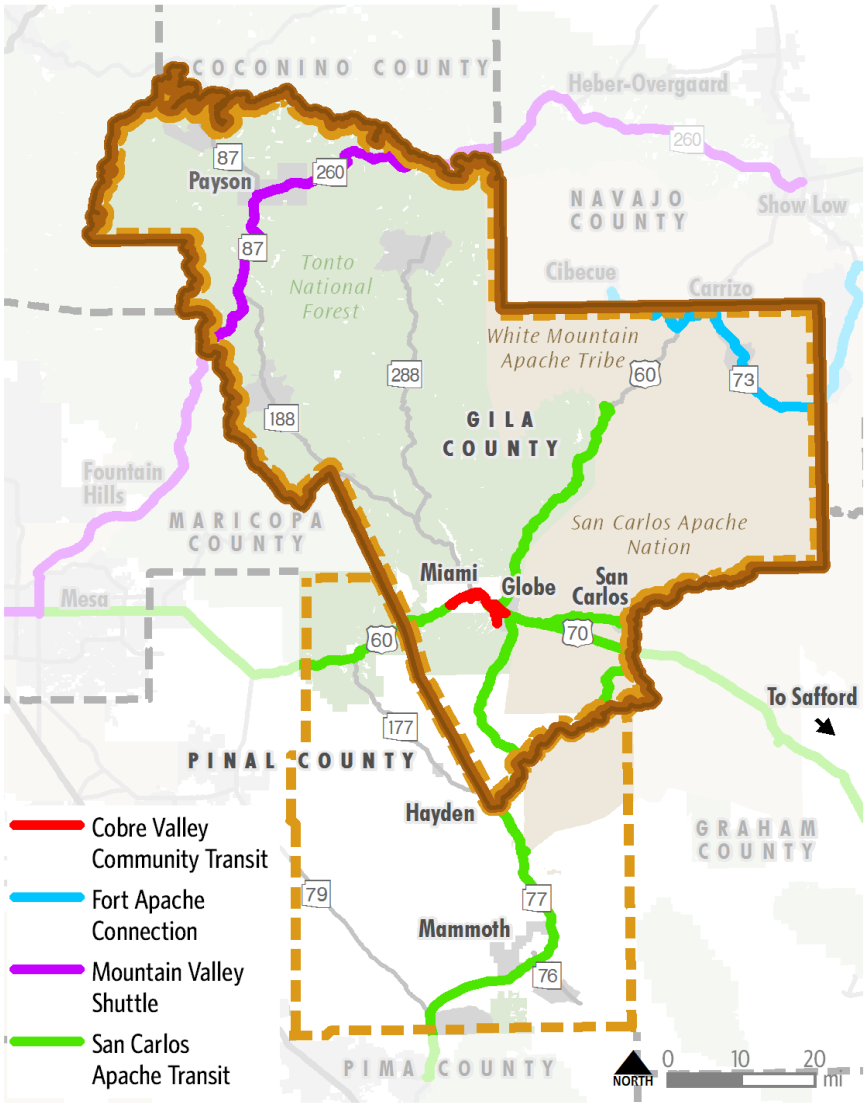
SUMMARY OF TRANSIT FEASIBILITY

The purpose of Phase 1 of the *Greater Gila County Transit Feasibility Study and Implementation Plan* was to determine the needs and feasibility of implementing and enhancing transit services within Gila County. Currently there are four fixed-route transit providers within the Focus Area. Fixed-route transit services operate on a scheduled interval throughout the day and on specific days of the week. The four fixed-route transit service providers within the study are:

- Cobre Valley Community Transit (CVCT)
- White Mountain Apache Tribe - Fort Apache Connection
- Mountain Valley Shuttle
- San Carlos Apache Transit - Nnee Bich'o Nii.

Figure 1.3 illustrates the general routes of the fixed-route transit services. Also there are several specialized transportation providers in the Study Area. These transit providers offer demand services for users based on need by responding to transportation requests by phone or web-interface. These services are generally fragmented, scattered, and uncoordinated. Improving coordination between providers and pooling resources could result in greater coverage to the area users, more service frequency, service reliability, improved ridership, and lower operating costs.

Figure 1.3: Existing Transit Routes



NEEDS, CHALLENGES AND OPPORTUNITIES

Findings collected through existing conditions analysis, review of previous studies, and public and stakeholder outreach efforts suggested that there are numerous needs, as well as challenges and opportunities, associated with expanding public transit services in Gila County. The following summarizes key needs, challenges, and opportunities Gila County faces in relation to public transportation.

Needs

- CVCT should evaluate the removal of low ridership bus stops to improve travel time and service efficiency. Fare restructuring should also be evaluated for both fixed-routes and demand-responsive services. Furthermore, a marketing and advertising plan is needed to educate residents on transit services available within the community.
- Nnee Bich'o Nii would benefit from a regional dispatch center to manage their numerous fixed-routes. Additionally, coordinating service schedules and transfer location with CVCT and the White Mountain Apache Transit can help expand the region's transit service.

- Data analysis and public outreach illustrated a fair amount of unmet transit need within Payson and between Payson and Star Valley.
- The majority of Gila County residents responding to a public outreach survey expressed an interest in developing public transportation. Survey respondents felt public transportation could be most valuable if it was oriented towards meeting the needs of the most vulnerable (older adults, disabled population, and people with low incomes) population groups and employment related transportation.

Challenges

- Population, activity centers, and employment density in Gila County is fairly low; however, there are key areas that could support fixed-route transit service, including Payson-Star Valley, Globe-Miami, and San Carlos-Peridot areas.
- Gila County is an automobile-oriented area, with long-distance commute times, limited pedestrian infrastructure in densely populated areas, and long walking distances off main roads.
- Geography: long distances between the residential, employment, and service centers; significant walking distances off main roads; and difficult weather.
- Lack of education and marketing creates an information gap – particularly in the Globe-Miami area.
- Previous transit studies conducted within Payson have recommended some type of transit services; however, none have been realized through investment by the Town leadership to date.

Opportunities

- The popularity of the Mountain Valley Shuttle service from Show Low to Payson and the City of Phoenix illustrates the public's interest in regional public transportation services. The market for long-distance, public transportation would primarily consist residents looking for transportation to medical services and to major transportation hubs (i.e., Mesa Gateway Airport, Phoenix Sky Harbor Airport, Valley Metro Light Rail, etc.).
- Initial public outreach suggests that a large portion of residents in the Payson-Star Valley-Pine area are highly interested in public transportation. Population characteristics of these areas are also largely comprised of traditionally transit dependent population groups.
- San Carlos Apache Transit, CVCT, and the White Mountain Apache Tribe have begun to develop partnerships, which could be leveraged to coordinate service routes to apply for funding.

TRANSIT RECOMMENDATIONS

Based on a comprehensive analysis of existing transit options and their usage, current demographic and travel patterns, potential ridership estimates, and input received from the public and stakeholders, the first phase of this study developed a set of transit improvement recommendations. Recommendations included:

- Develop a transit system that provides circulator service within Payson and provide a connection between Star Valley and Payson. Also develop two deviated fixed-routes service routes that connects major employment and activity centers.
- Evaluate CVCT's current transit route and schedule to improve travel times and service frequency. Of particular importance is coordinating service with Nnee Bich'o Nii to provide riders with expanded transit coverage.
- Develop marketing and advertising plan for the CVCT that educates the public about transit services and disseminates up-to-date service information to riders.
- Establish a Gila County/CAG region-wide public transit council to improve coordination between providers, create efficiencies, and maximize use of resources.

2. PAYSON - STAR VALLEY AREA

The Payson-Star Valley area is the largest populated area in the County, but the area currently does not have any public transportation service. The Feasibility Study recommended a transit system for the Payson-Star Valley area with the following features:

- Two deviated fixed-route service routes that connects Payson and Star Valley and provides access to key activity centers. Deviations may be made to pick-up/drop-off persons meeting ADA and/or other established criteria.
- Demand-response service with the following options:
  - Short-term: Payson Senior Center, Payson Care Center, Horizon Human Services, Community Presbyterian Church and other non-profit entities would continue to provide transportation services for the most vulnerable population groups especially for medical and shopping needs.
  - Long-term: Payson-Star Valley transit system would establish a dial-a-ride service.

During the development of the Feasibility Study, the Payson Senior Center (PSC) recognized the importance of providing reliable transit service within the Payson-Star Valley area and agreed to serve as the champion and leader for developing public transit service in Payson. Since the Feasibility Study was completed, Payson Senior Center applied for Federal Transit Administration (FTA) 5311 Rural Transit funds to commence transit service within the Payson-Star Valley area. This Chapter presents the plan to implement the transit system.

SERVICE GOALS AND OBJECTIVES

Developing clear goals and objectives for a Payson-Star Valley transit system is imperative to ensure that the service reflects the operating environment and values of the community it serves. Goals represent the general directions in which a transit provider wishes to head, and objectives outline how to meet a goal. The following recommended goals and objectives should serve as a starting point for transit service within Payson. As needed, the goals and objectives should be refined to better align with the goals of the community.

RECOMMENDED GOALS AND OBJECTIVES

Goal 1: Build a safe, effective, efficient, and accessible transit service for residents and visitors.

- Objective: Design, implement, and maintain routes that are most responsive to the unmet needs of the region.
- Objective: Provide on-time service with reliable vehicles and ensure safety of people using transit as well as of non-riders.
- Objective: Regularly evaluate route productivity, adjusting schedule and stops as needed.

Goal 2: Increase/address the mobility needs of Payson and Star Valley residents.

- Objective: Raise awareness of transit service through marketing and advertising plan.
- Objective: Ensure geographic and social equity, providing service for all users of all abilities.
- Objective: Provide local and regional access to employment, healthcare, shopping, and recreation centers.

Goal 3: Identify reliable, sustainable, and adequate funding for continued transit operations.

- Objective: Ensure continued eligibility for key funding opportunities and grants.
- Objective: Obtain greater community financial support to augment local match requirements for grants.
- Objective: Operate in a fiscally responsible and compliant manner that assures long-term sustainability.

SERVICE PLAN

In coordination with the PSC and the Town of Payson, a recommended transit service plan was developed. The Service Plan includes two interlinked fixed routes that provide service within Payson and to Star Valley. Each route operates on a 60-minute frequency with the Bashas' shopping center serving as the transit hub and transfer point between the two routes. The service will operate with two drivers, operating in two shifts, five days per week (Monday to Friday). The routes include:

- New Intra-city Circulator (Blue Route) - new intra-city fixed route service with scheduled stops at key activity centers. The route operates from 8:30 am to 3:15 pm Monday through Friday. Additional flag stops are located along the route to further expand transit access. This route provides access to key activity centers in the Payson area including Bashas', Safeway, Sawmill Theaters, Payson Senior Center, Green Valley Park, Elks Lodge, Walmart, Rim Country Health, and the Payson library. Figure 2.1 illustrates the recommended Blue Route.
- New Star Valley to Payson Service (Red Route) - new fixed route service with scheduled stops in Star Valley and Payson. The route will run from 8:30 am to 3:15 pm Monday through Friday. Additional flag stops are located along the route to further expand transit access. This route serves as a connection between Payson and Star Valley while still providing access to key activity centers in Payson including Bashas', Safeway, Banner Payson Medical Center, Mazatzal Hotel and Casino, Sawmill Theaters, and Walmart. Figure 2.2 illustrates the recommended Red Route.
- Commuter Service (Blue and Red Routes) – new early morning and afternoon commuter routes that serves as an extension of the Blue and Red Routes. Morning commuter routes run from 6:30 am to 8:00 am, while evening routes operate from 3:30 pm to 5:15 pm. Figures 2.3 and 2.4 presents Blue and Red commuter routes, respectively.

BLUE ROUTE SERVICE CHARACTERISTICS

Figure 2.1 illustrates the recommended fixed route for the Blue Route. The route was designed to provide internal transit service to major activity and shopping centers. The one-way mileage of the Blue Route is approximately 8.4 miles. With six roundtrips daily, the annual revenue mileage is 13,104 for Monday to Friday service (260 days a year). The Blue Route schedule is designed to operate with a 60-minute headway with a single vehicle, although two driver shifts would be required. In order to facilitate connectivity with the Red Route, the Blue Route offers seamless connection via transfer either at Bashas', Sawmill Theaters, or Walmart. Route deviation service is allowed for reservations made 24-hours in advance and within ¼ mile of the fixed route. Table 2.1 outlines the proposed schedule.

Blue Route Overview

Circulator service within Payson with 8 fixed stops and four additional stops available upon request.

Key stops: Wal-Mart, Bashas', Sawmill Theater, Safeway

Hours: Monday – Friday, 8:30 am to 3:15 pm; 60-minute headway

Vehicles: One 9-passenger van with ADA access

Revenue Miles: 50 miles a day / 13,104 miles a year

Revenue Hours: 4.5 hours a day / 1,170 hours a year

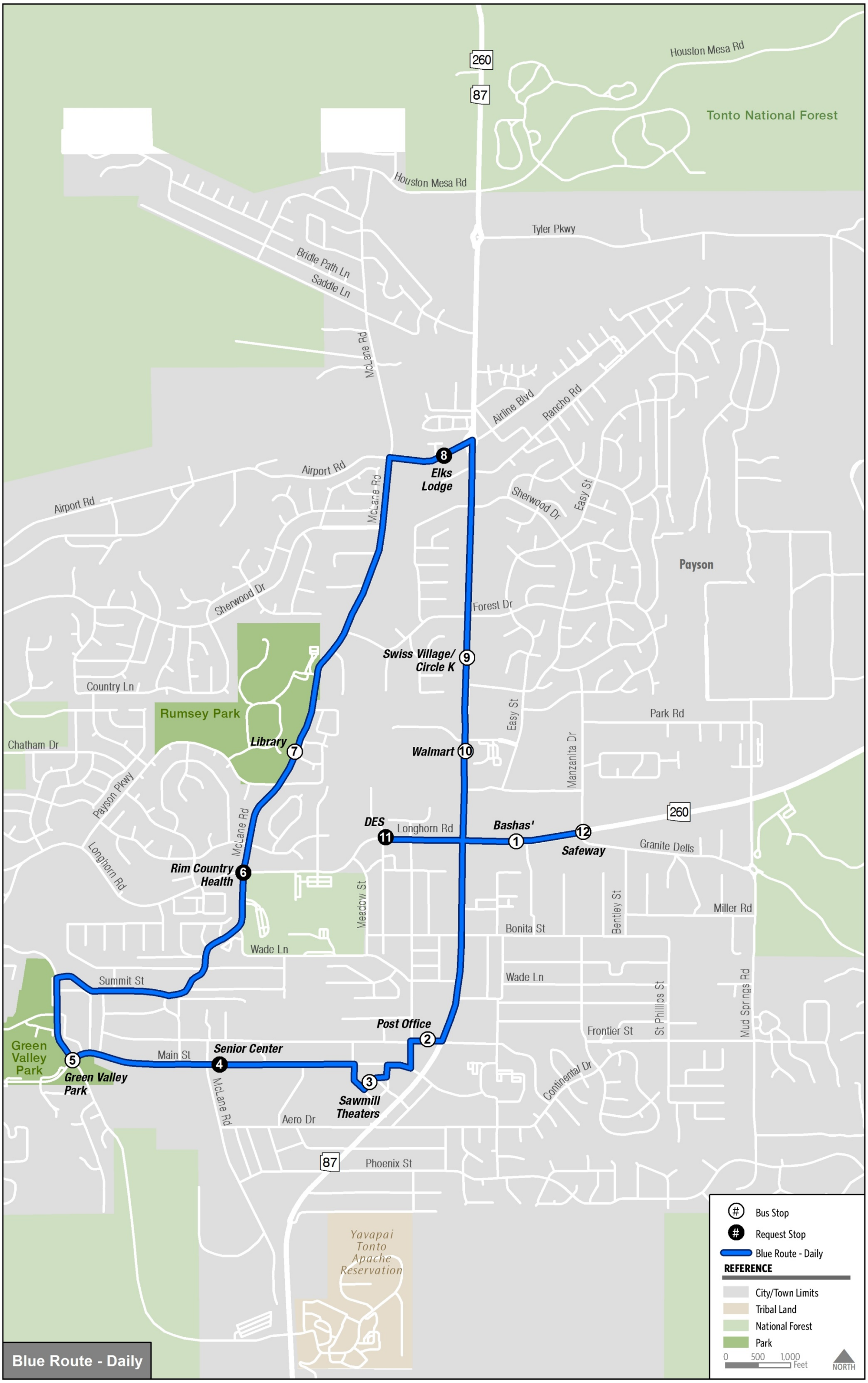
Number of Trips: 6 trips a day / 1,560 trips per year

Table 2.1: Blue Route Schedule

Blue Route Schedule	1	2	3	4	5	6
1 Bashas'	8:30 AM	9:30 AM	10:30 AM	11:30 AM	1:30 PM	2:30 PM
2 Post Office	8:35 AM	9:35 AM	10:35 AM	11:35 AM	1:35 PM	2:35 PM
3 Sawmill Theatres	8:39 AM	9:39 AM	10:39 AM	11:39 AM	1:39 PM	2:39 PM
4 Senior Center	R	R	R	R	R	R
5 Green Valley Park	8:43 AM	9:43 AM	10:43 AM	11:43 AM	1:43 PM	2:43 PM
6 Rim Country Health	R	R	R	R	R	R
7 Library	8:53 AM	9:53 AM	10:53 AM	11:53 AM	1:53 PM	2:53 PM
8 Elks Lodge	R	R	R	R	R	R
9 Swiss Village/Circle K	9:01 AM	10:01 AM	11:01 AM	12:01 PM	2:01 PM	3:01 PM
10 Walmart	9:04 AM	10:04 AM	11:04 AM	12:04 PM	2:04 PM	3:04 PM
11 DES	R	R	R	R	R	R
12 Safeway	9:12 AM	10:12 AM	11:12 AM	12:12 PM	2:12 PM	3:12 PM
13 End Stop Bashas'	9:15 AM	10:15 AM	11:15 AM	12:15 PM	2:15 PM	3:15 PM

R = Request Stop

Figure 2.1: Recommended Blue Route



RED ROUTE SERVICE CHARACTERISTICS

Figure 2.2 illustrates recommended fixed route for the Red Route. The route was designed to provide transit service to major activity and shopping centers within Payson and to Star Valley. The roundtrip mileage of the Red Route is approximately 15.5 miles. With six roundtrips daily, the annual revenue mileage is 24,180 for Monday to Friday service (260 days a year). The Red Route schedule, shown in Table 2.2, is designed to operate with a 60-minute headway with a single vehicle, although two driver shifts would be required. In order to facilitate connectivity with the Blue Route, the Red Route offers seamless connection via transfer either at Bashas', Sawmill Theaters, or Walmart. Route deviation service is allowed for reservations made 24-hours in advance and within ¼ mile of the fixed route. Table 2.2 outlines the Red Route schedule.

Red Route Overview

Circulator service from Star Valley to Payson with 10 fixed stops and four additional stops available upon request.

Key stops: Star Valley Circle K, Wal-Mart, Bashas', Payson Medical Center, Sawmill Theater, Safeway

Hours: Monday – Friday, 8:30 am to 3:13 pm; 60-minute headway

Vehicles: One 9-passenger van with ADA access

Revenue Miles: 93 miles a day / 24,180 miles a year

Revenue Hours: 5 hours a day / 1,300 hours a year

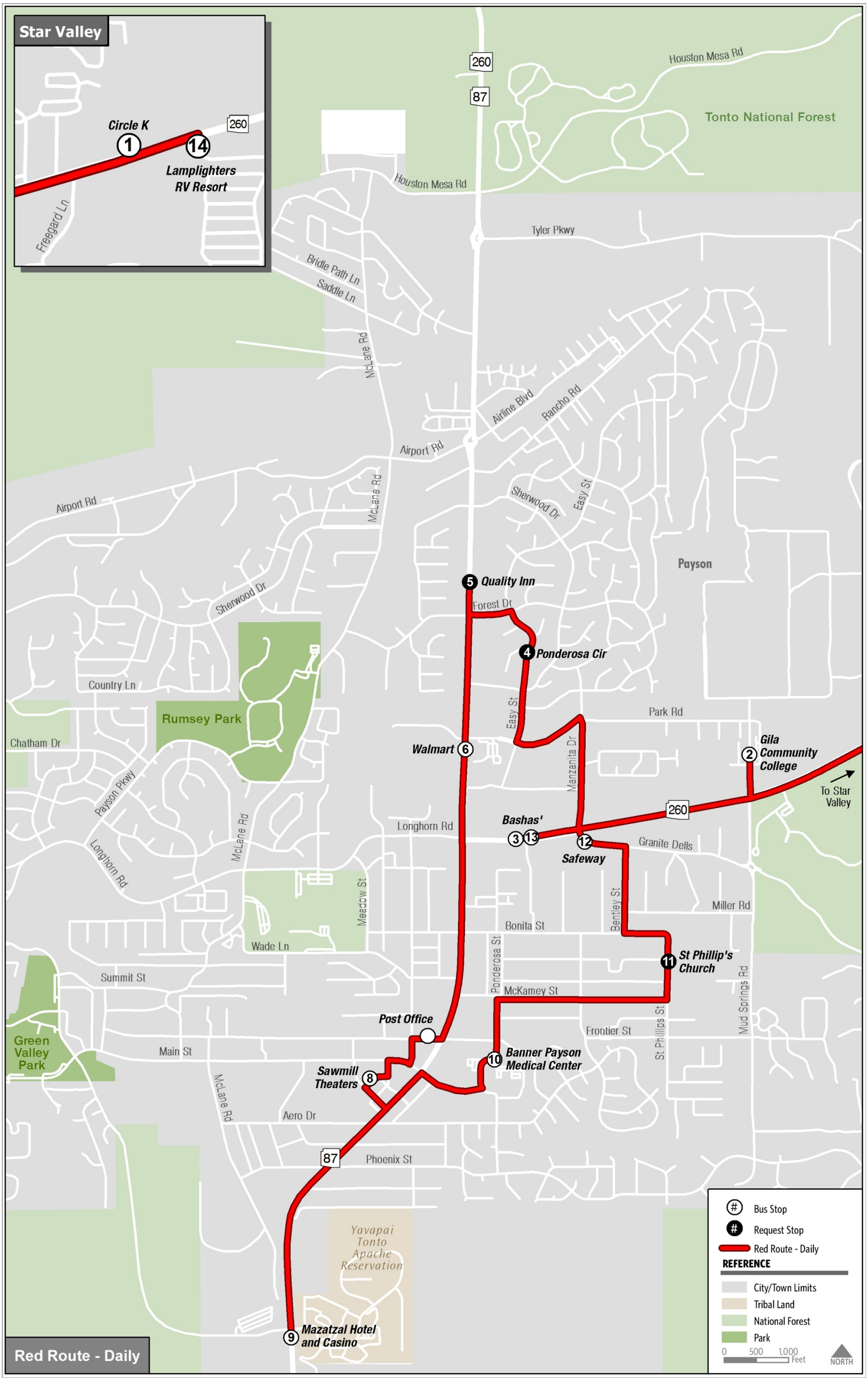
Number of Trips: 6 trips a day / 1,560 trips per year

Table 2.2: Red Route Schedule

Red Route Schedule	1	2	3	4	5	6
1 Star Valley Circle K	8:30 AM	9:30 AM	10:30 AM	11:30 AM	1:30 PM	2:30 PM
2 Gila Community College	8:36 AM	9:36 AM	10:36 AM	11:36 AM	1:36 PM	2:36 PM
3 Bashas'	8:39 AM	9:39 AM	10:39 AM	11:39 AM	1:39 PM	2:39 PM
4 Ponderosa Circle	R	R	R	R	R	R
5 Quality Inn	R	R	R	R	R	R
6 Walmart	8:48 AM	9:48 AM	10:48 AM	11:48 AM	1:48 PM	2:48 PM
7 Post Office	R	R	R	R	R	R
8 Sawmill Theater	8:55 AM	9:55 AM	10:55 AM	11:55 AM	1:55 PM	2:55 PM
9 Mazatzal Hotel and Casino	8:58 AM	9:58 AM	10:58 AM	11:58 AM	1:58 PM	2:58 PM
10 Payson Medical Center	9:03 AM	10:03 AM	11:03 AM	12:03 PM	2:03 PM	3:03 PM
11 St Phillip's Church/Food Bank	R	R	R	R	R	R
12 Safeway	9:10 AM	10:10 AM	11:10 AM	12:10 PM	2:10 PM	3:10 PM
13 Bashas'	9:13 AM	10:13 AM	11:13 AM	12:13 PM	2:13 PM	3:13 PM
14 Lamplighter RV Resort	9:20 AM	10:20 AM	11:20 AM	12:20 PM	2:20 PM	-

R = Request Stop

Figure 2.2: Recommended Red Route



BLUE COMMUTER ROUTE SERVICE CHARACTERISTICS

Figure 2.3 illustrates recommended commuter route for the Blue Commuter Route. The one-way mileage of the Blue Commuter Route is approximately 7.1 miles. With two morning and two afternoon roundtrips daily, the annual mileage is 7,384 for Monday to Friday service (260 days a year). Service hours for the Blue Commuter Route are 6:30 am to 8:00 am and 3:30 pm to 5:00 pm. The Blue Commuter Route schedule, shown in Table 2.3, is designed to be operate with 60-minute headway with a single vehicle.

Table 2.3: Blue Commuter Route Schedule

Blue Commuter Route - AM Schedule			
1	Mesa De Caballo	6:30 AM	7:30 AM
2	Home Depot	6:36 AM	7:36 AM
3	Bridle Path/Saddle Ln	R	R
4	Elks Lodge	R	R
5	Swiss Village / Circle K	R	R
6	Walmart	6:47 AM	7:47 AM
7	DES	R	R
8	Middle/High School	6:53 AM	7:53 AM
9	Safeway	6:57 AM	7:57 AM
10	Bashas'	7:00 AM	8:00 AM

Blue Commuter Route - PM Schedule			
1	Bashas'	3:30 PM	4:30 PM
2	Safeway	3:33 PM	4:33 PM
3	Middle/High School	3:38 PM	4:38 PM
4	DES	R	R
5	Walmart	3:45 PM	4:45 PM
6	Quality Inn	R	R
7	Elks Lodge	R	R
8	Bridle Path/Saddle Ln	R	R
9	Home Depot	3:55 PM	4:55 PM
10	Mesa De Caballo	4:00 PM	5:00 PM

R = Request Stop

RED COMMUTER ROUTE SERVICE CHARACTERISTICS

Figure 2.4 illustrates recommended commuter route and schedule for the Red Commuter Route. The roundtrip mileage of the Red Commuter Route is approximately 15.5 miles. With two morning and two afternoon roundtrips daily, the annual mileage is 16,120 for Monday to Friday service (260 days a year). Service hours for the Red Commuter route are 6:30 am to 8:15 am and 3:30 pm to 5:15 pm. The Red Commuter Route schedule, shown in Table 2.4, is designed to be operate with 60-minute headway with a single vehicle.

Table 2.4: Red Commuter Route Schedule

Red Commuter Route - AM Schedule			
1	Star Valley Circle K	6:30 AM	7:30 AM
2	Bashas'	6:37 AM	7:37 AM
3	Ponderosa Circle	6:41 AM	7:41 AM
4	Quality Inn	R	R
5	Home Depot	6:47 AM	7:47 AM
6	Walmart	6:52 AM	7:52 AM
7	Middle/High School	6:56 AM	7:56 AM
8	Post Office	R	R
9	Sawmill Theater	R	R
10	Payson Medical Center	7:03 AM	8:03 AM
11	St Phillip's Church/Food Bank	R	R
12	Safeway	7:09 AM	8:09 AM
13	Lamplighter RV Resort	7:15 AM	8:15 AM

Red Commuter Route - PM Schedule			
1	Bashas'	3:30 PM	4:30 PM
2	Safeway	3:34 PM	4:34 PM
3	St Phillip's Church/Food Bank	R	R
4	Payson Medical Center	3:41 PM	4:41 PM
5	Sawmill Theater	R	R
6	Post Office	R	R
7	Middle/High School	3:48 PM	4:48 PM
8	Walmart	3:52 PM	4:52 PM
9	Home Depot	3:58 PM	4:58 PM
10	Quality Inn	R	R
11	Ponderosa Circle	4:03 PM	5:03 PM
12	Bashas'	4:08 PM	5:08 PM
13	Lamplighter RV Resort	4:15 PM	5:15 PM

R = Request Stop

Figure 2.3: Recommended Blue Commuter Route

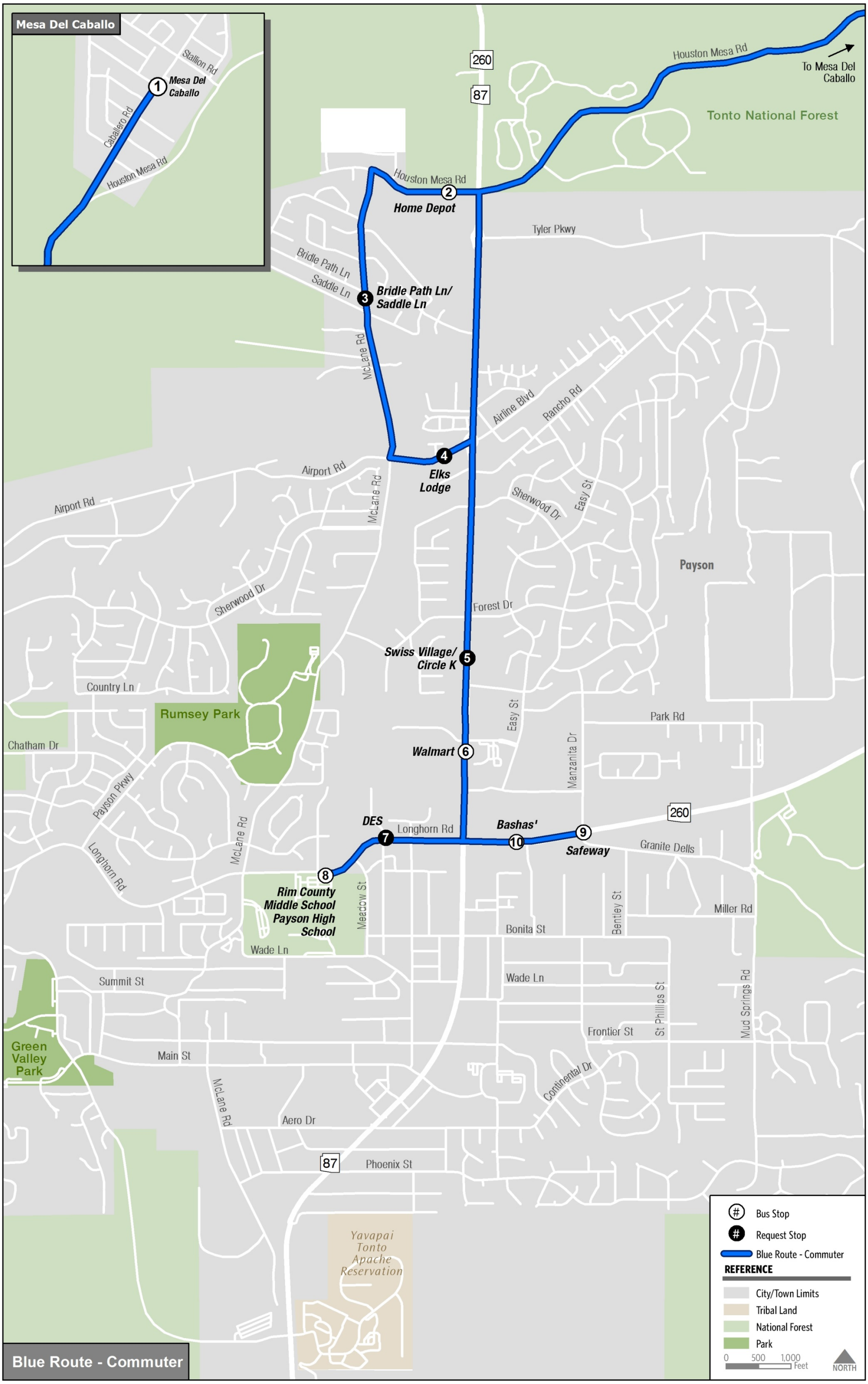
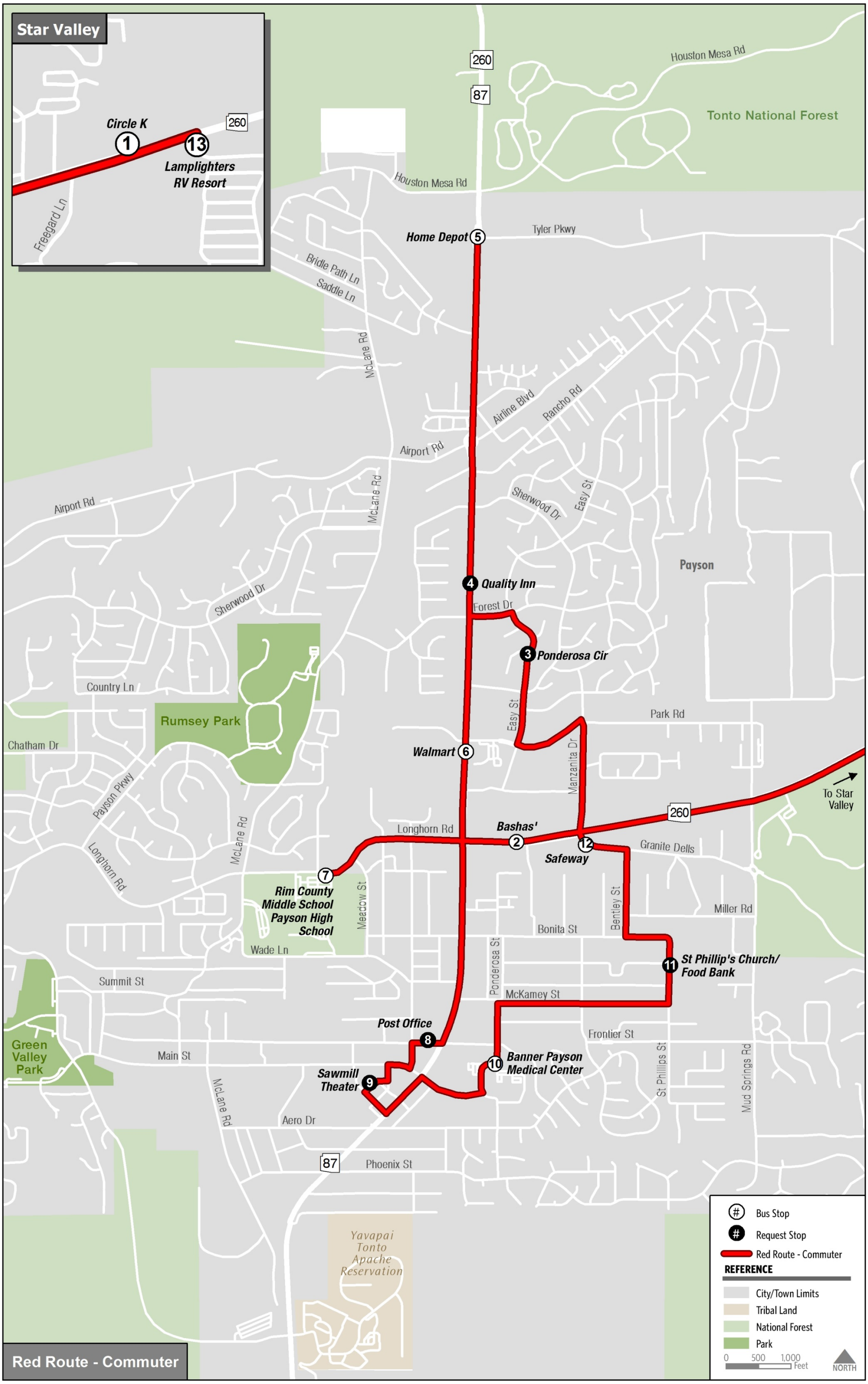


Figure 2.4: Recommended Red Commuter Route



OVERVIEW OF TRANSIT STOPS

The recommended routes were designed to provide access to major activity and shopping centers, maximizing potential ridership, and combining stops within public right-of-way and private property. Since the condition and location of a bus stop could influence the perception of riders and non-riders, the consulting team drove to each stop to evaluate the conditions of each recommended stop location. Recommended stops were identified based on their ability to accommodate vans, to easily access the stop, the safety of pedestrian/cyclists when accessing the stop, and to minimize walking distances between the stops and activity centers. For stops located within private property, the transit administrator will need to negotiate license agreements with the property owners to provide for regular bus service. This is particularly important at the Bashas' shopping center, which serves as the hub for the Payson-Star Valley transit system.

Signed bus stops and bus shelters can play a key role in the success of the transit program. It is recommended that the system begin with basic pole signs along with "infoposts" that depict route schedules and maps at bus stops (example illustrated on the right). Signage at the bus stops is informational for riders, but it also advertises the transit system to passersby, riders and non-riders alike. Bus stop signs can be installed on a temporary basis, (buried stanchion buckets) that can be reasonably removed, and are safe until made permanent. It may be also possible to attach bus stop signage to existing architecture or signage.

Once the system has been tested for a period of time, consideration should be given for the installation of benches, bike racks, trash cans, and shelters. As warranted, bus shelters should be incrementally installed at the busiest bus stops and those locations that serve both the Red and Blue routes. Bus shelters provide rider safety and comfort, particularly in the summer months, and can also generate advertising revenue. Bus shelters, benches, bike racks, etc. may be purchased from a number of different vendors including the Arizona Department of Corrections (http://aci.az.gov).

Example of Department of Corrections Bus Shelter

DEMAND-RESPONSIVE SERVICE

In the short-term, Payson Senior Center, Payson Care Center, Horizon Human Services, Community Presbyterian Church and other non-profit entities would continue to provide transportation services for the most vulnerable population groups especially for medical and shopping needs. Once the proposed fixed route system is successful, the Payson-Star Valley transit system would establish a Dial-a-Ride service to complement the fixed route service.

FARE STRUCTURE

The community transit survey conducted for this study included a question about fares discussed in the *Greater Gila County Feasibility Study*. In general, people responding to that question were willing to pay a reasonable fare for transit service, and the amount they were willing to pay varied according to the distance traveled. A recommended fare structure is summarized in Table 2.5 for each of the routes.

Table 2.5: Recommended Fare Structure for Fixed Route Service

Recommended Fare	Commuter Route (one-way)	Blue Route (one-way)	Red Route (one-way)	All-Day Pass
Adult	$1.00	$1.00	$1.00	$3.00
Child/Student	$0.50	$0.50	$0.50	$1.50
Elderly/Disabled	$0.50	$0.50	$0.50	$1.50

In addition to the fares shown in Table 2.5, Payson may consider selling coupon books. Coupon books could be sold for $20 and provide riders with up to $30 in transit rides. Existing fare structure would continue for the demand-response service.

CAPITAL EQUIPMENT

Capital equipment generally is made up of three types of capital purchases: vehicles and their accessories; equipment and furnishings; and facilities. Table 2.7 outlines the capital budget.

VEHICLES

Currently the Payson Senior Center has two 9-passenger minibuses, one 2008 cutaway minibus and one 2015 cutaway minibus. The two vans will be transferred for the use of the Blue and Red routes; however, this does not allow for a spare vehicle. It is recommended that the transit program acquire a new cutaway minibus with a capacity of 9- passengers and positions for two wheelchairs. These vehicles are estimated to cost approximately $130,000 each, including a bus wrap, bicycle rack, seatbelts, wheelchair lift, and destination sign. Furthermore, this type of vehicle does not require the driver to obtain a CDL license, which may be a barrier. Due to the length of trips and frequent stops/starts, a gas engine is also recommended. When purchasing a new vehicle, the following items should be considered:

- Directional header
- Public announcement system
- Bicycle racks
- Fare-boxes that accept bills and coins
- Upgraded suspension features
- Upgraded air conditioning
- Tinted side windows to keep buses cooler
- Heavy-duty wheel chair lift that can accommodate personal scooters

Example of 9-passenger, narrow body cutaway bus

It is also recommended that the vehicles be used in an alternating fashion so that wear and regular maintenance is provided evenly. Transit systems operating in rural Arizona can expect to accumulate mileage more rapidly than systems operating in urban areas. The Federal Transit Administration has established vehicle age and odometer mileage thresholds with respect to vehicles that were acquired with any type of FTA funding.

EQUIPMENT

Payson Senior Center may choose to invest in numerous equipment to build and maintain the transit system. Electronic equipment can include phones, computers/software, printers, copiers, GPS tracking, etc. Computer equipment and software is recommended for transit management and dispatching personnel. Software should include Microsoft Office Suite and Adobe Acrobat Pro (this is essential to have when applying for federal and state funding). Peripherals such as scanners, printers, fax machine, and a copier also will be needed. It may be feasible to purchase an all-in-one copier-scanner-fax-printer that would serve the early needs of the system.

FACILITIES

Facility purchases cover a wide range of expenses including the design and construction of transit related buildings including offices, bus storage, maintenance buildings, transfer stations, etc. In addition to installing bus stop signs and shelters, we previously discussed, Payson Senior Center may consider building a bus barn to store vehicle. A bus barn would protect parked buses from the heat, ice, and snow and allow drivers to conduct pre- and post-inspections in a comfortable environment. In addition, the bus barn might also be utilized to house maintenance activities.

MARKETING PLAN

A marketing, outreach, and communication plan is necessary to attract riders and to educate potential riders on how to use the fixed route system. Marketing strategies need to be innovative, reach various users through diverse media outlets, and disseminate information in an easy-to-understand format. This section presents a preliminary marketing approach to launch, educate, and promote transit services in Payson and Star Valley. Key objectives of the marketing plan are:

- Build awareness, a positive image, and support for the public transit system
- Utilize a variety of communication and outreach tools to educate the public about the benefits of public transit and to encourage ridership
- Develop a user-friendly and easy to understand network of transit services through passenger information materials and signage

For transit marketing efforts to be effective, they must address target groups for whom the Payson-Star Valley transit system will primarily serve. In the Payson-Star Valley area, target markets include: seniors, persons with disabilities, local workers, students, and tourists. Multiple marketing strategies may need to be utilized to reach all potential target markets.

System Name and Branding

Developing a system name and branding is the foundation for the marketing program. Branding can help create immediate recognition of all aspects of the service, raise awareness and visibility of the transit system, and can be utilized as a marketing tool. A system name, and logo, should be short, easy to understand, attractive, and communicate the nature of the service. To assist the Payson Senior Center, a preliminary system name and logo was developed (shown on the right).

Rim Country
PUBLIC TRANSIT

The Payson-Star Valley area is often referred to as “Rim Country” due to its geographic location along the Mogollon Rim. The system name “Rim Country Public Transit” leverages this common description of the region for residents and visitors to immediately recognize that the transit system is for the Payson-Star Valley area. The name and associated logo and color scheme should be carried forward to when creating a “look” for vehicles, bus stop signage, and promotional materials.

Vehicle graphics can turn a simple bus into a rolling billboard for marketing the transit service. If funding is available, branding vehicles, or painting vehicles to match the color scheme, should be considered to help distinguish the fixed route services from social service vehicles. Furthermore, the system logo and color scheme should be utilized on all bus stop signage to further advertise the availability of transit services within the area.

Grand Opening Campaign

Upon establishing a start date for the fixed route system, create a campaign theme and host a "Ride for Free" Day to demonstrate how to utilize the transit system. The Grand Opening Campaign can be promoted through a ribbon cutting ceremony, advertisements via the newspaper and radio, and press releases on social media. During the "Ride for Free" kickoff event, businesses at key stops can host booths to help further engage the public and help cross promote businesses. If a final logo and brand hasn't been approved prior to the Grand Opening Camping, Payson Senior Center may consider having an "Extreme Transit Makeover" competition where members of the community can design the look for the new transit service.

Example of Kick-off Rally flyer and ribbon cutting ceremony

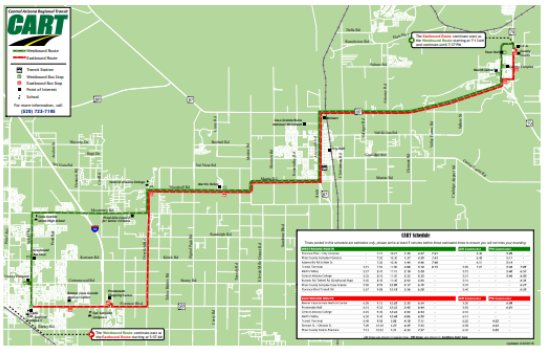
RIDER GUIDE

A Rider Guide, which includes a fixed route map and schedule, should be developed to easily disseminate information to riders. Rider guides typically contain a color map showing each route, all stops, transfer locations, and daily schedule. Information on basic rider responsibility and the required Civil Rights assurances and complaint information should also be included. Additional information that should appear in the Rider Guide includes:

- How-to-ride information, including fares, where to purchase tickets, and how to identify a bus stop
- Service days, hours, and holidays
- Contact information, including website address

The Rider Guide should be posted on the website, social media, and available on the buses. Furthermore, the guide should be developed in both English, Spanish, and for those that are blind. The Rider Guide should be updated annually to reflect changes in service, fare, and schedule.

Schedule brochure distribution is very critical to the success of the marketing program. "Placement" of brochures in all major retail, office, governmental and social service locations is necessary. To target tourists, schedules should be available in every hotel in the area. Direct-mailings to Payson and Star Valley residents through utility bills may also be a cost-effective way to mass distribute service information.



Example of Cottonwood Area Transit's double-sided Riders Guide

COLLATERAL MATERIALS

In addition to the Rider Guide, a family of brochures, flyers, and PowerPoint presentations can be developed to provide riders and the community with information on the transit service. All printed and online marketing materials need to be cohesive in look and messaging to strengthen the brand of the Payson-Star Valley transit system. Furthermore, all materials should be consistent and easy for the general public to understand. The following are recommended collateral materials:

- Permanent information displays include a standard-sized poster or flyer and space for Rider Guides. The permanent information displays can be located at high-traffic locations, such as medical complexes, grocery stores, schools, etc. These displays provide long-term communication and help promote the transit system.
- Posters to display on bulletin boards and windows throughout the community. Posters could be developed for a variety of purposes/themes, including: commute to work, new service, students, environmental friendly travel, etc.
- Student "How to Use" flyers to educate parents and students on how to use the transit system.

STAFF PRESENTATIONS

Presentations to local groups or organizations are the most cost-effective ways to promote the Payson-Star Valley transit service. Payson Senior Center staff can develop a standard PowerPoint presentation that details service information to increase the visibility of the service. Presentations can easily be built around other marketing materials in a relatively low-cost way. Presentations to service clubs, schools, the Senior Center, and other civic organizations are recommended to build support and to bring awareness to the service. Presentations to large employers can be a great opportunity to encourage commuters to use the service.

PAYSON TRANSIT WEBSITE

A Payson-Star Valley transit system website is an important first point of contact for many potential customers. The transit system's website should contain all of the information provided in the Rider Guide in an easy-to-use manner. The initial cost of setting up, designing, and customizing the website may be high; however, on-going maintenance and support could be completed in minimal time. Ideally, the website would include a map of the service area and service stops, fare information, rider alerts, service days and hours, and contact information. Integrating the transit system's route and schedule data into Google Transit is a powerful tool to allow users to quickly and easily plan a transit route. The National Rural Transit Assistance Program (RTAP) provides information on how to incorporate data into Google Transit.

SOCIAL MEDIA

Creating a page on Facebook, Instagram, and Twitter can be a cost effective way to engage with riders and community supporters. Social media can be utilized to build awareness of the new system, promote service changes, and to hear from the community their issues and concerns. Developing "How to Use" videos via YouTube and social media outlets is another inexpensive means of educating the public on how to use the new transit system. If social media sites are created, the sites should be promoted on printed guides and bus boards. It is important that a staff member monitor these sites regularly, refresh content, and respond to comments and questions.

COMMUNITY OUTREACH

Community outreach activities are a good way to increase the visibility of the Payson-Star Valley transit system. The following are potential community outreach activities that the Payson Senior Center may consider incorporating into their Marketing Plan:

- Stuff the Bus Event – "Stuff the Bus" is an event where the community is encouraged to donate items to a bus for a local charity. Free rides for people who make donations is another way to encourage participation.
- "Leave the Car at Home", "Dump the Pump" or "Gas Pains" campaigns that focus on fuel savings for the rider.
- Participation in nationally recognized promotions, such as National Library Month (i.e., during National Library Month, all riders with a library card ride free on a certain day).
- On-board festivals with giveaways, music, and allowing riders can take photos in the driver seat.
- Rider Surveys that include a prize drawing for people who participate.
- "It's easier than…" campaign that points out that riding the bus is easier than a lot of things (i.e., Riding a bus is easier than taming a lion).

ADVERTISING

Advertising the new transit services prior to its implementation is essential to the success of the program. Press releases are a common and inexpensive way to have information in print format and Public Service Announcements are generally free (though not always a good time slot) through radio stations. The following are some inexpensive advertising ideas:

- Press releases to all print media including newspapers, magazines, weeklies, and employer newsletters.
- Event coverage – Invite press to rider trainings, bus stop sign placement, etc. Media are always looking for good public interest stories.
- Public service announcements to all area radio stations – may want to include pass giveaway.
- Advertisements strategically placed in local tourist brochures and at the Sawmill Theaters.

BUDGET

Table 2.6 provides the proposed budget for the first two years of service. The budget is established based on ADOT's 5311 Rural Transit program budget requirements. In March 2018, the Payson Senior Center applied for ADOT's 5311 funding that covers the period of October 2018 to September 2020.

Table 2.6: Proposed Payson-Star Valley Transit Budget

	Year 1 Total Budget	Year 2 Total Budget	Combined Year 1+2 Budgets
ADMINISTRATION			
Administrative Supplies	500.00	500.00	1,000.00
Administrative Staff	19,200.00	19,200.00	38,400.00
Fringe Benefits (Admin)	2,880.00	2,880.00	5,760.00
General Liability Insurance	4,800.00	4,800.00	9,600.00
HR / Employee Recruitment	1,000.00	1,000.00	2,000.00
Marketing / Advertising	3,750.00	3,000.00	6,750.00
Phones / Internet	1,200.00	1,200.00	2,400.00
Postage	3,100.00	1,500.00	4,600.00
Printing	4,000.00	1,000.00	5,000.00
Professional Services	3,600.00	3,600.00	7,200.00
Program Audit	-	1,000.00	1,000.00
Substance Abuse Program	650.00	300.00	950.00
Transit Manager / Coordinator	9,600.00	9,600.00	19,200.00
Travel - non training	500.00	700.00	1,200.00
Utilities	600.00	600.00	1,200.00
Insurance	12,000.00	12,000.00	24,000.00
Total Administration Costs	**67,380.00**	**62,880.00**	**130,260.00**
OPERATIONS			
Dispatcher(s)	7,200.00	7,200.00	14,400.00
Driver Training and Certifications	600.00	600.00	1,200.00
Driver Salaries	90,000.00	90,000.00	180,000.00
Fringe Benefits	14,580.00	14,580.00	29,160.00
Fuel	9,960.00	9,960.00	19,920.00
Oil	400.00	400.00	800.00
Operating Supplies	650.00	650.00	1,300.00
Printing	1,000.00	1,000.00	2,000.00
Radio Services / Equipment	1,800.00	1,800.00	3,600.00
Software Maintenance	1,500.00	500.00	2,000.00
Tires / Parts / Maintenance	4,625.00	4,500.00	9,125.00
Travel	700.00	700.00	1,400.00
Uniforms	300.00	300.00	600.00
Vehicle Licenses	200.00	200.00	400.00
Other	850.00	375.00	1,225.00
Total Operating Costs	**134,365.00**	**132,765.00**	**267,130.00**
CAPITAL			
Bus(will take transfer)*	130,000.00	-	129,646.00
Bus (14 passenger)*	-	130,000.00	129,646.00
Retorfit 2 buses	53,500.00	-	53,500.00
Route Signage	5,000.00	-	5,000.00
Total Capital Costs	**58,500.00**	**-**	**58,500.00**
TOTAL REQUEST	**260,245.00**	**195,645.00**	**455,890.00**

** Cost of new buses that would serve as back up is not included in the capital costs. The Payson Senior Center plans to utilize an existing van for backup to save on start-up costs.*

RECOMMENDED FUNDING

There are numerous funding sources available to support the implementation and ongoing operations of a Payson-Star Valley transit program. The following subsection outlines potential funding sources for the transit program.

FTA SECTION 5311

FTA Section 5311 Formula Grants for Rural Areas Program provides formula funding to states to support public transportation in areas with populations of less than 50,000. Funds may be used to support administrative, capital, or operating costs, including planning, job access, and reverse commute programs, for local transportation providers when paired with local matching funds. ADOT's Multimodal Planning Division manages the Section 5311 grant program.

ADOT RURAL TRANSIT ASSISTANCE PROGRAM (RTAP)

The mission of the Arizona State RTAP is to enhance and develop the skills and abilities of the persons involved in providing passenger service in rural Arizona. Training assistance consist of a variety of delivery methods. Training opportunities are provided through online and classroom training, national and local conferences, workshops, webinars, audio conferences and free National RTAP training products. The National RTAP website (http://nationalrtap.org/) hosts a variety of training materials, webinars, and toolkits as well.

LOCAL

In addition to fare revenues, the following funding sources may also be available:

- Partner with the Town of Payson, Town of Star Valley, and Gila County to help meet 5311 match requirements.
- Fares and other revenues (such as advertising) generated by transit agencies are used to offset operating expenses. Farebox recovery varies by agency, but rarely do passenger fares cover more than one-half of total operating and maintenance expenses.
- Private support from major employers within the service area can be a source of funds. Employers may be willing to help support the cost of vehicles or the operating costs for employee transportation. Individual companies or business groups may also fully fund or subsidize new routes, dedicated vehicles, or improved transit facilities that specifically serve their employees.
- Charitable contributions are a source of revenue for many rural transit or service providers. While contributions from individuals are uncommon, community or private foundations may provide ongoing operating support or one-time grants for operating positions or even capital investments.

Table 2.7 outlines the service's two-year projected revenue sources.

Table 2.7: Two-Year Revenue Projections

		Revenue Sources		
Expense	**Total Funds Needed**	**Fares**	**ADOT**	**Local Sources**
YEAR 1				
Administration	$67,380		$53,904	$13,476
Operations	$134,365	$9,000	$72,712	$52,653
Capital	$58,500		$46,800	$11,700
Year 1 Totals	**$260,245**	**$9,000**	**$173,416**	**$77,829**
YEAR 2				
Administration	$62,880		$50,304	$12,576
Operations	$132,765	$14,400	$68,652	$49,713
Capital			$0	$0
Year 2 Totals	**$195,645**	**$14,400**	**$118,956**	**$62,289**

IMPLEMENTATION ACTIVITIES

The following section provides an overview of how to implement recommended transit services within the Payson-Star Valley Area. The implementation tasks include governance, financial, capital, service, and plans and policies.

Short-Term Activities (3 - 6 months prior to system launch)

- Apply for FTA 5311 funding (complete)
- Establish a mission, goals, and objectives for the transit system
- Establish a Transit Advisory Committee (TAC) to guide implementation and on-going activities
- Coordinate with CAG and the Gila-Pinal Rides Coordination Committee
- Review assurances and certification with regards to Federal and State funding sources
- Conduct a ridership survey to determine the specific ridership needs within the Payson-Star Valley area
- Meet with local agencies, employers, and organizations to promote service and determine interest in system
- Based on findings from ridership survey, finalize route and stop locations
- Develop partnership agreements with stops located on private property
- Determine vehicle, equipment, and facility needs and develop specifications
- Develop logo and system name
- Develop policies, procedures, safety, training, maintenance, and operations plans and handbook
- Prepare Marketing Plan
- Develop Rider Guide
- Develop rider passes and vouchers
- Finalize recordkeeping procedures
- Establish reporting schedules and data collection methods for National Transit Database, State, and Federal funding sources
- Establish Civil Rights and ADA policies and make public notice

Mid-Term Activities (1 - 3 months prior to system launch)

- Hire and train drivers
- Conduct staff and driver training on all plans, policies, and procedures
- Install bus signs
- Carry out Marketing Plan
- Distribute Rider Guide
- Hold public meetings to launch program

Transit System Start Date

- Host kickoff event with ribbon cutting ceremony
- Meet with TAC, CAG, and Gila-Pinal Rides Coordination Committee quarterly
- Survey riders at three month intervals for the first year
- Revise or make changes to system on an as needed basis
- Submit monthly/quarterly/annual reports to TAC and funding sources

3. COBRE VALLEY COMMUNITY TRANSIT

Cobre Valley Community Transit (CVCT) is a collaborative effort between the Town of Miami, the City of Globe, and Gila County. CVCT operates two deviated fixed-route service routes and a demand-response service. This service is fairly well utilized by area residents but has the potential to attract more riders. The Feasibility Study proposed the following recommendations to improve service and efficiency.

- Changes to Existing Service:
  - Evaluate the removal of low ridership bus stops, where an additional stop is located within a short walking distance. Review detailed ridership data and evaluate the stops that can be eliminated to improve travel times and service frequency. Consolidating the stops can reduce delay and provide fast service for residents. Stops at the Southwest Gas office and Safeway are potential candidates based on preliminary review.
  - Evaluate the current fare system utilized.
    - Current fare prices for both fixed route and demand-response services are low compared to peer agencies.
    - Develop a new fare zone structure for dial-a-ride service.
    - Lack of proper enforcement of reduced fare options for certain population groups have been identified as a concern by CVCT staff.
  - Install shelters with benches and with ADA access at least at key stops.
  - Install proper signage at each stop.
- Develop a marketing and advertising plan of service to area residents. One of the most common barriers for public transportation is the lack of publicity or ease of access to service information. During the public outreach phase, many respondents commented that they were unaware of available transit services in the area. Marketing recommendations include:
  - Establish strong online identity:
    - Create and maintain a dedicated website to disseminate up-to-date service information.
    - Expand outreach using social media sites.
    - Publish transit routes and schedules on Google Transit.
  - Develop partnerships with local college, schools, big box stores, grocery stores, major employers, post office, and hospitals.
  - Conduct outreach using traditional local media (newspapers and radio) and at community events.
  - Collaborate with other transit providers such as San Carlos Apache Transit, White Mountain Apache Transit, and other non-profit agencies to facilitate connections.

This chapter presents the plan to implement the recommendations from the Feasibility Study.

FIXED ROUTE SERVICE CHANGES

Based on an analysis of the existing fixed route service and performance, a set of recommendations were developed to improve the level of service and increase ridership. As shown in Table 3.1, several stops on CVCT's fixed routes experience low annual ridership. Removing select low ridership bus stops may improve travel times and service frequency. Furthermore, consolidating locations where two bus stops are located within a short walking distance may reduce delay.

Table 3.1: CVCT Annual Ridership

Fixed Transit Stop	Jan 2015 – Jun 2015	Jul 2015 – Jun 2016	Jul 2016 – Jun 2017	Percent of Ridership
Miami Senior Center	690	1009	702	7.9%
Miami Library	176	245	500	3.0%
Christina Apartments	442	977	811	7.3%
Claypool Wal-Mart	1023	1593	1795	14.4%
Southwest Gas	30	36	90	0.5%
CV Regional Medical	296	659	563	5.0%
CV Plaza	187	251	208	2.1%
Fry's Grocery	599	1497	1721	12.5%
Cobre Village Apartments	91	316	424	2.7%
Copper Country MHP	70	217	249	1.8%
Gila Health Department	211	281	307	2.6%
Chamber of Commerce	93	162	151	1.3%
Globe Train Depot	901	1476	1680	13.3%
Globe Senior Center	199	431	479	3.6%
Besh Ba Ga Wa Center	58	157	190	1.3%
Gila Community College	24	55	90	0.6%
Pueblo Heights MHP	206	236	285	2.4%
Pinal Mountain Apartments	196	254	318	2.5%
Madera Peaks Apartments	103	194	348	2.1%
Alhambra MHP	95	339	265	2.3%
Dollar General	59	136	177	1.2%
Gila County Courthouse	373	593	513	4.8%
Safeway Grocery	162	338	303	2.6%
Globe MHP	168	245	253	2.2%
Total Ridership	**6,452**	**11,697**	**12,422**	

Key recommendations include:

- Based on ridership information and an assessment of stop locations it is recommended to remove the Southwest Gas bus stop. A rider wishing to access Southwest Gas can disembark at Judy's Cook House/Tractor Supply Co and walk the short distance across Russell Road.
- Currently, the CVCT schedule has a flat five-minute interval between each stop irrespective of the actual distance and travel time. This delay often is perceived negatively by riders as the added wait time increases their travel time. It is recommended to develop a new schedule based on actual travel times between stops. Table 3.2 outlines the recommended schedule.
- In addition to serving Globe-Miami destinations, the CVCT has the opportunity to extend transit services in the region by adjusting their schedule to link with neighboring transit agencies. Coordinating and connecting with the San Carlos Apache Tribe Nnee Bich'o Nii fixed route system allows San Carlos riders to access activity centers in Globe-Miami and allows Globe-Miami residents increased access to Nnee Bich'o Nii's regional transit system. Schedule below reduces the transfer time at the Globe Train Depot from 45 to 13 minutes.

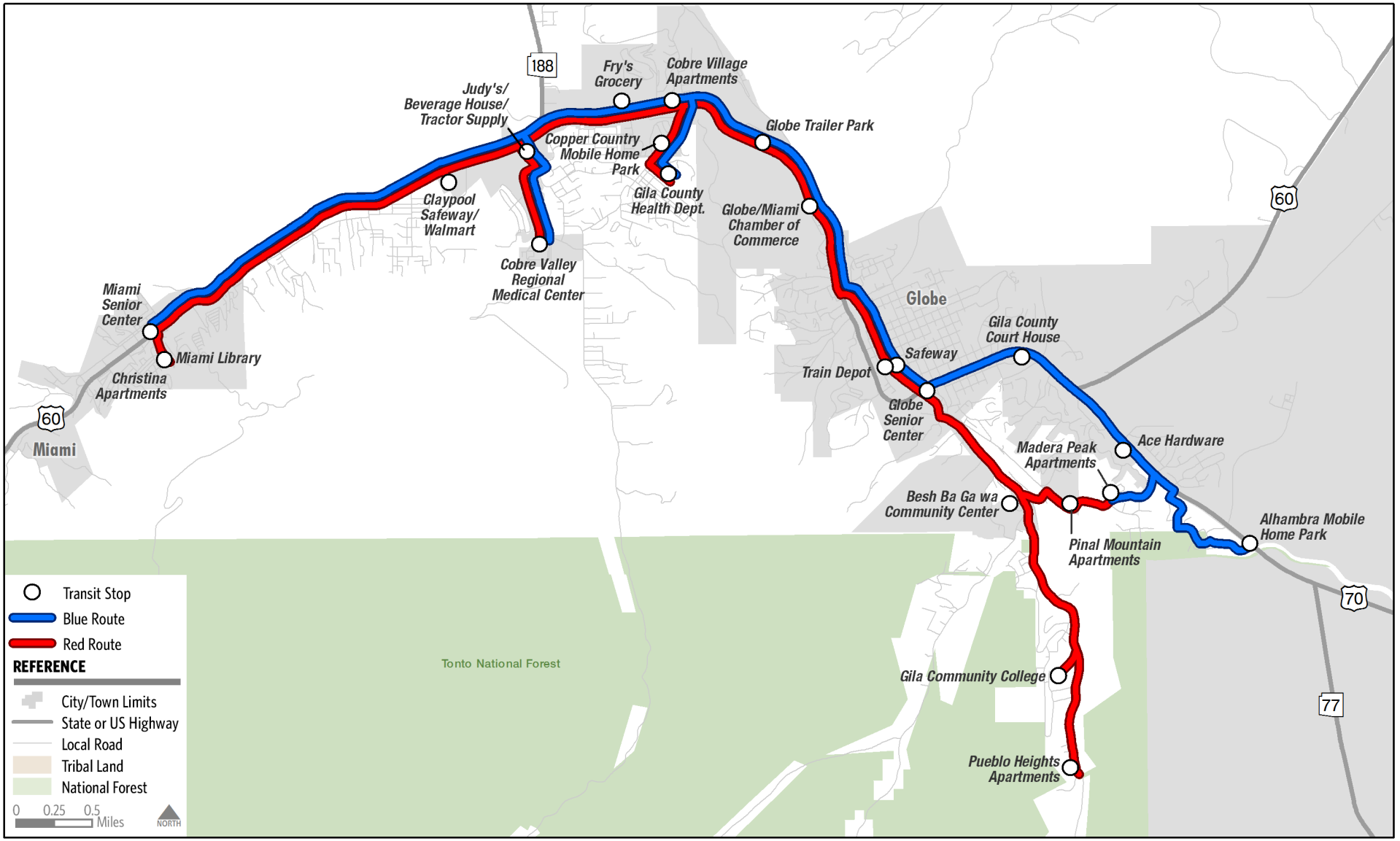
Table 3.2: Revised CVCT Schedule

Miami to Globe										
Stop	Stop Name									
1	Miami Senior Center	6:30 AM								
2	Miami Library	6:32 AM	7:40 AM	8:55 AM	10:10 AM	11:25 AM	12:40 PM	1:50 PM	3:10 PM	4:20 PM
3	Christina Apartments	6:35 AM	7:43 AM	8:58 AM	10:13 AM	11:28 AM	12:43 PM	1:53 PM	3:13 PM	4:23 PM
4	Claypool Safeway/Walmart	6:43 AM	7:51 AM	9:06 AM	10:21 AM	11:36 AM	12:51 PM	2:01 PM	3:21 PM	4:31 PM
6	Cobre Valley Regional Medical Center	6:49 AM	7:57 AM	9:12 AM	10:27 AM	11:42 AM	12:57 PM	2:07 PM	3:27 PM	4:37 PM
7	Judy's/Beverage House/Tractor Supply	6:52 AM	8:00 AM	9:15 AM	10:30 AM	11:45 AM	1:00 PM	2:10 PM	3:30 PM	4:40 PM
8	Fry's Grocery	6:56 AM	8:04 AM	9:19 AM	10:34 AM	11:49 AM	1:04 PM	2:14 PM	3:34 PM	4:44 PM
9	Cobre Village Apartments	7:00 AM	8:08 AM	9:23 AM	10:38 AM	11:53 AM	1:08 PM	2:18 PM	3:38 PM	4:48 PM
10	Copper Country Mobile Home Park	7:02 AM	8:10 AM	9:25 AM	10:40 AM	11:55 AM	1:10 PM	2:20 PM	3:40 PM	4:50 PM
11	Gila County Health Department	7:05 AM	8:13 AM	9:28 AM	10:43 AM	11:58 AM	1:13 PM	2:23 PM	3:43 PM	4:53 PM
12	Globe/Miami Chamber of Commerce	7:10 AM	8:18 AM	9:33 AM	10:48 AM	12:03 PM	1:18 PM	2:28 PM	3:48 PM	4:58 PM
13	Globe Train Depot	7:15 AM	8:23 AM	9:38 AM	10:53 AM	12:08 PM	1:23 PM	2:33 PM	3:53 PM	5:03 PM
14	Globe Senior Center	7:18 AM	8:26 AM	9:41 AM	10:56 AM	12:11 PM	1:26 PM	2:36 PM	3:56 PM	5:06 PM
15	Besh Ba Ga wa Community Center	7:22 AM	8:30 AM	9:45 AM	11:00 AM	12:15 PM	1:30 PM	2:40 PM	4:00 PM	5:10 PM
16	Gila Community College	7:27 AM	8:35 AM	9:50 AM	11:05 AM	12:20 PM	1:35 PM	2:45 PM	4:05 PM	5:15 PM
17	Pueblo Heights Trailer Park	7:30 AM	8:38 AM	9:53 AM	11:08 AM	12:23 PM	1:38 PM	2:48 PM	4:08 PM	5:18 PM
18	Pinal Mountain Apartments	7:38 AM	8:46 AM	10:01 AM	11:16 AM	12:31 PM	1:46 PM	2:56 PM	4:16 PM	5:26 PM
19	Madera Peaks Apartments	7:40 AM	8:48 AM	10:03 AM	11:18 AM	12:33 PM	1:48 PM	2:58 PM	4:18 PM	5:28 PM

Globe to Miami										
Stop	Stop Name									
20	Alhambra Mobile Home Park	6:30 AM	7:45 AM	9:00 AM	10:15 AM	11:30 AM	12:40 PM	2:00 PM	3:10 PM	4:30 PM
21	Globe Ace Hardware	6:34 AM	7:49 AM	9:04 AM	10:19 AM	11:34 AM	12:44 PM	2:04 PM	3:14 PM	4:34 PM
22	Gila County Court House	6:38 AM	7:53 AM	9:08 AM	10:23 AM	11:38 AM	12:48 PM	2:08 PM	3:18 PM	4:38 PM
23	Globe Safeway	6:42 AM	7:57 AM	9:12 AM	10:27 AM	11:42 AM	12:52 PM	2:12 PM	3:22 PM	4:42 PM
24	Globe Senior Center	6:45 AM	8:00 AM	9:15 AM	10:30 AM	11:45 AM	12:55 PM	2:15 PM	3:25 PM	4:45 PM
25	Globe Train Depot	6:48 AM	8:03 AM	9:18 AM	10:33 AM	11:48 AM	12:58 PM	2:18 PM	3:28 PM	4:48 PM
26	Globe Trailer Park	6:53 AM	8:08 AM	9:23 AM	10:38 AM	11:53 AM	1:03 PM	2:23 PM	3:33 PM	4:53 PM
27	Copper Country Mobile Home Park	6:57 AM	8:12 AM	9:27 AM	10:42 AM	11:57 AM	1:07 PM	2:27 PM	3:37 PM	4:57 PM
28	Gila County Health Department	7:00 AM	8:15 AM	9:30 AM	10:45 AM	12:00 PM	1:10 PM	2:30 PM	3:40 PM	5:00 PM
29	Cobre Village Apartments	7:03 AM	8:18 AM	9:33 AM	10:48 AM	12:03 PM	1:13 PM	2:33 PM	3:43 PM	5:03 PM
30	Fry's Grocery	7:07 AM	8:22 AM	9:37 AM	10:52 AM	12:07 PM	1:17 PM	2:37 PM	3:47 PM	5:07 PM
31	Judy's/Beverage House/Tractor Supply	7:11 AM	8:26 AM	9:41 AM	10:56 AM	12:11 PM	1:21 PM	2:41 PM	3:51 PM	5:11 PM
33	Cobre Valley Regional Medical Center	7:15 AM	8:30 AM	9:45 AM	11:00 AM	12:15 PM	1:25 PM	2:45 PM	3:55 PM	5:15 PM
34	Claypool Safeway/Walmart	7:22 AM	8:37 AM	9:52 AM	11:07 AM	12:22 PM	1:32 PM	2:52 PM	4:02 PM	5:22 PM
35	Miami Senior Center	7:30 AM	8:45 AM	10:00 AM	11:15 AM	12:30 PM	1:40 PM	3:00 PM	4:10 PM	5:30 PM

Transfer Point for San Carlos Apache Transit to CVCT

Figure 3.1: Revised CVCT Routes



FARE STRUCTURE

Both the fixed route and the Dial-A-Ride systems currently charge one of the two lowest public transit rates in Arizona. Neither system has had a fare increase since inception. In the case of Dial-A-Ride, this means it has had the same fare structure for 30 years, while the fixed route has had the same fares for the last four years. By increasing fare rates, the CVCT can utilize revenues to improve the vehicle fleet and pursue advertising and marketing campaigns to entice more drivers to use transit.

Currently, CVCT has a fare system of $1.00 full fare, and a reduced fare of $0.50. The average number of fixed route passengers per month in the 2016-2017 fiscal year was 1,035, with an average of $760 a month in fare revenue and pass sales. This resulted in $275 that could have been collected had the passengers paid the same rate universally. In comparison, the Dial-a-Ride service averaged 311 passengers per month in the same fiscal year and collected an average of $514 per month. This $1.00 per zone with no reduced rate resulted in a gain of $203 over the actual number of passengers.

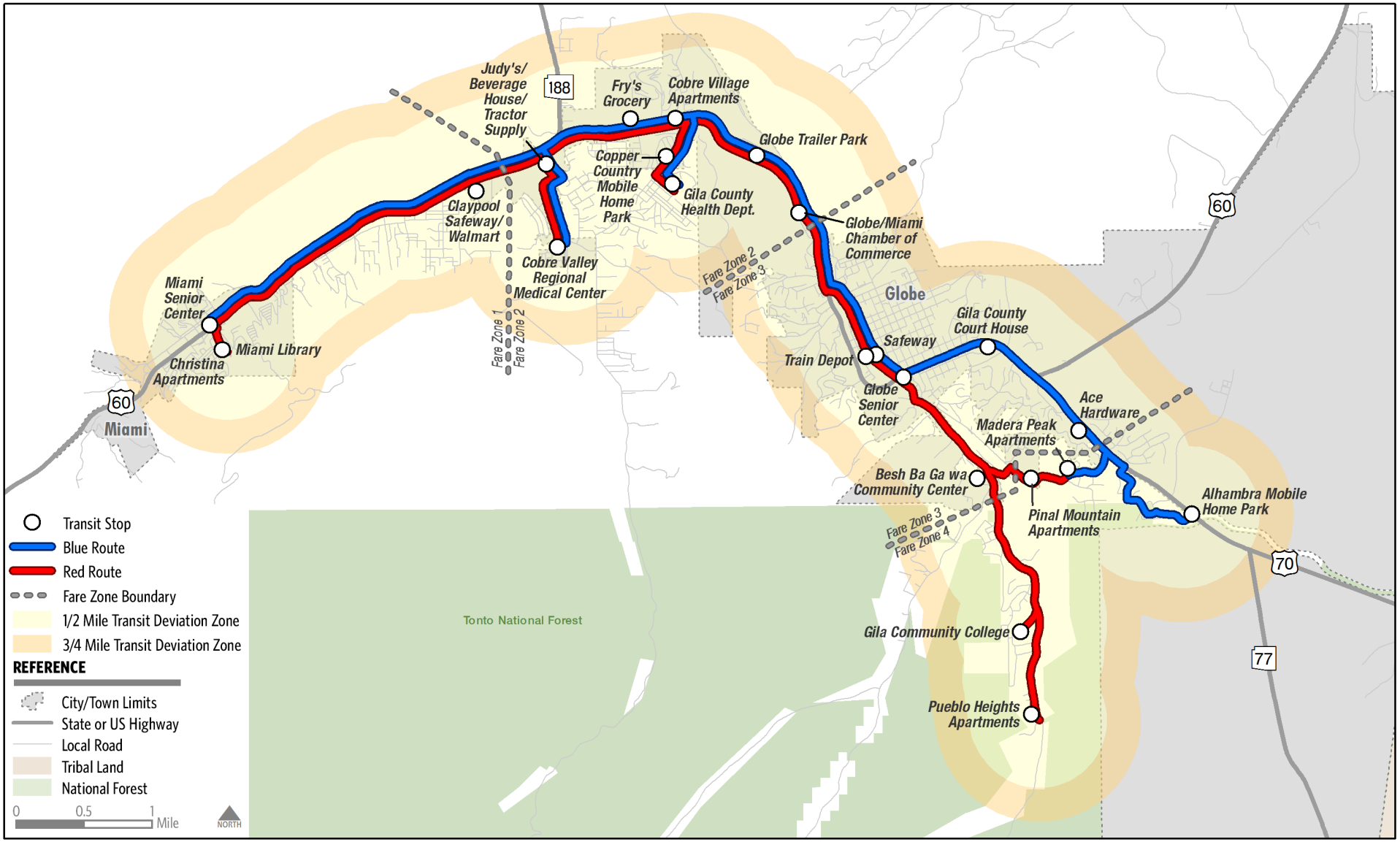
Based on an analysis of similar transit agencies throughout Arizona, a recommended fare structure was developed (see Table 3.3). It is recommended to increase the fixed route, full-fare of $1.00 to $1.50. While the fare does increase, it remains low to encourage use and to provide users that may not be able to afford a vehicle with necessary transportation service.

Currently, the Dial-a-Ride costs $1.00 per zone, averaging $1.68 per passenger; this rate causes the Dial-a-Ride system to compete with the fixed route system. Due to the low-cost of the Dial-a-Ride, the service is often utilized as a makeshift taxi service. To combat this issue, it is recommended to increase the Dial-a-Ride rates to $3.00 per zone. Furthermore, educational campaigns on how to properly use Dial-a-Ride, dispatcher/driver training, and enforcement of policies, would be beneficial. Figure 3.2 illustrates proposed fare zones.

Table 3.3: Recommended Fare Structure

Fare	Current	Proposed
Fixed-Route Full Fare	$1.00	$1.50
Fixed-Route Reduced	$0.50	$1.00
Fixed-Route Monthly Pass	Full - $25.00 Red - $15.00	$35.00
Dial-a-Ride (DAR)	$1.00 per Zone	$3.00 per Zone
DAR Same Day Service Fee	$2.00	$3.00
DAR Monthly Pass	$55.00	$65.00

Figure 3.2: Recommended Fare Zones



MARKETING PLAN RECOMMENDATIONS

Findings of the community survey conducted during the first phase of this study showed that many residents within the Globe-Miami area are unaware of the benefits and route of the CVCT. It is recommended that the CVCT utilize the changes in the system and fare structure to create a one-year marketing campaign to build enthusiasm and awareness for the service.

LOGO REDESIGN

A transit system's name and logo not only identifies the system, but also tells customers about the service, peeks customer interest and invites further investigation. Currently, the CVCT's logo is similar to the Cobre Valley Regional Medical Center, which may confuse residents thinking the transit system is for medical use only. Revamping the logo and developing a slogan may help distinguish the service from the Medical Center. Furthermore, an eye-catching design can help create a memorable impression on residents and help guide future marketing campaigns. Preliminary redesign concepts and color scheme are provided on the right. The new CVCT brand could be accompanied by a catchy slogan, such as:

- From Here to There
- Ride the BUS
- On Your Way
- Getting You Where You Need To Go

The redesigned logo should be carried through to all communication materials, the design of the vehicles, and bus stop signage design. Redesigning bus stops and vehicles to match the logo is a key step in developing a cohesive image for the CVCT. Furthermore, seeing a bus stop or transit vehicle with the CVCT's brand informs and reminds residents that they have a transit alternative.

MARKETING MATERIALS AND PROMOTIONAL EVENTS

Once a new brand and updated schedule have been finalized, eye-catching marketing materials, promotional campaigns, and community outreach activities should be conducted to further boost recognition and enthusiasm for the "new" CVCT system. All marketing materials need to be cohesive in look and messaging to strengthen the brand of the transit system and be easy for the public to understand. Initial activities may include:

Marketing Campaigns – flyers, advertisements, temporary bus stop displays, radio ads, and newspaper ads can help disseminate new schedule and route information to the public. Developing a catchy marketing slogan to introduce the revised CVCT schedule can help generate buzz and promote the transit system. Ideas for marketing campaign slogans include:

- We'll be Seeing You More Often
- Oh, the Places You'll Go
- Break-Up with Your Car
- You Text, We'll Drive

Posters and permanent display boards should be located at high-traffic locations, such as medical facilities, Cobre Valley Visitors Center, the Globe Train Depot, schools, the library, etc. Flyers can also be directly mailed to residents through utility bills, given to students, or distributed at community events. Radio and newspaper ads can also be developed, in conjunction with the marketing campaign slogan. To help reduce costs, CVCT may consider working with the Gila County Community College to develop marketing brochures, flyers, posters, and graphics as part of a graphics design course. Public Service Announcements are generally free through radio stations; however, time slots are usually not ideal. News articles introducing service changes is an excellent, and free way to market the CVCT and maximize media exposure.

Example of informational display

Service Improvement Launch – CVCT can also hold their own "New Service" kick-off event that includes a ribbon cutting ceremony, introduction to the new look of CVCT, booths from local businesses, and fun activities as a photo station, raffle, or games.

Free Ride Day – give residents a chance to see how easy the transit service is. Giveaways or discount coupons can also be provided to increase participation. Giveaway items might include a refrigerator magnet with the bus name, logo and information number, a packet of system information, or gifts donated by local businesses.

Educational Campaigns – educational flyers, posters, and programs should be developed to educate users on the fixed route and Dial-A-Ride service, safety, and policies.

WEBSITE

New riders to transit are likely to turn to the Internet for travel information. To help disseminate information, a CVCT website should be developed that allows current and potential riders to quickly and easily understand where the system goes and how to plan a trip to their destination. Ideally, the website would include the following elements:

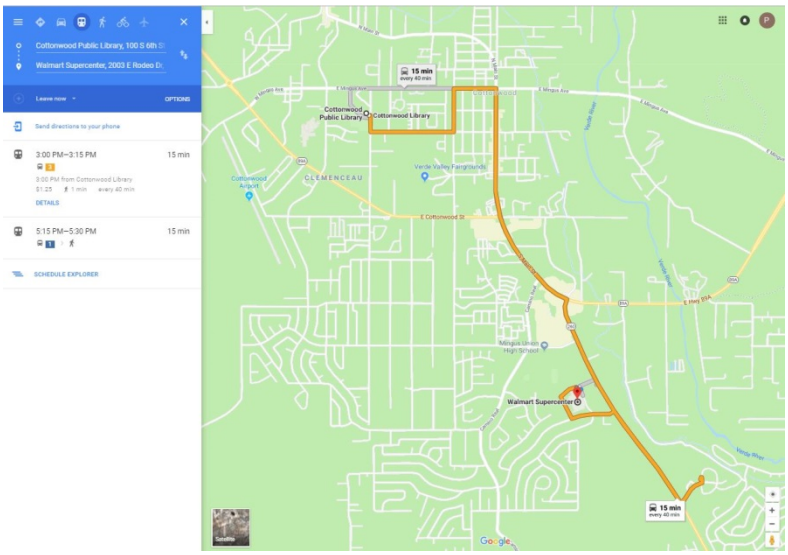
Example of Mendocino Transit Authority's website

- CVCT logo and branding
- Integrated Google Transit trip planner
- A map of the service area and service stops
- Fare information and information about fare media and where to buy it
- Rider alerts – for weather, holidays, and other important notices
- Links to social media sites
- Service days, hours, and holidays
- Contact information
- Rider rights and responsibilities as well as methods for persons with disabilities to get more information (TTDY number, phone number for those with visual impairments, etc.).

The site can also provide links to partnering services, such as the San Carlos Apache Tribe Nnee Bich'o Nii Transit. Lastly, all information should be provided in English and Spanish. Links should be provided on partnering agencies such as CAG, Gila County, City of Globe, and Town of Miami.

GOOGLE TRANSIT

Google Transit is a public transportation planning tool that combines the route and schedule data provided by the transit operator with the power of Google Maps, a user-friendly online mapping site. It integrates transit stop, route, schedule, and fare information to allow users to plan transit trips using the same familiar interface they use to get driving directions. Google Transit offers passengers a number of advantages:



Example of Google Transit route within Cottonwood, Arizona

- Provides easy access to CVCT system information on smart phones, tablets, and computers.
- Avoids the difficulty that many potential riders have understanding transit schedules to plan trips, particularly those requiring transfers.
- Provides gatekeepers, such as social service and medical personnel, with an easy way to plan and print trip information for their constituents.
- If other regional transit agencies also invest in Google Transit, riders will have a seamless way to determine and coordinate trips between CVCT and other systems.

Any agency that provides publicly available transportation services and operates with fixed schedules and routes is welcome to participate – it is simple and it is free. To become part of Google Transit, you must submit your route and schedule information in the General Transit Feed Specification (GTFS) format. The National Rural Transit Assistance Program (RTAP) provides an online GTFS builder to assist transit agencies to convert your route and schedule data into the GTFS format. For more information, go to the following sites:

http://nationalrtap.org/Web-Apps/GTFS-Builder

http://maps.google.com/help/maps/mapcontent/transit/participate.html

PROMOTIONS

Promotions can generate interest and help motivate potential riders to use the service. Promotions should be developed with rider criteria in mind and should be well advertised with a beginning and ending date. Promotions generally include a free or discounted ride or can provide special services to groups and organizations. Promotional ideas include:

- Stuff the Bus Event – "Stuff the Bus" is an event where the community is encouraged to donate items to a bus for a local charity. Free rides for people who make donations is another way to encourage participation.
- "Leave the Car at Home", "Dump the Pump" or "Gas Pains" campaigns that focus on fuel savings for the rider.
- School education campaigns – such as a field trip on transit, coloring contests, school outreach.
- Participation in community events by decorating a bus and participating in a parade, or hosting a booth that includes interactive games and giveaways.
- Participation in nationally recognized promotions, such as National Library Month (i.e., during National Library Month, all riders with a library card ride free on a certain day).
- Rider surveys that include a prize drawing for people who participate.

IMPLEMENTATION ACTIVITIES

The following section summarizes implementation activities for the various components identified in this chapter. Note that many activities can be undertaken concurrently.

Phase 1 Activities (Less than 1-Year)

- Present recommendations to CAG, Gila County, City of Globe, and Town of Miami for approval
- Implement adjustments to schedule and fares
- Conduct driver and dispatch training on new schedule, fares, and existing policies
- Develop a new CVCT logo
- Develop marketing campaign to promote new service
- Update schedule, map and Riders' Guide, and marketing materials to reflect changes to the system
- Meet one-on-one with key partners, such as 5310 providers, the Cobre Valley Regional Medical Center, and major employers, to discuss upgrades to the system
- Host a "New Service" kick-off event
- Incorporate route and schedule into Google Transit
- Continue to monitor performance of fixed route and paratransit services

Optional Phase 2 Activities (Year 2-3)

Conduct a complete reevaluation of the existing transit system and feasibility of service expansion. Evaluation may include the development and implementation of a Hub and Spoke network that includes three transit hubs with circulator routes providing transit access to areas surrounding the transit hubs. The system may include:

- Separate transit hubs located in Miami, Claypool, and Globe.
- Three local circulator routes:
    - Miami Route –local service to key activity centers and residential areas within Miami and connects to Miami transit hub
    - Claypool Route –local service to key activity centers and residential areas within Claypool and connects to Claypool transit hub
    - Globe Route –local service to key activity centers and residential areas within Globe and connects to Globe transit hub
- One fixed-route service that connects the three hubs with a schedule that is complementary to that of the circulators so passengers can easily transfer between routes.

4. NNEE BICH'O NII TRANSIT

The San Carlos Apache Tribe's Nnee Bich'o Nii Transit system is a robust, well-run transit network that provides both local and regional transit service to members of the San Carlos Apache Tribe and the general public. Recommendations developed during the Feasibility Study that have been carried forward into implementation include:

- Coordinating transit route stops and schedules with Cobre Valley Community Transit (CVCT) and the White Mountain Apache Transit to further expand transit services for Nnee Bich'o Nii Transit riders
- Establishing a deviated fixed-route connection between San Carlos and the Tucson area
- Establishing a regional dispatch center to coordinate transit services among the numerous routes operated by Nnee Bich'o Nii Transit
- Publishing transit routes and schedules on Google Transit

SERVICE PLAN

The focus on the proposed service enhancements is to provide expanded coverage and more direct access to activity centers within Globe-Miami. The proposed route improvements leverage existing services to improve level of service and provide opportunities to build ridership. Improvement enhancements include:

- Develop a partnership with CVCT to reduce wait times at the Globe Train Depot. Currently, Nnee Bich'o Nii riders must wait 30 minutes at the Globe Transit Center to transfer to routes that provide connection to Wal-Mart, a key shopping center in Claypool. Nnee Bich'o Nii Transit should work with CVCT to implement schedule recommendations discussed in Chapter 3, which will reduce wait times at Globe Train Depot to 13 minutes.

- Implement seasonal service to the Fort Apache Connection Transit (FACT) below Salt River Canyon. The seasonal service will connect to the FACT and allow riders to ultimately connect to routes served by FACT. This seasonal connection expands regional service and ultimately provides service between Globe-Miami, San Carlos, and the Fort Apache Indian Reservation. A seasonal summer and fall route can operate between June and October for a flat rate of $30 one-way. Figure 4.1 illustrates the Seasonal White Mountain Connection Route.

- Develop a regional transit connection between San Carlos and the Tucson metropolitan area. The route, illustrated in Figure 4.2, would provide regional connections between Oro Valley, Globe, San Carlos, and rural communities in Gila and Pinal counties. Providing stops in Winkelman and Mammoth provide opportunities for people in smaller communities, such as Hayden and Kearny, to access the regional transit network. Furthermore, providing stops to Apache Sky Casino and Apache Gold Casino creates opportunities for Tucson residents to access San Carlos Apache Tribe business ventures.

Figure 4.1: Seasonal White Mountain Connection Route

Figure 4.2: Tucson Connector Route

REGIONAL DISPATCH CENTER

Upon implementation of the proposed routes, Nnee Bich'o Nii Transit will provide nine fixed-route services that spans across three counties. A centralized dispatch center is necessary to streamline transit services, ensure coordination between all routes, and to organize the vast system. A central call location turns dispatch operators into travel managers, coordinating all transit trips within the routes.

Demand-Responsive Transit (DRT) software allows dispatchers to update routes and schedule pick-ups with drivers in real time. Dispatchers can also stay in contact with drivers using traditional radio or cellular communication. With GPS enabled vehicles, dispatchers can monitor the position of vehicles and give riders real-time updates on service.

ON-LINE TRANSIT PLANNING

Due to SCAT's extensive, regional transit service, it is imperative that users properly understand transit schedules so they can properly plan for their trip, particularly if their route requires transfers. Integrating transit stop, route, schedule, and fare information into Google Transit allows the public to an easy-to-use method of planning transit trips. Google Transit will allow riders to quickly map their route, determine the cost, and properly plan for a trip – all through the well-known, user-friendly online mapping service.

Google Maps is the largest mapping site in the world. By integrating your schedule and route data into Google Maps, your public transit information becomes easily accessible to millions of Google users. To become part of Google Transit, you must submit your route and schedule information in the General Transit Feed Specification (GTFS) format. The National Rural Transit Assistance Program (RTAP) provides an online GTFS builder to assist transit agencies to convert your route and schedule data into the GTFS format. For more information, go to the following sites:

http://nationalrtap.org/Web-Apps/GTFS-Builder

http://maps.google.com/help/maps/mapcontent/transit/participate.html

5. REGIONAL TRANSIT

As discussed in Chapter 1, Gila County is currently served by three public transit agencies and over 20 non-profit/private transit providers. With the proposed increase in service in Payson-Star Valley and the expansion of the Cobre Valley Community and San Carlos Nnee Bich'o Nii transit systems, increased coordination is imperative to ensure that services are cohesive and organized. Improving coordination between providers and pooling resources could result in greater coverage to the area users, more service frequency, service reliability, improved ridership, and lower operating costs.

REGIONAL TRANSIT COORDINATION COUNCIL

To coordinate services, it is recommended that Gila County serve as the coordinator for the regional transit management program. Under the umbrella of the Regional Transit Coordination Council, each individual provider/operator can continue to operate independently. The Regional Transit Coordination Council, however, would serve as a central contact to help guide local and regional travel throughout Gila County. The purpose of the Coordination Council is to:

- Promote regional coordination among existing and future public and private transportation providers, social service and health and human service agencies
- Support and enhance public transportation at the local and regional level
- Assist local agencies/providers to develop regional transit planning initiatives that focus on identifying opportunities to expand service and improve the efficiency and effectiveness of the regional transit system

To distinguish the Coordination Council from the efforts of local transit providers, Gila County, and CAG, a branding exercise should be conducted to develop a unique name, vision, and logo for the Council. A preliminary name, "Gila Transit Connections" and design was created that reflects the purpose of the Council.

GILA TRANSIT
CONNECTIONS
GILA COUNTY REGIONAL TRANSIT COORDINATION COUNCIL

ORGANIZATION

As illustrated in the organization chart shown on the right, the Gila County Regional Transit Coordination Council is structured to serve under Gila County with assistance from CAG. The Council could oversee regional coordination between all local 5311 and 5310 providers.

KEY ROLES AND RESPONSIBLITIES

Responsibilities of the Gila County Regional Transit Coordination Council could include:

- Support local transit agencies
- Coordinate with other stakeholders throughout the region to enhance mobility and advocate for improved regional mobility programs and coordination
- Coordinate and host Technical Working Group (TWG) meetings, which includes members of local non-profit, human services, and public transportation providers. The quarterly meetings may include:
    - Development of marketing and communications plan
    - Review of regulatory processes
    - Research of needs and demands of users
    - Oversight in transit planning and implementation efforts
    - Review of funding policies and programs
- Development of a Regional Transportation Coordination Plan
- Facilitate collaborative partnerships between transit agencies and stakeholders
- Develop a comprehensive list of providers in the region
- Develop an electronic database of service routes and schedules
- Assist local agencies to include services on Google Transit to easily disseminate route and schedule
- Ensure that up-to-date information on regional transit schedules and services is available to the public and to each of the various regional transit providers for websites, print materials, or other media and marketing opportunities.
- Identify and resolve any service overlaps and redundancies by coordinating with appropriate providers
- Identify areas where resources can be pooled
- Establish a countywide ride-sharing program
- Serve as a liaison between providers, ADOT, FTA, and other agencies
- Assist local providers with preparing grant applications to obtain funding
- Assist with administration services
- Assist in coordination and dispatch of services
- Create and manage a pool of volunteers that could help multiple providers

.

IMPLEMENTATION STRATEGIES

The implementation of the Gila County Regional Transit Coordination Council is recommended to be completed in two phases: Phase 1 – Introductory Oversight and Phase 2 – Regional Coordination. Phase 1 activities are anticipating to occur within the first two years. The flow chart below provides implementation activities and tasks for each phase.

GILA TRANSIT CONNECTIONS

1 Introductory Oversight

GILA COUNTY REGIONAL TRANSIT COORDINATION COUNCIL

Hire Regional Transit Coordinator

The position will lead the coordination and implementation of the Gila County Regional Transit Coordination Council. The Transit Coordinator will oversee transit planning efforts, coordinate services between public transit services and human service providers, and serve as a champion and resource for local transit agencies.

Create a Technical Working Group (TWG)

TWG should consist of all the providers in Gila County, including 5311 and 5310 providers. The TWG provides oversight on transit service improvements to address the regional transit needs. At the first meeting, a mission statement and goals for the TWG should be established. The TWG should meet quarterly.

Regional Coordination

Begin the process of regional coordination by developing a comprehensive list of providers in the region and their schedules. Identify system redundancies and service needs and work with local agencies to enhance coordination between routes and providers.

Marketing

Serve as a champion for local and regional transit by supporting marketing campaigns. Work with local agencies to ensure that up-to-date information on transit services is available to the public. Assist in the development of new marketing materials and uploading transit information to Google Transit.

2 Regional Coordination

Regional Dispatch Center

Hire a dispatcher and develop a regional dispatch center to manage fixed-route and demand responsive services. A regional dispatch center can provide faster response time, reduce system redundancies, and provide efficiencies to the local and regional transit system. The dispatcher would be responsible for the tracking, scheduling, and dispatching of fixed route and demand-response vehicles throughout Gila County.

Transit Management

For smaller transit agencies, the Gila County Regional Transit Coordination Council can assume management responsibilities of the local service, including: daily management of route and staff, pursuing funding, maintenance, and marketing.