Board Retreat Agenda & Meeting Notice

September 10, 2026

Valley Metro RPTA and Valley Metro Rail
Boards of Directors
Retreat
Thursday, September 17, 2026
Valley Metro Boardroom/Webex
101 N. 1st Avenue, 10th Floor
11:00 a.m. – 2:30 p.m.

The Valley Metro Boards of Directors will meet on Thursday, September 17, 2026, at the time and location noted above.

At the request of the Boards of Directors, this retreat will focus on the items listed below.

1. Welcome and Retreat Overview
2. Bus Network Redesign Draft Plan Presentation – for information
3. Valley Metro Board Governance – for discussion
4. Discussion & Adjournment

This retreat is open to the public, but members of the community will not be permitted to engage in the discussion or ask questions.

Qualified sign language interpreters are available with 72 hours notice. Materials in alternative formats are available upon request. For further information, please call Valley Metro at 602-262-7433. The supporting information for this agenda and the You Tube streaming link can be found on our web site at www.valleymetro.org.

Executive Summary

DATE
September 10, 2026

AGENDA ITEM 2

SUBJECT
Bus Network Redesign Draft Plan

COST AND BUDGET
None.

RECOMMENDATION
This item is presented for information.

STRATEGIC PLAN ALIGNMENT
This item relates to the following goals and strategies in the Five-Year Strategic Plan:

- Goal 5: Deliver on Stakeholder Collaboration
  - Tactic 1: Expand open and transparent communication channels with staff and frontline workers, providing ample opportunities to share feedback and new ideas.
  - Tactic 2: Incorporate member agency and stakeholder input into action plans to build the future regional transit system.
  - Tactic 4: Incorporate community voices in Valley Metro's portfolio of programs and projects, particularly feedback from diverse/hard-to-reach communities.
- Goal 8: Operational Excellence
  - Tactic 1: Optimize service performance to meet current and evolving regional travel needs

COMMITTEE PROCESS
BNR Project Management Team (Valley Metro, Phoenix, MAG): Quarterly Meetings
BNR Technical Advisory Group (Valley Metro, MAG, Member Cities): Quarterly Meetings
Special RTAG & Intergov Meeting: August 25, 2026
Boards of Directors: September 17, 2026, for information

CONTACTS
Michael Eshleman, Deputy Chief, Planning & Development
David Urbinato, Deputy Chief, Stakeholder Collaboration
Aaron Xaevier, Manager, Service Planning & GIS

ATTACHMENTS

1) Bus Network Redesign Draft Service Plan Presentation
2) Service Proposal Matrix
3) Service Proposals by Jurisdiction
4) Network Change Maps
5) Fall 2026 Engagement Plan

Background Information

BACKGROUND DISCUSSION

The Bus Network Redesign (BNR) is a comprehensive evaluation of bus service in Maricopa County to increase transit mobility, effectiveness, resource and cost efficiency, and economic opportunity for residents and riders. Driven by public input, it will serve as a service plan to empower and guide Valley Metro and its member jurisdictions in making strategic service decisions over the next 5 – 7 years.

The BNR, a Comprehensive Operational Analysis of the regional bus network, provides a complete operational analysis of services, comparing current bus performance against historical data, current and future travel trends, and markets. It will result in recommendations to improve bus service, focusing on increased productivity and mobility, tapping into emerging transit markets, and identifying future improvements to address unmet transit needs.

Valley Metro conducted the first round of public engagement in fall 2025, during which the agency held six open houses, 50 pop-up tabling events, four focus groups, and a survey that yielded 4,500+ responses. Staff also conducted extensive engagement with Valley Metro and City of Phoenix operators by performing workshops at each garage, ride-alongs, and pop-ups at terminals and transit centers.

Customers provided meaningful, actionable input about what works and what needs improvement in the current service network. They emphasized a need to prioritize the following:

- Frequent service – infrequent services make it hard to use the bus in many parts of the Valley
- Weekend service – the weekend bus network only operates every 30 minutes
- Long travel times – a combination of infrequent service and the need to transfer places a time burden on riders
- Reliability – when buses aren’t on time, transfers and travel times get even longer

Valley Metro staff and the BNR consultant – Transportation Management & Design (TMD) – reviewed extensive information on system performance and community input and developed preliminary recommendations for each route in the system. Those recommendations were then reviewed with the member cities from February to August 2026. During this time, Valley Metro staff held 30 individual meetings with member city staff and eight subregional meetings to discuss how the recommendations responded to customer feedback and current system performance, and how they would achieve the goals of the Bus Network Redesign overall: faster, more efficient service that adapts the network to the new reality of how people move about the Valley today.

The draft proposed network was finalized in August and is built around the principle of “do more of what works, less of what doesn’t” and includes the following key components, which respond to what customers said would improve their mobility and quality of life:

- Increase the number of all-day 15-minute routes on weekdays
- Introduce a Weekend Frequent Network of routes operating every 15 minutes

- Express routes that operate more trips to increase the likelihood of riding
- Create more one-seat rides and improve connections to jobs and key destinations
- Design the network to allow it to be operated more efficiently and reduce deviations
- Optimize schedules to speed up runtimes while potentially reducing operating costs

In the Proposition 479 era, Valley Metro continues to operate in a constrained funding environment, considering current and recent market conditions. To achieve a cost-neutral plan that creates service efficiency and higher ridership potential, the draft proposed network includes tradeoffs:

- Some low-ridership service on weekends will come less often
- Some deviations – where the bus leaves the main road to dip into a neighborhood or office park – will be eliminated
- Some low-ridership sections of routes will no longer have service
- Some Express routes will be eliminated and their trips added to other, nearby routes

Taken together, these proposals will increase ridership and revenue, yet the trade-offs are real, so this round of engagement, starting in October, is designed to elicit feedback at all levels and types, including negative comments. Having difficult discussions with riders is the purpose of the engagement phase in any network redesign and will allow Valley Metro to understand the real impacts of these changes on those riders. Negative feedback is not only welcome but also necessary to ensure that staff and policymakers can make informed decisions about how to adjust the plan.

The engagement plan for this next phase draws on lessons learned from the first round in fall 2025 and focuses on areas where the proposed changes are greatest. Valley Metro will continue with the strategies that were successful and introduce some new approaches, including:

- **Operator Engagement:** Staff will conduct workshops at all garages, perform ride-alongs with bus operators, provide paper and electronic feedback forms, conduct focus groups, and engage with contractor and union representatives.
- **Virtual Office Hours:** Staff will host five informal office hours sessions online where participants can drop in, ask questions, and provide feedback in a dialogue with staff.
- **Pop-ups:** Carried forward from the first round, staff will host a series of in-person pop-ups at more than two dozen locations, a mix of transit centers, community centers, and community events.
- **Outreach Bus:** Valley Metro will deploy a specially-wrapped BNR bus at pop-ups and events to draw attention and provide a novel and air-conditioned, mobile venue for information about the proposed network. All events will also be paired with general transit and fare information, as well as opportunities to register for a reduced fare ID.
- **Council and Committee Meetings:** Staff will make themselves available to present the draft proposals at any Council and Committee meetings requested by Board members, elected officials, and city staff.
- **Speakers Bureau:** The Speaker’s Bureau concept will focus on connecting with transit-related and civic organizations. Staff will coordinate with transit advocacy groups, rider organizations, and other transportation-focused or audience-aligned non-profit groups to share information about the draft plan.

- **Employer Hub:** Valley Metro will engage large employers and program participants, including those in the Travel Reduction Program (TRP) and ShareTheRide.com, to encourage input on the BNR.
- **Focus Groups:** Valley Metro will host four focus groups to provide meaningful insights into various communities of interest. These sessions will bring together representatives from community-based organizations and other stakeholders to share a broad range of ideas, feedback, and perspectives on proposed route changes and service enhancements.
- **Comprehensive Project Website:** Staff will launch a detailed project webpage – or microsite – within the valleymetro.org website to provide comprehensive information about the proposed network that will include a comment portal as well as an interactive map where riders can find the changes to their route and leave targeted comments.
- **Comment Cards:** In lieu of a survey, staff are seeking feedback on the changes proposed to specific routes, so at all in-person events, participants will be encouraged to fill out focused comment cards for each route of interest to them. The form will include 5-7 question “prompts” to facilitate and encourage actionable feedback. Comments received through comment cards, the microsite, email, mail, or verbally will all be consolidated into a database and a comprehensive summary report for review.

To promote engagement with the proposed network recommendations, Valley Metro is pursuing a comprehensive approach that includes participation incentives, systemwide promotion via print materials (on-board car cards, hanging flyers, at-stop signage, kiosk posters, etc.), in-app advertising, social media, geo-targeted and broad-based paid advertising, and influencer marketing. Valley Metro will also provide materials and support to member cities so they can extend and amplify the message's reach through cities’ resident and business communications channels.

This engagement effort is a core element of Valley Metro’s Strategic Plan goal of Delivering on Stakeholder Collaboration and is organized based on the agency’s Community Engagement Framework. Staff is trying new strategies and refining existing ones, and as a result, monitoring, evaluating, and reporting on the performance of the engagement and promotional strategies is crucial. Staff will evaluate performance across relevant metrics for each strategy (e.g., meeting attendance, comments, digital engagement) and report on each strategy's performance.

The timeline for this phase is as follows:

- Finalize proposals with cities for outreach through August 2026
- Present draft network plan to the Board in September 2026
- Solicit public feedback on draft network proposals from October 2026 through November 2026
- Finalize schedule optimization and proposals early 2027 in coordination with municipal and operational partners
- Present final plan to Board of Directors in spring 2027
- Initial implementation could be as early as fall 2027


Bus Network Redesign
Draft Service Plan
Valley Metro Board Retreat
9.17.26
VALLEY METRO

1


Agenda
• Background
• Study & Engagement Findings
• Service Proposal Approach
• Community Engagement
• Next Steps

2



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Bus Network Redesign

- Opportunity to **match service delivery with market demand and customer input**
- Holistic review of service efficiency and effectiveness
- Significant engagement with riders about what they want to see
  - Next round of engagement in **Oct. '26**
  - Board consideration in **April '27**
  - Implementation as soon as **fall '27**



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State of the System

60% bus ridership recovery
*National average for mid-sized and large urban systems is **78-81%***

12 passengers per hour
*Peers average **22** passengers per hour*

30-minute service
Grid networks require high frequency

47% of riders transfer
Higher numbers expected in grid system (60+%)

Key indicators point to opportunities for improvement

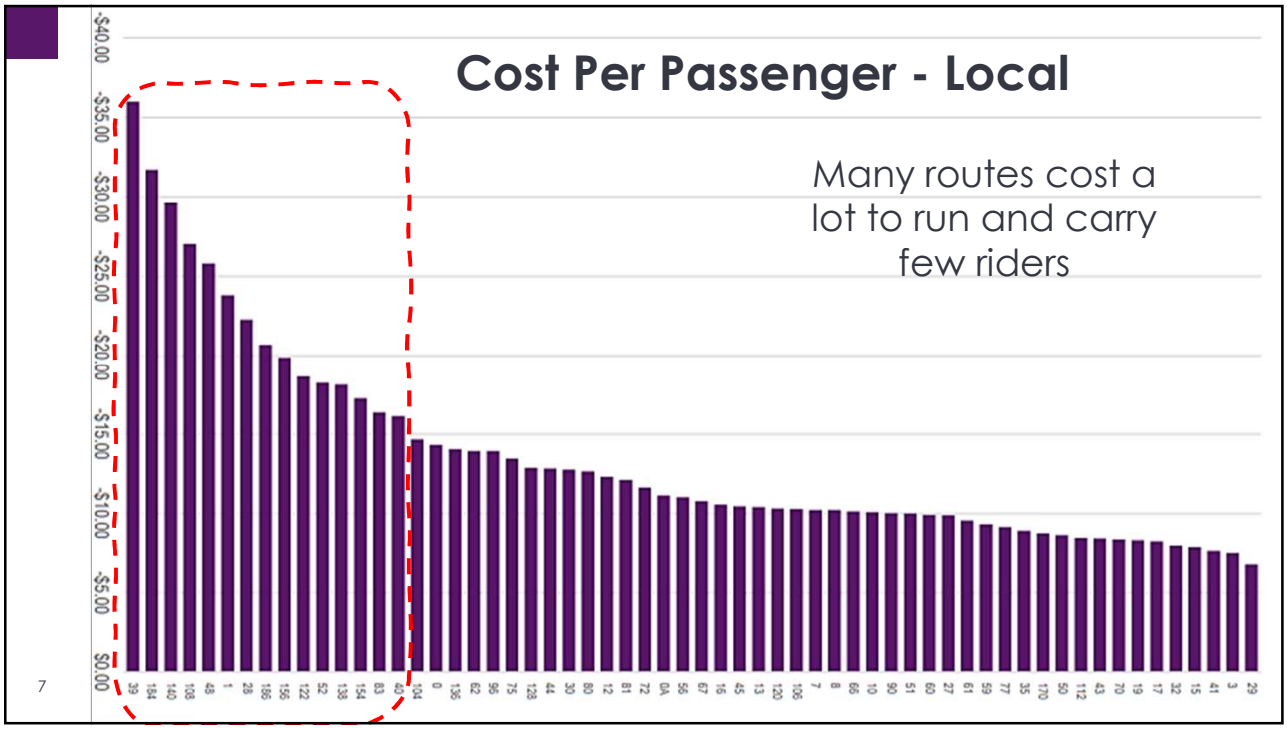
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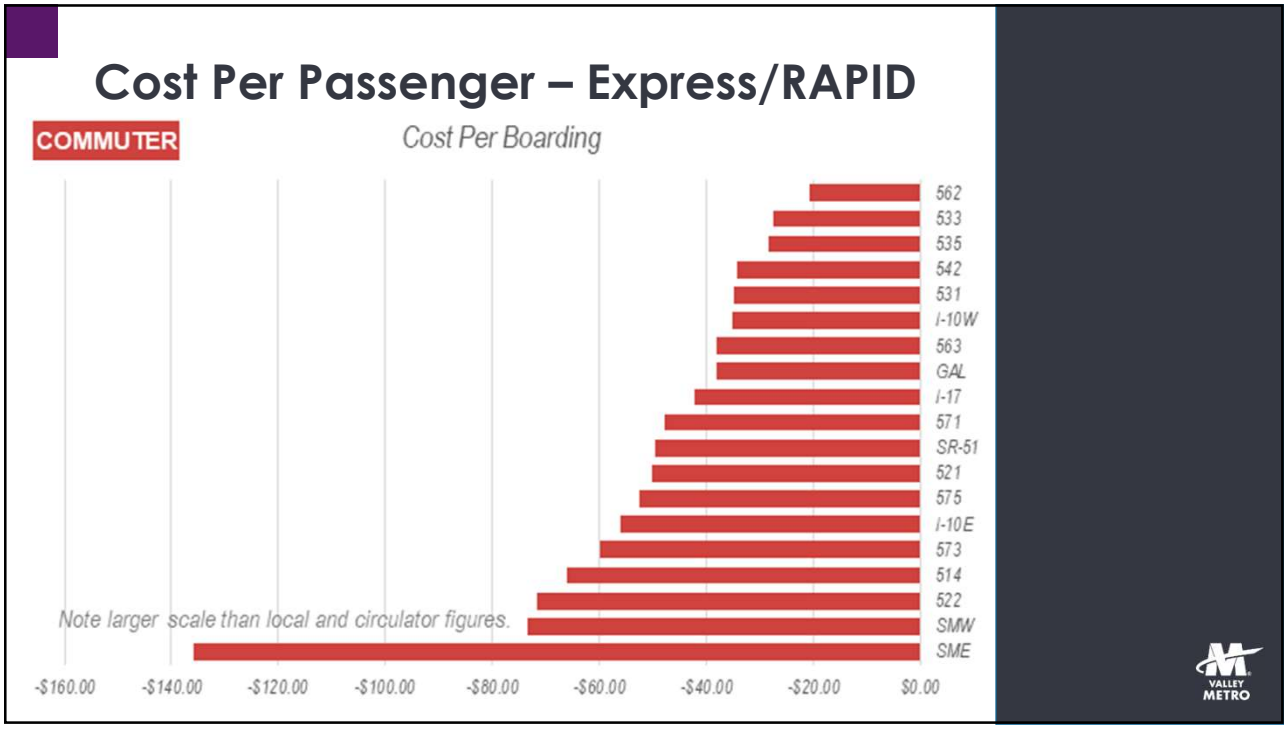


Study & Engagement Findings

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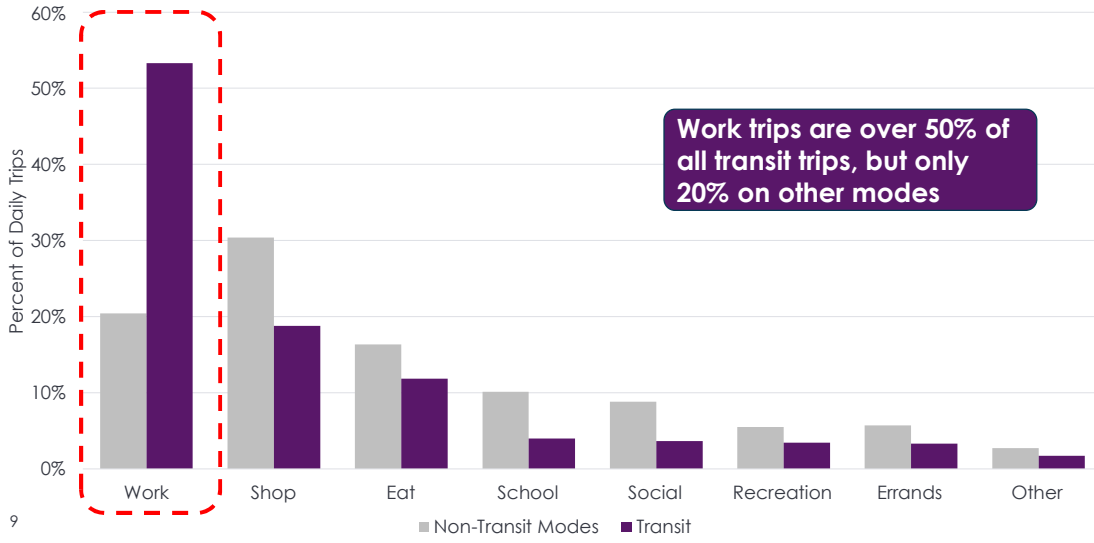

Cost Per Passenger - Local
Many routes cost a lot to run and carry few riders
-$40.00
-$35.00
-$30.00
-$25.00
-$20.00
-$15.00
-$10.00
-$5.00
$0.00
7

7


Cost Per Passenger – Express/RAPID
COMMUTER
Cost Per Boarding
562
533
535
542
531
I-10W
563
GAL
I-17
571
SR-51
521
575
I-10E
573
514
522
SMW
SME
Note larger scale than local and circulator figures.
-$160.00
-$140.00
-$120.00
-$100.00
-$80.00
-$60.00
-$40.00
-$20.00
$0.00
VALLEY METRO

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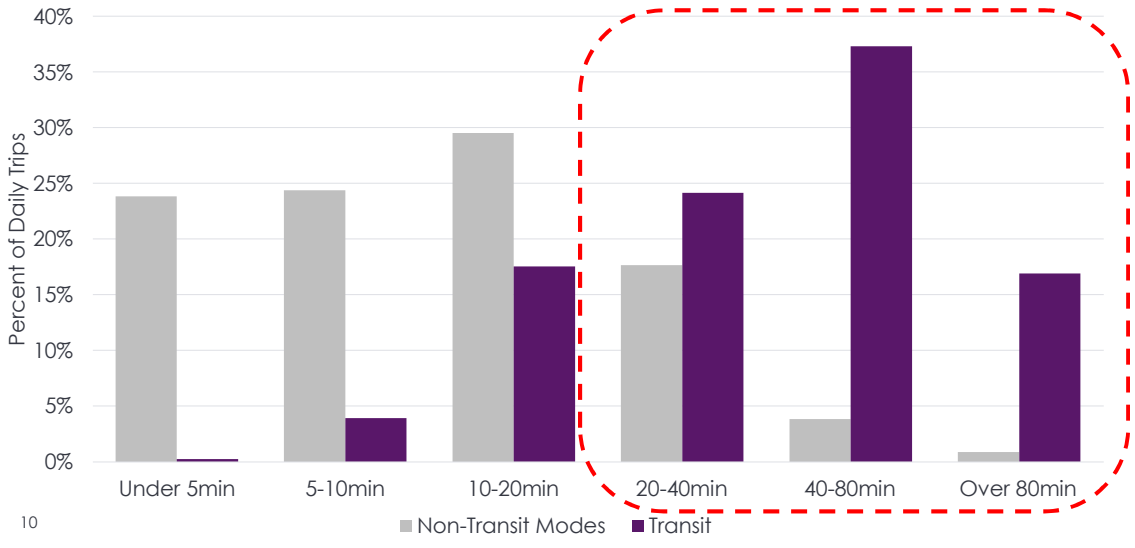
Valley residents use transit mostly for work



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It takes a long time to take the bus



10

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What Our Customers Told Us

- Not enough routes run frequently
- No frequent weekend service
- It takes a long time to take the bus
- Reliable service is crucial

Frequent, fast, and reliable service means riders have economic access and mobility.

They save time and money and are more likely to rely on transit for more trips.

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Service Proposal Approach

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Proposed Plan Overview – Guiding Principles

- Anchor routes where people want to go
- Prioritize the customer experience
- Maximize resource efficiency
- Match service levels to market demand

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How BNR Responds

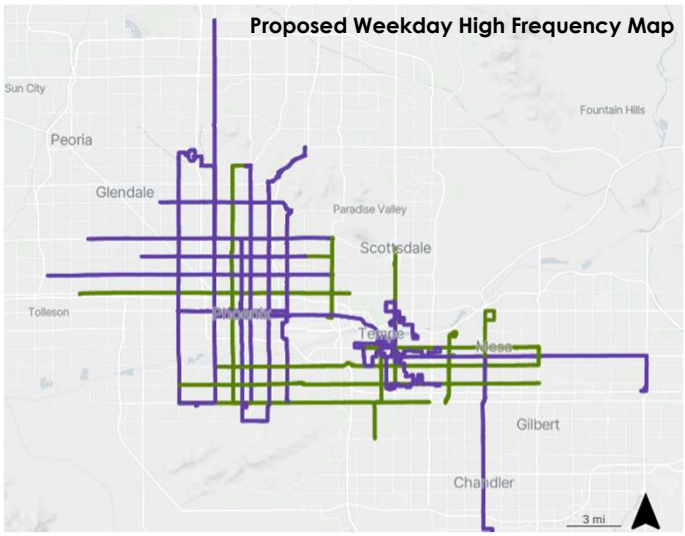
	Current:	Proposed:
Frequent WEEKDAY local routes	7	**19**
Frequent WEEKEND local routes	0	**11**
Daily EXPRESS trips per route	6-7	**11**

Make service **reliable** by:
1) Designing it so it's easy to operate
2) Running it frequently so you can RELY on it
3) Continuing Improvement in daily operations

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Expanded High Frequency Network



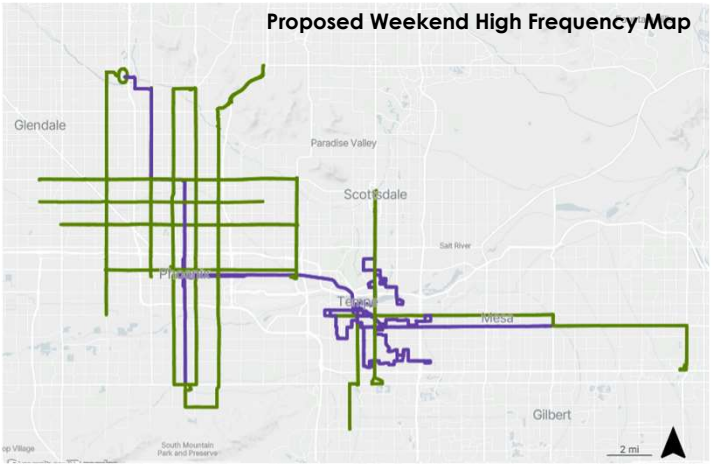
- Current Frequent Service
- Proposed Added Frequent Service

- **#1 request** among riders and non riders
- The largest factor in attracting riders to a system. **If it's not frequent, most won't take it**
- No need to understand and plan around schedules
- Reduces the pain of transfers, **critical in a grid network**
- ***People use frequent service frequently***

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NEW Weekend Frequent Network



- Current Frequent Service (Orbit & Rail)
- Proposed Added Frequent Service

- Only Rail and Orbit Circulators run frequent weekend service
- People work and play 7 days a week
- New network of **11 routes** running every 15 minutes
- Weekend service costs **two-fifths** of weekday service
- ***Take people when they want to go***

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Express Service Consolidation

- Over half of Express Routes have three or fewer trips each way
- Makes it hard to use when you have any uncertainty about your day
- Ridership is low as a result
- Proposed Network **cuts** the number of Express **Routes** from **13 to 7**
- Proposed Plan **adds more trips** to remaining routes
- Average **trips per route** would increase from **6.5 to 10.6**
- Reverse commute for added flexibility for riders
- Routes combined when they overlap on a freeway
- ***Design the service so people can use it***

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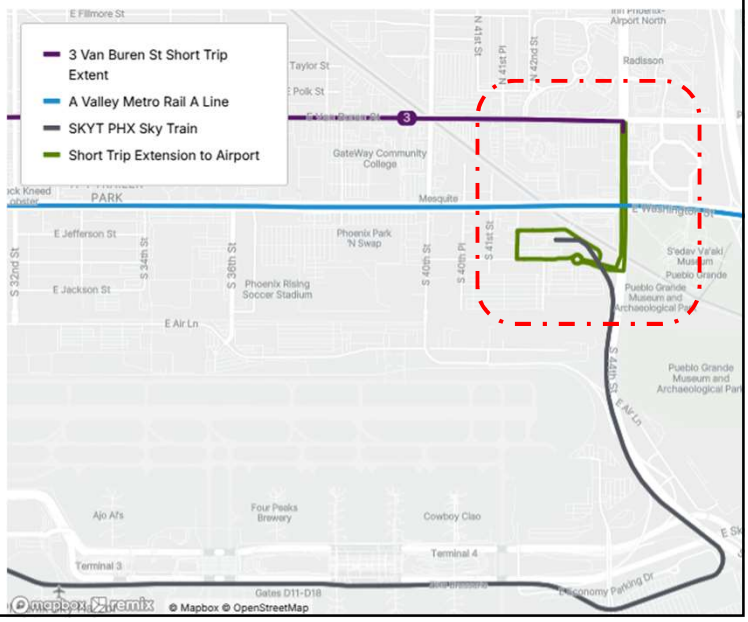
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Ending Lines at Trip Generators

Route 3:

Extend south to connect to 44th Street SkyTrain

Take riders where they want to go



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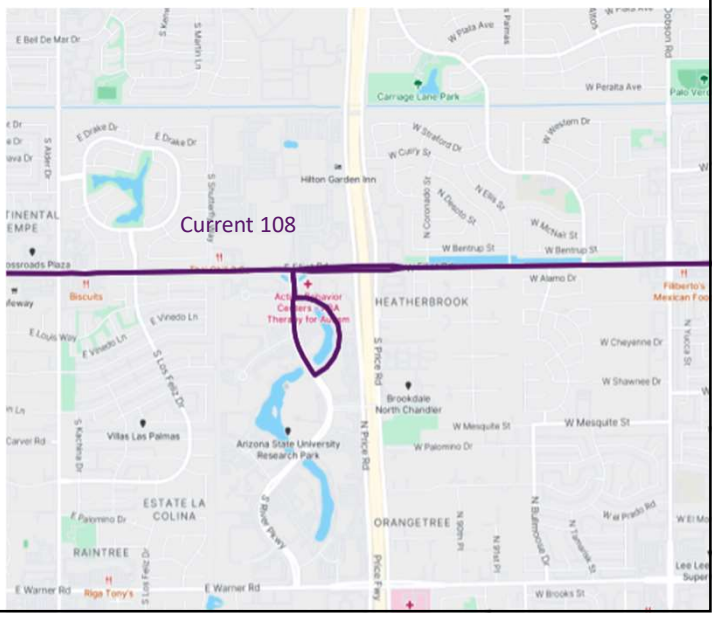
Eliminating Unproductive Deviations

Route 108:

Leaves Elliot to enter ASU Research Park to pick up 8 people each day (0.11 per trip)

Adds **100 minutes** of combined delay to passengers already on the bus.

Get riders where they want to go faster



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Proposed Network Plan - Benefits

Overall Plan approach: ***Do More of What Works, Less of What Doesn't***

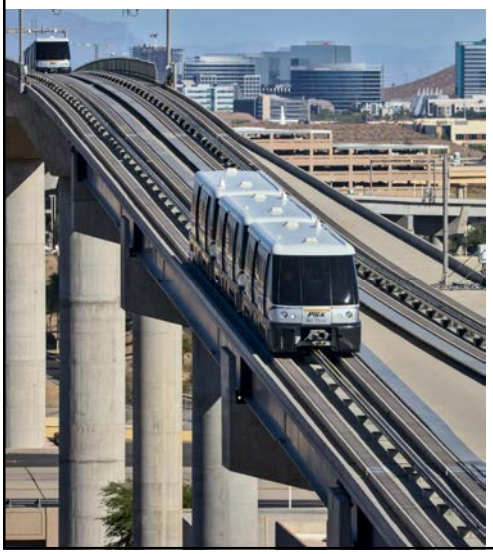
- 238,900 more residents with access to the 15-minute **weekday** network
- 349,900 more residents with access to the 15-minute **weekend** network
- 174,300 more jobs accessible via 15-minute **weekday** network
- 371,700 more jobs accessible via 15-minute **weekend** network

20

20

Proposed Network Plan - Benefits

Customers said: ***More one-seat rides***



New one-seat SkyTrain connections: 3, 60

Routes 28/52 combined

Routes 32/60 combined

Routes 120/128 combined

Stay on the bus, get where you want to go

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Proposed Network Plan - Tradeoffs

Overall Plan approach: ***Do More of What Works, Less of What Doesn't***

- **2,861** daily riders would lose service, about 3%
- **1,957** daily riders would have their bus come less often, about 2%
- **11** express riders would need to drive to a different Park & Ride
- **94** express riders would need to make an extra stop on their route

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Community Outreach Strategy

Shifting from a "Be Everywhere" approach to a targeted "Heat Map" approach

On-System Outreach — reaching riders where they are

Sept 17

Board of Directors

Present draft network plan

Oct 5

Engagement Launch

Rider & community input begins

End of 2026

Final Network Plan

Input shapes the final plan

24

Community Outreach Strategy

This round of engagement is about having hard conversations

- We want to know how these proposals will impact riders and their lives
- Be prepared to hear from riders and the community
- We won't make decisions about what to do until after engagement is complete
- This proposed network will improve mobility for the vast majority of current users and draw new riders to the system but it comes at a cost

25

Community Outreach Events

5

Virtual office hours

Online sessions for riders who can't attend in person

30+

Pop-up events

Strategic locations: most route changes · key activity centers · concurrent events

4

Focus groups

Targeted discussions with riders and community partners

6

Operator drop-in sessions

Operator feedback on route changes and service impacts

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Community Outreach Materials

- Project website with plan details and opportunities to provide feedback
- “Route Cards” with detailed route-level information
- Sub-regional system maps showing proposed changes
- BNR Outreach Bus



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Frontline Engagement

- Town Halls
- Office Hours
- Workshops
- Inreach Focus Days
- Layover Pop-ups
- Ride-alongs
- Small Groups
- Feedback Forms

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Community Outreach Strategy

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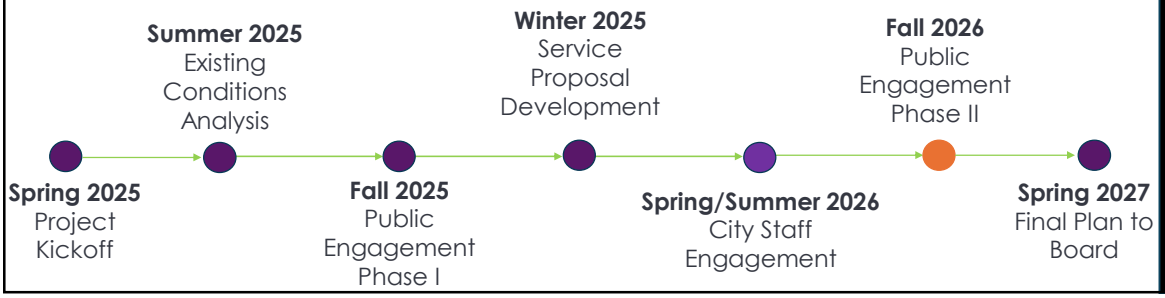
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Next Steps

- Solicit public feedback October - November
- Collaborate with city staff December-February on the final proposal list
- Present final plan to Board of Directors: April 2027



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Bus Network Redesign Proposal Descriptions

Route	Name	Description
0	Central Ave.	Reduces weekday service frequency to 30 minutes since Route 0 runs parallel to the Valley Metro Rail B Line.
1	Washington St.	No proposed changes. Current routing and service levels would remain the same.
3	Van Buren St.	Improves weekend service frequency to every 15 minutes between 35th Ave. and 44th St. Trips that end at 44th St. extend to serve 44th St./Washington station, improving connections to other bus routes, Valley Metro Rail, and Sky Harbor Airport.
7	7th St.	Extends weekday trips that currently end at 7th Ave. and Dunlap Ave. to Sunnyslope Transit Center to increase route transfer options
8	7th Ave.	No proposed changes. Current routing and service levels would remain the same.
10	Roosevelt St.	No proposed changes. Current routing and service levels would remain the same.
12	12th St.	No proposed changes. Current routing and service levels would remain the same.
13	Buckeye Rd.	Extends south to 75th Ave. and Lower Buckeye Rd., improving access to shopping and creating a connection to Route 28 for travel farther west.
15	15th Ave.	No proposed changes. Current routing and service levels would remain the same.
16	16th St.	Improves frequency to every 15 minutes south of Shea Blvd by combining Routes 16 and 39. North of Shea Blvd, service would split, with Route 16 operating on 32nd St. and Route 39 operating on 40th St. Route 39 would extend farther north on 40th St., creating new connections to schools and shopping near Desert Ridge. Weekend service north of Shea Blvd would operate every 60 minutes, a service reduction from the current 30-minute frequency.
17	McDowell Rd.	Improves service frequency to every 15 minutes, seven days a week, between 79th Ave. and 52nd St. Weekday peak service in this area would operate every 15 minutes instead of the current 10 minutes. The route would also provide all-day weekday service every 15 minutes between 52nd St. and Pima Rd., while adding Sunday service west of Phoenix. Weekday service in the impacted area would operate every 60 minutes, down from the current 40-minute frequency.
19	19th Ave.	Improves weekend frequency to 15 minutes between Adams St. and Bell Rd. 9 a.m. - 6 p.m.
27	27th Ave.	No proposed changes. Current routing and service levels would remain the same.
28	Lower Buckeye Rd.	Combines with Route 52 to form a continuous east-west connection with direct access to Valley Metro Rail
29	Thomas Rd.	Improves weekend frequency to 15 minutes between Desert Sky Transit Center and 44th St. from 9 a.m. - 6 p.m.
30	University Dr.	The route would be shortened to no longer travel east of Gilbert Rd., and frequency would be improved to every 15 minutes Monday through Saturday between 52nd St. and Gilbert Rd. Sunday service would operate every 30 minutes, providing more weekend travel options.
32	32nd St.	Eliminates Route 32 by extending Route 60 south along 32nd St. to the 44th St./Washington light rail station. The portion of Route 32 south of the Airport will be replaced with an extension of Route 44 to Baseline Rd. and 40th St.
35	35th Ave.	Improves weekend frequency to every 15 minutes between Lower Buckeye Rd. and Thelda Williams Transit Center 9 a.m. - 6 p.m.

Bus Network Redesign Proposal Descriptions		
Route	**Name**	**Description**
39	40th St.	Improves frequency to every 15 minutes south of Shea Blvd. by combining Routes 16 and 39. North of Shea Blvd., service would split, with Route 16 operating on 32nd St. and Route 39 operating on 40th St. Route 39 would extend farther north on 40th St., creating new connections to schools and shopping near Desert Ridge. Weekend frequency north of Shea Blvd. would be every 60 minutes, a service reduction from the current 30-minute frequency.
40	Main St.	Improves weekday frequency to every 12 minutes and Saturday frequency to every 15 minutes east of Gilbert Rd., enabling timed transfers to and from Valley Metro Rail A Line trains. Route 40 would end at Gilbert/Main Transit Center, and service west of the transit center to Sycamore/Main Transit Center would be discontinued.
41	Indian School Rd.	Improves weekend frequency to every 15 minutes between 59th Ave. and 32nd St., increasing weekend service options.
43	43rd Ave.	No proposed changes. Current routing and service levels would remain the same.
44	44th St. / Tatum Blvd.	Extends Route 44 south to Baseline Rd., replacing portions of Route 32 and providing more direct service along 40th and 44th streets.
45	Broadway Rd.	Improves weekday midday frequency to every 15 minutes between 19th Ave. and Price Rd. Service east of Gilbert/Main Transit Center would be discontinued.
48	48th St.	No proposed changes. Current routing and service levels would remain the same.
50	Camelback Rd.	Improves weekend frequency to every 15 minutes between 67th Ave and 44th St, providing more weekend travel options.
51	51st Ave.	No proposed changes. Current routing and service levels would remain the same.
52	Roeser Rd.	Route 52 would be eliminated and combined with Route 28 to create a continuous east-west connection with direct access to Valley Metro Rail.
56	Priest Drive.	Extends Route 56 south to the 40th St./Pecos Park-and-Ride, creating a new direct connection between Ahwatukee, Valley Metro Rail, and other Phoenix and Tempe bus routes.
57	North 56th St.	Creates a new route from North 56th St., including the Mayo Clinic, to Paradise Valley Transit Center and the Desert Ridge area. The route would operate every 30 minutes on weekdays and weekends.
59	59th Ave.	No proposed changes. Current routing and service levels would remain the same.
60	Bethany Home Rd.	Extends Route 60 south along 32nd St. to the 44th St./Washington station. This will replace the portion of 32nd St. served by Route 32. Route 32 south of Sky Harbor Airport will be replaced by an extension of Route 44 to Baseline Rd and 40th St.
61	Southern Ave.	Improves weekday midday frequency from every 30 minutes to every 15 minutes between 35th Ave. and Gilbert Rd., increasing midday service options.
62	Hardy Dr.	No proposed changes. Current routing and service levels would remain the same.
66	Mill Ave. / Kyrene Rd.	Improves frequency to every 15 minutes, seven days a week, between the Tempe Transit Center and Elliot Rd. Evening service would operate until 11:30 p.m. every day, providing more travel options later in the day.
67	67th Ave.	No proposed changes. Current routing and service levels would remain the same.

Bus Network Redesign Proposal Descriptions		
Route	**Name**	**Description**
70	24th St. / Glendale Ave.	No proposed changes. Current routing and service levels would remain the same.
72	Scottsdale Rd. / Rural Rd.	Improves frequency between Camelback Rd. and Baseline Rd. to every 10 minutes on weekdays and every 15 minutes on weekends. Removes the deviation to Scottsdale Park-and-Ride to improve travel times. Extends evening service to 11:30 p.m. seven days a week, providing later travel options.
75	75th Ave.	No proposed changes. Current routing and service levels would remain the same.
77	Baseline Rd.	Extends route east to Superstition Springs Transit Center, expanding access and connections across Mesa. Improves weekday frequency from every 30 minutes to every 15 minutes between 35th Ave. and Price Rd.
80	Northern Ave. / Shea Blvd.	No proposed changes. Current routing and service levels would remain the same.
81	Hayden Rd. / McClintock Dr.	Improves access to Old Town Scottsdale and the Walmart on Pima Rd. through revised routing. Extends weekend trips to Chandler, improving weekend access. Service to ASU Research Park would be discontinued.
83	83rd Ave.	No proposed changes. Current routing and service levels would remain the same.
90	Dunlap Ave. / Cave Creek Rd.	No proposed changes. Current routing and service levels would remain the same.
96	Dobson Rd.	Adds weekday service to every 15 minutes between Mesa Riverview and Baseline Rd. Extends Sunday trips along the full route, expanding access to Chandler. Extends evening service to 11:30 p.m. daily, offering more travel options later in the day.
104	Alma School Rd.	Provides a streamlined southern end-of-line route through downtown Chandler by looping counterclockwise from Frye Rd. to Delaware St., then Boston St., then Arizona Ave., before returning to Frye Rd. Operates along the full route on weekends, providing more weekend travel options. Moves the north end of the route farther west to Mesa Riverview, improving connections to other routes.
106	Peoria Ave.	Provides faster trips to Banner Boswell Medical Center by shifting service from 111th Ave. to 103rd Ave. Increases service levels to Sun City by extending all weekday trips and hourly weekend service beyond Peoria into Sun City.
108	Elliot Rd. / 48th St.	Provides faster, more direct trips along Elliot Rd. by removing deviations to ASU Research Park and Sunland Village East.
112	Country Club Dr. / Arizona Ave.	Improves weekday frequency to every 15 minutes between Main St. and McKellips Rd. Extends service every 30 minutes south to Snedigar Park in Chandler, Monday through Saturday, improving access to schools and shopping. Sunday evening service would extend to 10 p.m., providing more travel options later in the day. Service to the Center/Main Station would be discontinued, but will continue to serve the Main/Country Club Station.
120	Mesa Dr.	Combines with Route 128 to create a two-way loop, expanding coverage and simplifying connections between the two routes.
122	Cactus Rd.	No proposed changes. Current routing and service levels would remain the same.
128	Stapley Dr.	Combines with Route 120 to create a two-way loop, expanding coverage and simplifying connections between the two routes.

Bus Network Redesign Proposal Descriptions		
Route	**Name**	**Description**
136	Gilbert Rd.	Extends south to Chandler Heights, expanding access to transit. Sunday daytime service would also extend to Gilbert and Chandler.
138	Thunderbird Rd.	No proposed changes. Current routing and service levels would remain the same.
140	Ray Rd.	No proposed changes. Current routing and service levels would remain the same.
154	Greenway Rd.	Simplifies weekend service by ensuring every trip operates the full route to Scottsdale Airpark. Service to Scottsdale Park-and-Ride would be discontinued.
156	Chandler Blvd.	Provides faster trips along Chandler Blvd. by removing the deviation to Dignity Health Mercy Gilbert Medical Center. Extends evening service until 10:30 p.m., providing more travel options later in the day.
170	Bell Rd.	No proposed changes. Current routing and service levels would remain the same.
184	Power Rd.	Provides faster trips to and from the ASU Polytechnic campus by removing the deviation to Mesa Airport.
186	Union Hills Drive / Mayo Blvd	No proposed changes. Current routing and service levels would remain the same.
514	Scottsdale Express	Provides faster freeway travel to and from park-and-ride lots in Scottsdale by discontinuing service along McDowell Rd. Adds three trips in each direction, creating additional travel options.
521	Central Tempe Express	Consolidates express service on US 60 to provide more frequent trips and additional travel options. Route 521 would be discontinued, and express service to Tempe Library would be replaced by more frequent service on Route 533, which will provide seven morning round-trips and seven evening round-trips per weekday to the library.
522	South Tempe Express	Route 522 would be discontinued due to low ridership, allowing for more frequent service on other express routes with higher ridership in the region.
531	Mesa / Gilbert Express	Consolidates express service on US- 60 to provide more frequent trips and additional travel options. Route 531 would be discontinued, and express service along the corridor would be replaced with more frequent service on Route 533, which will provide seven morning and seven evening round trips per weekday to the West Mesa Park-and-Ride.
533	Mesa Express	Adds more trips by consolidating service from Routes 521 and 531, providing more travel options. Adds a stop at the Tempe Library, expanding access to the area. The route will provide seven morning round-trips and seven evening round-trips per weekday.
535	Northeast Mesa Express	Adds one more morning and evening trip, providing commuters with more travel options.
542	Chandler Express	Extends four trips to the new Gilbert Park-and-Ride, replacing Route 531 service to Gilbert with an option in central Gilbert. Adds one additional morning and evening trip to the Chandler Park-and-Ride.
562	Goodyear Express	Route 562 will be eliminated and combined with the 563 to provide more frequent service on I-10 West by adding service to Goodyear Park-and-Ride on Route 563. All three Park-and-Rides will be served by seven morning round trips and seven evening round trips per weekday.

Bus Network Redesign Proposal Descriptions		
Route	**Name**	**Description**
563	Avondale / Buckeye Express	Route 562 will be eliminated and combined with the 563 to provide more frequent service on I-10 West by adding service to Goodyear Park-and-Ride on Route 563. All three Park-and-Rides will be served by seven morning round trips and seven evening round trips per weekday.
571	Surprise Express	Route 573 will be eliminated and combined with Route 571 by adding service to the Glendale Park-and-Ride on Route 571. The combined route will provide seven morning trips and seven evening trips. Current Route 573 riders are encouraged to use the new consolidated Route 571
573	West Glendale Express	Route 573 will be eliminated and combined with Route 571 by adding service to the Glendale Park-and-Ride on Route 571. The combined route will provide seven morning trips and seven evening trips. Current Route 573 riders are encouraged to use the new consolidated Route 571
575	North Glendale Express	Shortens the route and removes service to Arrowhead Mall.
685	Ajo / Gila Bend	No proposed changes. Current routing and service levels would remain the same.
68CM	68th St / Camelback	No proposed changes. Current routing and service levels would remain the same.
ALEX	Ahwatukee Local Explorer	Provides faster service to and from western Ahwatukee by changing the route's western end.
DASH	Downtown Area Shuttle	Reduces service frequency from every 12 minutes to 15-minute frequency.
DBUZ	Downtown BUZZ	Adds Sunday and weekend evening service, expanding access to recreation destinations. Provides faster service on Center St. by removing low-ridership deviation to Mesa Dr.
EARTH	Orbit Earth	No proposed changes. Current routing and service levels would remain the same.
FBUZ	Fiesta BUZZ	No proposed changes. Current routing and service levels would remain the same.
FLSH	ASU Free Area Local Shuttle	No proposed changes. Current routing and service levels would remain the same.
GAL	Grand Ave Limited	Grand Ave Limited would be discontinued due to low ridership, allowing resources to be reinvested in higher-ridership express routes such as Route 571.
GUS1	Glendale Urban Shuttle 1	No proposed changes. Current routing and service levels would remain the same.
GUS2	Glendale Urban Shuttle 2	No proposed changes. Current routing and service levels would remain the same.
GUS3	Glendale Urban Shuttle 3	No proposed changes. Current routing and service levels would remain the same.
I10E	I-10E RAPID	No proposed changes. Current routing and service levels would remain the same.
I10W	I-10W RAPID	No proposed changes. Current routing and service levels would remain the same.

Bus Network Redesign Proposal Descriptions		
Route	**Name**	**Description**
I17	I-17 RAPID	No proposed changes. Current routing and service levels would remain the same.
JUPI	Orbit Jupiter	No proposed changes. Current routing and service levels would remain the same.
MARS	Orbit Mars	No proposed changes. Current routing and service levels would remain the same.
MARY	Maryvale Area Ride for You	No proposed changes. Current routing and service levels would remain the same.
MERC	Orbit Mercury	No proposed changes. Current routing and service levels would remain the same.
MLHD	Miller / Hayden	No proposed changes. Current routing and service levels would remain the same.
MSTG	Mustang	No proposed changes. Current routing and service levels would remain the same.
SME	South Mountain East RAPID	South Mountain East RAPID would be discontinued, allowing for more frequent service on Route 77 and connections to the Valley Metro Rail B Line, as well as other frequent bus routes.
SMRT	Sunnyslope Multi-Access Residential Transit	No proposed changes. Current routing and service levels would remain the same.
SMW	South Mountain West RAPID	South Mountain West RAPID would be discontinued, allowing for more frequent service on Route 77 and connections to the Valley Metro Rail B Line as well as other frequent bus routes.
SR51	SR-51 RAPID	No proposed changes. Current routing and service levels would remain the same.
STRN	Orbit Saturn	No proposed changes. Current routing and service levels would remain the same.
VENU	Orbit Venus	No proposed changes. Current routing and service levels would remain the same.

BUS NETWORK REDESIGN
Service Recommendations

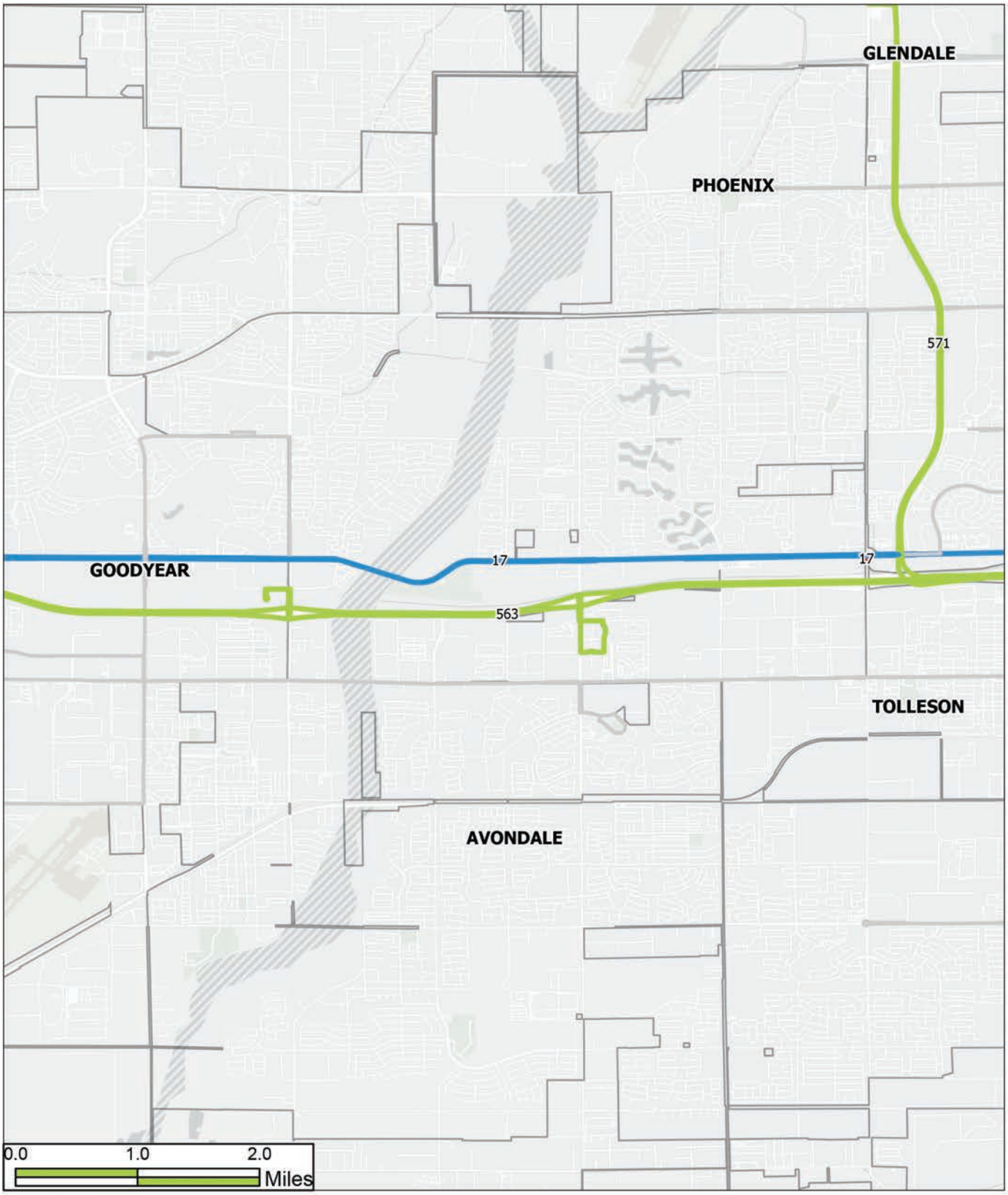
City of Avondale



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
3 Van Buren St	Improves weekend service frequency to every 15 minutes between 35th Ave and 44th St. Trips that end at 44th St extend to serve 44th St/Washington station, improving connections to other bus routes, Valley Metro Rail and Sky Harbor Airport.
17 McDowell Rd	Improves service frequency to every 15 minutes, seven days a week, between 79th Ave and 52nd St. Weekday peak service in this area would operate every 15 minutes instead of the current 10 minutes. The route would also provide all-day weekday service every 15 minutes between 52nd St and Pima Rd while also adding Sunday service west of Phoenix. Weekday service in the impacted area would operate every 60 minutes instead of the current 40-minute frequency.
41 Indian School Rd	Improves weekend frequency to every 15 minutes between 59th Ave and 32nd St, increasing weekend travel options.
563 Avondale/ Buckeye Express	Route 562 will be eliminated and combined with the 563 to provide more frequent service on I-10 West by adding service to Goodyear Park-and-Ride on Route 563. All three park-and-rides will be served by seven morning round trips and seven evening round trips per weekday.

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Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Avondale

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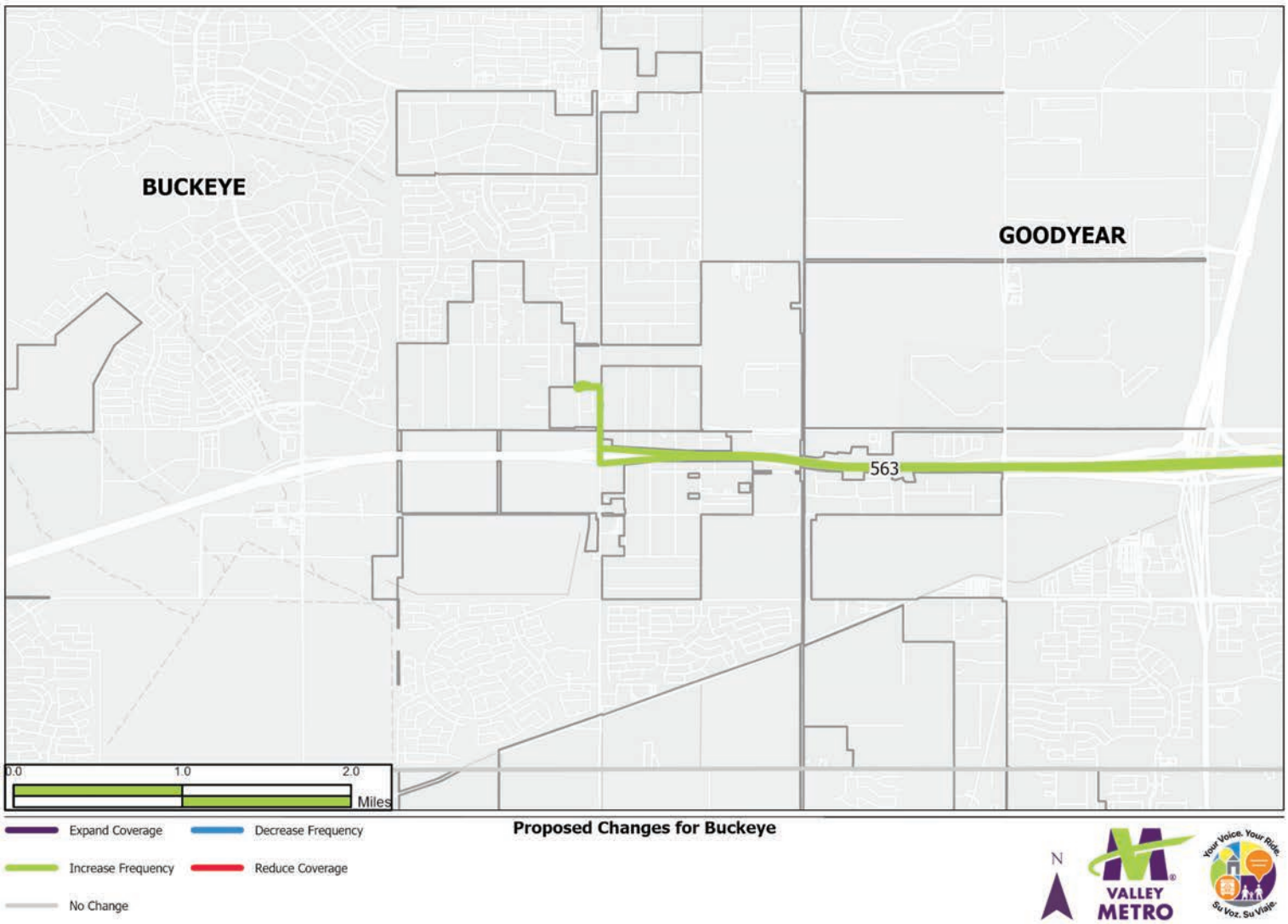
BUS NETWORK REDESIGN
Service Recommendations

City of Buckeye



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
563 Avondale/ Buckeye Express	Route 562 will be eliminated and combined with the 563 to provide more frequent service on I-10 West by adding service to Goodyear Park-and-Ride on Route 563. All three park-and-rides will be served by seven morning round trips and seven evening round trips per weekday.



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BUS NETWORK REDESIGN
Service Recommendations

City of Chandler



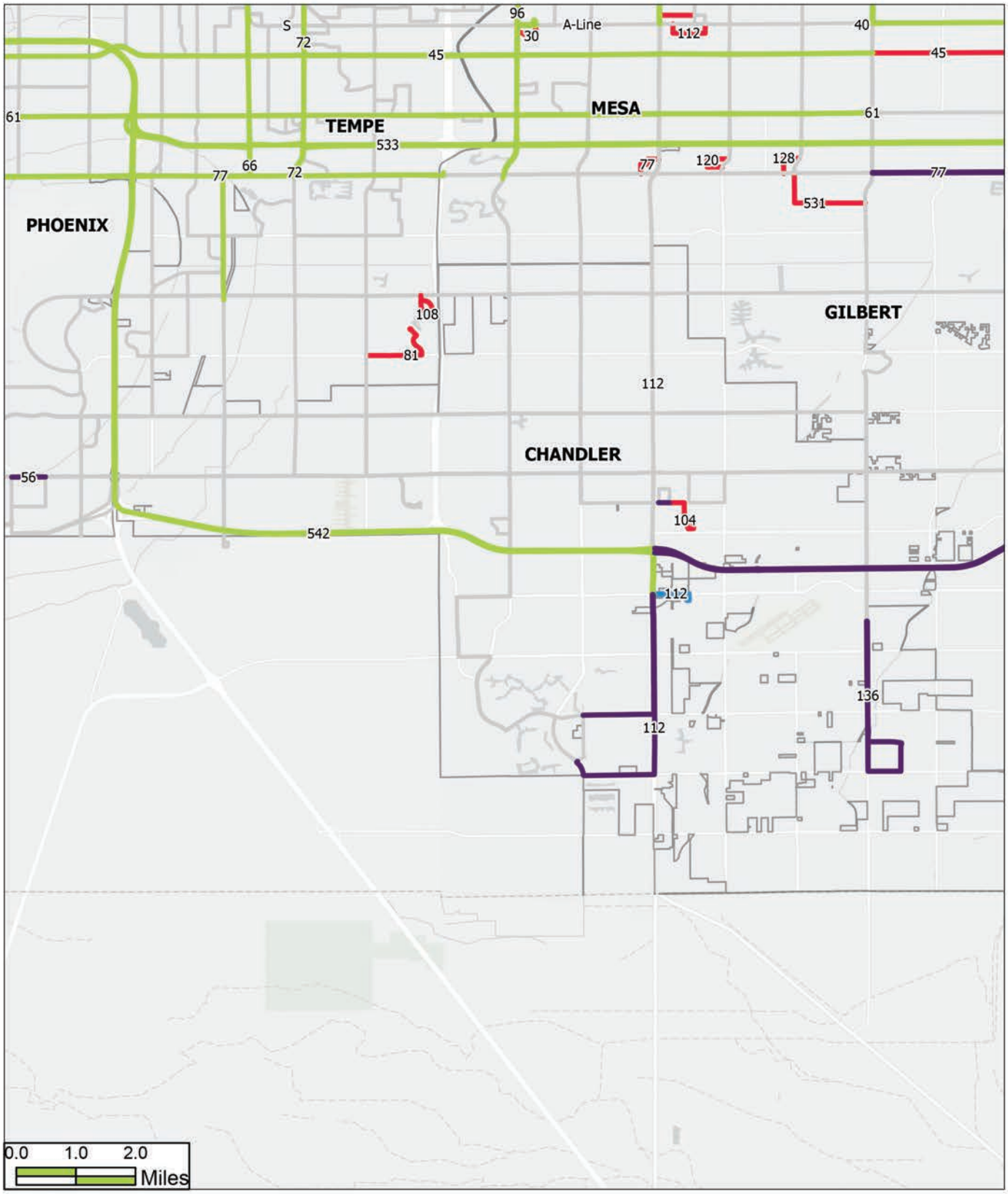
RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
56 Priest Dr	Extends Route 56 south to the 40th St/Pecos Park-and-Ride, creating a new direct connection between Ahwatukee, Valley Metro Rail and other Phoenix and Tempe bus routes.
66 Mill Ave/ Kyrene Rd	Improves frequency to every 15 minutes, seven days a week between Tempe Transit Center and Elliot Rd. Evening service would operate until 11:30 p.m. every day, providing more travel options later in the day.
72 Scottsdale Rd/ Rural Rd	Improves frequency between Camelback Rd and Baseline Rd to every 10 minutes on weekdays and every 15 minutes on weekends. Removes the deviation to Scottsdale Park-and-Ride to improve travel times. Extends evening service to 11:30 p.m. seven days a week, providing later travel options.
81 Hayden Rd/ McClintock Dr	Improves access to Old Town Scottsdale and the Walmart on Pima Rd through revised routing. Extends weekend trips to Chandler, improving weekend access. Service to ASU Research Park would be discontinued.
96 Dobson Rd	Adds weekday service to every 15 minutes between Mesa Riverview and Baseline Rd. Extends Sunday trips along the full route, expanding access to Chandler. Extends evening service to 11:30 p.m. every day, providing more travel options later in the day.
104 Alma School Rd	Provides a streamlined southern end-of-line through downtown Chandler by looping counterclockwise from Frye Rd to Delaware St to Boston St to Arizona Ave before returning to Frye Rd. Operates along the full route on weekends, providing more weekend travel options. Moves the north end of the route farther west to Mesa Riverview, improving connections to other routes.
108 Elliot Rd/ 48th St	Provides faster, more direct trips along Elliot Rd by removing deviations to ASU Research Park and Sunland Village East.
112 Country Club Dr /Arizona Ave	Improves weekday frequency to every 15 minutes between Main St and McKellips Rd. Extends service every 15 minutes south to Snedigar Park in Chandler Monday through Saturday, improving access to schools and shopping. Sunday evening service would extend to 10 p.m., providing more travel options later in the day. Service to Center/Main St station would be discontinued but will continue to serve the Main/Country Club station.

VALLEY METRO

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
136 Gilbert Rd	Extends south to Chandler Heights, expanding access to transit. Sunday daytime service would also extend to Gilbert and Chandler.
140 Ray Rd	No proposed changes. Current routing and service levels would remain the same.
156 Chandler Blvd	Provides faster trips along Chandler Blvd by removing the deviation to Dignity Health Mercy Gilbert Medical Center. Extends evening service until 10:30 p.m., providing more travel options later in the day.
542 Chandler Express	Extends four trips to the new Gilbert Park-and-Ride, replacing Route 531 service to Gilbert with an option in central Gilbert. Adds one additional morning and evening trip to the Chandler Park-and-Ride.



Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Chandler

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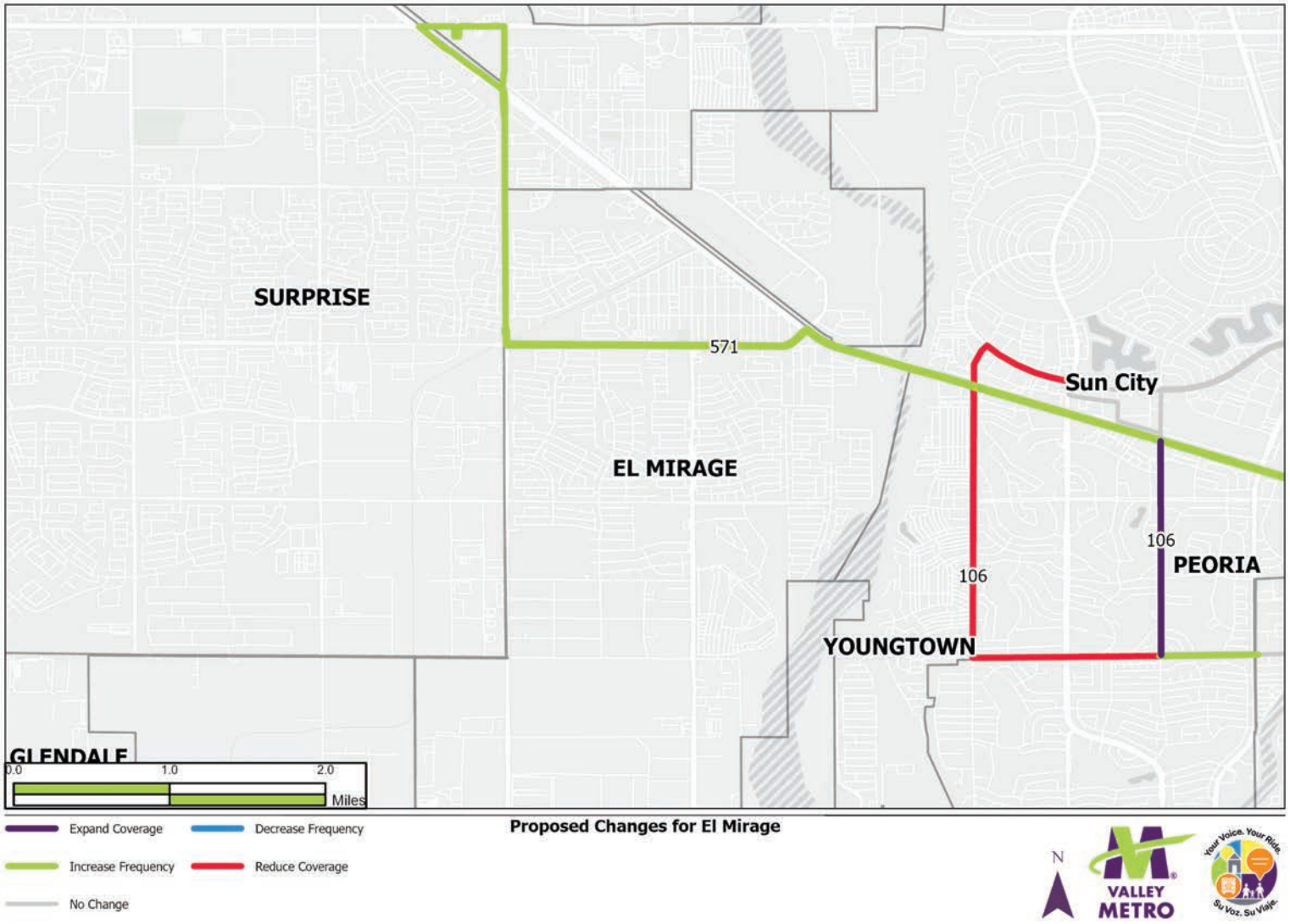
BUS NETWORK REDESIGN
Service Recommendations

City of El Mirage



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
571 Surprise Express	Route 573 will be eliminated and combined with Route 571 by adding service to Glendale Park-and-Ride on Route 571. The combined route will provide seven morning trips and seven evening trips. Current Route 573 riders are encouraged to use the new consolidated Route 571.



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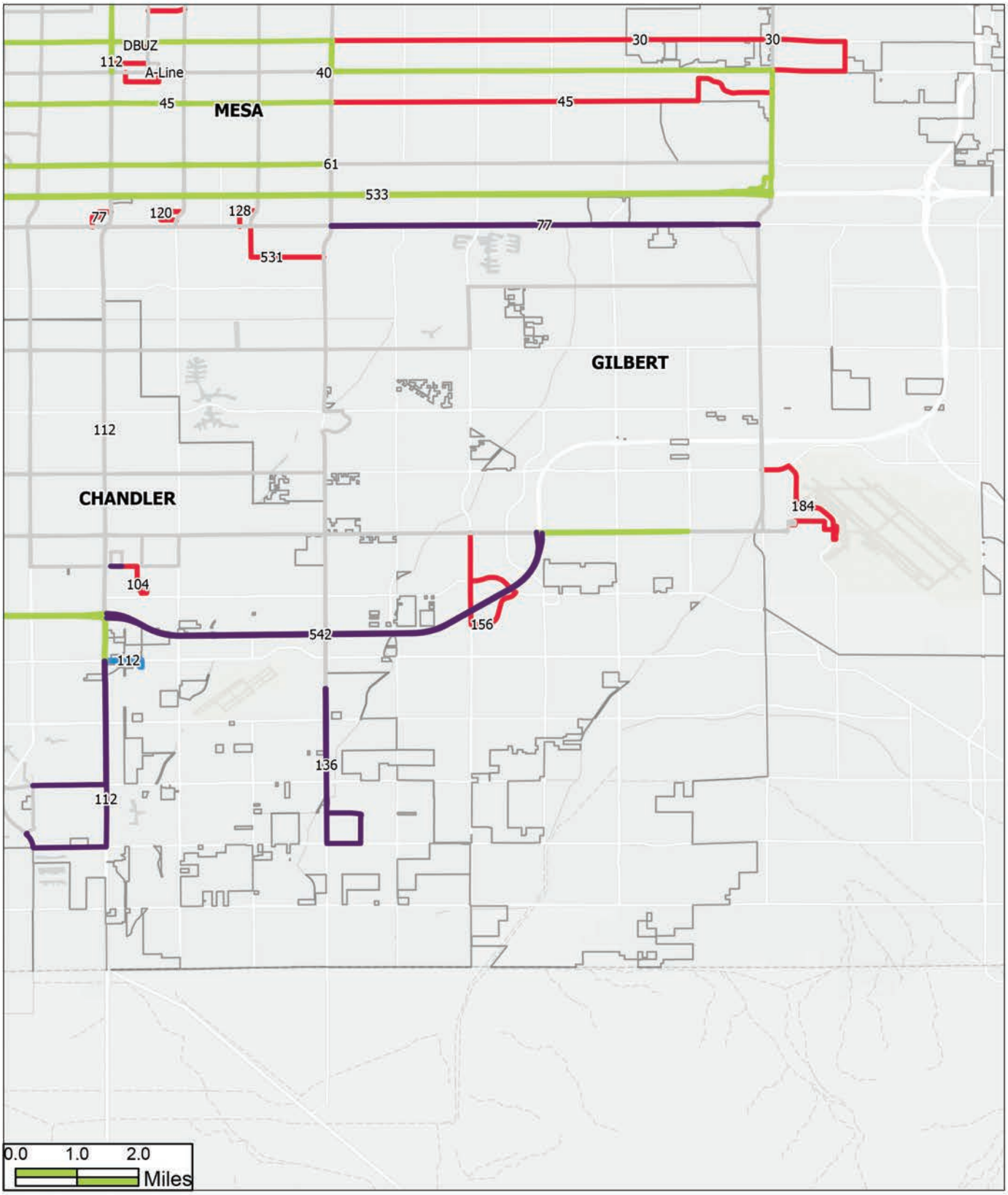
BUS NETWORK REDESIGN
Service Recommendations

Town of Gilbert



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
108 Elliot Rd/ 48th St	Provides faster, more direct trips along Elliot Rd by removing deviations to ASU Research Park and Sunland Village East.
112 Country Club Dr /Arizona Ave	Improves weekday frequency to every 15 minutes between Main St and McKellips Rd. Extends service every 30 minutes south to Snedigar Park in Chandler Monday through Saturday, improving access to schools and shopping. Sunday evening service would extend to 10 p.m., providing more travel options later in the day. Service to Center/Main St station would be discontinued but will continue to serve the Main/Country Club station.
136 Gilbert Rd	Extends south to Chandler Heights, expanding access to transit. Sunday daytime service would also extend to Gilbert and Chandler.
140 Ray Rd	No proposed changes. Current routing and service levels would remain the same.
156 Chandler Blvd	Provides faster trips along Chandler Blvd by removing the deviation to Dignity Health Mercy Gilbert Medical Center. Extends evening service until 10:30 p.m., providing more travel options later in the day.
184 Power Rd	Provides faster trips to and from the ASU Polytechnic campus by removing the deviation to Mesa Airport.
531 Mesa/Gilbert Express	Consolidates express service on US-60 to provide more frequent trips and additional travel options. Route 531 would be discontinued and express service along the corridor would be replaced by more frequent service on Route 533 which will provide seven morning round trips and seven evening round trips per weekday to the West Mesa Park-and-Ride.



Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Gilbert

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BUS NETWORK REDESIGN
Service Recommendations

City of Glendale



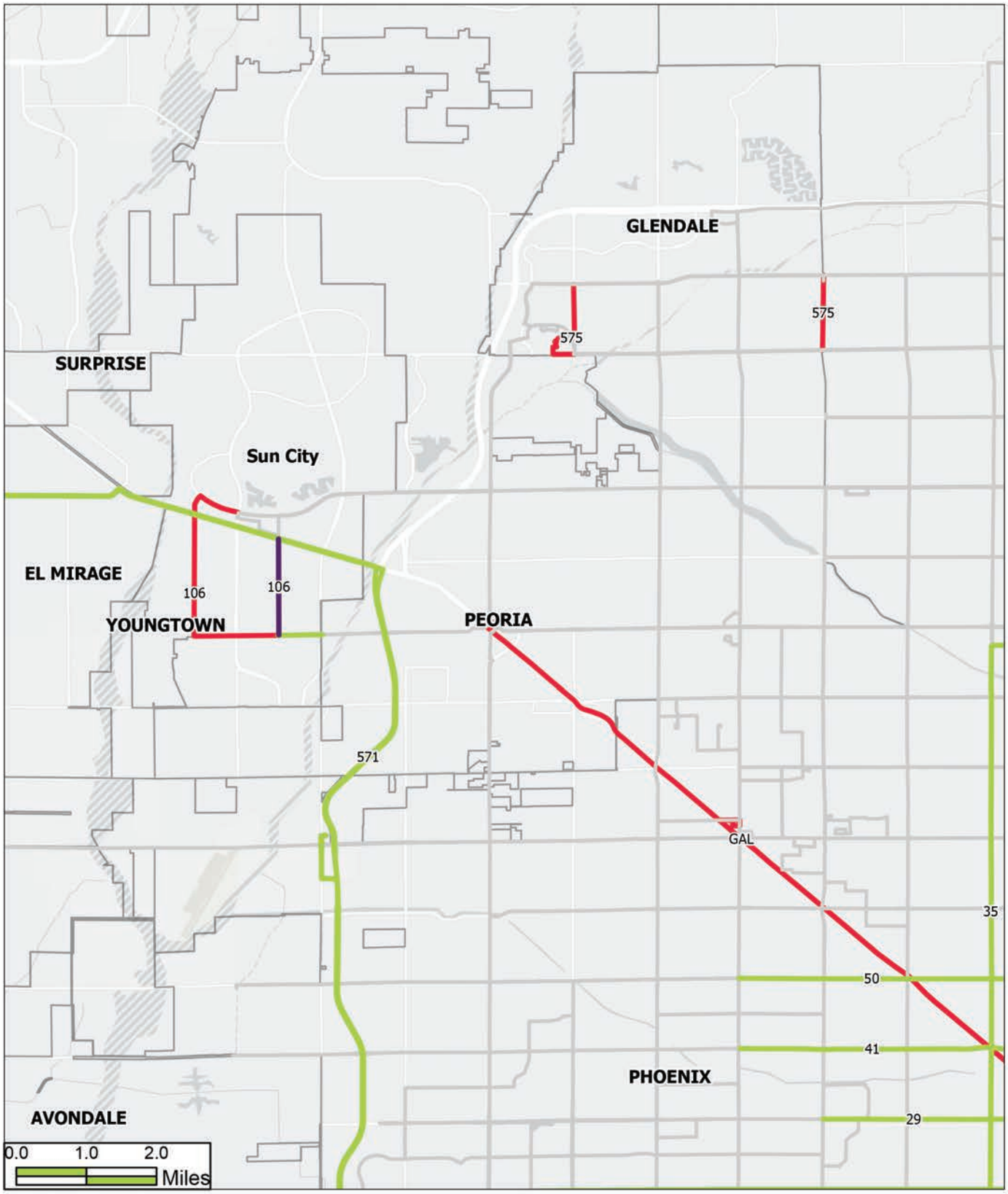
RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
43 43rd Ave	No proposed changes. Current routing and service levels would remain the same.
50 Camelback Rd	Improves weekend frequency to every 15 minutes between 67th Ave and 44th St, providing more weekend travel options.
51 51st Ave	No proposed changes. Current routing and service levels would remain the same.
59 59th Ave	No proposed changes. Current routing and service levels would remain the same.
60 Bethany Home Rd	Extends Route 60 south along 32nd St to the 44th St/Washington station. This will replace the portion of 32nd St served by Route 32. Route 32 south of Sky Harbor Airport will be replaced by an extension of Route 44 to Baseline Rd and 40th St.
67 67th Ave	No proposed changes. Current routing and service levels would remain the same.
70 24th St/ Glendale Ave	No proposed changes,. Current routing and service levels would remain the same.
80 Northern Ave/ Shea Blvd	No proposed changes. Current routing and service levels would remain the same.
83 83rd Ave	No proposed changes. Current routing and service levels would remain the same.
90 Dunlap Ave/ Cave Creek Rd	No proposed changes. Current routing and service levels would remain the same.

VALLEY METRO

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
106 Peoria Ave	Provides faster trips to Banner Boswell Medical Center by shifting service from 111th Ave to 103rd Ave. Increases service levels to Sun City by extending all weekday trips and hourly weekend service beyond Peoria into Sun City.
122 Cactus Rd	No proposed changes. Current routing and service levels would remain the same.
138 Thunderbird Rd	No proposed changes. Current routing and service levels would remain the same.
170 Bell Rd	No proposed changes. Current routing and service levels would remain the same.
186 Union Hills Dr/ Mayo Blvd	No proposed changes. Current routing and service levels would remain the same.
573 West Glendale Express	Route 573 will be eliminated and combined with Route 571 by adding service to Glendale Park-and-Ride on Route 571. The combined route will provide seven morning trips and seven evening trips. Current Route 573 riders are encouraged to use the new consolidated Route 571.
575 North Glendale Express	Shortens the route and removes service to Arrowhead Mall.
GAL Grand Ave Limited	Grand Ave Limited would be discontinued due to low ridership, allowing resources to be reinvested in higher-ridership express routes such as Route 571.
GUS Glendale Urban Shuttle 1	No proposed changes. Current routing and service levels would remain the same.



Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Glendale

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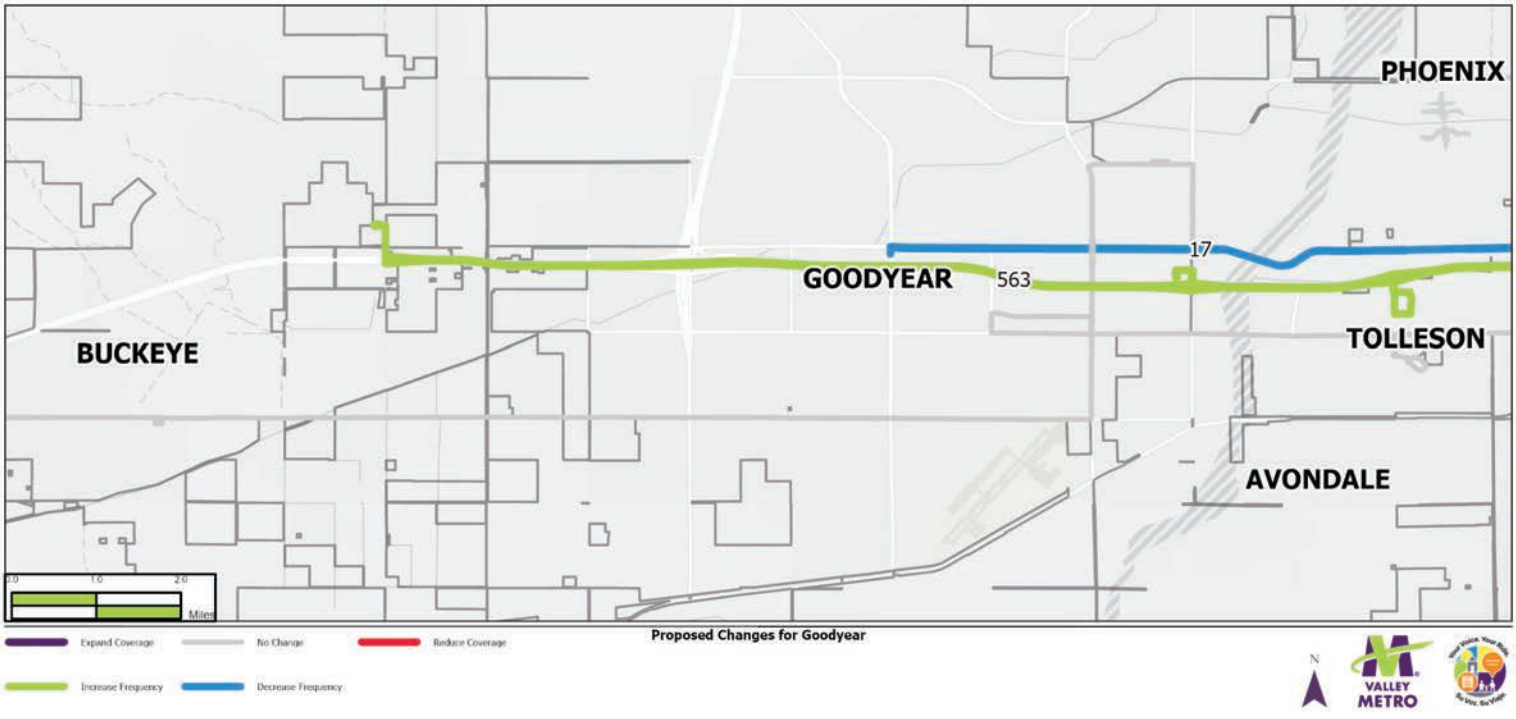
BUS NETWORK REDESIGN
Service Recommendations

City of Goodyear



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
17 McDowell Rd	Improves service frequency to every 15 minutes, seven days a week, between 79th Ave and 52nd St. Weekday peak service in this area would operate every 15 minutes instead of the current 10 minutes. The route would also provide all-day weekday service every 15 minutes between 52nd St and Pima Rd while also adding Sunday service west of Phoenix. Weekday service in the impacted area would operate every 60 minutes instead of the current 40-minute frequency.
562 Goodyear Express	Route 562 will be eliminated and combined with the 563 to provide more frequent service on I-10 West by adding service to Goodyear Park-and-Ride on Route 563. All three park-and-rides will be served by seven morning round trips and seven evening round trips per weekday.



VALLEY METRO

BUS NETWORK REDESIGN
Service Recommendations

City of Mesa

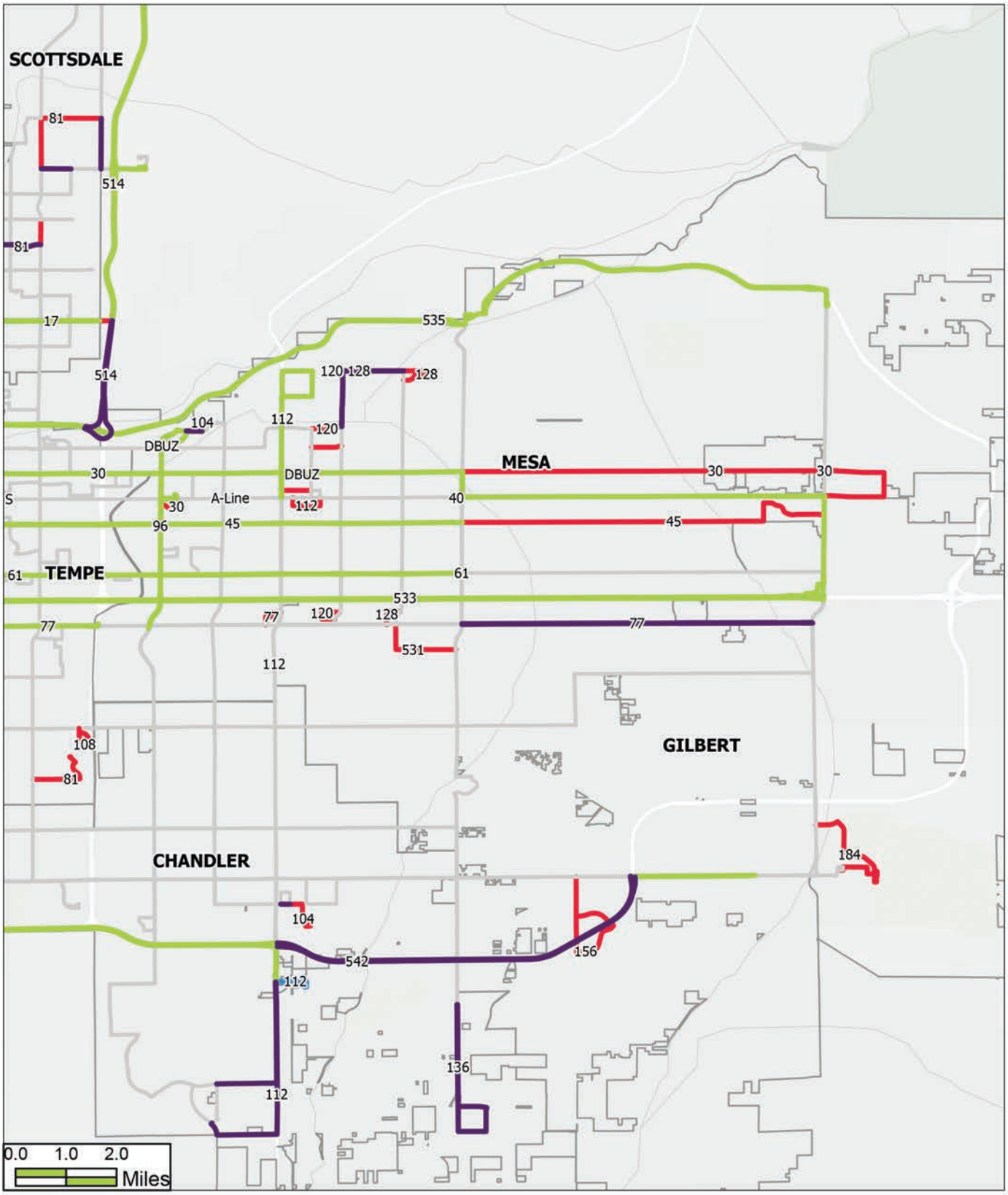


RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
30 University Dr	The route would be shortened to no longer travel east of Gilbert Rd and frequency would be improved to every 15 minutes Monday through Saturday between 52nd St and Gilbert Rd. Sunday service would operate every 30 minutes, providing more weekend travel options.
40 Main St	Improves weekday frequency to every 12 minutes and Saturday frequency to every 15 minutes east of Gilbert Rd, enabling timed transfers to and from Valley Metro Rail A Line trains. Route 40 would end at Gilbert/Main Transit Center and service west of the transit center to Sycamore/Main Transit Center would be discontinued.
45 Broadway Rd	Improves weekday midday frequency to every 15 minutes between 19th Ave and Price Rd. Service east of Gilbert/Main Transit Center would be discontinued.
48 48th St	No proposed changes. Current routing and service levels would remain the same.
61 Southern Ave	Improves weekday midday frequency from every 30 minutes to every 15 minutes between 35th Ave and Gilbert Rd, increasing midday service options.
77 Baseline Rd	Extends route east to Superstition Springs Transit Center, expanding access and connections across Mesa. Improves weekday frequency from every 30 minutes to every 15 minutes between 35th Ave and Price Rd.
96 Dobson Rd	Adds weekday service to every 15 minutes between Mesa Riverview and Baseline Rd. Extends Sunday trips along the full route, expanding access to Chandler. Extends evening service to 11:30 p.m. every day, providing more travel options later in the day.
104 Alma School Rd	Provides a streamlined southern end-of-line through downtown Chandler by looping counterclockwise from Frye Rd to Delaware St to Boston St to Arizona Ave before returning to Frye Rd. Operates along the full route on weekends, providing more weekend travel options. Moves the north end of the route farther west to Mesa Riverview, improving connections to other routes.
108 Elliot Rd/ 48th St	Provides faster, more direct trips along Elliot Rd by removing deviations to ASU Research Park and Sunland Village East.

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
112 Country Club Dr /Arizona Ave	Improves weekday frequency to every 15 minutes between Main St and McKellips Rd. Extends service every 30 minutes south to Snedigar Park in Chandler Monday through Saturday, improving access to schools and shopping. Sunday evening service would extend to 10 p.m., providing more travel options later in the day. Service to Center/Main St station would be discontinued but will continue to serve the Main/Country Club station.
120 Mesa Dr	Combines with Route 128 to create a two-way loop, expanding coverage and simplifying connections between the two routes.
128 Stapley Dr	Combines with Route 120 to create a two-way loop, expanding coverage and simplifying connections between the two routes.
136 Gilbert Rd	Extends south to Chandler Heights, expanding access to transit. Sunday daytime service would also extend to Gilbert and Chandler.
156 Chandler Blvd	Provides faster trips along Chandler Blvd by removing the deviation to Dignity Health Mercy Gilbert Medical Center. Extends evening service until 10:30 p.m., providing more travel options later in the day.
184 Power Rd	Provides faster trips to and from the ASU Polytechnic campus by removing the deviation to Mesa Airport.
531 Mesa/Gilbert Express	Consolidates express service on US- 60 to provide more frequent trips and additional travel options. Route 531 would be discontinued and express service along the corridor would be replaced by more frequent service on Route 533 which will provide seven morning round trips and seven evening round trips per weekday to the West Mesa Park-and-Ride.
533 Mesa Express	Adds more trips by consolidating service from Routes 521 and 531, providing more travel options. Adds a stop at Tempe Library, expanding access to the area. The route will provide seven morning round trips and seven evening round-trips per weekday.
535 Northeast Mesa Express	Adds one more morning and evening trip, providing commuters with more travel options.
DBUZ Downtown BUZZ	Adds Sunday and weekend evening service, expanding access to recreation destinations. Provides faster service on Center St by removing low-ridership deviation to Mesa Dr.
FBUZ Fiesta BUZZ	No proposed changes. Current routing and service levels would remain the same.



Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Mesa

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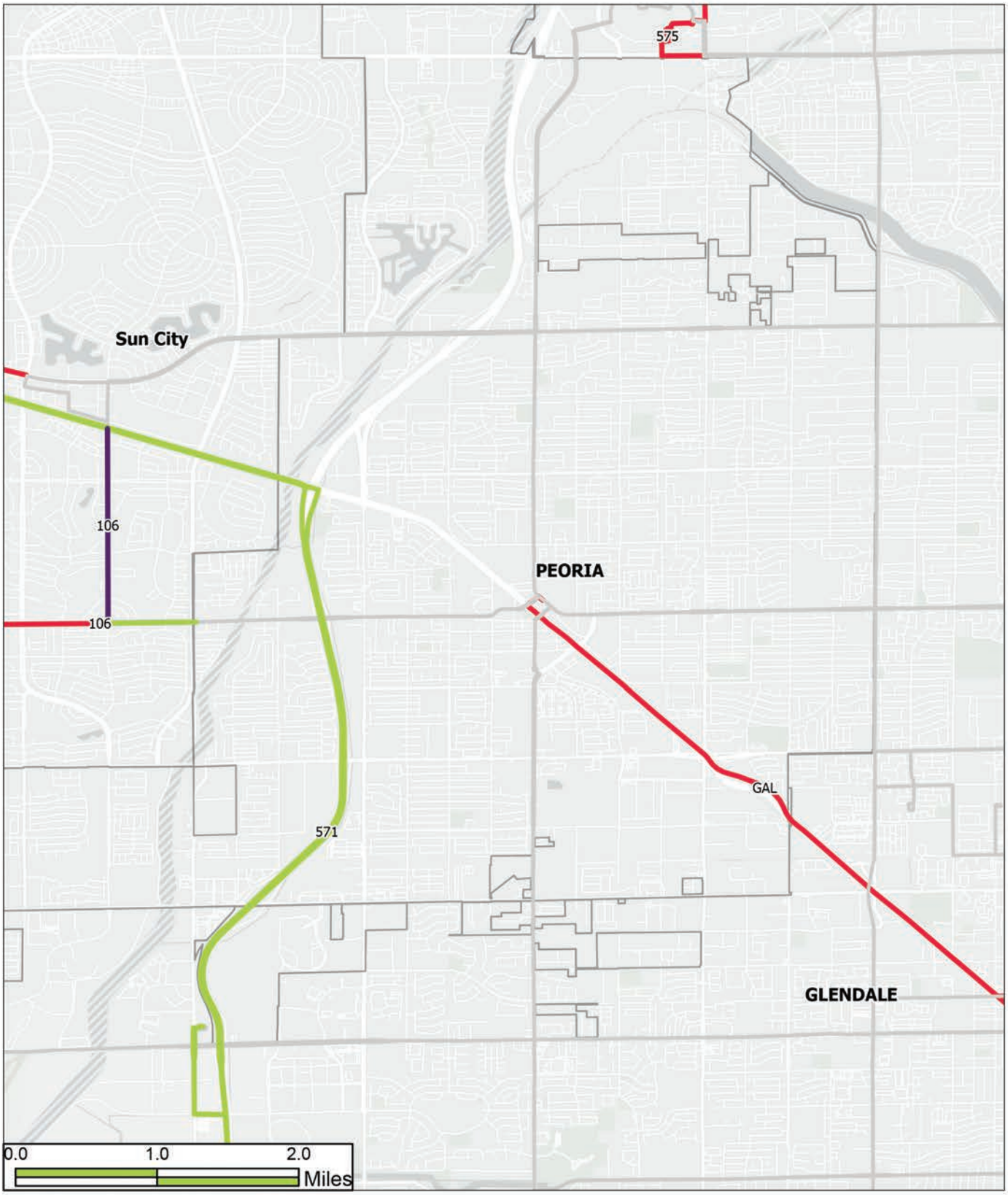
BUS NETWORK REDESIGN
Service Recommendations

City of Peoria



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
67 67th Ave	No proposed changes. Current routing and service levels would remain the same.
83 83rd Ave	No proposed changes. Current routing and service levels would remain the same.
106 Peoria Ave	Provides faster trips to Banner Boswell Medical Center by shifting service from 111th Ave to 103rd Ave. Increases service levels to Sun City by extending all weekday trips and hourly weekend service beyond Peoria into Sun City.
138 Thunderbird Rd	No proposed changes. Current routing and service levels would remain the same.
GAL Grand Ave Limited	Grand Ave Limited would be eliminated due to low ridership, allowing resources to be reinvested in higher-ridership express routes such as Route 571.



Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Peoria

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BUS NETWORK REDESIGN
Service Recommendations

City of Phoenix



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
0 Central Ave	Reduces weekday service frequency to 30 minutes since Route 0 runs parallel to the Valley Metro Rail B Line.
1 Washington St	No proposed changes. Current routing and service levels would remain the same.
3 Van Buren St	Improves weekend service frequency to every 15 minutes between 35th Ave and 44th St. Trips that end at 44th St extend to serve 44th St/Washington station, improving connections to other bus routes, Valley Metro Rail and Sky Harbor Airport.
7 7th St	Extends weekday trips that currently end at 7th Ave and Dunlap Ave to Sunnyslope Transit Center to increase route transfer options
8 7th Ave	No proposed changes. Current routing and service levels would remain the same.
10 Roosevelt St	No proposed changes. Current routing and service levels would remain the same.
12 12th St	No proposed changes. Current routing and service levels would remain the same.
13 Buckeye Rd	Extends south to 75th Ave and Lower Buckeye Rd, improving access to shopping while also creating a connection point to Route 28 for travel farther west.
15 15th Ave	No proposed changes. Current routing and service levels would remain the same.
16 16th St	Improves frequency to every 15 minutes south of Shea Blvd by combining Routes 16 and 39. North of Shea Blvd, service would split, with Route 16 operating on 32nd St and Route 39 operating on 40th St. Route 39 would extend farther north on 40th St, creating new connections to schools and shopping near Desert Ridge. Weekend service north of Shea Blvd would operate every 60 minutes, a service reduction from the current 30-minute frequency.

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
17 McDowell Rd	Improves service frequency to every 15 minutes, seven days a week, between 79th Ave and 52nd St. Weekday peak service in this area would operate every 15 minutes instead of the current 10 minutes. The route would also provide all -day weekday service every 15 minutes between 52nd St and Pima Rd while also adding Sunday service west of Phoenix. Weekday service in the impacted area would operate every 60 minutes instead of the current 40-minute frequency.
19 19th Ave	Improves weekend frequency to every 15 minutes between Adams St and Bell Rd 9 a.m.–6 p.m.
27 27th Ave	No proposed changes. Current routing and service levels would remain the same.
28 Lower Buckeye Rd	Combines with Route 52 to form a continuous east-west connection with direct access to Valley Metro Rail
29 Thomas Rd	Improves weekend frequency to every 15 minutes between Desert Sky Transit Center and 44th St from 9 a.m.–6 p.m.
30 University Dr	The route would be shortened to no longer travel east of Gilbert Rd and frequency would be improved to every 15 minutes Monday through Saturday between 52nd St and Gilbert Rd. Sunday service would operate every 30 minutes, providing more weekend travel options.
32 32nd St	Eliminates Route 32 by extending Route 60 south along 32nd St to the 44th St/Washington light rail station. The portion of Route 32 south of the Sky Harbor Airport will be replaced with an extension of Route 44 to Baseline Rd and 40th St.
35 35th Ave	Improves weekend frequency to every 15 minutes between Lower Buckeye Rd and Thelda Williams Transit Center from 9 a.m.–6 p.m.
39 40th St	Improves frequency to every 15 minutes south of Shea Blvd by combining Routes 16 and 39. North of Shea Blvd, service would split, with Route 16 operating on 32nd St and Route 39 operating on 40th St. Route 39 would extend farther north on 40th St, creating new connections to schools and shopping near Desert Ridge. Weekend frequency north of Shea Blvd would be every 60 minutes, a service reduction from the current 30-minute frequency.
41 Indian School Rd	Improves weekend frequency to every 15 minutes between 59th Ave and 32nd St, increasing weekend travel options.
43 43rd Ave	No proposed changes. Current routing and service levels would remain the same.

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
44 44th St/ Tatum Blvd	Extends Route 44 south to Baseline Rd, replacing portions of Route 32 and providing more direct service along 40th and 44th streets.
45 Broadway Rd	Improves weekday midday frequency to every 15 minutes between 19th Ave and Price Rd. Service east of Gilbert/Main Transit Center would be discontinued.
48 48th St	No proposed changes. Current routing and service levels would remain the same.
50 Camelback Rd	Improves weekend frequency to every 15 minutes between 67th Ave and 44th St, providing more weekend travel options.
51 51st Ave	No proposed changes. Current routing and service levels would remain the same.
52 Roeser Rd	Route 52 would be eliminated and combined with Route 28 to create a continuous east-west connection with direct access to Valley Metro Rail.
56 Priest Dr	Extends Route 56 south to the 40th St/Pecos Park-and-Ride, creating a new direct connection between Ahwatukee, Valley Metro Rail and other Phoenix and Tempe bus routes.
57 North 56th St	Creates new route from North 56th St, including the Mayo Clinic, to Paradise Valley Transit Center and the Desert Ridge area. The route would operate every 30 minutes on weekdays and weekends.
59 59th Ave	No proposed changes. Current routing and service levels would remain the same.
60 Bethany Home Rd	Extends Route 60 south along 32nd St to the 44th St/Washington station. This will replace the portion of 32nd St served by Route 32. Route 32 south of Sky Harbor Airport will be replaced by an extension of Route 44 to Baseline Rd and 40th St.
61 Southern Ave	Improves weekday midday frequency from every 30 minutes to every 15 minutes between 35th Ave and Gilbert Rd, increasing midday service options.
67 67th Ave	No proposed changes. Current routing and service levels would remain the same.
70 24th St/ Glendale Ave	No proposed changes. Current routing and service levels would remain the same.

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
72 Scottsdale Rd/ Rural Rd	Improves frequency between Camelback Rd and Baseline Rd to every 10 minutes on weekdays and every 15 minutes on weekends. Removes the deviation to Scottsdale Park-and-Ride to improve travel times. Extends evening service to 11:30 p.m. seven days a week, providing later travel options.
75 75th Ave	No proposed changes. Current routing and service levels would remain the same.
77 Baseline Rd	Extends route east to Superstition Springs Transit Center, expanding access and connections across Mesa. Improves weekday frequency from every 30 minutes to every 15 minutes between 35th Ave and Price Rd.
80 Northern Ave/ Shea Blvd	No proposed changes. Current routing and service levels would remain the same.
83 83rd Ave	No proposed changes. Current routing and service levels would remain the same.
90 Dunlap Ave/ Cave Creek Rd	No proposed changes. Current routing and service levels would remain the same.
106 Peoria Ave	Provides faster trips to Banner Boswell Medical Center by shifting service from 111th Ave to 103rd Ave. Increases service levels to Sun City by extending all weekday trips and hourly weekend service beyond Peoria into Sun City.
108 Elliot Rd/ 48th St	Provides faster, more direct trips along Elliot Rd by removing deviations to ASU Research Park and Sunland Village East.
122 Cactus Rd	No proposed changes. Current routing and service levels would remain the same.
138 Thunderbird Rd	No proposed changes. Current routing and service levels would remain the same.
140 Ray Rd	No proposed changes. Current routing and service levels would remain the same.
154 Greenway Rd	Simplifies weekend service by having every trip operate along the full route to Scottsdale Airpark. Service to Scottsdale Park-and-Ride would be discontinued.

RECOMMENDED SERVICE ADJUSTMENTS

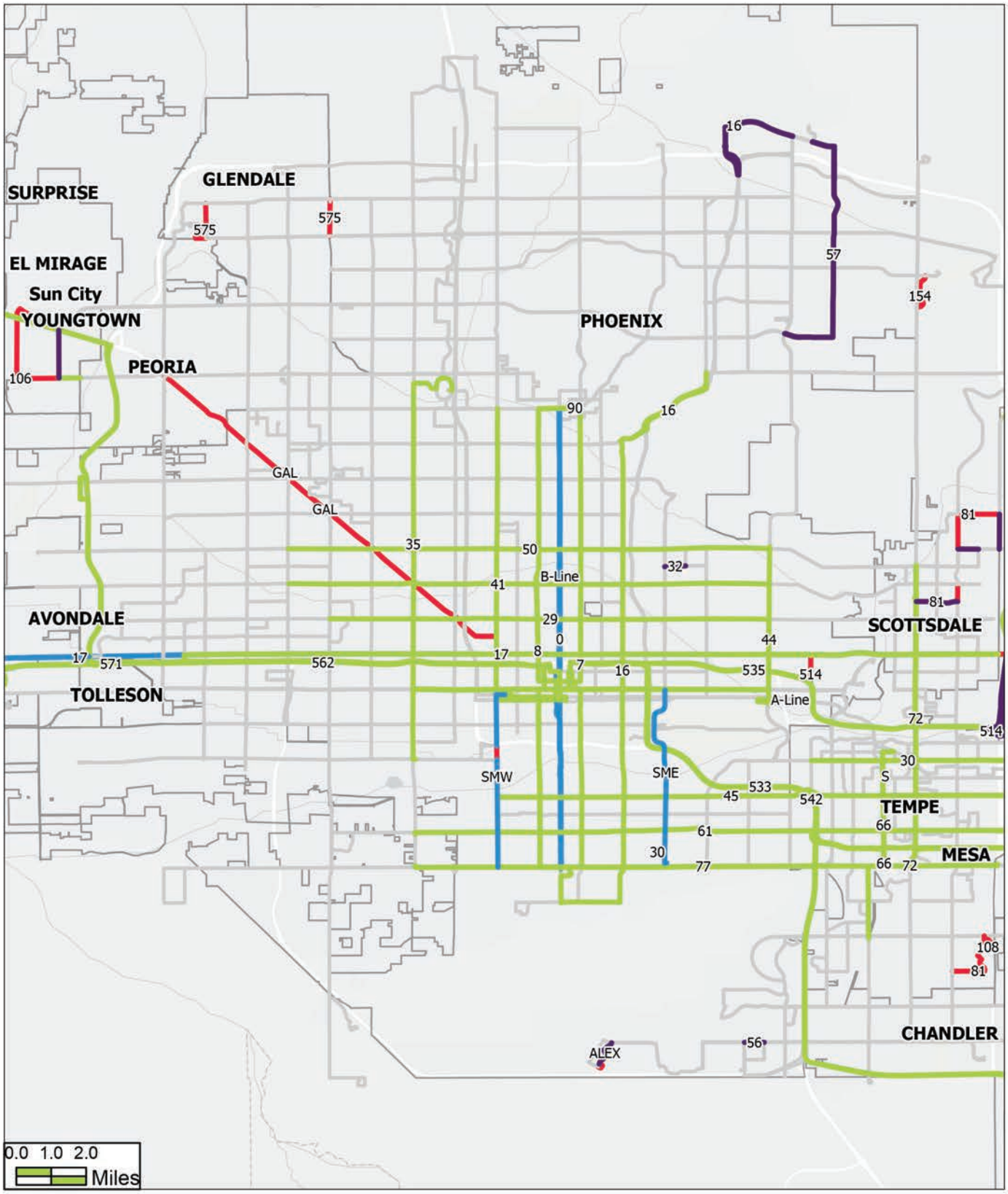
ROUTE	PROPOSED CHANGE
156 Chandler Blvd	Provides faster trips along Chandler Blvd by removing the deviation to Dignity Health Mercy Gilbert Medical Center. Extends evening service until 10:30 p.m., providing more travel options later in the day.
170 Bell Rd	No proposed changes. Current routing and service levels would remain the same.
186 Union Hills Dr/ Mayo Blvd	No proposed changes. Current routing and service levels would remain the same.
514 Scottsdale Express	Provides faster freeway travel to and from park-and-ride lots in Scottsdale by discontinuing service along McDowell Rd. Adds three trips in each direction, creating additional travel options.
521 Central Tempe Express	Consolidates express service on US-60 to provide more frequent trips and additional travel options. Route 521 would be discontinued and express service to Tempe Library would be replaced by more frequent service on Route 533 which will provide seven morning round-trips and seven evening round-trips per weekday to the library.
522 South Tempe Express	Route 522 would be discontinued due to low ridership, allowing for more frequent service on other express routes with higher ridership in the region.
531 Mesa/Gilbert Express	Consolidates express service on US-60 to provide more frequent trips and additional travel options. Route 531 would be discontinued and express service along the corridor would be replaced by more frequent service on Route 533 which will provide seven morning round trips and seven evening round trips per weekday to the West Mesa Park-and-Ride.
533 Mesa Express	Adds more trips by consolidating service from Routes 521 and 531, providing more travel options. Adds a stop at Tempe Library, expanding access to the area. The route will provide seven morning round trips and seven evening round-trips per weekday.
535 Northeast Mesa Express	Adds one more morning and evening trip, providing commuters with more travel options.
542 Chandler Express	Extends four trips to the new Gilbert Park-and-Ride, replacing Route 531 service to Gilbert with an option in central Gilbert. Adds one additional morning and evening trip to the Chandler Park-and-Ride.

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
562 Goodyear Express	Route 562 will be eliminated and combined with the 563 to provide more frequent service on I-10 West by adding service to Goodyear Park-and-Ride on Route 563. All three park-and-rides will be served by seven morning round trips and seven evening round trips per weekday.
563 Avondale/ Buckeye Express	Route 562 will be eliminated and combined with the 563 to provide more frequent service on I-10 West by adding service to Goodyear Park-and-Ride on Route 563. All three park-and-rides will be served by seven morning round trips and seven evening round trips per weekday.
571 Surprise Express	Route 573 will be eliminated and combined with Route 571 by adding service to Glendale Park-and-Ride on Route 571. The combined route will provide seven morning trips and seven evening trips. Current Route 573 riders are encouraged to use the new consolidated Route 571
573 West Glendale Express	Route 573 will be eliminated and combined with Route 571 by adding service to Glendale Park-and-Ride on Route 571. The combined route will provide seven morning trips and seven evening trips. Current Route 573 riders are encouraged to use the new consolidated Route 571
575 North Glendale Express	Shortens the route and removes service to Arrowhead Mall.
ALEX Ahwatukee Local Explorer	Provides faster service to and from western Ahwatukee by changing the route's western end.
DASH Downtown Area Shuttle	Reduces service frequency from every 12 minutes to every 15 minutes.
GAL Grand Ave Limited	Grand Ave Limited would be discontinued due to low ridership, allowing resources to be reinvested in higher-ridership express routes such as Route 571.
I10E I-10E RAPID	No proposed changes. Current routing and service levels would remain the same.
I10W I-10W RAPID	No proposed changes. Current routing and service levels would remain the same.

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
I17 I-17 RAPID	No proposed changes. Current routing and service levels would remain the same.
MARY Maryvale Area Ride for You	No proposed changes. Current routing and service levels would remain the same.
SME South Mountain East RAPID	South Mountain East RAPID would be discontinued, allowing for more frequent service on Route 77 and connections to the Valley Metro Rail B Line as well as other frequent bus routes.
SMRT Sunnyslope Multi-Access Residential Transit	No proposed changes. Current routing and service levels would remain the same.
SMW South Mountain West RAPID	South Mountain West RAPID would be discontinued, allowing for more frequent service on Route 77 and connections to the Valley Metro Rail B Line as well as other frequent bus routes.
SR51 SR-51 RAPID	No proposed changes. Current routing and service levels would remain the same.



Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Phoenix

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BUS NETWORK REDESIGN
Service Recommendations

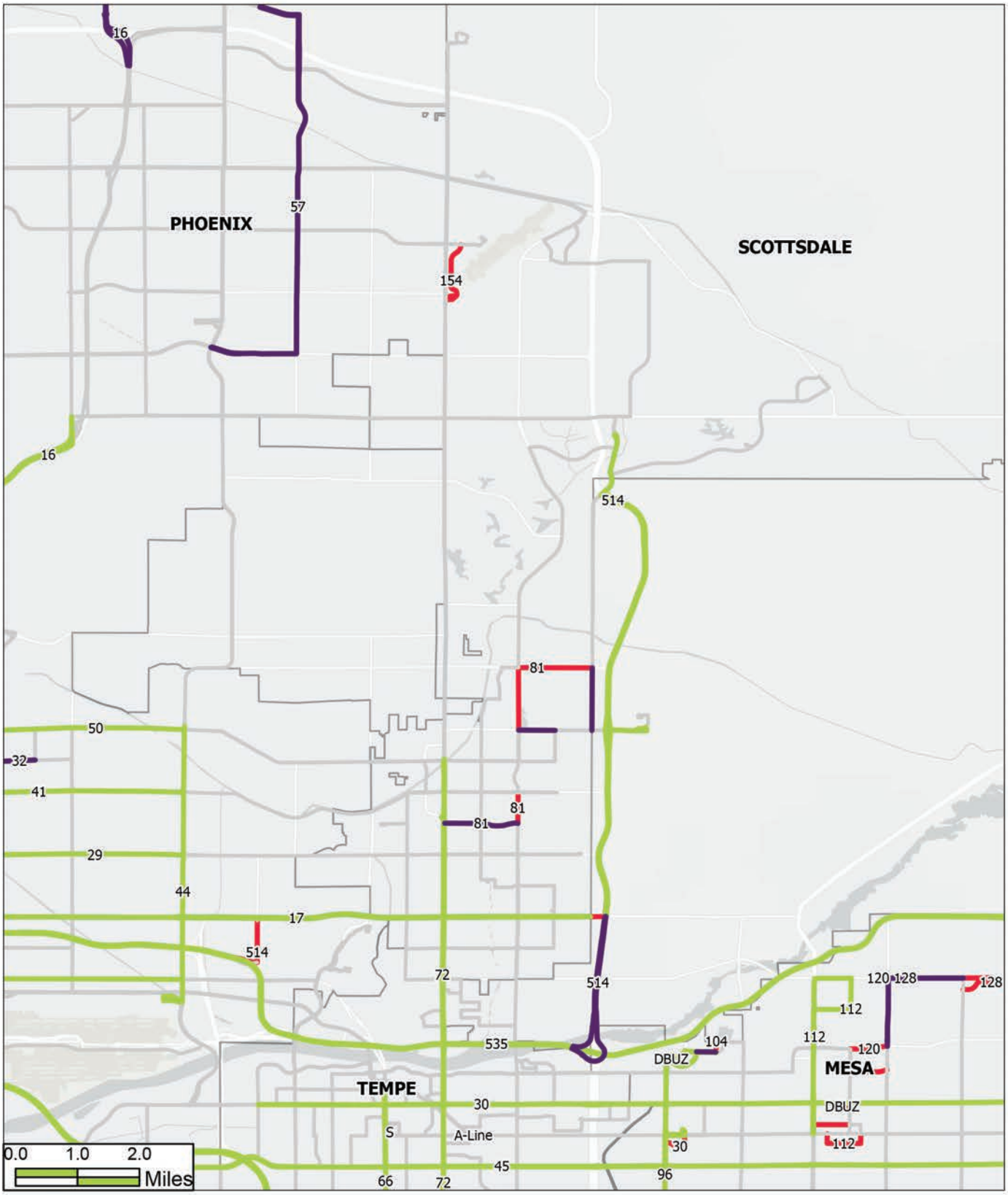
City of Scottsdale



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
72 Scottsdale Rd/ Rural Rd	Improves frequency between Camelback Rd and Baseline Rd to every 10 minutes on weekdays and every 15 minutes on weekends. Removes the deviation to Scottsdale Park-and-Ride to improve travel times. Extends evening service to 11:30 p.m. seven days a week, providing later travel options.
80 Northern Ave/ Shea Blvd	No proposed changes. Current routing and service levels would remain the same.
81 Hayden Rd/ McClintock Dr	Improves access to Old Town Scottsdale and the Walmart on Pima Rd through revised routing. Extends weekend trips to Chandler, improving weekend access. Service to ASU Research Park would be discontinued.
154 Greenway Rd	Simplifies weekend service by having every trip operate along the full route to Scottsdale Airpark. Service to Scottsdale Park-and-Ride would be discontinued.
170 Bell Rd	No proposed changes. Current routing and service levels would remain the same.
514 Scottsdale Express	Provides faster freeway travel to and from park-and-ride lots in Scottsdale by discontinuing service along McDowell Rd. Adds three trips in each direction, creating additional travel options.
68CM 68th St/ Camelback	No proposed changes. Current routing and service levels would remain the same.
MLHD Miller/Hayden	No proposed changes. Current routing and service levels would remain the same.
MSTG Mustang	No proposed changes. Current routing and service levels would remain the same.

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Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Scottsdale

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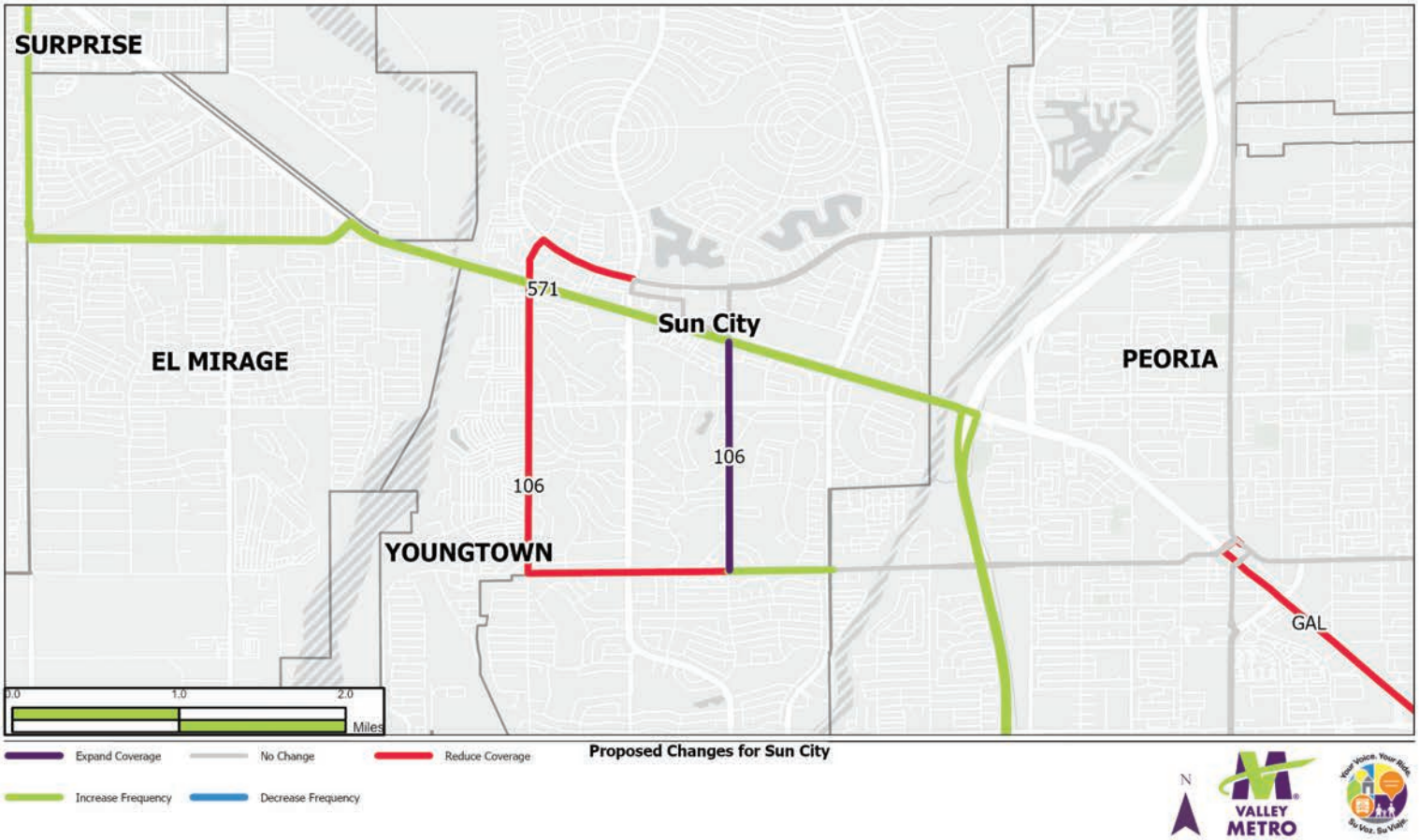
BUS NETWORK REDESIGN
Service Recommendations

Sun City



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
106 Peoria Ave	Provides faster trips to Banner Boswell Medical Center by shifting service from 111th Ave to 103rd Ave. Increases service levels to Sun City by extending all weekday trips and hourly weekend service beyond Peoria into Sun City.
138 Thunderbird Rd	No proposed changes. Current routing and service levels would remain the same.



VALLEY METRO

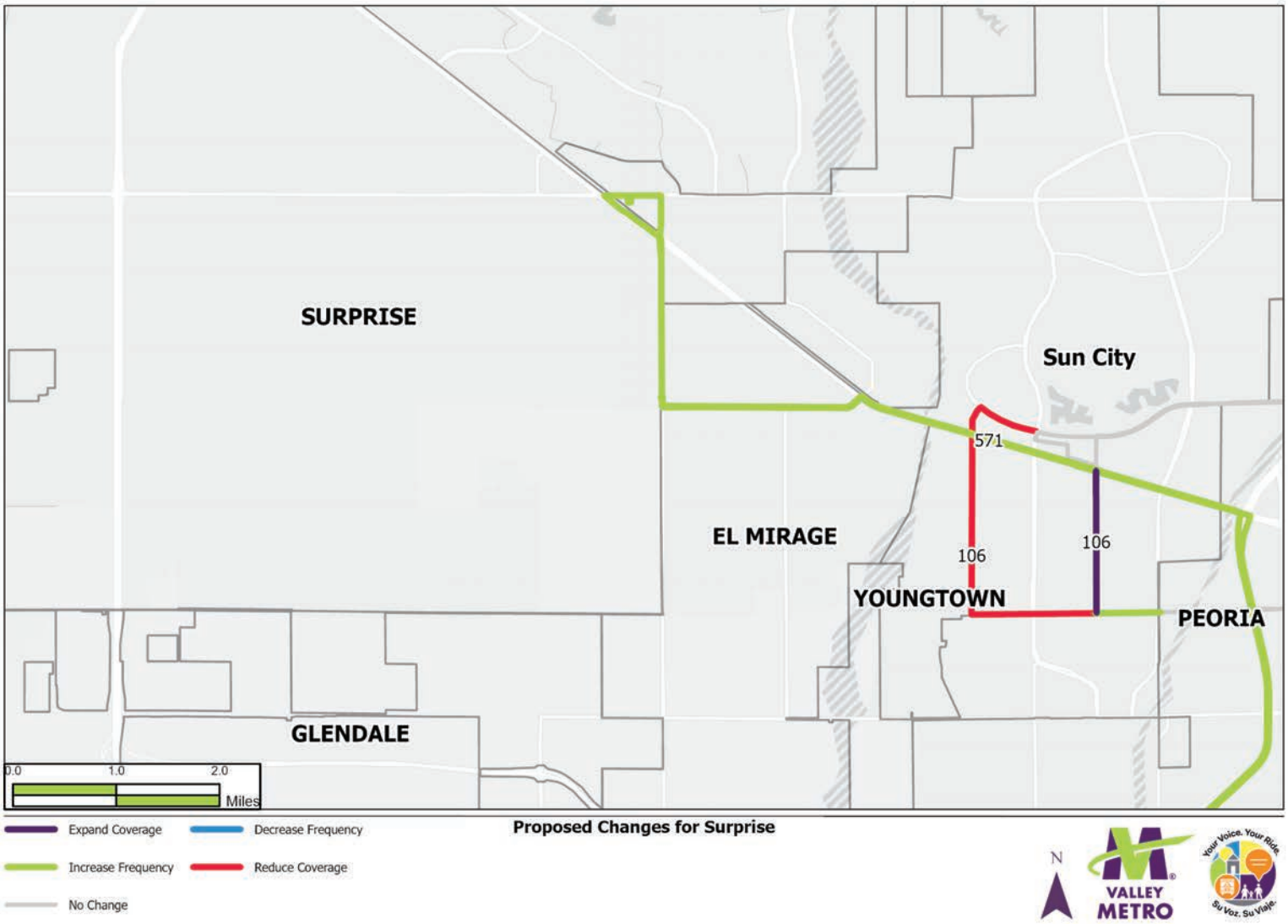
BUS NETWORK REDESIGN
Service Recommendations

City of Surprise



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
571 Surprise Express	Route 573 will be eliminated and combined with Route 571 by adding service to Glendale Park-and-Ride on Route 571. The combined route will provide seven morning trips and seven evening trips. Current Route 573 riders are encouraged to use the new consolidated Route 571.



VALLEY METRO

BUS NETWORK REDESIGN
Service Recommendations

City of Tempe



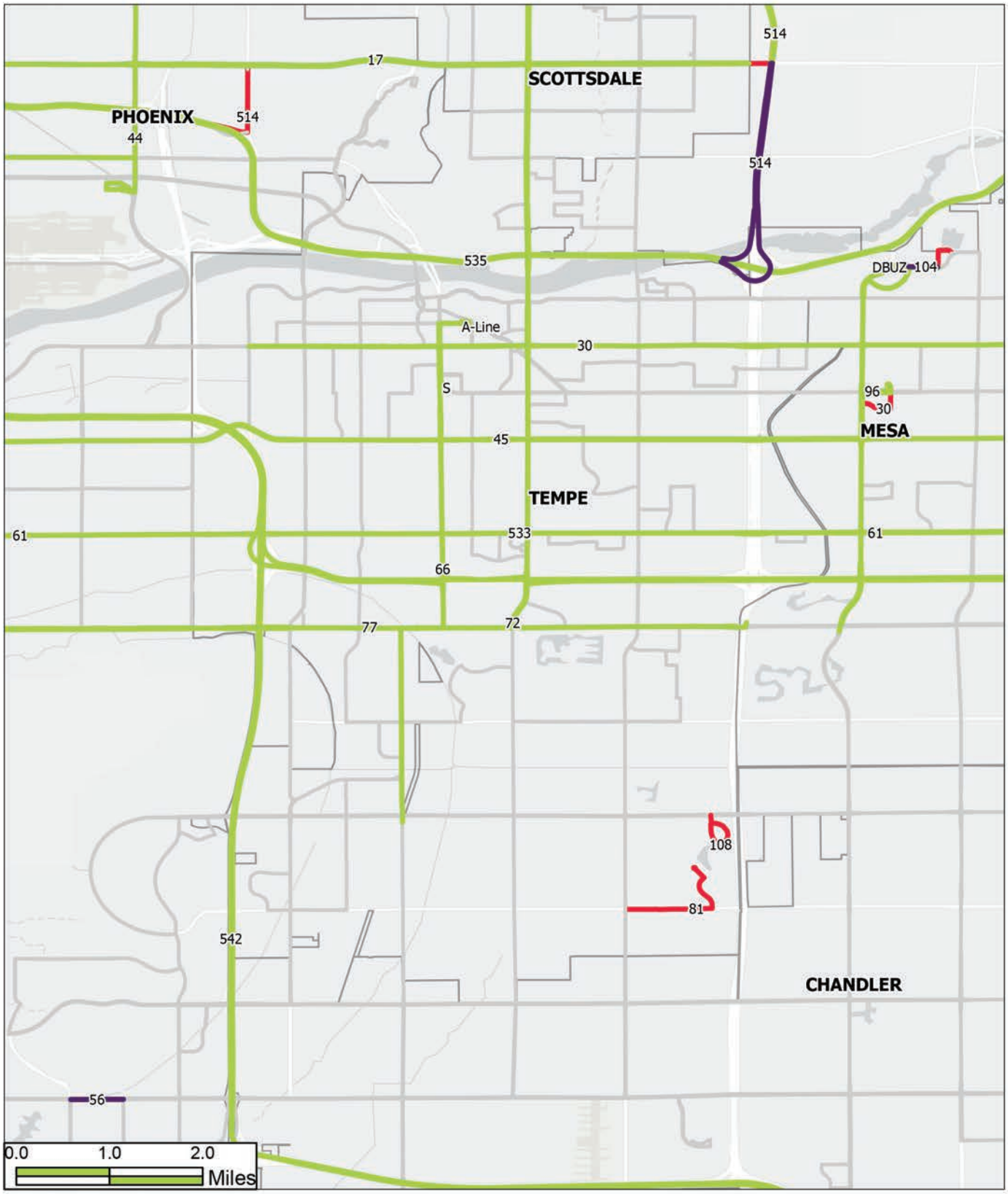
RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
61 Southern Ave	Improves weekday midday frequency from every 30 minutes to every 15 minutes between 35th Ave and Gilbert Rd, increasing midday service options.
62 Hardy Dr	No proposed changes. Current routing and service levels would remain the same.
66 Mill Ave/ Kyrene Rd	Improves frequency to every 15 minutes, seven days a week between Tempe Transit Center and Elliot Rd. Evening service would operate until 11:30 p.m. every day, providing more travel options later in the day.
72 Scottsdale Rd/ Rural Rd	Improves frequency between Camelback Rd and Baseline Rd to every 10 minutes on weekdays and every 15 minutes on weekends. Removes the deviation to Scottsdale Park-and-Ride to improve travel times. Extends evening service to 11:30 p.m. seven days a week, providing later travel options.
77 Baseline Rd	Extends route east to Superstition Springs Transit Center, expanding access and connections across Mesa. Improves weekday frequency from every 30 minutes to every 15 minutes between 35th Ave and Price Rd.
81 Hayden Rd/ McClintock Dr	Improves access to Old Town Scottsdale and the Walmart on Pima Rd through revised routing. Extends weekend trips to Chandler, improving weekend access. Service to ASU Research Park would be discontinued.
108 Elliot Rd/ 48th St	Provides faster, more direct trips along Elliot Rd by removing deviations to ASU Research Park and Sunland Village East.
140 Ray Rd	No proposed changes. Current routing and service levels would remain the same.w
521 Central Tempe Express	Consolidates express service on US-60 to provide more frequent trips and additional travel options. Route 521 would be discontinued and express service to Tempe Library would be replaced by more frequent service on Route 533 which will provide seven morning round-trips and seven evening round trips per weekday to the library.
522 South Tempe Express	Route 522 would be discontinued due to low ridership, allowing for more frequent service on other express routes with higher ridership in the region.

VALLEY METRO

RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
EARTH Orbit Earth	No proposed changes. Current routing and service levels would remain the same.
FLSH ASU Free Area Local Shuttle	No proposed changes. Current routing and service levels would remain the same.
JUPI Orbit Jupiter	No proposed changes. Current routing and service levels would remain the same.
MARS Orbit Mars	No proposed changes. Current routing and service levels would remain the same.
MERC Orbit Mercury	No proposed changes. Current routing and service levels would remain the same.
STRN Orbit Saturn	No proposed changes. Current routing and service levels would remain the same.
VENU Orbit Venus	No proposed changes. Current routing and service levels would remain the same.



Expand Coverage
Increase Frequency
No Change
Decrease Frequency
Reduce Coverage

Proposed Changes for Tempe

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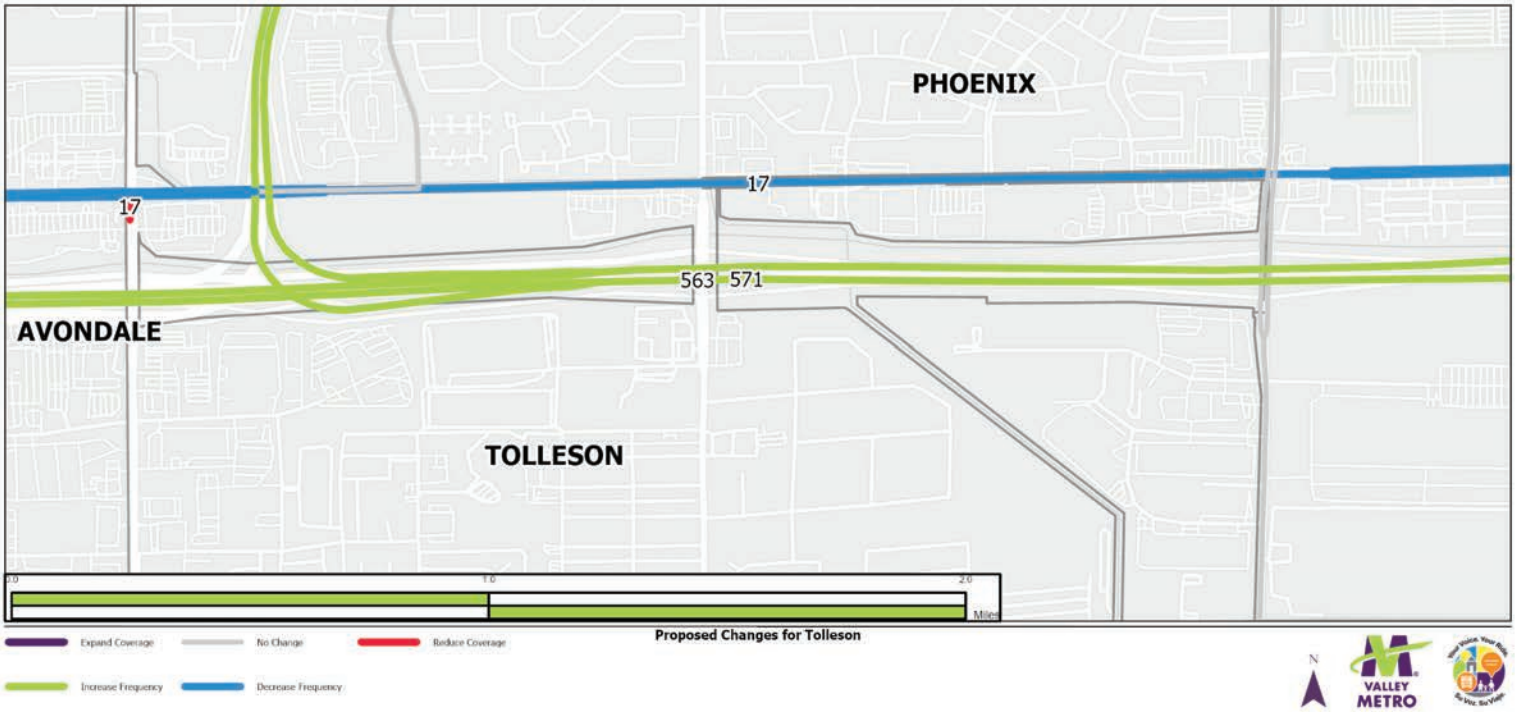
BUS NETWORK REDESIGN
Service Recommendations

City of Tolleson



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
3 Van Buren St	Improves weekend service frequency to every 15 minutes between 35th Ave and 44th St. Trips that end at 44th St extend to serve 44th St/Washington station, improving connections to other bus routes, Valley Metro Rail and Sky Harbor Airport.
17 McDowell Rd	Improves service frequency to every 15 minutes, seven days a week, between 79th Ave and 52nd St. Weekday peak service in this area would operate every 15 minutes instead of the current 10 minutes. The route would also provide all -day weekday service every 15 minutes between 52nd St and Pima Rd while also adding Sunday service west of Phoenix. Weekday service in the impacted area would operate every 60 minutes instead of the current 40-minute frequency.



VALLEY METRO

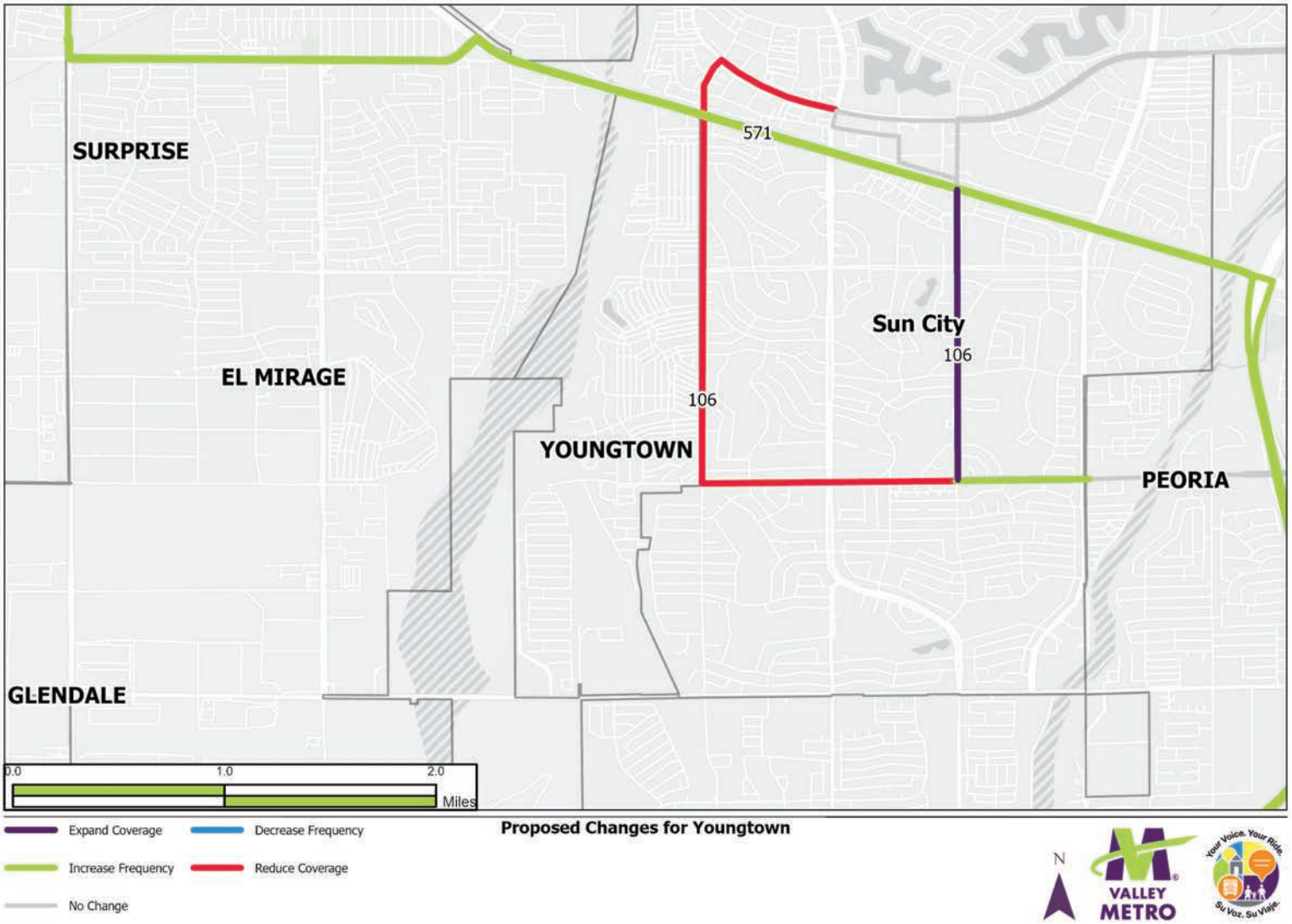
BUS NETWORK REDESIGN
Service Recommendations

Town of Youngtown



RECOMMENDED SERVICE ADJUSTMENTS

ROUTE	PROPOSED CHANGE
106 Peoria Ave	Provides faster trips to Banner Boswell Medical Center by shifting service from 111th Ave to 103rd Ave. Increases service levels to Sun City by extending all weekday trips and hourly weekend service beyond Peoria into Sun City.



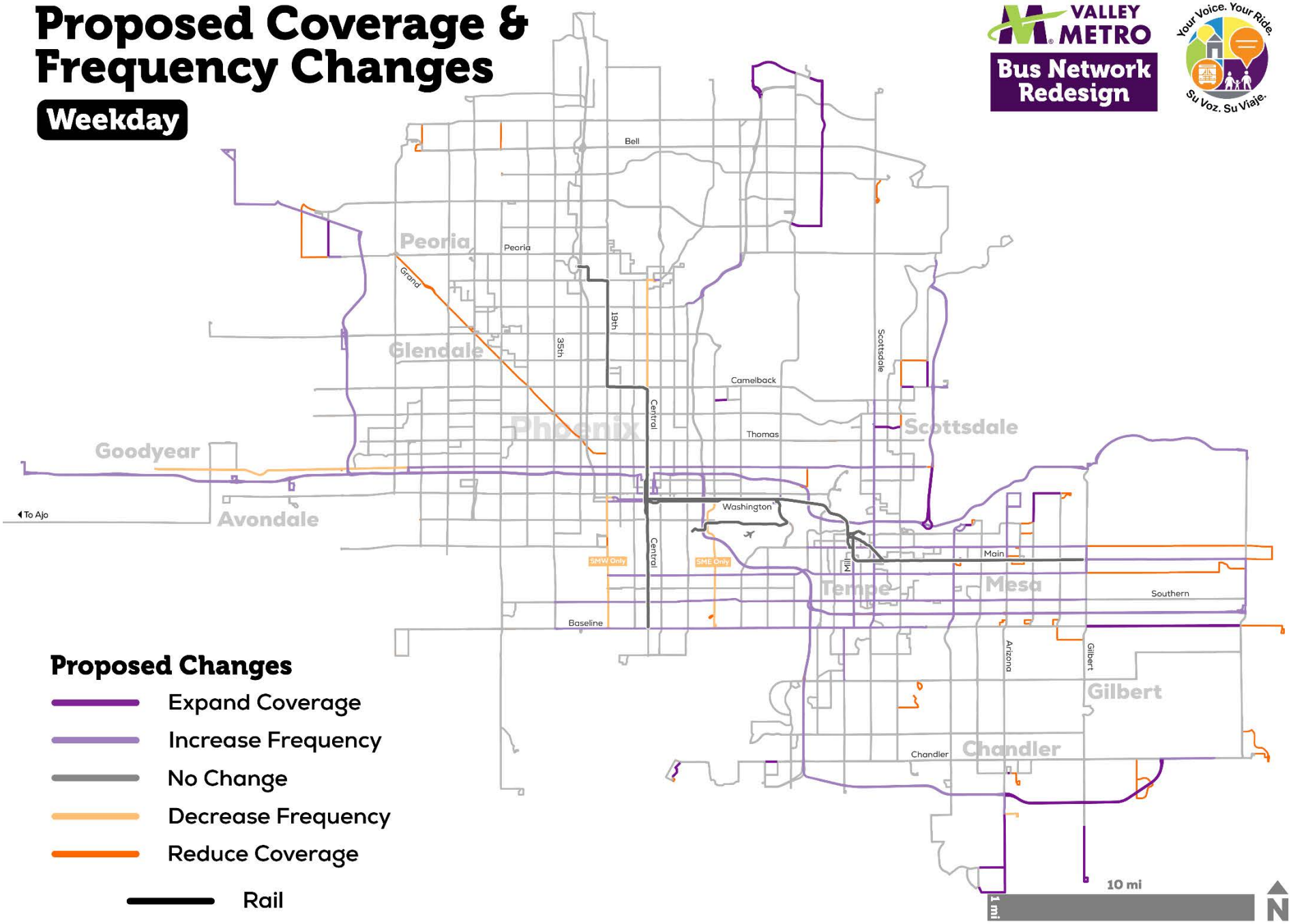
VALLEY METRO

Proposed Coverage & Frequency Changes

Weekday

VALLEY METRO
Bus Network Redesign

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Proposed Changes

- Expand Coverage
- Increase Frequency
- No Change
- Decrease Frequency
- Reduce Coverage
- Rail

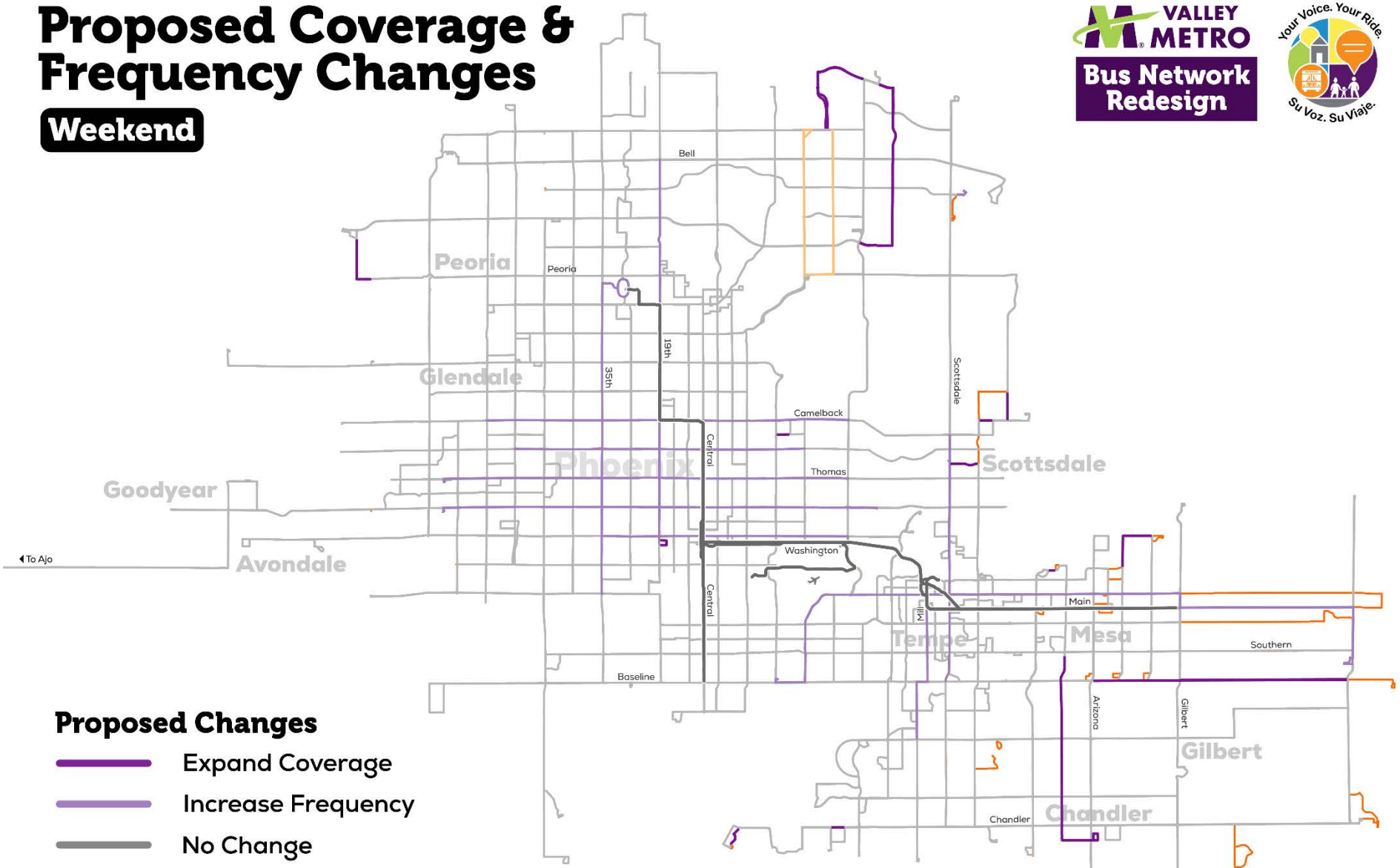
Valley Metro August 2026

Proposed Coverage & Frequency Changes

Weekend

VALLEY METRO
Bus Network Redesign

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Proposed Changes

- Expand Coverage
- Increase Frequency
- No Change
- Decrease Frequency
- Reduce Coverage
- Rail

Valley Metro August 2026

Valley Metro Bus Network Redesign
Fall 2026 Engagement Plan

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Introduction: Your Voice. Your Ride.

The Valley Metro Bus Network Redesign (BNR) Fall 2026 Community Engagement Program aims to gather meaningful insights through a comprehensive public collaboration effort with the communities Valley Metro serves. While we strive to serve current riders better and meet regional mobility needs, we will continue to explore new opportunities to increase ridership. Informed by the Valley Metro 2025 Comprehensive Operations Analysis Market Assessment Report and the Phase 1 outreach efforts, the results of which are detailed in the Phase 1 Community Outreach Report, our team will customize outreach to meet quantitative and qualitative goals, understanding where riders' current demands are, where they might be in the future, and how to connect with them.

Our approach at this phase focuses on connecting the community with access to the bus network, building understanding of the draft plan, and seeking input on proposed recommendations to inform the policy-making process and to more effectively and efficiently meet the community's current and future mobility needs. Valley Metro is exploring ways to improve overall efficiency, guided by extensive community input and comprehensive ridership data throughout the process.

Crucial Factors

As we look ahead to supporting the BNR for Phase 2, several key considerations have informed the engagement approach:

- The proposed changes are a mix of service improvements and reductions, which will generate a wide variety of feedback, some of which will be negative.
- Community engagement will focus on balancing priorities of current and potential riders and gathering feedback to refine recommendations, so they better serve existing travel patterns, future mobility needs, and rider priorities.
- Some key rider markets are harder to reach, with customization and in-field solutions being required.
- The political climate around which Valley Metro will complete and implement BNR recommendations is dynamic and sensitive to public spending.
- Community perceptions that transit has issues with reliability, coverage, safety, and/or security, which may impede individuals' willingness to become riders on the Valley Metro system.

- Additional considerations that may impact future engagement efforts include potential funding sources, implementation of timelines, and community feedback on proposed changes.

Community Benefits

The BNR provides a variety of benefits to Valley Metro's current and future riders. Input gathered during Phase 1 outreach established a foundation of community priorities, which will be expanded and refined during Phase 2 engagement to inform final recommendations.

- **Building on Rider Input:** Phase 1 outreach gathered early feedback from riders and community members on mobility needs, service priorities, and potential barriers. In Phase 2, Valley Metro will build on this input by engaging the community around the draft plan, seeking feedback on proposed recommendations, and incorporating rider perspectives to ensure the final plan reflects community priorities, enhances service in a cost-neutral fashion, and improves the overall transit experience.
- **Planning for Current and Future Needs:** Metro Phoenix and Maricopa County are rapidly changing and growing. With some post-pandemic shifts in work, ridership patterns have also changed. Phase 1 input helped identify emerging travel needs and trends, while Phase 2 engagement will focus on validating how the draft plan addresses where, when, and how riders will use transit in the future.
- **Improving Regional Mobility:** People don't live their lives within city boundaries, so creating a system with inter-city continuity and service integration across modes is critical to building a strong regional network. Phase 1 engagement underscored the importance of seamless travel across city boundaries and transit modes. During Phase 2, Valley Metro will work with riders and community partners to refine strategies that improve inter-city connectivity and service integration, supporting a more cohesive and convenient regional transit network.
- **Maximizing System Efficiency:** The overall BNR process will allow VM and member cities to ensure system funding is deployed where it will maximize service benefits to the largest number of riders and create a more efficient system.

Intent and Principles

By collecting and applying community input to the BNR, Valley Metro aims to improve connectivity and accessibility in its system and, by extension, the quality of life for all Valley residents. With the Fall 2026 Engagement Plan, the outreach team will build understanding of the draft plan and gather community input on the proposed recommendations, including service-change preferences and priorities. This ensures that final decisions reflect both current rider needs and community priorities, helping create a transit system that is responsive, efficient, accessible, and widely supported.

In Phase 2, public engagement and empowerment will remain central to developing a successful plan that aligns with Valley Metro's core values and BNR project goals. To support a robust public outreach and engagement process for the BNR, outreach activities are designed to be:

- Inclusive
- Accessible
- Transparent
- Relationship Centered
- Representative

In Phase 2, the BNR outreach team will build on insights gathered in Phase 1 by engaging the community around draft recommendations and service change options. By seeking input on priorities and preferences, Valley Metro aims to foster a sense of community ownership in the BNR process, ensuring the final plan reflects both current rider needs and the community's vision for the network. This approach helps create a more engaged and loyal ridership that actively participates in and contributes to the system's ongoing improvement.

Outreach Purpose and Core Values

By achieving the following goals in this phase of outreach, the BNR can create a collaborative environment where Valley Metro and the community work in harmony, the community feels supported, and Valley Metro fulfills its mission of service while continuing to grow in new and meaningful ways.

- Educate the community about the BNR and provide opportunities to share input on the draft Valley Metro network redesign and service recommendations.

- Partner with member cities to strengthen relationships with community-based organizations (CBOs), stakeholders, and community leaders, ensuring consistent engagement throughout each phase of the BNR.
- Meet riders where they are and conduct targeted outreach in areas affected by proposed service changes and engage hard-to-reach populations to gather input on draft recommendations and service priorities.
- Incorporate community feedback into the development of the final BNR recommendation plan.

Potential Barriers to Outreach

Valley Metro may be confronted with a variety of barriers while executing the BNR, and key considerations will be given to the following:

- **Limited English Proficiency (LEP):** Some community members may face language barriers. Valley Metro will provide multilingual resources to ensure all populations can participate fully.
- **Community trust and perception of government:** Skepticism toward government agencies or transit planning may reduce willingness to provide feedback. Valley Metro will provide transparency into the steps in the BNR process to help build trust.
- **Family support and childcare needs:** Family needs and obligations may hinder participation in in-person events. Virtual meeting and on-system opportunities will be provided so that people unable to attend in-person meetings can participate at their convenience.
- **Perceived relevance of transit planning:** Some residents—particularly non-riders—may not see the BNR as affecting their daily lives. Outreach will emphasize how the bus network affects future generations' ability to access jobs, education, healthcare, and other essential services.
- **Confusion with other transit initiatives:** Recent or upcoming high-profile decisions, related projects, or engagement efforts may lead residents to conflate separate transit efforts, reducing understanding and interest in the BNR. Clear messaging is needed to distinguish the BNR.
- **Confusion about the difference between regular service plan changes and the BNR:** Riders may believe the BNR is not a new effort and reduce interest in offering feedback. Our messaging will emphasize the regional scope of this effort as a complement to each city’s ongoing efficiency planning.

- **Outreach fatigue:** Large community engagement efforts over the past several months and years may have caused fatigue within certain pockets of the community. Valley Metro will provide clear communication, targeted outreach, and incentives to the public to help motivate and clarify the importance of their participation.
- **Variation in participation and feedback volume:** Outreach efforts may generate varying levels of participation across different segments of the community. In some cases, individuals or groups with strong opinions may be more likely to engage, which could influence the volume or tone of feedback received. Valley Metro will monitor participation trends to ensure responses are representative, identify anomalies, and maintain data integrity as part of the overall engagement analysis.

Community Identity

Valley Metro's Phase 2 investment in the BNR prioritizes targeted engagement in areas where proposed service changes are planned, ensuring feedback is directly relevant and actionable. The agency remains committed to inclusive, equitable outreach, proactively gathering input from a broad spectrum of community members, including current riders, potential riders, underrepresented populations, and internal stakeholders.

Phase 2 engagement builds on Phase 1 findings by focusing on the communities and stakeholders most affected by the proposed service adjustments, while ensuring that all voices shaping future network design are heard.

Current Riders

Documenting the opinions and experiences of current bus riders is crucial to understanding users' mobility needs. While all stakeholder input is valuable, current riders can leverage their experience navigating the bus network to offer key perspectives on the network's strengths and areas for improvement. In Phase 2, engagement will focus on gathering feedback on draft route changes. Riders will be able to review proposed adjustments through the BNR microsite, where each route will feature a "baseball card" summarizing key changes. Feedback can be submitted directly on the site, ensuring input is tied to the routes riders use most.

Potential Riders

Engaging community members who do not currently use the bus system (potential riders or non-riders) is critical in planning growth in ridership on the Valley Metro system. Engagement with potential riders can inform improvements to Valley Metro's infrastructure and outreach efforts to grow ridership across the Valley. Potential riders will be engaged through targeted advertising, CBO networks, and digital outreach, with efforts prioritized in areas experiencing the most significant route changes or service improvements to ensure input is focused where it will have the greatest impact.

Bus Operators and Valley Metro Staff

Valley Metro's internal stakeholders provide unique perspectives on network improvements paired with a deep understanding of the network's users. In Phase 2, their input on the route redesign recommendations will be invaluable in shaping solutions that are practical, easy to use, and aligned with how people actually use the system. Staff and operators will also support outreach by sharing information with riders and promoting opportunities for public feedback. Importantly, we will close the loop on communications by showing the bus operators and Valley Metro staff how their input influenced the changes and inviting their feedback on the draft plan to ensure their perspectives are reflected in the final recommendations.

Transit Advisory Groups (TAG and RTAG) and Valley Metro Boards of Directors

The BNR TAG comprises representatives from Valley Metro, MAG, and the communities of Phoenix, Tempe, Glendale, Gilbert, Peoria, Chandler, Mesa, and Goodyear. In Phase 2, project staff will present the draft route redesign recommendations to members of the TAG, RTAG, and Valley Metro Boards of Directors. These stakeholders will have opportunities to provide input to ensure that the recommendations address local mobility needs and ridership patterns. They will also help share project information with their communities and gather additional feedback from constituents. Their insights will guide refinements to communication strategies and how stakeholders will be informed about how their feedback influenced proposed changes, closing the loop on engagement and ensuring their perspectives are reflected in the final recommendation.

Community-Based Organizations (CBOs)

Building on partnerships established during Phase 1, Valley Metro will continue working with CBOs in Phase 2 to expand and amplify outreach, strengthen two-way communication, and gather feedback on the draft BNR recommendations. Outreach will prioritize CBOs located in areas where proposed service changes are most concentrated, while also engaging organizations in areas with minimal impacts or general service improvements to ensure broad awareness and opportunities for input across the network. These trusted partners will help share information about proposed changes, engage target populations, and collect community feedback to inform refinements to the draft plan.

The community partners identified in this engagement plan reflect relationships established during Phase 1 and are organized by focus area below; a more detailed list is provided in **Appendix A**. The CBO list will remain flexible and may be expanded during Phase 2 based on recommendations from TAG, RTAG, and Board members, as well as insights from staff.

- Education Institutions
    - High school districts, with a focus on districts that rely on VM for student transportation
    - Community colleges and trade schools
    - Arizona State University
- Advocacy Groups
    - Foundation for Senior Living
    - Ability 360
    - USVETS
    - Phoenix Indian Center
    - SAAVI
- Major Employers and Business Communities
    - TRP employers
    - Downtown organizations
    - City channels
    - Chambers
    - Non-profits
- Neighborhood Groups
    - Neighborhood associations, particularly those in higher-density transit environments
    - Homeowner’s associations

    - Block watch groups
    - School PTOs
- Government Agencies
    - Health and human services
    - Area Agency on Aging
    - City/town councils
- CBOs
    - One n Ten
    - Central Arizona Council on Developmental Disabilities
    - Chispa – AZ
    - Rail CDC
    - Unlimited Potential
- Underrepresented Voices
    - International Rescue Committee
    - Puente
    - UMOM
    - Greater Phoenix Urban League

Key Community Characteristics

Critical Demographics

- **Youth Populations:** 11 percent of the total population, with the highest distribution in the city of Glendale and in the Maryvale and Alhambra neighborhoods of Phoenix.
- **Young Adults/College Students:** 9 percent of the total regional population, but almost 20 percent of riders, with the highest concentration around the ASU campus.
- **Seniors:** 16 percent of Valley Metro's regional population, but only 8 percent of riders, with the highest density areas being far from Valley Metro's services, yet a critical stakeholder group.
- **People with Disabilities:** 12 percent of residents (11 percent of riders), with higher concentrations near the Bethany Heights neighborhood of Glendale and the Canyon Creek Village neighborhood of Phoenix.
- **Underrepresented Residents:** 47 percent of the service area population identifies as non-white, with high-density areas near the cores of Phoenix and Glendale.

- **Low Income:** 18 percent of Maricopa County's population is considered low-income, with the highest density of low-income individuals specifically in Phoenix, Glendale, and Mesa.

Source: Valley Metro Market Assessment 2025

Population Density

Valley Metro's Market Assessment Report shows higher population density, which signals greater transit potential. Phoenix, Glendale, and Tempe are the most densely populated areas, making them well-suited for frequent, efficient transit. Phoenix is expected to lead in population and job growth through 2040, requiring Valley Metro and city partners to improve service efficiency to meet current and future rider needs.

Zero-Vehicle Households

Input from zero-vehicle households, which comprise 56 percent of Valley Metro riders, will be crucial for collecting representative feedback on the BNR. The highest concentrations of zero-vehicle households are found around the Arizona State University Tempe campus and the Encanto and Central City neighborhoods in Phoenix.

Fall 2026 Outreach Approach

The Fall 2026 Outreach Plan represents Phase 2 of the BNR and will focus on gathering feedback from riders and stakeholder groups to refine and inform the draft recommendations. This phase will emphasize listening and validation—confirming priorities identified in Phase 1, testing proposed concepts, and understanding how recommended changes may affect riders and communities.

Outreach activities will include focus groups, on-system pop-up events, digital engagement, a microsite, and individual route change "baseball cards," along with other interactive formats designed to reach a broad and diverse audience. At these events, participants will be able to provide feedback through multiple channels:

- **Microsite:** Participants can view a high-level overview of the recommendations, as well as route "baseball cards" and submit comments on specific proposed changes through the online interactive map and a comment form. The microsite is a self-contained interactive map tool that lives on the Valley Metro project website. It provides a way for users to view and comment on individual route proposals within the map site.

- **Focused Comment Form:** Available both electronically and on paper, this survey will contain four or five questions and will collect feedback on general sentiment about the proposed plan (e.g., like/dislike, whether they would ride more, less, or the same), the elements of the plan they value most and whether the proposed changes will make them more or less likely to use Valley Metro buses as well as basic information such as how often they ride and what part of the network they live in. It will also provide space for specific feedback on individual routes as well as general comments or questions about the study, allowing participants to share broader thoughts and concerns.
- **City Partner Coordination:** Valley Metro will provide cities and municipal partners with information and outreach materials about the BNR study and proposed service changes. Cities will be encouraged to help promote the study through their existing communication channels, including websites, social media, newsletters, city events, and other community outreach efforts, and direct residents to opportunities to learn more and provide feedback.

Phase 2 outreach will continue conversations about the future of Valley Metro bus service by educating participants on the BNR process and proposed service changes, including opportunities to improve service hours, increase frequency, and enhance connectivity along key corridors. Engagement will target transit-dependent riders, transit-by-choice riders, and potential riders to identify remaining gaps, validate trade-offs, and ensure the draft plan responds to both current needs and future growth across the region.

Participation Incentives

To encourage participation and recognize the time and input of community members, Valley Metro will provide a variety of incentives across in-person and virtual engagement activities. Focus group participants will receive a $125 Amazon gift card in appreciation for their time and insights. Pop-up event participants will have the opportunity to enter raffles for $20 preloaded Copper Cards and receive Valley Metro promotional items. Additional incentives will be offered to encourage engagement through the project microsite and other digital feedback opportunities. Participants who submit comments through the project webpage may be eligible to win prizes through periodic drawings, including $100 Walmart gift cards, $100 Safeway gift cards, and tickets to an Arizona Diamondbacks baseball game. These incentives are intended to

increase participation across both in-person and digital engagement activities while ensuring community members feel their input is valued.

In-person Engagement

Phase 2 in-person engagement will include targeted pop-up events, focus groups, and speaking tours designed to gather feedback on the draft BNR plan and ensure accessible opportunities for participation across the Valley. These events will allow riders, non-riders, potential riders, community stakeholders, and frontline workers to engage directly with BNR staff, learn more about the BNR process, and provide meaningful input on the draft recommendations.

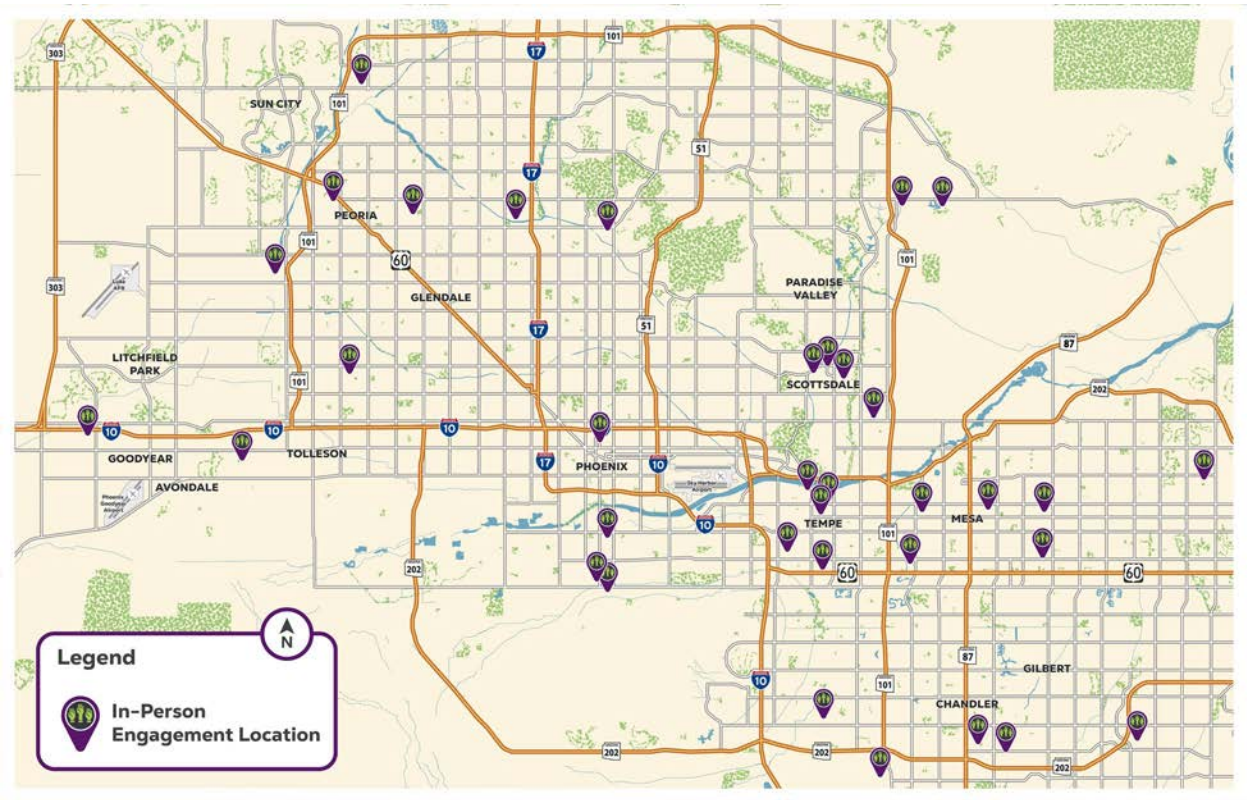
At these events, participants will have multiple ways to share their feedback:

- **Focused Comment Form:** As was mentioned previously.
- **Open-Ended Feedback:** Participants can also write general comments, questions, or suggestions about the plan to ensure all perspectives are captured.
- **Staff Support:** BNR project staff will be available to answer questions, clarify proposals, and assist participants in completing forms if needed.
- All signage and project communication will contain a QR code to allow riders to view proposed changes on the project microsite and leave route-specific feedback on the interactive route map.

This approach ensures feedback is structured for planning purposes while still allowing participants to share broader thoughts about the draft plan.

The in-person event locations were selected based on the BNR market assessment, planner feedback, and best practices from previous outreach efforts. Sites are prioritized in areas with significant proposed route changes and are located at activity centers that host public gatherings or events during the scheduled times, helping attract additional foot traffic and reach a broader audience. These informal, public-facing events allow participants to meet the Valley Metro BNR project team, learn about the process, speak with subject-matter experts, review visual materials, and provide feedback and comment on the microsite.

In-Person Engagements Map



Pop-Up Events

Pop-up events will be held in areas with the most proposed route changes, strategically located at activity centers or hubs hosting public gatherings or concurrent events to increase foot traffic and engage a broader audience. These events will be held at locations within the transit environment and/or accessible by public transit. These events will also include children's activities, allowing parents to participate fully while their children are occupied.

Pop-up events leverage spontaneity and high visibility to attract attention and encourage community interaction. They will be strategically located in areas with a higher concentration of proposed service changes to maximize relevance and engagement. These events leverage spontaneity and high visibility, taking place in high-traffic locations such as popular community events, plazas, and other public gathering spaces. This informal and inviting format allows participants to connect with the Valley

Metro outreach team, review area-specific “baseball cards” and fact sheets, and provide input through the project microsite.

To encourage participation, attendees will receive giveaways, including promotional items and Copper Cards, along with refreshments. Bilingual and culturally representative team members will staff events to ensure accessibility and inclusivity for all community members.

Potential Pop-Ups Include:

Date	Event	Location	Address	City	Time	Bus Routes with Changes Nearby
Wed., Oct. 7	Pop-Up	Via Linda Senior Center	10440 E. Via Linda	Scottsdale	11 a.m. - 1 p.m.	72, 81
Fri., Oct. 9	Pop-Up	Granite Reef Senior Center	1700 N. Granite Reef Rd.	Scottsdale	10:45 a.m. - 2 p.m.	41
Week of October 4	Pop-Up	Avondale Civic Center	11350 W. Civic Center Dr.	Avondale	TBD	3, 563
October 9–11	Event (materials only at VM table)	Octoberfest	272 W. Rio Salado Pkwy.	Tempe	TBD	62
Sat., Oct. 10	Event (materials only at VM table)	Celebrate Mesa	905 N. Sun Valley Rd.	Mesa	TBD	184
Week of October 11	Pop-Up	Banner Desert Medical Center	1440 S. Dobson Rd.	Mesa	TBD	61, 96

Week of October 11	Pop-Up	Mountain Park Health Center	635 E. Baseline Rd.	Phoenix	TBD	0, 7, 8, 16
Week of October 11	Pop-Up	Mesa High School	1630 E. Southern Ave.	Mesa	TBD	61
Week of October 11	Pop-Up	*Desert Sky Transit Center	7887 W. Thomas Rd.	Phoenix	TBD	29, 75, 83, MARY, 685, 1-10W RAPID
Week of October 11	Pop-Up	*Tempe Public Library	3500 S. Rural Rd.	Tempe	TBD	60, 72
Week of October 11	Pop-Up	*Civic Center Library	3839 N. Drinkwater Blvd.	Scottsdale	TBD	41, 72
Week of October 18	Pop-Up	Walmart Supercenter	1100 N. Estrella Pkwy.	Goodyear	TBD	3, 563
Week of October 18	Pop-Up	*Mustang Transit Center	10180 N. 90th St.	Scottsdale	TBD	72, 81
Week of October 18	Pop-Up	*Sunnyslope Transit Center	3rd St. And Dunlap Ave.	Phoenix	TBD	0, 7, 8, 12, 90, 106, SMART
Week of October 18	Pop-Up	*Arrowhead Towne Center Transit Center	7700 W. Arrowhead Towne Ctr.	Glendale	TBD	41, 67
Week of October 18	Pop-Up	Bus Stop 17473	91st Ave. and Van Buren St.	Tolleson	TBD	3
October 24 and 25	Event	Día de los Muertos Festival	1 E. Main St.	Mesa	12 p.m. –10 p.m. (Sat.);	40

					12 p.m. –5 p.m. (Sun.)	
Week of October 25	Pop-Up	*Sycamore/Main Street Transit Center	Sycamore/Main St.	Mesa	TBD	40
TBD (mid-October)	Pop-Up	Scottsdale Fall Festival	Scottsdale Civic Plaza, 3939 N. Drinkwater Boulevard	Scottsdale	TBD	41, 72, 81
Week of October 25	Pop-Up	Glendale Community College	6000 W. Olive Avenue	Glendale	TBD	43, 67
Fri., October 30	Event (materials only at VM table)	Dia de los Muertos Train Wrap Unveiling	1818 W. Main St.	Mesa	TBD	30, 40, 45, 96
Week of November 1	Pop-Up	*Metrocenter Transit Center	9415 N. Metro Pkwy. W.	Phoenix	TBD	27, 35, 90, 106
Week of November 1	Pop-Up	Valleywise Health	33 W. Tamerisk St.	Phoenix	TBD	0, 45, 52
Week of November 1	Pop-Up	William L. Patena Community Center	8335 W. Jefferson St.	Peoria	TBD	41, 43, 67
Week of November 1	Pop-Up	Baseline/Central Ave. Park-and-Ride	7436 S. Central Ave.	Phoenix	TBD	0, 7, 8, 77
Week of November 1	Pop-Up	Dignity Health Mercy Gilbert Medical Center	3555 S. Val Vista Dr.	Gilbert	TBD	108, 156

November 6–15	Event	Canal Convergence 2026	7135 E. Camelback Rd.	Scottsdale	TBD	72
Sat., November 7	Event (materials only at VM table)	Arizona State University Football Game	500 E. Veterans Wy.	Tempe	TBD	30, 62, 66, 72
Week of November 8	Pop-Up	*Greg Stanton Central Station	Central Avenue/Van Buren St.	Phoenix	TBD	0, 1, 3, 7, 8, 10, DASH
Week of November 8	Pop-Up	ICAN	650 E. Morelos St.	Chandler	TBD	96
Week of November 8	Pop-Up	Glendale Park and Ride	10047 W. Glendale Ave.	Glendale	TBD	41, 67
Week of November 8	Pop-Up	*Tempe Transit Center	200 E. 5th St.	Tempe	TBD	62, 66, ORBIT
Sun., November 8	Event (materials only at VM table)	2nd Sunday	Downtown Tempe	Tempe	10 a.m.–3 p.m.	62, 66
Week of November 15	Pop-Up	Snedigar Recreation Center	4500 S. Basha Rd.	Chandler	TBD	96
Sat., November 21	Event (materials only at VM table)	Arizona State University Football Game	500 E. Veterans Wy.	Tempe	TBD	30, 62, 66, 72

*This location would have the Valley Metro wrapped bus.

BNR Outreach Bus

To increase visibility and create a memorable community engagement experience, Valley Metro will deploy a specially wrapped BNR outreach bus at selected pop-up

events and other high-profile community gatherings. The bus will serve as a highly visible symbol of the BNR project while functioning as a mobile information and engagement center.

The interior of the bus will be configured to support public outreach, allowing Valley Metro staff to welcome visitors aboard, answer questions, and guide participants through the proposed service changes. Display materials, route "baseball cards," subregional maps, and digital demonstrations of the project microsite will be available inside the bus, providing a comfortable and familiar environment for riders and community members to learn about the BNR process.

Visitors will be encouraged to explore proposed route changes, review visual materials, ask questions of project staff, and provide feedback using tablets, QR codes, or printed comment forms. The wrapped bus will also serve as a recognizable backdrop for social media, photography, and promotional activities, helping generate additional interest and awareness before and during outreach events.

Speaker's Bureau

The project team will conduct targeted speaking engagements during Phase 2 through a Speaker's Bureau concept focused on connecting with transit-related and civic organizations. Staff will coordinate with transit advocacy groups, rider organizations, and other transportation-focused or audience-aligned stakeholder groups to share information about the draft plan. Presentations will highlight benefits, recommended service changes, anticipated system-wide and corridor-level impacts, and opportunities for feedback. By engaging directly with transit-focused organizations, the Speaker's Bureau will help ensure that knowledgeable stakeholders understand the proposed changes and can provide informed input on how the draft plan may affect transit riders and the broader network.

It is anticipated that Speaker's Bureau events would be held in mid to late September and October 2026 and include the types of organizations noted below:

Core Transit and Transportation Advocacy

- Friends of Transit
- Arizona Transit Association
- Phoenix Community Alliance

Accessibility, Equity, and Mobility Organizations

- Ability360
- Arizona Commission for the Deaf and the Hard of Hearing
- Foundation for Blind Children

Urbanism, Active Transportation, and Livability Groups

- Arizona Bike Club
- Arizona State University student government
- ASU Sustainable Cities Network
- Tempe Bicycle Action Group
- Phoenix Spokes People
- Local First Arizona
- Urban Phoenix Project
- RAIL CDC

Arts Districts and Transit-Oriented District Organizations

- Roosevelt Row Community Development Corporation
- Downtown Phoenix Inc.
- Downtown Core
- Downtown Tempe Authority
- Downtown Mesa Association
- Mesa Arts Center Foundation

Community and Policy Organizations Engaged in Transportation

- Chicanos Por La Causa
- Valley Leadership
- Arizona Forward
- Greater Phoenix Chamber
- Citizens Transportation Commission
- Scottsdale Transportation Commission
- Tempe Chamber of Commerce
- Mesa Chamber of Commerce
- Maricopa Association of Governments

Virtual and Digital Engagement

Virtual Office Hours

To provide additional opportunities for community members to ask questions and discuss proposed changes in more detail, Valley Metro will host a series of virtual office hours during Phase 2 outreach. These informal sessions will allow riders, stakeholders, and community members to connect directly with members of the BNR project team in a small, virtual group setting. Participants will be able to ask questions about proposed route changes, review maps and "baseball cards," and receive clarification on how the draft plan may affect their travel or neighborhood.

Virtual office hours will be held on the Webex platform and will not require a formal presentation, allowing participants to join at any time during the scheduled window. This flexible format is designed to accommodate individuals who may prefer a more conversational setting than a large public meeting. BNR staff will be available to answer questions, walk participants through proposed service changes, and guide them in submitting feedback through the project microsite.

Sessions will be scheduled at varying times, including midday and evening options, to accommodate different schedules and maximize accessibility. These sessions will be promoted through the project microsite, Valley Metro's website, social media, email newsletters, and partner organizations. Links to join the sessions will be posted publicly, allowing participants to drop in and speak with staff easily. A call-in phone number will also be provided for participants who are unable to access the Webex platform.

Virtual office hours provide an additional engagement opportunity that complements pop-up events and virtual public meetings by offering a more personalized setting for discussion and feedback.

Tentative Schedule:

Date	**Time**
Tues., October 6	4:30–6:00 p.m.
Thurs., October 15	5:00–6:30 p.m.
Wed., October 28	12:00–1:30 p.m.

Sat., November 7	10:00–11:30 a.m.
Tues., November 17	5:00–6:30 p.m.

Microsite

To expand the BNR's reach in Phase 2 and make engagement more interactive, a digital microsite using an ArcGIS StoryMap will be developed. The microsite will visually display a high-level overview of the recommendations, the proposed route changes, and allow community members to provide location-based comments directly on the maps. This interactive platform will combine visual storytelling with user-friendly tools, enabling the public to explore the draft plan and share feedback from anywhere, at any time. It will also include a comment form (for general comments), engagement opportunities, and details about the project itself, including timeline, FAQ, and a recap of previous feedback.

Social Media Videos

Digital engagement in Phase 2 will continue to include targeted social media content, including two explainer videos—one in English and one in Spanish—designed to engage diverse audiences in the BNR process. These videos will provide a clear, easy-to-understand overview of the significant changes coming, prompting viewers to share their insights and showing how their feedback will directly shape the future of local transit. They will guide viewers through multiple ways to participate, such as pop-up events, speaker's bureau events, the microsite, and "baseball cards" to reinforce the value of community input at this stage.

The videos will feature a call to action for both current and non-riders, highlighting that their perspectives are essential for creating a network that meets the needs of the entire community. Additional social media posts will be developed and deployed to promote all Phase 2 engagement opportunities, including pop-up events and virtual sessions, ensuring the public is aware of multiple ways to connect with Valley Metro and provide meaningful feedback.

Additional social media posts will be developed to share information about in-person events and opportunities to connect with Valley Metro through this phase of BNR outreach.

Materials

Baseball Cards

To support a clear, digestible understanding of proposed service/route changes, the BNR microsite will include a series of interactive “baseball cards,” which will be graphics sized at 8 ½" x 11” that highlight a single route or corridor impacted in Phase 2. These cards present key information in a standardized, easy-to-scan format that allows community members to quickly understand what is changing, why it is proposed, and how it may affect their travel.

Each Baseball Card will include:

- Route number and name
- Summary of proposed changes (e.g., frequency, alignment, span of service)
- Key benefits and tradeoffs
- Primary markets served (commuters, students, all-day riders, etc.)
- Simple visuals or maps highlighting the change
- A direct prompt to provide feedback on that specific route

By breaking complex network information into consistent, route-level snapshots, baseball cards reduce barriers to participation and help both riders and potential riders engage meaningfully with the redesign. Users can review individual routes independently, compare changes across corridors, and provide targeted, location-based comments tied directly to each card.

Baseball Cards will be available in English and Spanish and designed to meet accessibility standards, including screen-reader compatibility and plain-language summaries. They will be integrated throughout the microsite, used during in-person and virtual events, and shared through outreach materials to ensure consistent messaging across all engagement channels.

This tool helps translate technical planning concepts into clear, community-centered information, empowering residents to provide informed, actionable feedback that directly supports refinement of the BNR plan.

Subregional Posters

To make the proposed network changes more accessible and easier to understand, Valley Metro will create a series of subregional posters or handouts that highlight route

changes by geographic area. These posters will break the Valley Metro service area into manageable subregions—such as West Valley, Central Phoenix, East Valley, and Tempe/ASU—allowing participants to focus on the changes most relevant to their neighborhood or daily travel patterns and better understand the trade-offs.

Each poster will include:

- A brief overview of the study and its purpose, including how the proposed changes will improve transit service in the subregion.
- A map of the subregion showing affected routes with clear visual indicators of proposed changes (e.g., frequency, alignment, span of service).
- Summary boxes highlighting key changes and benefits for the subregion.
- Lists of the specific routes impacted, including route numbers and major corridors.
- Callouts for major improvements or trade-offs, such as increased frequency or reduced coverage areas.
- QR codes linking directly to the microsite and route-level baseball cards for participants to submit comments.

Subregional posters will be displayed at pop-up events, transit centers, bus kiosks, libraries, and community centers to ensure broad visibility. By presenting information in a visually digestible, localized format, these posters will help the public quickly identify how the BNR affects their area, encourage informed feedback, and support discussions with neighbors and community groups.

This approach also allows Valley Metro staff to tailor presentations and materials to each subregion, making engagement more relevant and meaningful for participants while efficiently covering the many route changes proposed in Phase 2.

Communications Toolkit

The digital engagement effort will be further supported with a digital communications toolkit created for focus group participants, CBOs, member agencies, and community partners. This toolkit will include predesigned social media posts, email blasts, and newsletter content to empower Valley Metro's community partners to share BNR's message. The predesigned campaign will enable Valley Metro to control the message of the BNR process while accessing a larger audience through community partnerships.

The digital campaign, which will also be implemented by Valley Metro, will make it easy for digital users to provide feedback and share information to refine the proposed BNR enhancements. The Fall 2026 Outreach Plan will emphasize the value of individual input in the BNR in shaping the future of Valley Metro services. Digital campaign taglines will capture the attention of both riders and non-riders, focusing on “Your Voice. Your Ride.”

Council Briefings and Commission Presentations

Alongside public outreach, Valley Metro’s Service Planning and BNR project teams will continue to be available to conduct targeted briefings with city councils and key advisory commissions in areas where significant proposed enhancements are planned, to ensure elected officials and appointed bodies are informed about the BNR Phase 2 process. These briefings, which would occur in coordination with and at the request of member cities, provide an opportunity to share the purpose, benefits, timeline, and proposed service changes, gather jurisdiction-specific feedback, and address questions or concerns.

Early coordination with councils and commissions helps align expectations, strengthen interagency collaboration, and support consistent, informed messaging across jurisdictions. Input received during these briefings will be documented and considered alongside community feedback when refining proposed network changes.

Briefings will be coordinated with member agencies and scheduled to align with regular council or commission meetings whenever possible. Presentations will include clear visuals, a high-level overview, route-level summaries (including baseball cards), equity and ridership considerations, and an overview of upcoming public engagement opportunities.

The project team will be available to brief the following advisory and decision-making bodies during Phase 2, as appropriate, based on the concentration of proposed service enhancements, the scale of anticipated impacts, and the engagement needs of city partners.

City and Town Councils

- City of Phoenix City Council and/or relevant Council Subcommittee
- City of Glendale City Council
- City of Tempe City Council

- City of Mesa City Council
- City of Chandler City Council
- City of Scottsdale City Council
- City of Peoria City Council
- City of Avondale City Council
- City of Goodyear City Council
- City of Tolleson City Council
- City of El Mirage City Council
- Town of Guadalupe Town Council
- Town of Paradise Valley Town Council

Transportation, Transit, and Mobility Commissions

- Phoenix Citizens Transportation Commission
- Tempe Transportation Commission
- Mesa Transportation Advisory Board
- Glendale Transportation Advisory Commission
- Chandler Transportation Commission
- Scottsdale Transportation Commission

Planning and Policy Advisory Bodies (as applicable)

- Planning Commissions in jurisdictions with significant proposed route changes
- City or regional Sustainability or Climate Action Commissions
- Equity, Human Services, or Disability Advisory Commissions
- Senior Advisory Boards and Youth Commissions

These briefings will ensure decision-makers and advisory bodies are well informed, helping to surface local insights, policy considerations, and implementation concerns early in the process. This approach supports a transparent, coordinated, and responsive outreach strategy while strengthening trust with member agencies and elected leadership across the Valley Metro service area.

On-system Outreach Promotion

On-system outreach promotion will engage riders directly while they use Valley Metro services, encouraging participation through rider-friendly incentives. Promotional materials—including bus and rail car cards, hanging fliers, and stop posters—will direct riders to the BNR webpage and microsite, emphasizing that their feedback is valued.

QR codes on all materials will provide quick access to the study webpage, where riders can find information about proposed route changes, upcoming in-person events, virtual office hours, and other ways to share input. This approach ensures that engagement reaches current riders where they are and makes it easy for them to help shape the bus network's future.

Employer Hub Outreach

Valley Metro will engage large employers and program participants, including those in the Travel Reduction Program (TRP) and ShareTheRide.com, to encourage input on the BNR. Using the digital communications toolkit, Transportation Coordinators will share tailored messaging with employees—both current transit riders and potential riders—highlighting the importance of their feedback in shaping the future of Valley Metro services.

To generate excitement and encourage participation, the outreach will include a range of rider-friendly and creative incentives:

- **Immediate incentives for microsite comments:** Copper Card giveaways, Smart Fare credit, or gift cards provided by partner organizations.
- **Recognition incentives:** Social media shout-outs for individual participants or teams from TRP programs.
- **Engagement campaign:** Valley Metro will implement a mini social media campaign within participating companies to celebrate departments or teams with high participation. To track submissions, each company will receive a **unique access code or link** to the BNR microsite. Employees enter the code when submitting comments, allowing Valley Metro to tally participation by department or team and recognize high-performing groups.

These strategies aim to make participation fun, easy, and rewarding, ensuring a broad range of employees provide feedback while increasing awareness of the BNR microsite and other engagement opportunities.

Focus Groups

Phase 2 will host four focus groups to serve as a brain trust, providing meaningful insights into various communities of interest. These sessions will bring together representatives from CBOs and other stakeholders to share a broad range of ideas,

feedback, and perspectives on proposed route changes and service enhancements. Participants will also be shown how input from Phase 1 engagement informed the initial recommendations, reinforcing that their feedback directly influenced proposed changes and setting the stage for further refinement.

Invited organizations will again be strategically grouped to facilitate dynamic discussion and ensure diverse voices are heard. To encourage participation and recognize their time and expertise, attendees will be offered gift card incentives, continuing a proven approach from Phase 1. These focus groups will help inform Valley Metro's decision-making and guide outreach strategies to better engage the broader community throughout the BNR process. Invited organizations will be loosely grouped to facilitate discussion:

- Youth and Seniors
- ADA/Mobility Impaired
- Underrepresented Voices
- General Business and Economic Development

Bus Operator Outreach

Bus operators play a critical role in shaping the Valley Metro bus network. As frontline employees, they have firsthand knowledge of riders, routes, operational challenges, and daily service dynamics. Input collected from operators during Phase 1 has been carefully reviewed and incorporated into the proposed service change plans. Their perspectives will continue to inform Phase 2 and, ultimately, the final plan.

Valley Metro will host six Operator Drop-in sessions at locations convenient to staff, providing an opportunity to review proposed changes and how they align with operator feedback from Phase 1, share feedback, and discuss operational considerations:

- Tempe Bus Operations and Maintenance Center
- Mesa Bus Operations and Maintenance Center
- Phoenix Transit West Facility
- Phoenix Public Transit-South
- Phoenix Public Transit-North
- NMBOM - West Valley

These sessions are designed to ensure operators' insights continue to guide the BNR process, helping Valley Metro create a network that is efficient, rider-focused, and practical from an operational standpoint.

Notifications

Bus Announcements

Bus announcements will be made directly on selected routes affected by the BNR to reach riders during their daily commutes. These announcements will provide brief, clear information about upcoming pop-up events, virtual office hours, and the microsite, helping riders understand how to participate and provide feedback. Messaging will be available in both English and Spanish to ensure accessibility for all riders, and announcements will be repeated periodically to reinforce awareness.

Pop-Up Advertising

Pop-up advertising will be deployed in high-traffic transit areas such as stations, plazas, and community gathering spaces. These temporary displays will highlight the BNR process and upcoming engagement opportunities, featuring eye-catching visuals, key messages, and QR codes linking directly to the microsite and route-level baseball cards. By placing these pop-ups in high-foot-traffic areas, Valley Metro can engage both riders and community members who may not regularly use transit.

A-Frame Signage at Park-and-Ride Locations and Transit Centers

A-frame signage will be placed at park-and-ride lots and transit center entrances to provide visible, easy-to-read reminders about the BNR outreach process. These signs will direct participants to upcoming pop-up events and digital resources, helping ensure riders and community members have convenient access to participation opportunities. Signage will be double-sided, visually clear, and presented in English and Spanish to reach a broad audience.

Kiosk Posters

Kiosk posters will be installed at indoor and outdoor transit kiosks across major transit centers and along bus corridors. These posters will summarize subregional route changes, display visual maps and graphics, and include QR codes to guide participants to the microsite to submit comments. By providing visually accessible information in high-traffic areas, kiosk posters serve as an important tool for engaging both current riders and passersby interested in transit improvements.

Hanging Flyers Inside Buses

Hanging flyers will target riders directly while they are on board buses, providing concise information about the BNR process, upcoming events, and digital feedback options. Each flyer will include visuals of subregional changes and QR codes linking to the microsite, enabling riders to submit feedback easily. Flyers will be designed to be bilingual, visually engaging, and simple to read, making them an effective tool for reaching current riders during their daily commutes.

Bus Car Cards

Bus car cards will be posted in high-visibility areas on buses and at transit shelters to highlight key BNR messages. These cards will feature major route changes, explain how participants can provide input, and include QR codes linking to the microsite and baseball cards. Positioned in locations riders frequent daily, bus and car cards provide a constant visual reminder of engagement opportunities, encouraging feedback from both regular riders and occasional users.

Bus Stop Signage

Bus stop signage will provide concise, accessible information for riders waiting along impacted corridors. These signs will summarize proposed route changes, highlight engagement opportunities, and provide digital access points, such as QR codes, to the microsite. Installed along high-use routes and at major subregional stops, bus stop signage ensures riders have clear, easy-to-see information about how to participate in the BNR process while they wait for their bus.

Targeted Advertising and Promotion

Campaign Dates (TBD) (6 weeks)

This campaign will prioritize targeted outreach in areas anticipated to experience the greatest impact from proposed plan enhancements, ensuring that communities most directly affected are reached early and often. This targeted approach will be coupled with supportive, community-wide promotion across the broader Phoenix metro area to build overall awareness, encourage participation, and reinforce key messages consistently throughout the Valley.

Paid Media Strategy

Target Audiences

- General metro Phoenix area with a focus on high-density neighborhoods/communities and areas impacted by service reduction or elimination
- English and Spanish
- Campaign Run Dates (Oct. 2-Nov. 30)
- Budget ($150k)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)
- Tactics
- Digital: Facebook/Instagram, Spotify, Nextdoor
- Traditional: Phoenix New Times, Prensa, iHeart Radio Total Traffic

Facebook/Instagram

- Objective: Awareness and Engagement
- Placements: Static Images, English and Spanish
- Run Dates: (Oct. 2-Nov. 30)
- Total Budget: (TBD)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)

YouTube (TBD based on ad agency plan/recommendation)

- Objective: Awareness and Engagement
- Placements: 1-2-minute video, English and Spanish
- Run Dates: Oct. 2-Nov. 30
- Total Budget (TBD)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)

Spotify (TBD based on ad agency plan/recommendation)

- Objective: Awareness
- Placements: Audio (:30), English and Spanish
- Run Dates: (Oct. 2-Nov. 30)
- Total Budget: (TBD)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)

iHeart Radio (TBD based on ad agency plan/recommendation)

- Objective: Awareness
- Placements: Audio (:15), Spanish
- Run Dates: (Oct. 2-Nov. 30)
- Total Budget: (TBD)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)

Nextdoor (TBD based on ad agency plan/recommendation)

- Objective: Awareness and Engagement
- Placements: Static Images, English
- Run Dates: (Oct. 2-Nov. 30)
- Total Budget: (TBD)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)

Phoenix New Times (TBD based on ad agency plan/recommendation)

- Objective: Awareness and Engagement
- Placements: Digital and Print Package including (5) ½ page full color ads, display banner ads, and (2) email sponsorships, English
- Run Dates: (Oct. 2-Nov. 30)
- Total Budget: (TBD)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)

Prensa (TBD based on ad agency plan/recommendation)

- Objective: Awareness and Engagement
- Placements: Digital and Print Package including (3) ½ page full color ads and (3) weeks of display banner ads, Spanish
- Run Dates: (Oct. 2-Nov. 30)
- Total Budget: (TBD)
- Zip codes (will depend on concentrated areas of proposed enhancements from the plan)

Performance Monitoring

For all advertising and promotion, the Valley Metro team will obtain metrics, including impressions and click-through rates. The goal is to optimize spending based on performance. We will also use unique tracking links to attribute engagement and conversions directly to ad sources.

Earned Media and Influencer Engagement

Valley Metro will conduct proactive media and influencer outreach during Phase 2 to increase awareness of the Bus Network Redesign, help audiences understand the draft recommendations and encourage participation in the public feedback process. Earned media efforts will complement digital, paid and community outreach by using major project milestones and targeted story opportunities to reach broader and more localized audiences.

Tactics and Goals

- Distribute at least two news releases or media advisories, including one announcing the draft BNR recommendations and public engagement opportunities and a second tied to a key outreach or community feedback milestone.
- Conduct at least three proactive media pitches to specific reporters focused on targeted story opportunities, such as proposed changes or benefits within specific communities, how rider feedback shaped the draft recommendations and unique BNR outreach efforts. Outreach may also include pitching in-depth sit-down interviews with BNR subject-matter experts, such as Michael Eshleman, to provide reporters with greater context on the redesign, recommendations and planning process.
- Secure at least six earned media placements across broadcast, print, digital and Spanish-language media.
- Provide media interview opportunities with BNR project staff and subject-matter experts throughout the outreach period.
- Engage local influencers and community voices whose audiences align with BNR target populations to expand awareness and encourage participation.
    - Possible influencer partnerships could include those with transit-centric following:
        - skitchseestransit

    - trufinseestransit
    - thelaguyinphoenix
- Track news coverage, interviews, estimated reach and influencer engagement to evaluate performance.

Evaluation and Reporting

Valley Metro will document and report all input received through each activity in the Fall 2026 Outreach Plan. Engagement metrics will be captured to quantify outreach efforts and measure success. The metrics will be reported to both internal and external audiences.

Success Metrics

The following metrics will help gauge the effectiveness of Phase 2 outreach:

- **Microsite engagement:** Achieve 5,000–8,000 microsite location-based comments on proposed route changes. Generate 15,000-20,000 unique overall visitors to the microsite.
- **Digital outreach reach:** Generate 500,000 impressions across social media platforms from unpaid sources.
- **Community feedback:** Capture sentiment on proposed service changes during Phase 2 outreach, measuring levels of support, concern or suggestions for improvement, with a target of collecting 5,000–8,000 comments on the microsite, 2,000 completed surveys and 2,000 general comment forms.
- **Community feedback loop:** Demonstrate responsiveness by sharing updates, showing how prior input influenced the proposed plan and reporting back through email blasts, social media and follow-up engagement.
- **Speaker's Bureau:** Generate 23 presentations from the Speaker's Bureau.
- **Stakeholder engagement:** Include participation from high levels of CBOs and employer representatives, with a target of engaging 75–100 CBOs and 40–60 employer partners and achieving stakeholder representation across at least 80% of ZIP codes within the Valley Metro service area. Participation will be tracked based on the ZIP codes where stakeholders live or work to ensure geographically diverse input.

Reporting Metrics

Metrics will be captured across all engagement channels, including:

- “Baseball card” comment results and microsite input.
- Focused comment card and overall comments.
- Focus group insights and summaries.
- Attendance at in-person events (pop-ups and speaker’s bureau) and virtual sessions.
- Operator drop-in session participation and feedback.
- Number of organizations and representatives engaged through focus groups and the use of the toolkit.
- Digital and media promotion campaign performance, including reach, impressions, engagement, click-through rates and open rates.
- Regional coverage and demographic targets.

Transparency and Feedback

Phase 2 outreach will emphasize how community input directly informs proposed service changes. Valley Metro will ensure a transparent feedback loop by:

- Develop a one-page summary that incorporates Phase 1 feedback, demonstrating how community input shaped the BNR plan.
- Producing a public-facing summary report of Phase 2 outreach efforts and results, shared via:
    - Email with community partners, focus group participants and rider email lists
    - Information-sharing with city staff and Valley Metro Boards of Directors
    - Posting on the Valley Metro website
- Sharing highlights of engagement metrics and community feedback via social media for Phase 2 outreach.

By tracking these metrics and reporting results, Valley Metro will maintain accountability, demonstrate responsiveness to the community and ensure that public input continues to shape the future of transit service in the region.

Calendar of Activities

Please see below a calendar of all proposed engagement activities, including focus groups, pop-ups, operator drop-ins and all other proposed community events.

Date	Event	Location	Address	City	Time	Bus Routes with Changes Nearby
Wed., Oct. 7	Pop-Up	Via Linda Senior Center	10440 E. Via Linda	Scottsdale	11 a.m. - 1 p.m.	72, 81
Fri., Oct. 9	Pop-Up	Granite Reef Senior Center	1700 N. Granite Reef Rd.	Scottsdale	10:45 a.m. - 2 p.m.	41
Week of October 4	Pop-Up	Avondale Civic Center	11350 W. Civic Center Dr.	Avondale	TBD	3, 563
October 9–11	Event (materials only at VM table)	Octoberfest	272 W. Rio Salado Pkwy.	Tempe	TBD	62
October 10	Event (materials only at VM table)	Celebrate Mesa	905 N. Sun Valley Rd.	Mesa	TBD	184
Tues., October 6	Virtual Office Hours	WebEx	N/A	N/A	4:30–6:00 p.m.	N/A
Week of October 11	Pop-Up	Banner Desert Medical Center	1440 S. Dobson Rd.	Mesa	TBD	61, 96
Week of October 11	Pop-Up	Mountain Park Health Center	635 E. Baseline Rd.	Phoenix	TBD	0, 7, 8. 16

Week of October 11	Pop-Up	Mesa High School	1630 E. Southern Ave.	Mesa	TBD	61
Week of October 11	Pop-Up	*Desert Sky Transit Center	7887 W. Thomas Rd.	Phoenix	TBD	29, 75, 83, MARY, 685, 1-10W RAPID
Week of October 11	Pop-Up	*Tempe Public Library	3500 S. Rural Rd.	Tempe	TBD	60, 72
Week of October 11	Pop-Up	*Civic Center Library	3839 N. Drinkwater Blvd.	Scottsdale	TBD	41, 72
Thurs., October 15	Virtual Office Hours	WebEx	N/A	N/A	5:00–6:30 p.m.	N/A
Week of October 18	Pop-Up	Walmart Supercenter	1100 N. Estrella Pkwy.	Goodyear	TBD	3, 563
Week of October 18	Pop-Up	*Mustang Transit Center	10180 N. 90th St.	Scottsdale	TBD	72, 81
Week of October 18	Pop-Up	*Sunnyslope Transit Center	3rd St. And Dunlap Ave.	Phoenix	TBD	0, 7, 8, 12, 90, 106, SMART
Week of October 18	Pop-Up	*Arrowhead Towne Center Transit Center	7700 W. Arrowhead Towne Ctr.	Glendale	TBD	41, 67
Week of October 18	Pop-Up	Bus Stop 17473	91st Ave. and Van Buren St.	Tolleson	TBD	3

October 24 and 25	Event	Dia de los Muertos Festival	1 E. Main St.	Mesa	12 p.m. –10 p.m. (Sat.); 12 p.m. –5 p.m. (Sun.)	40
Week of October 25	Pop-Up	*Sycamore/Main Street Transit Center	Sycamore/Main St.	Mesa	TBD	40
TBD (mid-October)	Pop-Up	Scottsdale Fall Festival	Scottsdale Civic Plaza, 3939 N. Drinkwater Boulevard	Scottsdale	TBD	41, 72, 81
Week of October 25	Pop-Up	Glendale Community College	6000 W. Olive Avenue	Glendale	TBD	43, 67
Wed., October 28	Virtual Office Hours	WebEx	N/A	N/A	12:00–1:30 p.m.	N/A
Fri., October 30	Event (materials only at VM table)	Dia de los Muertos Train Wrap Unveiling	1818 W. Main St.	Mesa	TBD	30, 40, 45, 96
Week of November 1	Pop-Up	*Metrocenter Transit Center	9415 N. Metro Pkwy. W.	Phoenix	TBD	27, 35, 90, 106
Week of November 1	Pop-Up	Valleywise Health	33 W. Tamerisk St.	Phoenix	TBD	0, 45, 52
Week of November 1	Pop-Up	William L. Patena Community Center	8335 W. Jefferson St.	Peoria	TBD	41, 43, 67

Week of November 1	Pop-Up	Baseline/Central Ave. Park-and-Ride	7436 S. Central Ave.	Phoenix	TBD	0, 7, 8, 77
Week of November 1	Pop-Up	Dignity Health Mercy Gilbert Medical Center	3555 S. Val Vista Dr.	Gilbert	TBD	108, 136
November 6–15	Event	Canal Convergence 2026	7135 E. Camelback Rd.	Scottsdale	TBD	72
Sat., November 7	Virtual Office Hours	WebEx	N/A	N/A	10–11:30 a.m.	N/A
Sat., November 7	Event (materials only at VM table)	Arizona State University Football Game	500 E. Veterans Wy.	Tempe	TBD	30, 62, 66, 72
Week of November 8	Pop-Up	*Greg Stanton Central Station	Central Avenue/Van Buren St.	Phoenix	TBD	0, 1, 3, 7, 10, DASH
Week of November 8	Pop-Up	ICAN	650 E. Morelos St.	Chandler	TBD	96
Week of November 8	Pop-Up	Glendale Park and Ride	10047 W. Glendale Ave.	Glendale	TBD	41, 67
Week of November 8	Pop-Up	*Tempe Transit Center	200 E. 5th St.	Tempe	TBD	62, 66, ORBIT
Sun., November 8	Eventd (materials only at VM table)	2nd Sunday	Downtown Tempe	Tempe	10 a.m.–3 p.m.	62, 66

Week of November 15	Pop-Up	Snedigar Recreation Center	4500 S. Basha Rd.	Chandler	TBD	96
Tues., November 17	Virtual Office Hours	WebEx	N/A	N/A	5:00–6:30 p.m.	N/A
Sat., November 21	Event (materials only at VM table)	Arizona State University Football Game	500 E. Veterans Wy.	Tempe	TBD	30, 62, 66, 72

*This location would have the Valley Metro wrapped bus.

THE WATHEN GROUP

Valley Metro Board Retreat: Decision-Making and Oversight Refinement

September 2026



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Safety Moment

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Agenda and Objectives

Part 1
- Welcome, Framing
- Findings and Recommendations
- Discussion and Vote on Priority Opportunities to Address

10 Min Break

Part 2
- Guiding Principles Discussion
  - Brainstorm
  - Vote

Closing
- Next Steps and Closing Remarks

Today the Board will:

1. **Select and prioritize opportunities to enhance** how the Board and Staff work together, based on best practices, and ideas from Board Members and staff presented by The Wathen Group.

2. **Identify Guiding Principles** to formalize the behavioral standards and ethical commitments required to lead as a high-functioning, unified body.



Expectations for Today

What expectations do you have for today?



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Concerns for Today

Do you have any concerns for today's session?

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What Does Success Look Like?

What do you consider the core success factors of today?

6

Report Context

Final Results Pending

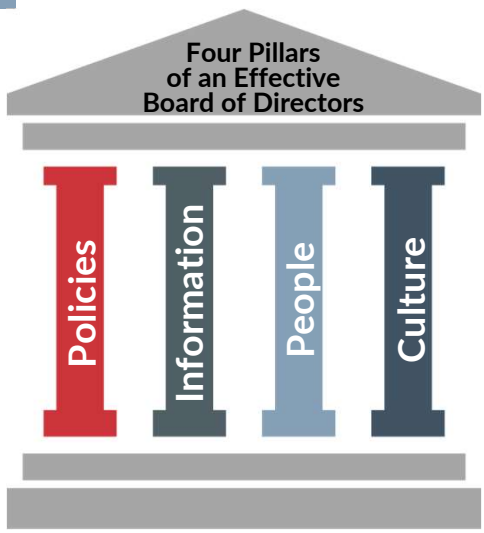
The objective:
To identify and adopt best practice enhancements to be an effective, nimble, communicative team that streamlines making the best decisions for our community. We want the Board and Staff to have the information and working environment they need to be successful, and ensure we remain high-functioning, including during times of transition.

As of September 10, the assessment process included:

- **Three interviews** with Boards of Directors and CEO
- **Seven questionnaires** completed by Boards of Directors members (37% response rate)
- **21 questionnaires** completed by Member City staff (58% response rate)
- **Board materials review**, including:
  - Policies and procedures
  - Agendas, board meetings recordings review and virtual attendance
  - New board member onboarding

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Four Pillars of an Effective Board of Directors



Policies: A clear governance model to ensure actions are ethical, compliant, and aligned with the organization's direction.

Information: Insights, data, and analysis to make decisions.

People: Board member capabilities and contributions are essential to ensuring the board operates at the highest standard.

Culture: A culture of open communication and trust that encourages diverse perspectives and collaboration while minimizing conflict or power imbalances is critical.

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What is "Governance?"

Governance is the system of rules, practices, and processes used to direct, control, and hold an organization accountable.

Key Concepts

- **Direction and Control:** It defines who has the authority to make decisions and set goals.
- **Accountability:** It establishes who is responsible for the performance, behavior, and outcomes of a group.
- **Rules and Frameworks:** It relies on laws, policies, and ethics to manage risk and maintain order.

"A carefully crafted, conceptually rigorous purpose of governance…forms the heart of board effectiveness.

Governance requires and engenders a passion for leadership, leadership that is not just over others but on others' behalf."

- Dr John Carver, Boards That Make a Difference

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Governance vs. Management

Per Dr. John Carver, Boards That Make a Difference

Governance (The Board): Focuses on the "why" and the "where." The board creates high-level policies and provides big-picture oversight.

The Board of Directors is Responsible For:

- Strategic Direction
- Customer Experience Strategy
- Financial Oversight
- Risk Management
- Executive Evaluation

Management (The Staff): Focuses on the "how" and the "what." The executive team and employees handle daily operations and execution.

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Assessment Findings

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PILLAR 1

Policies: Governance and Roles

A clear governance model to ensure actions are ethical, compliant, and aligned with the organization's direction.

Analysis and recommended opportunities in progress.

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PILLAR 2

Information: Board Meeting Preparation

Insights, data, and analysis to make decisions.

Analysis and recommended opportunities in progress.

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PILLAR 3

People: Ongoing Development

Board member capabilities and contributions are essential to ensuring the board operates at the highest standard.

Analysis and recommended opportunities in progress.

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PILLAR 4

Culture: Strategies for Alignment & Trust

A culture of open communication and trust that encourages diverse perspectives and collaboration while minimizing conflict or power imbalances is critical.

Analysis and recommended opportunities in progress.

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Board Input, Questions & Discussion

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Recommendations/Issues Prioritization

What recommendations/issues/opportunities do you think Valley Metro should tackle first?

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Break

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Guiding Principles

Part 2

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Board of Directors Guiding Principles

Objective: To formalize the behavioral standards and ethical commitments required to lead as a high-functioning, unified body.

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Guiding Principles - What Exists

What behaviors, values or standards do you think the Board is already demonstrating implicitly?

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Board of Directors Guiding Principles

Examples based on APTA Code of Conduct and interview/survey findings

Example Principles	Commitment to Action
Board-Staff Boundaries	Respect the CEO's role; channel all communication and requests through the CEO or designated officers.
Professionalism	Minimize power imbalances and conflict. Practice "Assume Positive Intent" thinking.
Confidentiality	Protect the integrity of Executive/Closed Sessions and keep sensitive information strictly confidential.
Preparation	Commit to advance reading and committee work for strategic meetings, reinforced by continuous learning and self-and peer-assessment for stronger governance.
Mutual Accountability	Accept the responsibility to hold yourself and one another accountable to these principles with respect.
Unity	Contribute honestly, respectfully disagree, and then support the Board's decision once it is made. Advocate for the agency with a single, unified voice.
Future-Focused	Prioritize what matters most—the agency's future impact rather than just updates

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Guiding Principles Brainstorm

What behaviors, values, or standards do you think should be part of Valley Metro's Guiding Principles?

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Guiding Principles Vote

Vote on the top 5 values and behaviors you want to see included in the draft Guiding Principles

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Next Steps

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Next Steps

The Wathen Group will:

- Prepare a written summary memorandum documenting key discussion themes, areas of agreement, and recommended next steps.

Valley Metro Boards of Directors will:

- Form and schedule the first session of a working group to draft final Guiding Principles for full Board review and adoption
- Communicate with Member City Staff



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Appendix

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APPENDIX

Summary of Documents Reviewed

Pillar	Artifact Reviewed
Pillar 1: Policies	• RPTA Administrative Code (2013) & VMR Bylaws (Rev 16) • Joint & Modal Board Action Agendas & Executive Memos • Unified Delegation of Authority Policy (June 2026)
Pillar 2: Information	• Board Executive Action Memos & Meeting Packets • Digital Board Member Portal Resources Inventory • Federal Legislative Briefings & Joint Advocacy Memos
Pillar 3: People	• Valley Metro 101 Board Orientation Deck • Committee Charters (Audit & Finance, TMC/RMC, RTAG) • Joint Ad Hoc Procurement Committee Reports
Pillar 4: Culture	• Single CEO Intergovernmental Agreement (2012) • FY26 Strategic Plan Quarterly & Annual Reports • Proposition 479 Policy & Life Cycle Planning Frameworks • Board and Committee Meetings Review

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