



MEETINGS OF THE

Boards of Directors

Joint Meeting of Valley Metro RPTA and Valley Metro Rail	Valley Metro RPTA	Valley Metro Rail
--	----------------------	----------------------

Date:
January 17, 2019

Starting Time
11:15 a.m.

Meetings to occur sequentially

Location:
Valley Metro
Lake Powell Conference Room (10A)
101 N. 1st Avenue, 10th Floor
Phoenix

If you require assistance accessing the meetings on the 10th floor, please go to the 14th floor or call 602.262.7433.



Agenda

January 10, 2019

Joint Meeting Agenda Valley Metro RPTA And Valley Metro Rail

Thursday, January 17, 2019
Lake Powell Conference Room
101 N. 1st Avenue, 10th Floor
11:15 a.m.

Action Recommended

1. Public Comment (yellow card)

The public will be provided with an opportunity at this time to address the committees on **non-agenda items and all action agenda items**. Up to three minutes will be provided per speaker unless the Chair allows more at his/her discretion. A total of 15 minutes for all speakers will be provided.

1. For Information

2. Chief Executive Officer's Report

Scott Smith, CEO, will brief the Joint Boards of Directors on current issues.

2. For information

3. Minutes

Minutes from the December 13, 2018 Joint Board meeting are presented for approval.

3. For action

CONSENT AGENDA

4A. Facility Maintenance Services Contract Award

Staff recommends that the Boards of Directors authorize for the CEO to execute a 5-year year contract with DMS Facility Services, Inc. to provide facility maintenance services for an amount not to exceed \$4,271,680. The VMR portion will not exceed \$3,983,390 and the RPTA portion will not exceed \$288,290.

4A. For action



4B. Authorization to Issue a Competitive Solicitation for Market Research Services

4B. For action

Staff recommends that the Boards of Directors authorize for the CEO to issue a competitive solicitation for market research services for a 5-year contract term.

4C. Authorization to Issue a Competitive Solicitation for Printing Services

4C. For action

Staff recommends that the Boards of Directors authorize the CEO to issue a competitive solicitation for printing services.

REGULAR AGENDA

5. Travel, Expenditures and Solicitations

5. For information

The monthly travel, expenditures and solicitations for Valley Metro RPTA and Valley Metro Rail are presented for information.

6. Future Agenda Items Request and Update on Current Events

6. For information

Chairs Tolmachoff and Williams will request future agenda items from members, and members may provide a report on current events.

Qualified sign language interpreters are available with 72 hours notice. Materials in alternative formats (large print, audiocassette, or computer diskette) are available upon request. For further information, please call Valley Metro at 602-262-7433 or TTY at 602-251-2039. To attend this meeting via teleconference, contact the receptionist at 602-262-7433 for the dial-in-information. The supporting information for this agenda can be found on our web site at www.valleymetro.org.



Information Summary

DATE

December 27, 2018

AGENDA ITEM 1**SUBJECT**

Public Comment

PURPOSE

The public will be provided with an opportunity at this time to address the committees on **non-agenda items and all action agenda items**. Up to three minutes will be provided per speaker unless the Chair allows more at his/her discretion. A total of 15 minutes for all speakers will be provided.

BACKGROUND | DISCUSSION | CONSIDERATION

None

COST AND BUDGET

None

COMMITTEE PROCESS

None

RECOMMENDATION

This item is presented for information only.

CONTACT

Scott Smith
Chief Executive Officer
602-262-7433
ssmith@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

December 27, 2018

AGENDA ITEM 2**SUBJECT**

Chief Executive Officer's Report

PURPOSE

Scott Smith, Chief Executive Officer, will brief the TMC/RMC on current issues.

BACKGROUND | DISCUSSION | CONSIDERATION

None

COST AND BUDGET

None

COMMITTEE PROCESS

None

RECOMMENDATION

This item is presented for information only.

CONTACT

Scott Smith
Chief Executive Officer
602-262-7433
ssmith@valleymetro.org

ATTACHMENT

None



Minutes

January 10, 2019

AGENDA ITEM 3

Joint Boards of Directors

Thursday, December 13, 2018
Lake Powell Conference Room
101 N. 1st Avenue, 10th Floor
11:15 a.m.

RPTA Meeting Participants

Vice Mayor Lauren Tolmanchoff, City of Glendale **(Chair)**
Councilmember Kevin Hartke, City of Chandler **(Vice Chair)**
Mayor Thelda Williams, City of Phoenix, **(Treasurer)**
Councilmember Pat Dennis, City of Avondale
Councilmember Eric Orsborn, City of Buckeye
Mayor Alexis Hermosillo, City of El Mirage
Councilmember Brigitte Peterson, Town of Gilbert
Mayor Ginny Dickey, Town of Fountain Hills
Councilmember Bill Stipp, City of Goodyear
Supervisor Steve Gallardo, Maricopa County
Councilmember Chris Glover, City of Mesa
Councilmember Jon Edwards, City of Peoria (phone)
Councilmember Susanne Klapp, City of Scottsdale
Councilmember Skip Hall, City of Surprise
Councilmember Robin Arredondo-Savage, City of Tempe
Mayor Evertt Sickles, Town of Wickenburg
Mayor Michael LeVault, Town of Youngtown

Members Not Present

Councilmember Linda Laborin, City of Tolleson

Valley Metro Rail Participants

Mayor Thelda Williams, City of Phoenix **(Chair)**
Councilmember Robin Arredondo-Savage, City of Tempe **(Vice Chair)**
Vice Mayor Lauren Tolmachoff, City of Glendale
Councilmember Kevin Hartke, City of Chandler
Councilmember Chris Glover, City of Mesa (phone)

Chair Tolmachoff called the meeting to order at 11:17 a.m. The Pledge was recited.



1. Public Comment on non-agenda action items

Chair Tolmachoff said there are no public comment cards, so we will move on to the CEO's report.

2. Chief Executive Officer's Report

Mr. Smith said welcome. And thank you for being here today. And happy holidays to all of you.

I would like to go over quickly a few things of importance as of last time we got together, I guess, in October. So it's been a while and some things are happening.

First thing is we got some great news a couple weeks ago on the Tempe Streetcar when the Federal Transit Administration allocated the final 25 million dollars to the Tempe Streetcar. This now means that the federal government has allocated the entire 75 million dollars that they have agreed to possibly maybe fund.

The actual agreement will not happen until some time in early spring next year, but at least we are appropriated and allocated. I'm learning all this new lingo back in Washington D.C. And once you're appropriated and allocated it's good. That means you're close.

So, Councilmember Arredondo-Savage, congratulations for your community and for the region as a whole. And we have actually begun construction. If you drive down around, Gammage Auditorium you'll actually see train tracks going in, so it's an exciting time in Tempe.

I would also like to talk about something that our Valley Metro staff does. We got a great staff here. And they get involved in efforts outside -- I missed one. Excuse me. See, I'm confused. Oh, let's go back.

Transportation Safety Institute -- we still have a great staff -- and one of the things they did is that we actually hosted our third Transportation Safety Institute during October.

We had transit agencies from around the United States and even South Korea who traveled here to attend this course. And the reason why I bring it up is that this is an honor to be asked to host these kind of courses and Adrian Ruiz and her team have done a great job in being well recognized around the industry for the fine organization that we have.

Now, I would like to talk about some of the activities our staff does. This year our staff chose -- every year they choose a charity. And through bake sales and things that you



would normally see, and they do a lot through our VMAC committee, which is our Valley Metro Activities Committee. They raised well over almost five thousand dollars, so good for them and they got, you know, just a lot of involvement and a lot of fun team building stuff.

One thing I'd like to talk to you about is when we talk about building projects, especially as we're looking in the current environment, we forget that these projects have impacts in the community far beyond just the construction.

One of the things we've tried to do is we've upped the ante and upped our game as far as what we would call workforce development to be more than just creating jobs. We want to create opportunities and great careers. And one of the initiatives we have is called Engineers of the Future. We have joined with PGH Wong Engineering and others to develop this program.

And back in November we had an event out at the name of the school, South Point Junior High School, which is along the route of South Central light rail. It is a heavily minority school. And we have engineering firms in there who have created mentorships and identified kids who show an interest in engineering and show a propensity or an aptitude for engineering.

And you have them being brought into a program to mentor them while they're in junior high. The idea being that they get an interest in this and can participate in the actual building of an actual project and then create a career out of that. That's something that's part of the community is well underserved and we're happy for our contractors such as PGH Wong. Our other contractors such as Kiewit and AECOM are also participating in these mentorship programs which is something we have not done previously.

We'd also like to announce if you will pull up your phone, and I hope you'll do that maybe you'll do that as I'm trying to pull up mine, and if you look on the Alert VM, Alert Valley Metro.

This is a new app that we've recently implemented about two, three weeks ago that is now available to any of those riding on the trains. If you ride on one of our light rail trains you'll see the information.

And through this you can report any incident that happens on a train that makes you feel unsafe, uncomfortable or maybe it's just a maintenance issue, maybe the seat is torn or something like that. We have personnel in our operations center that are monitoring these. If you don't have a smartphone, there's a text number that you can text and they will jump on it immediately.



It's been very successful in the first week alone we had over fifty people who sent in messages everything from spilled drinks to potential security situations.

Obviously, if there's something really dangerous it can connect you immediately with 911, so this is another part of our Respect the Ride program that we are very, anxious to see how it plays out and we think that connection that our riders have with somebody.

We're trying it starting now on the train. There is a possibility and we're set up that if it's successful and we get more resources we can expand this to bus services and others that it can be valleywide. So we're starting out with the train because of the nature of what we have. So that's one thing.

The next thing I'd like to talk about speaking of light rail is this past week and this month actually, we are celebrating the tenth anniversary of light rail. All of you have tee shirts on the back of your chairs that are there for your taking so you can also help us when you're walking around we hope that you on the weekends and off hours that you wear with pride your tenth anniversary your Railversary shirt. Actually this is something that this whole entire region should be proud of because it's a great accomplishment.

Last week we had an event to kick this off where we had many of the movers and shakers and for that event we prepared a short little video that we think short of the helps the kickoff, so we would like to run that right now. (A video is shown.)

Thanks to our staff that help put that together. December 27 is the actual date for the ten year. And on that date we actually have a lot of activities planned. You're all invited to the activities. It will be at Talking Stick Arena starting at three in the afternoon and go on until ten that night. We have a special event that you'll want to participate in. And then from five to ten we'll have a public event.

Now we talk about light rail a lot in this. And we're in a joint committee our joint boards. And light rail actually touches three cities, but I think what we've all learned is that light rail actually influences all of us. It may not touch cities like Gilbert or Peoria, but as we found out is that when you're talking transit nowadays you cannot talk transit without light rail coming up. Light rail has become in many ways the poster child for what we do overall for better or for worse. And I've had both those kind of discussions. It brings out the supporters, it brings out those that are opponents, so I hope that we all recognize the importance of the success of our light rail system because it does influence our constituents, your constituents' attitudes going in the future, so would love to invite you to participate.

We also in conjunction with this gave you the shirt, a nice little pen and in front of you -- I don't know if this is a separate item -- okay. In front of you we've prepared as part of our ten-year recognition, we wanted to look back and see the actual impacts that



light rail has had and so we prepared a ten-year quality of life report which talks about many of the successes and the changes that have been brought on by light rail.

You have the executive summary in front of you online and we can get a copy of the full report which is much more extensive and includes a great deal of data relating to how light rail has really changed the valley and has changed the conversation about transit. So we're excited about that.

One of the ways that it has changed that is happening right now is a couple years ago we started a Polar Express down in Mesa as a community giveback where we actually have a train that we decorate up in holiday decorations and run a Polar Express for a couple miles on Main Street, bring a Santa Claus in. It's been incredibly successful. Literally thousands and thousands of people have come in with their kids to experience this free and entertaining ride. We went through the first weekend last weekend very successful in Mesa. Tomorrow night we're in Mesa. Or, no, tomorrow night we've actually expanded it to where we'll be up on 19th Avenue.

So if you go to 19 Avenue and Dunlap we'll have a Polar Express up there. And then Saturday night the 15th we'll be back in Mesa. We hope to expand this in future years. And one way, once again, we can connect with the community and be part of Mesa, at least their Merry Main Street Christmas celebrations and we're happy to do that.

The other thing is I've talked to you a lot about EnoMAX which is a very high intensive mid-manager training that we participate in with significant systems like Los Angeles and Atlanta and Dallas Seattle from around the country we're one of them. We had seven graduates this year. These are managers which we think have a great future in this industry and here at Valley Metro.

They visited two other sites and then had some training here in Phoenix and we just want to recognize up on the board those members of our Valley Metro team who went through this EnoMAX.

ENO is a national organization. Secretary Mary Peters is one of the board members and it is very much involved in transportation studies and initiatives and education and they sponsor this EnoMAX program. We're happy to be with that. And all the students are here. Oh, I didn't know they were going to be here. I'm glad I have Pat here to kick me under the table.

So I would like all the students to come up who participated in this and they're going to get their picture taken. So the two chairs, if we could have you up here. They want me in it too. And we have Corrine Holiday and Derrick Rodeer and Scott Wisner, Joe Gregory, Steve Bethel, Tammy Whitfield and Rob Rosenberg.



As they return to their seats, one of the exciting things about this program is that these seven visited both the Dallas and the Atlanta systems. And as the final thing of their project, they were required to develop a business plan and take some initiative that they had learned and develop actually a plan for it and then they presented it to our leadership team. And part of our 2019 core plan is incorporating many of the great ideas that they learned through this program. So we're happy to do that.

Finally, there was one person who was missing who is so important to us and in our system and certainly the light rail who could not be with us at least physically, but was certainly with us in spirit and that was Congressman Ed Pastor who suddenly and sadly left us just a couple weeks ago.

I cannot overstate the impact that Ed Pastor had on this valley on Arizona and certainly on what we do here. He was a tireless advocate, he worked across the aisle, across city boundaries, state boundaries to make sure that the initial twenty miles was successful and was funded and was a constant support.

I personally thank him because while I was a mayor I would get random phone calls from Ed Pastor even though last I looked Mesa probably isn't within twenty miles of his district. And every time I'd visit him and get calls from him it was always what can I do to help you. And he was always there to help. It didn't matter whether there was anything in it for him because 98 percent of the stuff he did for us nobody ever knew about it except for a very small -- and that was Ed Pastor.

So I just can't go by without really thanking him and wishing he were here to help celebrate which truly is his legacy and that is the tenth anniversary of light rail.

One of the things to tell you what a big deal it was never before in the history of the United States had a rail system of that length been opened on one day. I think we opened twenty miles in one day. I think the longest before that was like eight miles. It was a very big undertaking and I don't think this region should apologize as some want us to do or should understate that accomplishment and Ed Pastor was right upfront with that with a lot of other people, but he was there.

So, you know, our prayers and thoughts to his family but most of all our thanks to Ed Pastor who, I hate to say, was one of a kind. It would be really nice if we had a few more Ed Pastors and I know they're out there. I just hope that they come to the forefront.

Speaking of coming to the forefront, we would like to welcome a couple of new members of our boards Mayor Ginny Dickey from Fountain Hills and Mayor Alexis Hermosillo from El Mirage who are with us for their first meeting. And Ginny is -- both of them actually have very strong connections both direct and indirect to our program and they know Valley Metro and what we do very well and we're excited to have them.



Ginny also brought along a sidekick who we may see more often that's Councilmember Mike Sarno, who is sitting over there and may or may not join us. So welcome, let's give them a welcome applause.

At the same time that we grow by two we subtract one and we'd like to thank and turn some time over now to Mayor Skip Hall from the City of Surprise who would like to say a couple words. Mayor.

Mayor Hall thank you, Scott. I'll keep it brief. I'm going to be leaving the organization in the spirit of spreading the wealth amongst my city councilmembers. So they'll be another Councilmember here representing Surprise on the Valley Metro Board and I just want to say I've really enjoyed being here, I've enjoyed the camaraderie, I'm impressed by the talent around this table, and I'm very impressed with the work you do. And it's very thankless sometimes. And there's a lot of tough decisions made at this level and I've got tremendous respect for you. So I'll be here in spirit, but they'll be another person from Surprise representing Surprise, so thank you very much, Scott.

Mr. Smith said thank you, Mayor. And Madam Chair, that is my report.

Chair Tolmachoff said thank you, Mr. Smith for that report.

3. Minutes

Chair Tolmachoff said we will move on to approval of the minutes from the October 18, 2018 board meeting. Do we have a motion for approval?

IT WAS MOVED BY COUNCILMEMBER HARTKE, SECONDED BY VICE MAYOR ROBIN ARREDONDO-SAVAGE AND UNANIMOUSLY CARRIED TO APPROVE THE OCTOBER 18, 2018 JOINT BOARD MEETING MINUTES.

4. Consent Agenda

Chair Tolmachoff said moving on to the consent agenda. These items are intended to be approved in one motion. Would anybody like to hear anything separately or have anything pulled, any need for any discussion on the consent agenda? If not, can we have a motion for approval?

IT WAS MOVED BY COUNCILMEMBER HARTKE, SECONDED BY COUNCILMEMBER PETERSON AND UNANIMOUSLY CARRIED TO APPROVE THE CONSENT AGENDA.

5. Results of the Rider Satisfaction and Transportation Demand Management Surveys



Chair Tolmachoff said moving on to Item No. 5. Results of the Rider Satisfaction and Transportation Demand Management Surveys. Mr. Smith, would you like to introduce this item.

Mr. Smith said I would introduce this item, but before I introduce this item I have a little backtracking to do because sitting right across from me is my former council mate now my boss Councilmember Chris Glover. I totally forgot. This is his last meeting as he leaves office. And Councilmember Glover I would like to thank you. I don't know if you want to say anything, but go right ahead.

Councilmember Glover said thank you, Scott. It has been an honor and privilege serving on both the RPTA Board and the Valley Metro Board. It's been very rewarding especially working with Scott and Mike and Pat and all of my colleagues on this board and I will miss working with you, but I know that there is still much more work to do and you guys will do a wonderful job at it. So thank you.

Mr. Smith said thank you. Okay. I would like to introduce Rob Antoniak who will also introduce our guest, so Rob.

Mr. Antoniak said I'll be brief. With me is Kathy DeBoer from WestGroup. She has been doing our rider satisfaction surveys and garnering public feedback since 1990 to '91, so, you know, she's got a bit of a savant understanding of us, has a really in-depth understanding since the early nineties and has progressed this rider satisfaction survey and travel demand management survey, but she's going to touch on rider satisfaction about fifteen minutes or so and go through that, so with that, I'll turn it over to Kathy.

Ms. DeBoer said thank you very much. It's always a delight to come before you and as Rob said this is a little bit of home for me. It's been a real delight to watch the system change and improve and be a part of some of the key decisions. And I know rider satisfaction is a critical component to everything that you do and we take our role in this survey very seriously, so let me just walk you there this year's results.

We collect our data in the spring. That's consistent with what we've done historically try to get it in and out before the heat gets too much in full swing.

We completed a total of almost eight hundred surveys and it's divided in a couple of different ways. And the reason we're able to get a survey sample that large is that the City of Phoenix also piggybacks on this. So while we do a base number of surveys for Valley Metro itself, then the City of Phoenix does an oversample of approximately another three hundred residents on top and then we're able to include their opinion into the survey results for Valley Metro as well. And so the total sample is weighted so that City of Phoenix residents don't overwhelm the opinion within it, but you get the benefit of the robustness of the sample.



We look at the key demographics and the responses from bus only riders from combo riders and those who ride light rail only so that we can see how the differences in opinion may come on the use of the transit system. The overall margin of error is a plus or minus 3.5 percent at the 95 percent level of confidence.

This just shows that we spread out across the valley when we do our intercepts at various stops and stations around the valley.

These change every year. We work with Valley Metro and come up with the best locations that give us the widest representation across the riders and this includes going on board the trains for the light rail system as well. Since those come at a higher frequency we can't keep people at the stations long enough to complete the survey, so it's much easier for us to ride along with the passengers and complete the survey while they are on the train.

Just a summary of the demographics we keep an eye on these. Overall we try to go for a 50/50 male-female split, but the rest of them fall where they may. Just a couple of key points is that the income level increased slightly compared to 2016.

The last time we did this we had an increase in the number of passengers with disabilities that we talked to. And then also just to point out that while the mobile phone presence has stayed the same from the last two years, the number of passengers with a smartphone has increased which again has ramifications for the use of the various apps and the systems that you have in place as well.

This slide just gives a summary of the transit usage as in terms of the number of years that they have been riding. And you can see that the transit usage going from 2011 up to this current year has continued to increase.

And a lot of that kind of started when we added light rail. We saw a bump in usage when light rail came. And then folks have just stayed with the system so the length of ridership has continued to age along with that as well. And the average number of days for the bus is almost five days a week on average for the user and light rail is almost four days a week for the average light rail user. And 52 percent of the riders this year indicated that they are using public transit more than they have a year ago and this is up from 2016.

Looking at how they get to and from the transit systems. As we've seen in the past historically walking is the most common mode, but we also saw a slight shift of drive alone but also an increase in neighborhood circulators. And we have a small percentage that are using the on-call services of either Lyft or Uber to access public transit.



Overall satisfaction, the top elements are the usefulness of the Transit Book, value for service paid increased compared to 2016. The customer service and using NextRide all of those have high satisfaction rating of close to 80 percent and these are the percent giving a very satisfied or a four rating.

At the bottom of the scale are ability to transfer between buses, bus arrival departure times, but most of those are up from last time, so there was improvements in the eyes, so even though they're at the bottom of the list, they have noticed improvement on those. Cleanliness, however, took a hit this year and was down in comparison to 2016.

For light rail elements for the most part you can see that the scale is much tighter starting at 70 percent on the lowest items up to 88 percent with the highest being about the arrival times, easy to purchase the fares and the value for the service paid, but we saw some significant decreases this year in terms of customer service, cleanliness inside the train at the light rail stations and personal safety.

So I know there's attention being put on that with the Respect the Ride. You've got your rider alert system now. And you have a system that's ten years old, which is good, but as noted sometimes an aging system can give the perception that maybe they're not as safe as well, so there's a combination of all of those things going on here, but I know that you're very actively addressing those.

Overall satisfaction with transit, while the total that gave a five a very satisfied or a four rating stayed the same. We did see a bump in the very satisfied rating up to 44 percent giving that rating compared to 38 percent.

And as you look down the scale, 2012 was the closest we came to that percentage, so your riders are very satisfied with your system a good portion of them. And then you add in those who give a next highest rating at 81 percent, those are very strong numbers.

The main reasons for being satisfied, it's a good system, it's providing for their needs, they're finding it reliable, the routes are going where they want to go. Light rail riders in addition mention being satisfied -- are less likely to be satisfied with service and drivers, but again they don't really interact with the drivers too much, but they are very satisfied with the ease of use of the system.

As we've heard, as I said, going back to 1990, the most frequent complaint you ever get about public transit is there isn't enough of it, more frequency, more hours. And so it's not surprising to see that topping the list. And you can see the other items as they fell out among a smaller percentage of the riders.

Likelihood to continue riding, we have 64 percent saying they are very likely which is up slightly and actually the highest that we've seen in the last ten years or so. And you



combine that with the four rating, you're almost 80 percent again saying that they are likely to continue riding a year from now. You can see the light rail only passengers are even higher than the bus or bus combo riders.

We asked them how do they get transit information and Valley Metro.org has come to the top of that list. People are still calling the service number and using the Transit Book and then you see a number of them about 17 percent mention that they're referencing Google or Google Maps, so if you add those to the top element of Valley Metro.org itself, a lot of folks or the majority are going online to find information.

So overall conclusions, the transit system is meeting the needs of its riders. They are high satisfaction, they are loyal, and they are continuing to stick with the system. There's an element in there they call loyal advocates and we always do a profile of the riders based on their likelihood to use, their likelihood to recommend, and the loyal advocates are the group that we want to grow. Those are the people who believe in the system regardless of what their personal access to vehicles may be and this group reached a ten-year high this year.

Again, just reenforcing that satisfaction as we mentioned that the percent giving it a likelihood to ride was high, but also their loyalty when we say how likely are you to recommend it to others that also was high.

In reversing a trend, we had riders say that they were more satisfied with the arrival and departure times. That is frequently a dissatisfaction element for riders, but this year we saw improvement on there, again, a positive reflection on your system.

We also asked a series of questions about the Ridekick app and folks are using that and they have a positive evaluation of that and we do a driver analysis of what drives their satisfaction with the system and having access to that app is a key driver of satisfaction, so it is important for your riders that they have access to that tool because it is used and it helps them to use the system better.

As I mentioned, cleanliness at both the bus stops and the light rail stops was an elevated concern among all riders this year as the satisfaction declined on those elements. So again, another opportunity for importance and focus for Valley Metro.

And personal safety again is a concern among the riders, so tying those elements together which as we know with your campaign that you are addressing and working on.

And just a little bit on the profile of the riders, they are significantly a transit dependent only less than one quarter of the riders indicated that they had another vehicle available for the trip that we were asking them about. Half indicated there were no vehicles available in their household and the percent of drivers with a driver's license is at a ten-year low.



And we are seeing that nationally as people have access to on-demand services even the scooters and those sorts of things, the bicycles, the grid bike there's less need to have a personal vehicle because we are making it easier for them to get around without one. So that is a very quick overview. We have a lot more detail that can be provided if you need it, but do you have any questions?

Mayor Sickles said thank you, Chairman. I was noticing your lower income is a high percentage of your travelers. Do you ever see as your technology increases and the price of technology, do you lose that base any?

Mr. Smith said Mayor, that's a great question and it's a question that's industrywide. We have sort of competing interests. We have those who carry a smartphone and everything and those that are increasingly using transit, demanding better ease, more flexibility and more, you know, smartphone access, and yet how do you do that without leaving behind those who don't have that.

Well, there's two good things that are happening. Number one, we believe we can do it both ways. We don't have to leave behind those, we can continue with making ticketing easy, as easy as possible for those, while expanding the use.

The other thing that's interesting is that I think as you saw we had another study that we did different from this where we actually tested our riders. And it really said the same thing. Over 80 percent of our riders on light rail have a phone. You saw that that was the biggest growth area. Where now 80 percent have a smartphone.

So even those in the lower economic or lower income are gravitating or figuring out how to gravitate to a smartphone. So we think that that gap will narrow and that this will not be out of reach and will not leave those behind, but we're not going to eliminate their ability to be in the system and participate in the system if they don't have this, which is why we still print a fare book or a route book.

We spend about quarter million dollars a year in putting out a very thick, twice a year route book. But, as you saw, is used by about 10 to 15 percent of our riders, but we're also spending a lot of resources to develop more online capabilities for both of those.

Councilmember Edwards said I had a question, so, Scott, how are we going to use this data for future planning, you know, and you've got some concerns here with the cleanliness of some of the units. Are we going to see a report coming up later after you've had a chance to dive into this a little deeper of some changes that you're going to implement because of this survey?

Mr. Smith said thank you. Great question. We obviously don't just take this report and make it for a nice presentation, put it on the shelf. We look at this very carefully.



What this did is two things: number one, it confirmed some of the activities that we were already aware of. This really sort of magnified or clarified for us some of those concerns, as Kathy said, for example, in the area of Respect the Ride.

We already knew that was an issue and that safety was an issue. And so what this does is puts things into perspective to show that not only is it an area of concern and emphasis, but it's more of an area of concern and emphasis, so we will use this to focus more.

On the cleanliness side, it was good to have this information because well, it involves both of us. On the light rail side we are dealing with the challenges as Kathy said of having a ten-year old system. And as we all know, heavy use public areas, about ten years, you have real issues.

So this year, based on some of this survey and this confirms that we're starting almost a year-long program to repaint and refurbish every one of our light rail stations that will be taking place as we go along.

On the bus side I think it's something we need to have with the cities. It's tough because when they say bus stops that means so many different things: that can be a transit center, it can be a very, you know, a sheltered bus stop along a major street, or it can be something as simple as, in a lot of areas, simply a post with a sign.

And so we would like to get into the details a little bit more and find out where some of these comments came from. You know, we can't create a sheltered bus stop in every one of our -- Ray, how many bus stops do we have? Eight thousand?

We have between 8,000 and 9,000 bus stops in this valley between City of Phoenix and all the other things, so it's almost impossible to improve each one of them. But we have now seen loud and clear that that was a major area of interest.

The one thing also that we've learned is that cleanliness absolutely impacts behavior. We see that on our trains. And people ask well, why do you focus on drink spills. You know, a funny happens is that when somebody comes in and their Big Gulp ends up on the floor, we actually track that.

And we tend to have more behavioral problems and dissatisfaction complaint when there's a spill or a dirty station than those do without it. You know, cleanliness is not only next to Godliness, but it's really a catalyst for good behavior.

So we are going to look at those items that stuck out, but there's other issues, trends especially. We're certainly gratified by the fact that we see some increases in satisfaction, but vice mayor, there are other areas that we're going to dive into the details and help us to create specific plans, not only overall, but we're going to look at



the areas in which some of these comments came out to maybe target some specific plans of action for those areas of the valley.

Councilmember Edwards said perfect. I appreciate that, Scott. All I was looking for is maybe having a follow up sometime, you know, mid-year or something like that with some of the result findings that you're able to address some of these concerns so that we can go back to our constituents and say, hey, you know, we're working very diligently to address some of these. I'm not expecting us to every and all of these stations. That's unrealistic. But I just want to be able to report back to our constituents that we are aware of their concerns and are addressing as many as we possibly can.

Mr. Smith said and councilmember, we'll put it on our meeting tickler to sometime in the spring late spring of next year to come back with a report to you on specific activities we're taking that correspond with the results of this survey.

Councilmember Stipp said thank you, Madam Chair, I'm not sure, Scott, if I direct this to you or not, but I've got questions about the survey kind of the mechanics of it and the methodology.

It was pretty obvious obviously to the west siders that as far west as we went was 59th Avenue and Olive and there's a lot of bus service that is west and south of that area.

My concern is if we're talking about transportation demand management and we're not surveying an area where there is significant demand, how are we going to inform ourselves of what future needs are. So can you talk about methodology behind choosing the locations?

Ms. DeBoer said as I can, and what I would be doing is pushing it back to Valley Metro because we work with Valley Metro on selecting those sites. So we submit the list of the previous year's locations and then we put it to their staff and ask them to tell us where they want us to modify. So I assume that is something that you folks can address.

Mr. Antoniak said yes, it's definitely something, Councilmember Stipp and board members, it's definitely something that's come up through the iterative process as we went through RTAG and management committees that the comment of not being out far enough either west or east or in certain areas of town.

Keep in mind this is a rider satisfaction survey as well, so while we'll expand that in future years, reflecting on how well we're serving the public with the current service, the bus service planning and the efforts that go into the future planning this doesn't necessarily address other than maybe change some operational characteristics, right, based on the feedback we get.



So as we go out into the bus service planning environment and talk about whether or not we need a bus, I heard kind of two things in your question, so I'm addressing them.

Then that's a service planning related item that is really outside my expertise and more into the planning expertise of how they go out and survey within, right, I mean, I see confused looks on faces.

Mr. Smith said well, no, we actually conduct several different studies through Carol Ketcherside and her group and the service planning department.

We have an origin destination study, for example, that is a formal study we do every other year, I believe, every five years which covers the areas you're talking about.

What it is, is it tries to understand where people are origin and destination where they're coming, where they're going to. That is a separate study. I think we did that last year and reported to this board.

Mr. Antoniak said it's on today's agenda.

Mr. Smith said but we reported on it since I've been here, so we have those studies. And then the contractor that you're looking at is, once again, to do that study which would cover the questions you're talking about.

Councilmember Stipp said so in this particular study if I may, the transportation demand part of it.

Mr. Smith said that's for existing riders.

Mr. Antoniak said you have that material inside your packet. I'm happy to answer questions about that. Was not part of the presentation we focused on the first half, the rider satisfaction side.

Ms. DeBoer said that was a separate survey.

Mr. Antoniak said so travel demand management is a secondary survey. That covers a lot of the commute solutions efforts. So, think about things outside of bus and rail. So, vanpool, carpool.

Councilmember Stipp said so, I guess, the ultimate question is if we did this survey in '16 and we did it again in '18, did we use the same locations? I mean, are we comparing apples to apples or did we use different locations to survey in '18 than we did in '16? Because, you know, as a board member, I'm trying to figure out if this is going to inform our future decisions how -- where are we on this?



Ms. DeBoer said I don't think there was much change. I do believe we may have dropped a site or two and increased -- I don't think it's in there. But I believe that they were pretty comparable from 2016 to 2018, but I'd have to go back and look at the 2016 survey to see exactly what changed. But my memory is that we may have changed it slightly but not dramatically.

Councilmember Arredondo-Savage said thank you, Vice Mayor. Just a couple of questions, Kathy, if you don't mind. I know you talked about the number of people that were actually surveyed, the 780. Do you mind talking a little bit about why that's statistically okay in the sense of has that number increased or is that your target number? That's kind of one of my questions just to kind of give me some of that background.

But also I want to know, I know recently like and I'm sure in all of our cities do our own transportation surveys, too, so how do you incorporate or utilize that information to somehow may be embedded within some of these conclusions that you're drawing and bringing forward?

Because I think it's really important, I think like Councilmember Edwards is when we work on these conclusions and we want to make sure we see change and I think we can solidify some of the things that you have seen here maybe within what's happening within our own communities, too, through our own surveys, but we want to make sure that they become priorities and that we have the resources needed to be allocated to make those changes. So, can you give me some of that information that would be helpful.

Ms. DeBoer said on the first one, the beauty of statistics, which is why we all love randomness, is that once you pass about ten thousand residents, the statistics hold whether you have ten thousand, hundred thousand or ten million residents.

So the margin of error for our study was about plus or minus 3.5 percent. That statistic would hold if we did a national survey of the same number of respondents of about 800 respondents, it would still be plus or minus three and a half percent.

The statistics that go behind that, as long as you are making sure you have a representative population, it's all on how you collect the data and that has changed over the years and our goal has always been to same as representative as possible. And so choosing the methodology that allows you to do that.

And we monitor it to make sure that we are getting representation, but the statistics apply, again, whether it's a smaller town or larger city or the nation. Thankfully for us researchers, that doesn't mean we have to go out and do ten thousand surveys when we have a hundred thousand residents. It helps us to rely on that data with that confidence.



On the second one, obviously when we reporting out here, we make conclusions based on the data that's presented in this particular report. We may have access to other data that we may have conducted, for example, for the City of Tempe we also completed a transportation survey that I just presented on Monday.

And so the benefit there is that, yes, we can take some of these Valley Metro questions and we did include some of those in the Tempe survey, so that you can get that comparison and be able to compare and contrast.

But unfortunately we don't do the transportation surveys for all of the cities recommended represented. I would be welcome and happy to do that for each and every one of you.

Ms. DeBoer said so that would be for us then to inform into that. But because we only can speak to the results in here and perhaps potentially from the City of Phoenix for City of Tempe or other places where we have done work, you know, Valley Metro would need to be the gatherer of all of that information.

Mayor Sickles said I probably won't be here much longer, so I'm going to ask all these questions. As you're trying to be proactive in your studies that you're doing, have you done any research on the autonomous vehicles and how they affect public transportation?

Because as you see this evolving, especially on the private sector everybody is trying to get a piece of the pie. And they can run a taxi service from their bedroom they're going to do it. So I was wondering if you had any study on that.

Because as you're doing your financials or your projections on your finances, you have to take a look at that.

Mr. Smith said well, you know, it's obviously an issue that is on the plate for everybody. It's still really early in the game, but I'll turn it over to Rob Antoniak who is our autonomous vehicle expert. I think you saw that in there it was a blip. Even the blip meaning Ubers and Lyft's were a blip.

So even those have been around four or five years we're still really trying to figure out how all this fits together. And we're really early in the game as to -- which is one reason why we did the Waymo pilot. Figure out what is the future for the interaction between those types of services. I'll turn it over to Rob.

Mr. Antoniak said actually, Scott, hit the nail on the head. I mean, that's why we're engaged in the partnership we are with Waymo that we announced back in July. And we're still in the first phase of that where our employees are going out and learning some lessons.



Kathy on the side bar she's done some work for Arizona Forward and some of the couple of other organizations here.

Mr. Smith said well, just so you remember, we're the first public transportation to partner with an autonomous vehicle. So there's not a whole lot of body of work out there on anything other than people's attitudes.

And there are several transit systems right here we have an agreement with Lyft. City of Phoenix has been involved in a project with Lyft to figure out the -- and other systems throughout around the country are also figuring out the interaction between Uber and Lyft in public transportation, but even that data is just now starting to come in because it hasn't been out there very long, a year, maybe a couple years.

So, you know, we're still early in the game and that's the big question going forward is what will this look like ten years from now.

There's no doubt that these services and autonomous vehicles will have an impact on how we provide services and who uses our services and that's why we do things like enter into pilots with Waymo.

Mr. Antoniak said the MOD Sandbox grant, Kathy was whispering to me, reminding me, we've got this app we're doing in the background. We've got about one and fifty people every quarter or so that are piloting a program with us where we're attempting to tie trips together across multiple platforms with one single payment and we're really close to getting one of the transportation network companies into that pilot program with us, so we'll have some feedback out of that in the next six, twelve months or so as we proceed.

Chair Tolmachoff said any other questions? Okay. This item was for information only, so we'll look forward to an update maybe later next spring.

6. Marketing and Advertising Support Services Contract Awards

Chair Tolmachoff said we will move on to Item No. 6 Marketing and Advertising Support Services Contract Award. Mr. Smith, would you like to introduce this item.

Mr. Smith said thank you, Madam Chair, and since Rob's standing there, I'll turn it over to him to take care of this issue.

Mr. Antoniak said we've got a presentation for you on the contract award for marketing and advertising services. Going to give you a little bit of background and hit on one major point and turn it over to our partner that I'll introduce here in just one second.



There's been a little bit few minor edits to the presentation you have in front of you that was delivered to you, but it's generally the same. We've cut it down, so if you see some background documents that are inside your packets today, we're trying to be quick with our presentations because we know we have a robust agenda.

So really, goals here, inform, shape and reflect on the value of transit throughout your communities. We want to make sure that, you know, Valley Metro is only a reflection of the services that are provided in each of your communities. And what is as important if not more important than the thirteen to fifteen percent of the daily trips that happen in our valley that we take care of at Valley Metro is the other 87 percent that are watching the bus drive by and what is the value of that or the train go by them while they're in their car. And those are voters, those are a variety of other folks, but what's the value of Valley Metro to them, the folks that will never be us.

And so as we approach our marketing and advertising, we really need to keep both goals in mind. Ridership is a subset of the overall brand and the overall image and what it means to the quality of life in the region, so we'll talk a little bit about that as we go here. And some other things in terms of maintaining and improving our reputation as an organization on behalf of all of our members, creating a positive image, increasing the value of that bus, light rail, and ride sharing to riders and nonriders. How do we convince folks to get out of a single occupant vehicle, which contributes over 65 percent of the air quality, you know, creating ozone issues in our region. How do we convince folks to get out of that single occupant vehicle join us on this journey in transit.

Increasing the awareness of Valley Metro's commitment to safety, quality. We talk about rider satisfaction, how do we address some of the things that we see in there and some of the big drops that we've had over the course of the last couple of years. And then ultimately attracting those riders to transit and commute alternatives.

So a little bit of background, current contract is with Moses. It expires December 31. This is a five-year contract. It's been in place since 2012-13 time period. Our budget in this arrangement now that we have in front of you has been flat for the last couple fiscal years. We're maintaining it flat as we go into this engagement. If we pivot out of that budget arrangement, we'll be back in front of you to talk about why and defend why we would want to go beyond that budget.

In order to get to the point that we got to today, rather than doing a big grand competitive process, there were already roughly twenty firms that had gone into the state of Arizona cooperative purchasing contract bid into that arrangement. About eight of those were offering services we knew we needed and the four categories that are in your memo.

We invited those eight firms into the agency to come in and do sort of an interview over the course of a couple of hours, some of the city representation and some of the staff



here. Five firms accepted that invitation. We gave them a challenge. Again, that's in your slides, and we asked them to explain to us why they would be the best qualified to join us.

We arrived at -- we have in front of you two. The most significant one being OH Partners. OH Partners, which I'm going to introduce Brad Casper here in a second, the other being Magnetry. Magnetry, you've seen a lot of work from them on Respect the Ride, right and wrong, and some of the other things that we've already started.

So we're going to carry on with them in a fashion that's sort of minor, but given that OH is the majority of this, we felt it was good for you to hear specifically from Brad and OH and how they are going to help us achieve this goal that I started to talk about. So, I'll turn it over to Brad.

Mr. Casper said good afternoon. It's a pleasure to be here. Again, my name is Brad Casper. I was the former president and CEO of the Dial Corporation in Scottsdale for a number of years, so if my name is a wee bit familiar to you it might be in that capacity.

But I've been at OH Partners for the past two and a half years and I'm pleased to introduce our agency to you. The Owens brand of advertising has been in the Phoenix market actually since 1960 when Bill Owens started Owens and Associates and it was one of the more famous agencies to ever come out of Arizona.

We re-branded as OH Partners from Owens Harkey just two and a half years ago concurrent with my arrival. And I'd like to think of partners as not just a part of our brand name, but it is really part of our operating philosophy with our clients because we know it is all about a very tight partnership with the client in order to deliver great work.

And I think one of the things I'm most proud of over the course of the last two and a half years we have become the largest full service advertising agency in the state of Arizona, not just in greater Phoenix. And we've been on the list of fastest growing companies by Inc. Magazine for the last six and we moved up a thousand places just in the last year alone.

And I'd like to think, you know, great agencies typically have great clients and we specifically targeted two and a half years ago that we would go after really the penultimate brands in the state of Arizona the ones that are the most ubiquitous, the ones that are most trusted, and within that list we targeted Valley Metro and we're delighted to respond to the RFP that Rob mentioned a moment ago when it came out a few months ago.

But we've taken over brands like the Coyotes, the Lottery, the Department Of Health Services, earlier this year we picked up SRP, we've had Sedona for a number of years.



And this is just literally a fraction of the brands we represent, but some of the ones that you might be more familiar with.

Perhaps one of the things that I'm most proud of over the last two and a half years another very ubiquitous and well known brand in Arizona being the Lottery. We've helped even though almost everybody knows there is a lottery in the state of Arizona ticket sales had plateaued in 2016.

And frankly we came out with a new campaign and we tried to make it an approachable accessible brand. And this year we anticipate delivering over a billion dollars in sales, so more than a 25 percent increase in the last two and a half years on the lottery and of course that goes back into the community and it's a big important part of the governor's budget.

When I talk about full service, it really is, and this is how we think we can serve Valley Metro best. It's literally like a Wal-Mart superstore of all of the creative services that you might want. We are media agnostic. We listen to the Valley Metro team talk about what their objectives are, what their challenges are, and then we can prescribe a solution. It might be public relations, it could be a Website refresh, it could be a commercial, it could be content for social media. And because we're all on Central Avenue just two miles north of here in that building that has the big OH hanging at the top of the building, if you are familiar with that, that's the building we're in. It's actually the oldest high-rise between Dallas and Los Angeles. And if you ever come to visit us, just don't use the restrooms. You'll know why.

In any case it is our pleasure to work with Valley Metro and because we think we have the most seamless integration of all these services, we can typically serve our client's needs faster and at a lower cost.

We did our own research independent of WestGroup and so this research was I'd like to call it kind of quick and dirty, but it was in Maricopa County and what we wanted to focus on was not so much on the riders and what they thought, but on the nonriders and what they thought.

And so I guess this distribution is probably somewhat anticipated and the largest percentage of people who are familiar with Valley Metro they have a neutral point of view. It's not either good or bad. But frankly, we would take the point of view that we would love to see far more people who are big supporters, even if they're not users, we'd love them to be supportive of your brand.

And so we took the approach, and this was part of our response to the RFP, how do we move audience and people's perception of Valley Metro just one further box to the right. If we can get even just half of that neutral group of 58 to become, you know, advocates and influencers, that's the kind of thing that I think a great brand has. It has people who



not only use it, but people who will advocate for it even if they don't. And that's true of the rail and that's true of the bus. So that was our approach to it.

And what we promised the Valley Metro team is that we're going to, whatever that medium is, we're going to help connect not just at a rationale level but at an emotional level and we believe transportation in general is a very emotional thing. We're going to focus our efforts both on the riding and on the nonriding. We know if we can get nonriders to improve their opinion of the experience, we know that those who use it regularly will have their opinions moved as well. And, you know, we'll try to find those -- we haven't been oriented yet to how the Valley Metro currently uses its marketing dollars, so we would be sitting down after getting approval from this board, we would sit down in early 2019 to work on, you know, what are the key priorities, what are the opinions and perceptions we most want to move.

And again, this is more kind of the magic behind the screen. Once we understand those objectives and what those opinions are and who those people are we can work through a process of going from awareness to consideration to engagement to perception and advocacy using a lot of different media tools. And in some campaigns you'll use them all and in others you might only use selectively. But the idea of course is how do you achieve the outcome with the least amount of spend.

And one of the things that we're really proud about in terms of our ability to not only buy media and plan media, but is to also offer our clients what we call OHIQ, which is literally a data science lab and analytics capability so that we can take all the variables that we might spend on your behalf, different media, and then we can create a dashboard. This is just an example, but these are the kinds of things that could provide Mr. Smith and Mr. Antoniak and their teams to help them understand what's moving public opinion, what -- let's say we have a marketing campaign that has four or five different spending components. We might be able to say, wow, this digital outdoor board on the I-10 actually is beginning to move opinion as evidenced by this or that. So this all gets to our ability to help you spend the money most effectively and then we can give you an idea of the ROI or the return on the investments.

As I said, one of the things we're most proud of is the lottery. And this happens to be a Republic headline from July after the past fiscal year of the lottery and they really just talked about what an incredible job not only the lottery has done for the citizens of Arizona, but also there's a little we mention in there that their marketing partner didn't hurt them either, and so we were pretty proud of that. And that's why we would love to work with this agency because we believe we can help make Valley Metro, which is already an institution an even more positive one.

And so we hope to become your indispensable partner. And I'm here to answer any questions that you may have.



Chair Tolmachoff said are there any questions?

Councilmember Hartke said you sound very qualified and that's fantastic and there's no question that particularly with ramping up to prop 500 considerations that this is a big deal. Maybe my question is more for Rob, so you mentioned and this is obviously then the recommendation that you guys have chosen and then this is the scope of work that they hope to do?

Mr. Antoniak said yes, sir, I'm trying to get to your question. How do we get down to OH versus one of the other four that interviewed with us?

The capabilities and qualifications behind the firm spoke for themselves. When we sat in these interviews and they walked us through their strategy process and all the analytics that go behind it, it was very apparent that OH had done a lot of homework, that they had grabbed our own open source data. I don't even know if we showed that or we did show that slide. They grabbed our own open source data and showed us analytics in a way that we hadn't even thought to look at them before. And so that whole continuous cycle that you see with OH in terms of looking at what's really happening on the ground with analytics, how does that feed the perceptions, how does that feed our attitudes and what do we need to address in order achieve success in terms of that reputation in that 87 percent that doesn't ride with us making a decision to support us. How do we get them from neutral to supporter.

And so we saw that it was absolutely apparent as we went through that interview process and some of the success metrics that they have coming out of their already existing clients looking at that is really where we ended up. I don't know that I'm specifically answering your question.

But, you know, what's important I was going to kind of bookend Brad's presentation, there's this big evolution happening in traditional marketing and advertising. There is no doubt we have had very strong partners at Valley Metro. We've enjoyed relationship with R&R Partners, what happens in Vegas stays in Vegas because of their work. I happen to work there for a couple of years and understood their process. We got some award winning campaigns when we were representing Valley Metro. Some of you may remember the notes campaign and that was a paper driven product, billboards and some very traditional methods and means to achieving success in that. Moses sort of joined us five years ago and there's been a very, very big transition into the digital space.

And so we really talk about -- well, my phone's over there -- but we talk about 80 percent of our passengers have a mobile device and 90 percent of those 80 percent have a smartphone. How do we target folks in that environment that they're in and with the real time data that's going on at OH behind the scenes and seeing that, it will allow us to be, you know, smarter, faster and leaner to address that.



Councilmember Arredondo-Savage said thank you. And I think Brad, this might be for you. And I guess I would ask based on what you've seen what we have done in the past when it comes to marketing and everybody here in this room obviously has a stake in the game, so what would you do to work to improve the collaboration efforts within our own communities to be able to leverage the resources that we may have that you may have to even create a bigger message?

Mr. Casper said that's a great question. And I honestly don't have the right answer today because we haven't really done the look inside the engine room and understand all of the different moving parts that is Valley Metro because the RFP response was actually just a single challenge or a single project that hypothetically would spend five hundred thousand and you would do it.

So what we were able to I think prove to Rob and the other members of that team is that we think very well we have a methodical process and your excellent question would be one that I would want to do in a joint discovery session, not only of the different marketing and communications folks within Valley Metro and our team, but maybe to make sure that it's not just we're looking at through a single prism try to integrate the points of view of other city members that might not be in the room that day so that we can understand the full impact because I would want us to work on strategy and marketing plans with a broader understanding than just the unique one of Valley Metro.

It would be -- we do have a six or seven step process that we take all of our clients through, discovery being the first. Thank you.

Councilmember Edwards said thank you, madam chair. So I have a question, so what is our current marketing budget, Scott, and how many staff members do we currently have? Is this going to be a supplement to that or, you know, if we already have a substantial budget what are we going to be doing here?

Mr. Smith said Councilmember I'll let Rob Antoniak who's the director to answer that question for you.

Mr. Antoniak said so, in-house marketing staff of 12. This budget using outside resources we've been at nine hundred thousand to a million dollars ever single year for the last five years.

So this is within budget of what we've already presented at previous budgets. You see it's a 3.6 number, so I want to be clear that the above and beyond what would be roughly 2.9 is actually there's 250,000 dollars a year in here that's able to be used based on T2050 specific to Phoenix, so there's been some pass-through work that's been done in the past. That part of the contract would only be done if the city of Phoenix specifically had T2050 work that they would execute on.



Mr. Smith said I guess the answer is that we're not increasing our marketing staff. And there is a very slight increase over a three-year period in the overall marketing budget from what we've been spending over the last five years.

Councilmember Edwards said okay. And then second question, so this is a kind of a joint marketing to where you're going to be -- they're going to be marketing not only Valley Metro but ridership; is that correct?

Mr. Antoniak said so they would address every mode that we market today, so whether that's in the community solutions, so outside bus and train, and then also bus and train, yes.

Councilmember Edwards said but also to market the brand of Valley Metro, not the buses and the trains, but I'm a little concerned that we're using this additional money to kind of bolster our presence with the upcoming prop 500. Is that part of this process is why we're going this route?

Mr. Smith said well, yes and yes. It's all part of the same because.

What we found is that as you saw rider satisfaction, safety, all those things that certainly help define our standing in the community and our brand has a direct impact on ridership. We've seen that where people leave the system if they don't feel satisfied, we've seen where they'll come back to the system if being improved. You can't force somebody onto public transportation or any transportation. You can provide a good product and then let them know that you have a good product that you have value to their community and to them as an individual.

So the answer is, yes, it is to build the brand if the brand is the service and the value we prove to the community, but also the ask is try us out, come ride, come use us, and we think you'll be pleased. So they are interconnected.

Councilmember Edwards said and so, Scott, what's going to be our measurement tool, you know, six months down the road or a year into this that tells us that we're going the right path.

Mr. Antoniak said the management committee, Councilmember Edwards, and Board, the management committees requested quarterly reports from us on this work. And so we're committed to doing quarterly reports. We will use the first three to six months of 2019 given that we'll pulling this off the state cooperative contract and it's not a traditional, hey, come in and tell us how to do everything, as Brad has intimated, he hasn't gotten under the hood and his team hasn't gotten under the hood with us yet. And so we're going to be using that hourly rate essentially within the cooperative agreement to build some strategy around this, identify what that strategy is going forward in the near term and in the long term. So I anticipate that end of first quarter,



end of second quarter that we would come back and tell you the progress that we're making and the very specific KPI is or key performance indicators that we would be measuring our success by.

Mr. Smith said we have some general ones like you just saw our rider survey. You can loosely connect some of those results with our impact, but the management committee, we discussed developing some additional metrics that would be very specific and so one of the first tasks that OH Partners has working with our marketing group is to develop three to five metrics that we can then use and benchmark those and then come back and use to specifically monitor our progress as it relates to those goals. And those metrics have not been clarified or finalized yet. And that will be one of OH Partners first tasks.

Councilmember Stipp said thank you, Madam Chair. The way that I'm understanding and a lot of the questions that I had have already been answered. But the overall goal is what you had stated in one of your very first slides which I'm assuming is then what we're going to call the scope of this contract? I'm concerned about the 3.6 million dollars in marketing on top of what we're already spending.

Mr. Antoniak said Councilmember Stipp, the scope of the contract the four bullet points that you see inside your memo are lifted directly from the state cooperative agreement and those are the areas that they are going to be working in -- and my computer just died because I don't have my memo in front of me, but the those four bullet points that are inside of your memo is what they're going to be strictly working on. Sorry I'm looking at my colleagues for a hard copy.

Councilmember Stipp said no, I got right here in front of me. Okay. So if those are the four areas that we're working on and a lot of them -- three of them talk about development, campaign development, marketing campaign development, social media marketing campaign development, web support including creative development of Website et cetera. I think to Councilmember Edwards point is getting these measurable pieces of not only what work will be done but how are we going to measure its effectiveness down the road is going to be important for us as a board spending, you know, a significant amount of money on this marketing effort.

The sense that I'm getting is it's not about ridership it's about improving the brand or bolstering our reputation in the valley if I've read that correctly.

Mr. Smith said yes, but that's simplifying it. What we found and what they found around the country is if we go out with an ad campaign that says please ride Valley Metro and we're trying to sell seats, that has universally found to be ineffective.

You just can't do that. It's just not a wise use. What we've also found from peers and from others is that we are very much a brand driven. When people feel comfortable and



satisfied and they have confidence in their system they'll use the system, so it results in ridership.

But it also results in broader support. Remember, our revenue sources are really dependent upon on four services. We sell tickets for the riders, we get money from you, the cities to contract, and we get money from the voters and the federal government. Voters are very important. And 85 percent or more of our citizens who vote to support public transportation don't use public transportation.

So really we're advertising to those who would use our system but also those who support our system or need to support our system. There's plenty of negativity that is out there and false information related to public transportation. We believe our job is to tell our story in a way that both invites people to join but also reaffirms to them through data through information, not through touchy-feely, but through data that that is an investment that they can be comfortable with and be proud of and that it's a value to them individually and to the community as a whole. That's a very broad goal and what we hope working with OH is to get messages down specifically that says here are the touch points that we think can help drive that message or at least tell people that when they're confronted with negative information that is prevalent especially in today's world of social media, they'll stop, they'll think, and they'll analyze. That's our goal.

We do have some additional that we're going to be working with not only OH but some others who we're working with because we can actually judge through social media postings and other thing, believe it or not, it's gotten very, very well defined to create analytics that deal with the impact of news and statements and we follow that. If there's an accident, if there's something else that goes on, we can actually target and see in this area of town all of a sudden there's a bunch of negative chatter going on and feedback and we try to understand that and see if there's positive or negative information. All of those things come together in a message that accomplishes both the overriding goal which is, yes, brand driven, but the subject goal which is to support and drive our revenue sources which is ridership, voter support and city support. That's it.

Councilmember Stipp said thank you for the detailed explanation. I think the important part of the ridership increase if we start to -- we can have a great brand, but if we can't deliver we've got issues. And I've been looking at ridership over the last couple of years and it's slipping. So, you know, obviously that's a simple one for us to bring back, but I think we'll lose public support if we can't demonstrate that we're actually providing a service that's sustainable.

Mr. Smith said that's absolutely true. And why we take the rider survey information very seriously because when we see that cleanliness is an issue we recognize that that's an area we need to both invest in and look at.



We go through and we don't present these except for quarterly our operating metrics, you know, once a week I sit down with Ray Abraham and we go over -- well, he sends me a report. We meet every other week to go over our specific metrics related to ontime performance, number of missed trips, miles completed, you know, those metrics from an operational standpoint that shows how well we're delivering our service and goes into maintenance issues and what we did out in the station and vandalism, reports and other things, so we follow that very well.

Right now, we're feeling pretty good because even on paratransit where we had trouble, we're in the green area. We're constantly got our operations moving to where we're providing a service, but we know that there are gaps. We know that cleanliness is an issue. We knew it before. Now it's been confirmed by the rider survey. We know that security is an ongoing issue and we're trying to get very aggressive in changing that.

The interesting thing about security, for example, our statistics and our data show that our system is a very safe system. The perception in the public is very different. The perception is it's not a safe and even a dangerous system which it's not.

We have a twofold job in that area. First of all, we have to make sure that we provide the things that make it a safe system, but then we also have a story to tell and we do that through earned media and things like the app, you know, we have tools. But you also saw some news reports about this app. And we'll also include that in saying, hey, look at what we have available for you, we'll do it through added expenditures. So it's a twofold thing both to make sure the services are there, but then also to make sure people understand that because good news isn't -- bad news, like I said, is passed very quickly. Good news rarely gets out of the starting gate and it's our job to really make sure that all the information is out there.

This public has a multibillion dollar investment in this system. They deserve to be able to know what we're doing, the good things, and that's part of our job and that's why we spend this money.

Mayor LeVault said thank you, madam chair. Forgive me, I've spent zero time in the world of ad agency, so I may ask a question or two here that is truly coming from a novice if you will.

I want to make sure I understand what we're being asked to consider. We're looking at a one-year contract with two one-year extensions for a price not to exceed \$3.6 million. I'd like to know how do the expenses get billed out back to the agency? And then will we get some kind of performance review or data going, you know, from year to year in the span of the three years?

Mr. Antoniuk said Mayor LeVault and board members, yes. You're being asked to consider a three-year term. One year, one year, one year based on a state cooperative



agreement, so as long as that's in place we're able to renew it. If the state cooperative agreement were to go away we would be back in front of you asking permission to do a full blown RFP and competitive process.

The way the billings happen to us in each of these categories is an hourly rate plus hard fixed costs, you know, when you think about media planning and buying they'll be a charge for the hours behind that planning and then the hard fixed costs associated with that buying. OH clearly has much bigger buying power, much better buying power than we do as Valley Metro if you just look at their client list. They having been in that business they can enjoy a better negotiation than we could if we were self-performing just on media buying alone. But pretty much everything else in here will be on an hourly rate and then as I stated we're committed to doing quarterly reports and letting everybody know what the progress we're making with the understanding that you know, the first two of those quarterly reports will probably be about the work we're doing to set the standards and set the KPIs to come back and report to you.

Mayor Hall said thank you. A couple of questions. Who is Magnetry?

Mr. Antoniak said so Magnetry is another firm that is available to us on a state cooperative agreement. And they're about 20 percent of the 3.6, so I don't want you leaving here thinking OH is getting everything. But they're a small business here locally that's been involved with us on the branding associated with our bus schematics our train schematics in terms of the colors.

If you look at the Tempe Streetcar you've seen the colors and the paint schemes that are associated with that as well as some other sort of -- system details, but you know them mostly from right and wrong.

Mayor Hall said okay. And then the way I understand it, year one ends August 31 of 2019, so that's eight months from now.

Mr. Antoniak said correct.

Mayor Hall said so the first year is a million two for eight months.

Mr. Antoniak said I anticipate we may not get through that, but, again, we'll come back and report to you in the first two quarters.

Mayor Hall said okay. Just from my standpoint, I'd like to see the ridership needle move in a positive way. I mean, I'm all for having the overall perception of the market thinking highly of Valley Metro, but what really means something to me is people sitting in our buses and on our rail.



Mr. Antoniak said absolutely. There are a lot of factors that go into that. And when gas prices drop by ten or twenty cents, that's hard to compete with, so there's got to be an understanding going into this that, you know, every good business has a marketing budget and has an advertising budget in order to do some of the things we're talking about as well as improve sales; correct. But the ridership one is definitely something that's of national debate whether advertising marketing truly drives ridership especially when you sidewalk about the rider satisfaction of, you know, only what twenty percent, 25 percent of our riders actually have access to a car. Yeah, there's definitely -- but we'll definitely do our best. And in that first three to six months come back to you and figure out how we can measure that.

Mayor Williams said thank you. I have a couple of different questions. I'm following up on Councilmember Stipp's comments about the success, if you are really successful in doing this and we cannot meet demand because there are many areas that do not have the service or timely service what happens then?

Mr. Smith said well, I'd love to have that problem. It's still a problem but it's a problem I'd love to have. And then you start the next decision. The next discussion how do you improve and increase service. This is something the City of Phoenix went through three years ago. And they presented to their citizens proposal to increase service to reduce time between rides to expand hours and the citizens voted overwhelming for it and guess what we saw. We saw an increase in ridership. And we saw an increase in satisfaction. Why? Because it was more dependable and more consistent service.

So if we have that issue then it leads to the next question which is how can we expand service and that's a matter of resources.

Mayor Williams said I understand that. But now every city has gone out and --

Mr. Smith said that's true. And we have that conversation with a lot of you individually. And I think one thing that needs to be told is that there are cities among this group that spend a lot more than what our allocation is from regional funds on expanding their service. Your city is one of those.

And what we found is that there is no doubt that satisfaction is generally driven by frequency, hours of service, cleanliness, courtesy of the driver. Those things if we can get those ridership goes through the ceiling. We've seen that on routes in Phoenix. It's not a difficult formula. But it's a hard formula to make happen consistently.

Mayor Williams said I guess my next question is we have twelve staff people now who work on I thought on advertising and public relations. Does this diminish their role? Do we lay people off?

Mr. Smith said no.



Mayor Williams said do they set goals and give us measurements too?

Mr. Smith said our marketing group handles a lot of different things besides advertising. For example, all of the graphics. You go to signs inside the trains and at bus stops and everything that's what our marketing group is consistently dealing with those. They deal with the Website. They deal with a lot of different things in addition to just advertising. Advertising is just a small -- actually a small part of what they do.

Mr. Antoniak said every day, I mean, just the Transit Book alone is thousands of hours to put a Transit Book and put these schedules out together. And this entire room is filled with many of the staff members in this audience play a part in that and a large amount of time is spent on things like Transit Book, car cards, just maintaining the system, the regular operation and maintenance associated with communicating with our customers. When we make a slight tweak on something they got to go in and edit the Website. So, you know, the in-house team -- not to steal the workhorse showhorse, but the in-house team is doing a lot of the work, you know, the workhorse work. And we're looking to the expertise of OH and Magnetry and outside partners to come in and leverage the lessons learned from other environments couple that together build us a campaign like Respect the Ride and right and wrong and then deliver it to us and then we manage that in-house. And then we deliver those assets after the fact.

Mr. Smith said another thing we need to tell you is that there a part of his group in marketing also are grant supported and they specifically work on employer based transit questions we were talking about, the studies that we have and they talk about, you know, we manage vanpool through that group. We manage working with large employers to set up the trip reduction programs and those kind of things are also under our umbrella that we call marketing. Not specifically related to this activity.

Mayor Williams said because it sounds -- before it sounded like both were very overlapping in what they were attempting to do in their goals. And I would hope that we're not duplicating.

Mr. Smith said oh, no.

Mayor Williams said we're increasing a possibility in the branding. Also I'm a little worried about if we approve the 3.6 is that an automatic renewal, you don't come back to the board?

Mr. Smith said no. Well, that will be the overall as we do with most of multiple year contracts. It's a malt approximately year which you approve the overall contract authority. The actual spending authority is on an analyzed basis that comes through the budget and is driven by specific task orders that have to stay within that annual budget.



So each year we report to you what we spent last year on this contract and what we expect to spend in the next year and you approve that spending authority until we meet that \$3.6 million overall contract authority.

So we couldn't spend the first \$3.6 million in the next eight months. We don't have budget authority to do that. So we'll come back to you every year with a new budget for that year as it relates to this specific contract and then we'll issue specific task orders to OH and others related to items within that budget for that year.

Mayor Williams said I understand that. But you didn't bring us the results to that time period, so we have something.

Mr. Smith said we can do that.

Mayor Williams said we can tabulate.

Mr. Smith said we'll do that as part of the reporting, the quarterly reporting, and also the budget. Let you know here's what they did last year, here's why we're asking for budget authority for the next year.

Mayor Williams said okay. Thank you.

Supervisor Gallardo said thank you. I snuck in. I was at county supervisors meeting. So maybe I'm jumping the gun here. I know you indicated you haven't really gone under the hood to really hammer out the details, but the one piece I didn't see in the presentation and I'm sure it's part of the marketing and advertising program and I am very supportive. I understand the need and the importance of having this component and I'm totally supportive of it.

But I didn't see or have not heard any type of strategy process when it comes to Spanish language advertising and media particularly in the valley. My district alone I represent all of southwest portion of Maricopa County, a good almost 800,000 people. And a vast majority of them are Spanish speaking families. So I guess what type of component can we expect, I mean, if we're looking at truly increasing ridership, I mean, you have a whole segment of the population that for the most part I think we can all agree, but probably does rely on public transportation. Just because I know my community. So how are we reaching out to them, how is that fit in to the overall plan.

Mr. Antoniak said for us overall we're always communicating bi-lingually, so we're constantly looking for efforts to either market or communicate the baseline operational objectives or the relationship that we have with the rider.

Supervisro Gallardo said do we have in-house folks that have expertise, I mean.



Mr. Antoniak said absolutely. So Chris who is not with us today because she's had to be off site, but Spanish speaker. She's the marketing manager of the team. There's a few other folks in house that we go to. We also use some external resources to help us do translation. A good chunk of our public involvement team that actually works in community relations on rail is out speaking Spanish, you know, talking one on one with folks and then OH has folks that work across that translation as well. So I don't know if you want to speak to OH.

Mr. Casper said yeah, we probably have if we had a free-standing Hispanic agency we would probably also have the largest group of Spanish speaking -- native Spanish speaking people in an agency in Arizona. And because the lottery requires us Gila River Indian Community requires us to be by link wall bilingual, S RP requires us. This is just part of the normal way in which we go to market.

But as you might expect, it's not just about translating English into Spanish, it's trying to find the right insight and then really create rather than translating because what we want to put in front of the Hispanic rider is it may have a lot of the same symbolism, but it may have a different end in benefit and we try to tap into that. So we're very adept at pulling things apart, duplicating that looks almost identical between Hispanic and English and in other cases for the lottery we've had to evolve considerably, so it's just part of what we do.

Supervisor Gallardo said and, madam chair, as we move forward when we have updates in terms of I'm not too sure how much of the 3.6 will be allocated in the first eight months, but as we move forward I'd like to if possible see kind of a side note of the 3.6 million how much was allocated for Spanish speaking media, outreach, let it be social media, let it -- however. All the different mechanism that are used to reach that segment of clientele I would be very supportive.

Mr. Antoniak said absolutely. We've got some real examples from the South Central project actually that we did advertising specifically in Spanish.

Chair Tolmachoff said okay. Any other questions? Councilmember Klapp.

Councilmember Klapp said I don't have a question. I have a comment that I think this is a great idea and that what I like about is that you're thinking strategically about how to move the needle in the valley and that will be good for all of us and as well as for my city I would love to have the problem we had too much demand in Scottsdale for public transportation. If you could do that you'd be creating a miracle. So from my perspective, I've had conversations in my city about how do we better market within our organization to tell people about the services that we have so I think what you're doing will be ultimately helpful to the individual cities. It will be for us. So I want to see this trickle down into Scottsdale. I'd like to see some information that could be passed on to us from time to time and how we might better communicate and advertise or market to



our clients in our cities. That's what's most important to me. So if you're putting together a contract that's going to change the perception and move the needle, I'm all for that. And I think this is the time to do it. So with that, I would like to make a motion to authorize the CEO to execute one year contract and two one-year extensions with OH Partners and Magnetry LLC.

IT WAS MOVED BY COUNCILMEMBER KLAPP, SECONDED BY COUNCILMEMBER GLOVER AND UNANIMOUSLY CARRIED TO AUTHORIZE THE CEO TO EXECUTE ONE-YEAR CONTRACT WITH TWO ONE-YEAR EXTENSIONS WITH OWENS, HARKEY AND ASSOCIATES, LLC AND WITH MAGNETRY, LLC FOR MARKETING AND ADVERTISING SUPPORT SERVICES FOR AN AMOUNT NOT TO EXCEED \$3,600,000.

7. Executive Session

Chair Tolmachoff said the next item on our agenda is executive session.

IT WAS MOVED BY MAYOR WILLIAMS, SECONDED BY COUNCILMEMBER HARTKE AND UNANIMOUSLY CARRIED TO ENTER INTO EXECUTIVE SESSION ACCORDING TO A.R.S. SECTIONS 38-431.03 A.1 AND A.4.

The Board adjourned to executive session at 12:55 p.m.

The Board reconvened at 2:38 p.m.

8. Executive Session Action Items

No action was taken.

9. Quarterly Reports

This item was presented for information.

10. Travel, Expenditures, and Solicitations

This item was presented for information.

11. Future Agenda Items and Report on Current Events

Chair Tolmachoff said we'll move on to future agenda items or any current events. Any members have anything they would like to have noticed for a future agenda?



I would like to announce that there is a vacancy on the AFS Committee and a letter will be going out asking for letters of intent to be on that committee. Anybody have anything else? If nothing else, then the joint board is adjourned.

Next meeting will be on Thursday, January 17 at 11:15 a.m.

With no further discussion the meeting adjourned at 2:39 p.m.



Information Summary

DATE

January 10, 2019

AGENDA ITEM 4A**SUBJECT**

Facility Maintenance Services Contract Award

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to execute a 5-year year contract with DMS Facility Services, Inc. to provide facility maintenance services for an amount not to exceed \$4,271,680. The VMR portion will not exceed \$3,983,390 and the RPTA portion will not exceed \$288,290.

BACKGROUND | DISCUSSION | CONSIDERATION

Valley Metro's current contract with DMS Facility Services for Facility Maintenance Services expires January 31, 2019. Valley Metro continues to have a need for maintenance of facilities, park and rides, and maintenance of passenger stations along the light rail alignment. This work also covers Valley Metro's Mesa Bus Operations and Maintenance Facility.

The contractor shall provide all necessary vehicles, tools, supplies, materials and other related equipment required to perform the facility maintenance services defined in this contract. Services performed under this contract include a full range of facility maintenance services related to bus and light rail include:

- Mesa Bus Operations and Maintenance Facility;
- Light Rail Operations and Maintenance Center;
- Light rail park-and-ride lots and security offices located on the lots;
- Light rail operator facilities at end-of-line stations;
- Passenger stations, substations and signal stations

This contract will start February 1, 2019 for a five- year period. Work under this contract will be paid on a firm fixed price monthly.

In July 2018, Valley Metro issued a federally compliant Request for Proposal (RFP) for facilities maintenance services. A total of four firms submitted proposals and it was determined that two of the proposals were in the competitive range for further evaluation. The two firms were as follows:

1. DMS Facility Services, Inc.
2. TDI Industries, Inc.



A selection committee, comprised of staff from Valley Metro evaluated technical proposals. The selection committee has finalized its evaluations of each firm's technical proposal, and the agency has finalized evaluation of each firm's price proposal. The Selection Committee ranked proposals and arrived at its award recommendation using a "Best Value" process which allows for a contract award based on a combination of technical and cost factors. Based on this process, the selection committee has selected DMS Facility Services, Inc. as the firm whose proposal offers the "best value" to the agency.

The following table shows the technical, cost and combined scores for the two proposers:

Rank and Firm	Technical Score	Price Score	Combined Score
1. DMS Facilities Services, Inc.	568	400	968
2. TDI Industries, Inc.	540	358	898

An independent cost estimate including a cost comparison and price analysis have been completed. The proposed price has been deemed fair and reasonable based on the price analysis.

COST AND BUDGET

The current annual cost for facility maintenance services is \$680,870. The first year of the new contract beginning Feb. 1, 2019 will be \$794,458. The increase in cost is due to additional passenger stations and park and ride lots for the Gilbert Road Extension (GRE) and the addition of the 50th Street passenger station. Also, an additional technician is included in the new contract.

The facility maintenance services contract is for a total term of 5-years. For the total term of the contract, the award cost is \$4,271,680 with funding as follows:

- RPTA \$288,290
- VMR \$3,983,390

The RPTA contract obligation is \$288,290 and is included in the RPTA Adopted FY19 Operating and Capital Budget. Contract Obligations beyond FY19 are incorporated into the Valley Metro RPTA Five-Year Operating Forecast and Capital Program (FY2019 thru FY2023).

The VMR contract obligation is \$3,983,390 and is included in the Valley Metro Rail Adopted FY19 Operating and Capital Budget. Contract Obligations beyond FY19 are



incorporated into the Valley Metro Rail Five-Year Operating Forecast and Capital Program (FY2019 thru FY2023).

STRATEGIC PLAN ALIGNMENT

FY 2016 – 2020:

- Goal 1: Increase customer focus
 - o Tactic A: Improve customer satisfaction
- Goal 3: Grow transit ridership
 - o Tactic A: Expand and improve transit services to reach new markets
- Goal 5: Advance the value of transit
 - o Tactic A: Communicate and inform public on value of transit

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC/RMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Boards of Directors authorize the CEO to execute a 5-year contract with DMS Facility Services, Inc. to provide facility maintenance services for an amount not to exceed \$4,271,680. The VMR portion will not exceed \$3,983,390 and the RPTA portion will not exceed \$288,290.

CONTACT

Ray Abraham

Chief Operations Officer

602-652-5054

rabraham@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

January 10, 2019

AGENDA ITEM 4B**SUBJECT**

Authorization to Issue a Competitive Solicitation for Market Research Services

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to issue a competitive solicitation for market research services.

BACKGROUND | DISCUSSION | CONSIDERATION

In 2014, a five-year contract was awarded to Westgroup Research, Inc., for the agency's market research needs. Over the past five years, Valley Metro has utilized this contract to conduct biannual Rider Satisfaction surveys, biannual Public Perception surveys, annual Transportation Demand Management (TDM) surveys, ASU student intercept surveys, MOD grant research project, transit book rider feedback survey, new website focus groups and more.

The research information captured from each of these surveys helps leadership provide informed decisions to guide Valley Metro's initiatives and areas of improvement, as well as provides valuable insight from our customers and the public.

The contract scope of work will consist of ongoing Rider Satisfaction intercept surveys, Public Perception telephone surveys, TDM telephone surveys and a general category called "ad-hoc surveys" in order to meet our future market research needs in the areas of focus groups, intercept surveys and telephone surveys.

Staff is seeking authorization to issue a competitive solicitation for market research services for a five-year contract term. Proposals will be evaluated based on experience, quality and price using a best value selection process. A contract award recommendation to a qualified and experienced firm will return to the Board in April/May 2019. The new contract would be effective on July 1, 2019.

COST AND BUDGET

The overall five-year value of the contract should not exceed \$750,000. The costs for the first-year contract costs are included in the RPTA and Valley Metro Rail (VMR) Adopted FY19 Operating and Capital Budgets. Contract Obligations beyond FY19 are incorporated into the Valley Metro RPTA and VMR Five-Year Operating Forecast and Capital Programs (FY2019 thru FY2023).



STRATEGIC PLAN ALIGNMENT

FY 2016 – 2020:

- Goal 1: Increase customer focus
 - o Tactic A: Improve customer satisfaction
- Goal 3: Grow transit ridership.
 - o Tactic A: Expand and improve transit services to reach new markets
- Goal 5: Advance the value of transit
 - o Tactic A: Communicate and inform public on value of transit

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC/RMC: January 2, 2019 approved

Boards of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Boards of Directors authorize the CEO to issue a competitive solicitation for market research services for a 5-year contract term.

CONTACT

Rob Antoniak

Chief Operating Officer

602-495-8209

rantoniak@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

January 10, 2019

AGENDA ITEM 4C**SUBJECT**

Authorization to Issue a Competitive Solicitation for Printing Services

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to issue a competitive solicitation for printing services to meet the needs of all departments at Valley Metro and member agencies.

BACKGROUND | DISCUSSION | CONSIDERATION

Historically, Valley Metro has met the high demand of procuring vendors for printing projects by obtaining three quotes and issuing a purchase order for each project. This process, while fair and competitive, limits the buying power of the agency and is labor intensive. In order to create greater efficiency, remove redundancy, and leverage our buying power to reduce cost, Valley Metro wishes to pursue a competitive solicitation and enter into multiple contracts to meet our printing needs.

Printing services are necessary to provide materials to all of Valley Metro's departments and to implement strategic marketing campaigns. Marketing materials and collateral allow Valley Metro to communicate to existing riders, target discretionary riders and develop custom tactics to increase overall system ridership and community support for transit.

Staff is seeking Board authorization to issue a competitive solicitation for printing services for a five-year contract term. In order to provide the flexibility required to meet various printing needs and foster greater competition, staff will divide the scope of work into various printing categories (e.g. small format, large format, etc.). Offerors will have the opportunity to propose offers based on category instead of the scope as a whole. This will foster greater competition per category because offerors will not be limited by their ability to perform the entire scope of work. Successful offerors may be awarded one or multiple categories based on the evaluation team's recommendation.

Proposals will be evaluated based on value, experience, quality, and cost. All contract awards will return to the Board this spring for approval.

COST AND BUDGET

The overall five-year value of the contract should not exceed \$6,000,000. The estimated \$1,200,000 for first-year contract costs are included in the FY20 Valley Metro RPTA and Valley Metro Rail Five-Year Capital and Operating Forecast and Capital Programs



(FY2019 thru FY2023) budgets with funding supported by a combination of regional and local funding sources. All future year costs will be reflected in the annual Valley Metro RPTA and Valley Metro Rail budgets.

STRATEGIC PLAN ALIGNMENT

FY 2016 – 2020:

- Goal 1: Increase customer focus
 - o Tactic A: Improve customer satisfaction
- Goal 3: Grow transit ridership.
 - o Tactic A: Expand and improve transit services to reach new markets
- Goal 5: Advance the value of transit
 - o Tactic A: Communicate and inform public on value of transit

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC/RMC: January 2, 2019 approved

Boards of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Boards of Directors authorize the CEO to issue a competitive solicitation for printing services.

CONTACT

Rob Antoniak

Chief Operating Officer

602-495-8209

rantoniak@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

January 10, 2019

AGENDA ITEM 5**SUBJECT**

Travel, Expenditures and Solicitations

PURPOSE

The monthly travel, expenditures and solicitations are presented for information.

BACKGROUND | DISCUSSION | CONSIDERATION

None

COST AND BUDGET

None

COMMITTEE PROCESS

None

RECOMMENDATION

This item is presented for information only.

CONTACT

Paul Hodgins
Chief Financial Officer
602-262-7433
phodgins@valleymetro.org

ATTACHMENTS

Valley Metro Travel Reimbursement Report
Valley Metro RPTA and Valley Metro Rail Monthly Accounts Payable over \$25,000
Active Requests for Proposals, Qualifications and Invitations for Bids

Valley Metro
Travel Reimbursement Report
For Travel Completion Dates
11/26/18 through 12/15/18

Job Title	Purpose of Travel	Location	Dates Traveled	Total Travel Cost	Airfare	Other Transport	Lodging	Meals	Misc.
Rail Systems Engineer	Systems Engineering for Technology Course	Los Angeles, CA	5/22/18-5/24/18	\$718.92	\$158.60	\$0.00	\$400.32	\$160.00	\$0.00
Manager, Rail Community Relations	EnoTransit Mid-Manager Seminar	San Diego, CA	8/19/18-8/24/18	\$1,604.28	\$308.96	\$30.87	\$1,065.70	\$198.75	\$0.00
Systems Engineer	Siemens Plant Visit - Final Design Review	Sacramento, CA	9/10/18-9/14/18	\$1,364.73	\$213.41	\$0.00	\$863.32	\$288.00	\$0.00
Superintendent LRV Maintenance	Siemens Plant Visit - Final Design Review	Sacramento, CA	9/10/18-9/14/18	\$1,698.51	\$213.41	\$378.48	\$863.32	\$224.00	\$19.30
Safety Specialist	EnoMAX Program	Nashville, TN	9/23/18-9/27/18	\$2,057.16	\$689.78	\$0.00	\$1,157.88	\$209.50	\$0.00
Service Analyst II	EnoMAX Program	Nashville, TN	9/23/18-9/24/18	\$2,112.03	\$725.28	\$19.37	\$1,157.88	\$209.50	\$0.00
Business Services Delivery Manager	EnoMAX Program	Nashville, TN	9/23/18-9/27/18	\$1,986.43	\$627.79	\$0.00	\$1,149.14	\$209.50	\$0.00
Accessible Transit Services Manager	APTA Annual Mtg.	Nashville, TN	9/21/18-9/26/18	\$2,846.50	\$1,033.36	\$56.00	\$1,382.64	\$324.50	\$50.00
Deputy Director, Service Planning & Accessible Transit	Rail-Volution	Pittsburgh, PA	10/20/18-10/27/18	\$1,522.77	\$426.00	\$91.62	\$752.40	\$202.75	\$50.00
Information Technology Systems Specialist	Rail-Volution	Pittsburgh, PA	10/22/18-10/25/18	\$1,243.93	\$417.40	\$37.28	\$564.30	\$196.00	\$28.95
Project Controls Specialist	Aconex Connect Awards	San Francisco, CA	11/6/18-11/8/18	\$1,090.99	\$360.40	\$61.19	\$479.40	\$190.00	\$0.00
Document Control Specialist	Aconex Connect Awards	San Francisco, CA	11/6/18-11/8/18	\$1,029.80	\$360.40	\$0.00	\$479.40	\$190.00	\$0.00
Accessible Transit Services Manager	APTA Leadership	Washington, DC	11/27/18-11/30/18	\$1,975.50	\$583.00	\$99.88	\$996.62	\$266.00	\$30.00
Government Relations Officer	APTA and FTA Mtgs.	Washington, DC	11/27/18-12/1/18	\$1,796.15	\$769.91	\$77.24	\$717.00	\$232.00	\$0.00
Chief Financial Officer	TFLEx 2018 Fall Workshop	Atlanta, GA	10/21/18-10/23/18	\$878.21	\$306.96	\$0.00	\$428.50	\$142.75	\$0.00
Safety Specialist	FTA Joint SSO-RTA Workshop	Washington, DC	10/22/18-10/25/18	\$1,761.54	\$633.40	\$0.00	\$862.14	\$266.00	\$0.00

Report reflects Out of State (AZ) Travel

¹ Parking

² Fuel for Rental Car

³ Baggage

Valley Metro Regional Public Transportation Authority
Monthly AP Payments over \$25,000
November 21, 2018 to December 20, 2018

Document Number	Name	Transaction Description	Effective Date	Transaction Amount
20181129W005	First Transit, Inc.	Oct 2018 Fixed Route Bus Service - Unification	11/29/2018	5,812,087.50
20181220W	City of Phoenix	Dec 2018 FR Bus Service, Ops, and Fare Media	12/20/2018	2,165,402.03
39365	City of Phoenix	Nov 2018 FR Bus Service, DAR, Service Ops	11/27/2018	2,165,402.03
20181220W003	Transdev Services, Inc	Oct 2018 Regional Paratransit Services	12/20/2018	1,498,737.68
20181123W	ADP	PPE 11-18-18 Wages Payable - Reverse Wire	11/23/2018	561,809.23
20181207W	ADP	PPE 12-2-18 Wages Payable - Reverse Wire	12/7/2018	560,234.92
20181206W006	United Healthcare	Dec 2018 EE Medical & Vision Coverage	12/6/2018	377,279.55
20181123W	ADP	PPE 11-18-18 Federal, State, SS/Med EE/ER Tax - ACH	11/23/2018	213,071.64
20181207W	ADP	PPE 12-2-18 Federal, State, SS/MED EE/ER Tax - ACH	12/7/2018	212,241.45
20181129W007	Scheidt & Bachmann USA, Inc.	FY19 Year 2 Fare Box Software Support & Maintenance	11/29/2018	158,306.22
20181129W009	Total Transit Enterprises, LLC	Oct 2018 Zoom Avondale South	11/29/2018	146,551.44
20181129W006	New Flyer USA Inc.	6818 SR-2245 XN40 New Flyer Coach 20% Payment	11/29/2018	107,993.47
20181129W006	New Flyer USA Inc.	6820 SR-2245 XN40 New Flyer Coach 20% Payment	11/29/2018	107,993.47
20181129W006	New Flyer USA Inc.	6821 SR-2245 XN40 New Flyer Coach 20% Payment	11/29/2018	107,993.47
20181129W006	New Flyer USA Inc.	6822 SR-2245 XN40 New Flyer Coach 20% Payment	11/29/2018	107,993.47
39378	Medical Transportation Management, Inc.	Aug 2018 Travel Training Services	11/27/2018	105,665.86
39420	Trend Offset Printing Services	Oct 2018 Transit Book	12/5/2018	105,608.00
20181207W001	ASRS	PPE 12-2-18 ASRS Contributions Employee	12/7/2018	101,332.52
20181207W001	ASRS	PPE 12-2-18 ASRS Contributions Employer	12/7/2018	101,332.52
20181123W001	ASRS	PPE 11-18-18 ASRS Contribution Employee	11/23/2018	100,466.13
20181123W001	ASRS	PPE 11-18-18 ASRS Contributions Employer	11/23/2018	100,466.13
39486	Medical Transportation Management, Inc.	Oct 2018 Travel Training Services	12/19/2018	92,261.01
39378	Medical Transportation Management, Inc.	Sept 2018 Travel Training Services	11/27/2018	84,941.30
20181129W009	Total Transit Enterprises, LLC	Oct 2018 West Valley Fixed Route Services	11/29/2018	67,805.12
20181129W009	Total Transit Enterprises, LLC	Oct 2018 Zoom Avondale North	11/29/2018	65,141.04
20181206W003	Second Generation, Inc. dba Ajo Transportation	Oct 2018 Rural Connector Route	12/6/2018	61,215.27
12172018	Wells Fargo	Nov. 2018 Wells Fargo Credit Card Purchases	12/17/2018	61,090.58
39414	Moses, Inc.	Oct 2018 Marketing and Advertising	12/5/2018	59,685.13
39378	Medical Transportation Management, Inc.	July 2018 Travel Training Services	11/27/2018	59,475.21
20181220W002	Second Generation, Inc. dba Ajo Transportation	Nov 2018 Rural Connector Route	12/20/2018	56,036.31
R20181130W003	City of Mesa	November 2018 Utilities	11/30/2018	51,639.02
20181220W001	CopperPoint Mutual Insurance Company c/o Knight	Jan 2019 Mobility Center Rent	12/20/2018	51,132.80
20181129W003	CopperPoint Mutual Insurance Company c/o Knight	Dec 2018 Mobility/Call Center Rent	11/29/2018	50,132.52
20181206W001	Enterprise Rideshare	Oct 2018 Vanpool Services	12/6/2018	48,148.61
39426	Enterprise Rideshare	Oct 2018 Vanpool Services	12/6/2018	48,148.61
39470	CHK America, Inc	Oct 2018 Map Design and Production	12/19/2018	47,820.00

Valley Metro Regional Public Transportation Authority
Monthly AP Payments over \$25,000
November 21, 2018 to December 20, 2018

Document Number	Name	Transaction Description	Effective Date	Transaction Amount
39385	Remix Software Inc.	FY19 Year 2 of 3 Software Fees	11/27/2018	45,800.00
39369	Dell Marketing L.P.	Dell IT Equipment	11/27/2018	43,826.96
39441	DLT Solutions, LLC	10/1-12/18 Human Resources Information System	12/12/2018	40,413.75
39448	Mosaic451, LLC	Nov 2018 Managed Security Services	12/12/2018	34,600.00
39400	Conduent Transport Solutions, Inc	7/1/18-9/30/18 Bus Vehicle Maintenance System	12/5/2018	30,024.00
39433	BP Graphics	Holiday Bus and Light Rail Wraps	12/12/2018	28,071.28
20181129W004	Creative Software Solutions, LLC	10/1/18-10/15/18 Estimated Taxi Trips	11/29/2018	27,990.03
R20181130W008	SRP	November 2018 Utilities	11/30/2018	25,393.64
20181129W005	First Transit, Inc.	8520-Mid-Life Over	11/29/2018	25,243.93
39388	Tucson Business Interiors, Inc.	Office Furniture for Mesa Facility	11/27/2018	25,153.24
			Total	16,149,158.09

Valley Metro Rail, Inc.
Monthly AP Payments over \$25,000
November 21, 2018 to December 20, 2018

Document Number	Name	Transaction Description	Effective Date	Transaction Amount
20181129W008	Stacy and Witbeck-Sundt JV GRE	October 2018 Gilbert Road Extension	11/29/2018	4,184,824.65
20181129W007	Stacy and Witbeck, Inc.	October 2018 Tempe Streetcar Project	11/29/2018	3,352,169.40
20181220W	Alternate Concepts Inc.	Oct. 2018 Transportation Services	12/20/2018	993,474.50
20181129W001	Alternate Concepts Inc.	Sept 2018 Transportation Services	11/29/2018	811,816.47
032156	B & C Transit, Inc.	9/2/17-11/2/18 SCADA UPGRADE	11/28/2018	660,000.00
20181206W007	Stacy and Witbeck, Inc.	October 2018 50th St. Station	12/6/2018	634,180.76
20181213W002	HDR Engineering, Inc.	Aug 2018 HDR Planning and Community Relations Support Services	12/13/2018	623,730.79
20181129W	AECOM Technical Services, Inc.	Sept. 2018 South Central LRT Extension	11/29/2018	578,632.51
20181206W005	Hill International, Inc.	Oct 2018 Hill International Program Mngt	12/6/2018	576,189.20
032378	PGH Wong Engineering, Inc.	Aug. 2018 South Central Ext Systems Design	12/19/2018	487,653.62
20181220W003	Jacobs Engineering	Seot. & Oct. 2018 Northwest Ext.	12/20/2018	483,154.39
032351	Arizona Public Service Company	50th St Station Utilities	12/19/2018	340,861.35
20181213W	ARCADIS	Oct. 2018 Consulting Support Services	12/13/2018	271,733.69
V20181130W	APS	November 2018 Utilities	11/30/2018	211,652.52
20181206W006	PB-Wong Joint Venture	Oct. 2018 TO 10 GRE Project Mngt Construction Mngt	12/6/2018	185,248.26
20181129W003	DMS - Facility Services, Inc.	Oct. 2018 Facilities and LRV Cleaning Services	11/29/2018	177,184.55
20181220W002	DMS - Facility Services, Inc.	Nov. 2018 Facilities and LRV Cleaning Services	12/20/2018	177,184.55
20181220W006	USBC Real Estate LLC	Jan. 2019 Rent, CAM, Real Estate Taxes for 101 Bldg	12/20/2018	159,139.34
20181129W009	USBC Real Estate LLC	Dec. 2018 Rent 101 Bldg, CAM, Real Estate Tax	11/29/2018	159,139.34
032264	Vulcanite Pty Ltd	Motor Truck Chevrons, Centre Truck Chevrons	12/5/2018	149,760.00
032240	Brookville Equipment Corp	Milestone B2.1, B9.2, B10.8, B13.10	12/5/2018	121,255.76
20181220W004	Siemens Mobility, Inc.	CO 5 NTP - Multi-Year Light Rail Vehicle Acquisition Program	12/20/2018	115,601.81
20181129W004	Jacobs Engineering	Aug. & Sept. 2018 Gilbert Rd Extension Design Svcs	11/29/2018	103,644.20
V20181130W019	SRP	November 2018 Utilities	11/30/2018	96,712.54
20181206W	City of Mesa	Oct. 2018 Gilbert Road Extension	12/6/2018	85,115.49
20181213W003	Jacobs Engineering	Oct. 2018 Gilbert Road Extension Design Svcs	12/13/2018	61,170.69
20181206W002	DMS - Facility Services, Inc.	Oct. 2018 Facilities Maintenance Services	12/6/2018	56,822.48
032195	Motorola Solutions	Repair and Service on System Radios	11/28/2018	54,046.35
032378	PGH Wong Engineering, Inc.	Aug. 2018 Systemwide Systems Design Services	12/19/2018	52,480.15
20181206W001	Dellner Inc.	LRV Coupler Overhauls	12/6/2018	42,996.00
032180	John Randall Nelson	Fabrication #8 - GRE	11/28/2018	40,000.00
032359	City of Phoenix	Nov. 2018 - Fare Handling Fee	12/19/2018	37,286.00
032359	City of Phoenix	TVM Receipt Blank Rolls and Pre-Printed Rolls	12/19/2018	35,616.00
032388	URW, LLC	Nov. 2018 Facilities Landskeeping Services	12/19/2018	32,820.03
032260	Tempe Police Department	October 2018 PM Platform Security Enforcement	12/5/2018	32,339.00
032222	URW, LLC	Oct 2018 Facilities Landskeeping Services	11/28/2018	32,042.00
032242	Corrpro Companies, Inc.	July 2018-June 2019 Corrosion Control Services	12/5/2018	31,907.04
032340	WestGroup	MOD Sandbox Recruit	12/12/2018	31,752.00
20181206W004	HDR Engineering, Inc.	Sept-Oct. 2018 Planning and Community Relations Support Services	12/6/2018	30,881.87
20181206W003	Gannett Fleming, Inc.	Oct. 2018 50th Street Design Services	12/6/2018	29,651.46

Valley Metro Rail, Inc.
Monthly AP Payments over \$25,000
November 21, 2018 to December 20, 2018

Document Number	Name	Transaction Description	Effective Date	Transaction Amount
20181129W010	Valley Transit Constructors/Kiewit-Mass Joint Venture	May 2017-June 2018 Final CME	11/29/2018	28,353.21
032152	AlphaVu, LLC	Consultant Support for Marketing, Communications, and Executive Decisions	11/28/2018	26,512.49
Total				16,396,736.46

Valley Metro
Monthly RTAG Solicitation Update

ACTIVE SOLICITATIONS
as of 12/26/18

Solicitation Type	Solicitation Title	Release Date	Proposal Due Date	Targeted Board Award Date
RFQ/RFP	OMC Expansion - 2 step Design/Build	10/19/2017	8/9/2018	1/17/2019
RFP	Vehicle Communication & Video System Upgrade	8/27/2018	11/19/2018	2/28/2019
Sole Source	LRV Managed Inventory	N/A	N/A	12/13/2018
RFP	Risk Management Consulting Services	11/29/2018	1/24/2019	4/18/2019
RFP	Facilities Maintenance Services	7/20/2018	8/28/2018	1/17/2019
RFP	Consultant Services for ERP System	6/28/2018	8/2/2018	12/13/2018
RFP	2019 Origin and Destination Study	7/19/2018	8/23/2018	12/13/2018
RFP	West Valley Fixed Route Bus Services	7/20/2018	9/21/2018	12/13/2018
IFB	LRV Friction Brakes	8/16/2018	9/4/2018	12/13/2018
IFB	Re-Issue IFB for Aerial Device Vehicle/ Bucket Truck	12/11/2018	1/8/2019	3/21/2019
IFB	Bumper Sensor Kit	10/2/2018	10/23/2018	12/13/2018
IFB	Bumper Overhaul Hardware	10/2/2018	10/23/2018	12/13/2018
S/S	LRV Maintenance	N/A	N/A	N/A
RFP	Employee Benefits Consulting Svc	12/20/2018	2/5/2019	3/21/2019
S/S	LRV Accident & Body Repair	12/13/2018	12/21/2018	12/13/2018
RFP	Uniform Rental and Cleaning Services	10/5/2018	10/26/2018	12/13/2018

UPCOMING SOLICITATIONS

Solicitation Type	Solicitation Title	Release Date	Proposal Due Date	Targeted Board Award Date
TBD	Shop Floor Refurbishment	TBD	TBD	TBD
RFP	Retail Network for Fare Collection	N/A	N/A	2nd Qtr 2019
RFP	Financial Audit Services	TBD	TBD	3/21/2019



Information Summary

DATE

December 27, 2018

AGENDA ITEM 6**SUBJECT**

Future Agenda Items Request and Report on Current Events

PURPOSE

Chairs Phelps and Zuercher will request future agenda items from members, and members may provide a report on current events.

BACKGROUND/DISCUSSION/CONSIDERATION

None

COST AND BUDGET

None

COMMITTEE PROCESS

None

RECOMMENDATION

This item is presented for information only.

CONTACT

Scott Smith
Chief Executive Officer
602-262-7433
ssmith@valleymetro.org

ATTACHMENT

None.

Pending Items Request

Item Requested	Date Requested	Planned Follow-up Date



Agenda

January 10, 2019

Valley Metro RPTA
Thursday, January 17, 2019
Lake Powell Conference Room
101 N. 1st Avenue, 10th Floor
11:15 a.m.

Action Recommended

1. Public Comment (blue card)

The public will be provided with an opportunity at this time to address the committees on **non-agenda items and all action agenda items**. Up to three minutes will be provided per speaker unless the Chair allows more at his/her discretion. A total of 15 minutes for all speakers will be provided.

1. For Information

2. Minutes

Minutes from the December 13, 2018 Board meeting are presented for approval.

2. For action

CONSENT AGENDA

3A. Request to Issue a Competitive Solicitation for Purchase of Circulator Buses

Staff recommends that the Board of Directors authorize the CEO to issue a competitive solicitation to purchase up to 39 medium and/or heavy-duty buses for circulator service operated by Valley Metro.

3A. For action

3B. Workers' Compensation and Employer's Liability Insurance Coverage Renewal

Staff recommends that the Board of Directors authorize the CEO to renew the workers' compensation and employer's liability insurance coverage for a period of one year from March 1, 2019 to March 1, 2020 with an authorized insurance carrier for an estimated annual premium of \$171,000.

3B. For action

3C. Authorization to Issue a Competitive Solicitation for Wayfinding Map Design Services

3C. For action

Staff recommends that the Board of Directors authorize for the CEO to issue a competitive solicitation for wayfinding map design services.

3D. Recommended April 2019 Transit Service Changes

3D. For action

Staff recommends that the Board of Directors authorize the CEO to amend member agency FY19 IGAs as necessary, and to execute change orders to the First Transit and Total Transit fixed route contracts to accommodate the recommended April 2019 service changes.

REGULAR AGENDA

4. Solar Bus Canopy Installation and Maintenance Agreement

4. For action

Scott Smith CEO, will introduce Scott Wisner, Operations Manager, who will request that the Board of Directors authorize the CEO to execute Lease Option 1 identified above for a 30-year Solar Services Agreement (SSA) with Urban Energy Solutions, LLC d.b.a. Natural Power and Energy (NPE) for the installation and maintenance of solar equipped bus canopies at the Mesa Bus Operations and Maintenance facility and to authorize the purchase of the system at the end of the lease period for \$62,669.

5. West Valley Fixed Route Bus Service Contract Award

5. For action

Scott Smith, CEO, will introduce Scott Wisner, Operations Manager, who will request that the Board of Directors authorize the CEO to execute a 5-year base contract with one 3-year option and one 2-year option with Total Transit Enterprises to provide West Valley fixed route bus service for an amount not to exceed \$30,660,000 for the 5-Year base contract for the period of July 1, 2019 to June 30, 2024.

6. Election of Board Member to Fill a Vacant RPTA Position on the Audit and Finance Subcommittee (AFS)

6. For action

The Board will elect a member to fill the vacancy on the AFS for the term ending June 30, 2019.

7. Future Agenda Items Request and Report on Current Events

7. For information

Chair Tolmachoff will request future agenda items from members, and members may provide a report on current events.

8. Next Meeting

8. For information

The next Board meeting is scheduled for **Thursday, February 21, 2019 at 11:15 a.m.**

Qualified sign language interpreters are available with 72 hours notice. Materials in alternative formats (large print, audiocassette, or computer diskette) are available upon request. For further information, please call Valley Metro at 602-262-7433 or TTY at 602-251-2039. To attend this meeting via teleconference, contact the receptionist at 602-262-7433 for the dial-in-information. The supporting information for this agenda can be found on our web site at www.valleymetro.org



Information Summary

DATE

January 10, 2019

AGENDA ITEM 1**SUBJECT**

Public Comment

PURPOSE

The public will be provided with an opportunity at this time to address the committees on **non-agenda items and all action agenda items**. Up to three minutes will be provided per speaker unless the Chair allows more at his/her discretion. A total of 15 minutes for all speakers will be provided.

BACKGROUND | DISCUSSION | CONSIDERATION

None

COST AND BUDGET

None

COMMITTEE PROCESS

None

RECOMMENDATION

This item is presented for information.

CONTACT

Scott Smith
Chief Executive Officer
602-262-7433
ssmith@valleymetro.org

ATTACHMENT

None



Minutes

January 10, 2019

AGENDA ITEM 2

Board of Directors
Thursday, December 13, 2018
Lake Powell Conference Room
101 N. 1st Avenue, 10th Floor
11:15 a.m.

RPTA Meeting Participants

Vice Mayor Lauren Tolmanchoff, City of Glendale **(Chair)**
Councilmember Kevin Hartke, City of Chandler **(Vice Chair)**
Mayor Thelda Williams, City of Phoenix, **(Treasurer)**
Councilmember Pat Dennis, City of Avondale
Councilmember Eric Orsborn, City of Buckeye
Mayor Alexis Hermosillo, City of El Mirage
Mayor Ginny Dickey, Town of Fountain Hills
Councilmember Brigitte Peterson, Town of Gilbert
Councilmember Bill Stipp, City of Goodyear
Supervisor Steve Gallardo, Maricopa County
Councilmember Chris Glover, City of Mesa
Councilmember Jon Edwards, City of Peoria (phone)
Councilmember Susanne Klapp, City of Scottsdale
Mayor Skip Hall, City of Surprise
Councilmember Robin Arredondo-Savage, City of Tempe
Mayor Evertt Sickles, Town of Wickenburg
Mayor Michael LeVault, Town of Youngtown

Members Not Present

Councilmember Linda Laborin, City of Tolleson

Chair Tolmachoff called the RPTA meeting to order at 2:39 p.m.

1. Public Comment

Chair Tolmachoff said the first item on the agenda for RPTA is public comments. We don't have any cards so will move to item 2.

2. Minutes

Chair Tolmachoff said minutes from the October 18, 2018 Board meeting are presented for approval.

IT WAS MOVED BY MAYOR WILLIAMS, SECONDED BY VICE MAYOR ORSBORN AND UNANIMOUSLY CARRIED TO APPROVE THE OCTOBER 18, 2018 BOARD MEETING MINUTES.



3. Consent Agenda

Chair Tolmachoff said the next item is the consent agenda. Items on the consent agenda are intended to be approved in one motion. Does anybody want to hear anything separately or have any comments on any of the items? If not, can we have a motion?

IT WAS MOVED BY COUNCILMEMBER KLAPP, SECONDED BY COUNCILMEMBER ROBIN ARREDONDO-SAVAGE AND UNANIMOUSLY CARRIED TO APPROVE THE CONSENT AGENDA.

4. 2019 Origin and Destination Study Contract Award

Chair Tolmachoff said the next item is the origin and destination study contract award.

Mr. Smith said Madam chair, this basically is the study we talked about before. It's something we do I think every four or five years. And this is simply the award of the contract that's gone through procurement process for the ETC Institute to perform that study.

It's a very comprehensive study of all of our riders and it's essential to factor in to the things that we've been talking about to provide some of those metrics.

If you want more information, we have both Wulf and Omar here that can answer questions for you. Otherwise, we'll dispense with the presentation.

Chair Tolmachoff said does anybody have any questions or comments on this item? If not, can we have a motion?

IT WAS MOVED BY MAYOR WILLIAMS, SECONDED BY COUNCILMEMBER GLOVER AND UNANIMOUSLY CARRIED TO AUTHORIZE THE CEO TO EXECUTE A CONTRACT WITH ETC INSTITUTE FOR THE 2019 ORIGIN AND DESTINATION STUDY FOR AN AMOUNT NOT TO EXCEED \$852,773.

5. Future Agenda Items Request and Report on Current Events

None.

Chair Tolmachoff said our next meeting is January 17, 2019 at 11:15 a.m.

With no further discussion the meeting adjourned at 2:42 p.m.



Information Summary

DATE

January 10, 2019

AGENDA ITEM 3A

SUBJECT

Request to Issue a Competitive Solicitation for Purchase of Circulator Buses

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to issue a competitive solicitation to purchase up to 39 light, medium and/or heavy duty buses for circulator service operated by Valley Metro.

BACKGROUND | DISCUSSION | CONSIDERATION

Twenty-seven current circulator buses used on Orbit, Buzz and Zoom routes are nearing the end of their useful life. In addition, 12 expansion buses are identified in the Short Range Transit Plan for potential circulator routes. A total quantity of 39 buses will be included in the competitive procurement process.

Over the past 18 months, Valley Metro started to replace light-duty cutaway buses used on circulator routes with a combination of 30' medium and/or heavy-duty buses. This change increased seating capacity, improved the performance of the engine and air conditioning systems, and increased the overall durability of this fleet of buses. In addition, this new fleet of buses have a longer life span (10 to 12 years compared to 5 to 7 years). The proposed competitive solicitation process will give Valley Metro the flexibility to continue to purchase light duty buses or convert a portion of the remaining circulator fleet to a more robust vehicle that addresses the current performance and seating limitations.

COST AND BUDGET

Preliminary cost estimates for proposed buses are as follows:

Bus Type	Estimated Cost
25' Light or medium-duty bus with gasoline engine	\$150,000
30' Medium-duty bus with diesel engine	\$320,000
30' Medium-duty bus with CNG engine	\$350,000
30' Heavy-duty bus with diesel engine	\$350,000 to \$480,000
30' Heavy-duty bus with CNG engine	\$400,000 to \$530,000



Staff will return to the Board of Directors for contract awards to the bus manufacturing companies that provide the desired bus and best value for each circulator route operated by Valley Metro. Vehicles will be funded with Federal Transit Administration (FTA) funds and Regional Proposition 400 funds.

The purchase of these buses is consistent with Valley Metro's fleet management plan and Board adopted Transit Asset Management Plan.

Cost for circulator buses will be included in the RPTA Proposed FY20 Operating and Capital Budget. Contract obligations beyond FY20 will be incorporated into the Proposed RPTA Five-Year Operating Forecast and Capital Program (FY2020 thru FY2024).

STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan FY 2016 – 2020:

- Goal 1: Advance performance-based operations
 - o Tactic A: Operate an effective, reliable, high-performing transit system

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends the Board of Directors authorize the CEO to issue a competitive solicitation to purchase up to 39 light, medium and/or heavy-duty buses for circulator service operated by Valley Metro.

CONTACT

Ray Abraham

Chief Operations Officer

602-652-5054

rabraham@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

January 10, 2019

AGENDA ITEM 3B**SUBJECT**

Workers' Compensation and Employer's Liability Insurance Coverage Renewal

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to renew workers' compensation and employer's liability insurance coverage for a period of one year from March 1, 2019 to March 1, 2020 with CopperPoint Mutual Insurance Company for an annual premium of \$170,903.

BACKGROUND | DISCUSSION | CONSIDERATION

The current workers' compensation insurance policy will expire on March 1, 2019. The policy covers work-related injuries to all RPTA employees and is required to be in place under A.R.S. 23-961.

CopperPoint Mutual Insurance Company (formerly SCF Western (a subsidiary of SCF Arizona)) has written the workers' compensation and employer's liability insurance for more than 12 years. RPTA has bid this coverage over many years to numerous other carriers which produced no feasible results due directly to the risk associated with Valley Metro's business classification in the insurance market that includes railroad operations.

COST AND BUDGET

The following premium was provided by CopperPoint Mutual Insurance Company:

Line of Coverage	Policy Limit	Expiring Premium	Renewal Premium
Workers' Compensation / Employer's Liability	Statutory / \$1,000,000	\$152,376	\$170,903

Adjustment in renewal premium is approximately 12% based on an increase in renewal payroll. Allocation of the cost will be attributed to RPTA and Valley Metro Rail (VMR) budgets based on actual payroll allocations between the two budgets.

The annual premium is subject to a payroll audit at the end of the policy period that will run from March 1, 2019 through March 1, 2020. If the audited payroll differs from the estimated payroll, there will be a premium adjustment.



STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan, FY 2017 – 2021:

- Goal 2: Advance performance based operation
 - o Tactic D: Maintain a culture to recruit and retain a qualified and diverse workforce.
 - o Tactic E: Maintain strong fiscal controls to support Valley Metro's long-term sustainability.

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to renew the workers' compensation and employer's liability insurance coverage for a period of one year from March 1, 2019 to March 1, 2020 with CopperPoint Mutual Insurance Company for an annual premium of \$170,903.

CONTACT

Michael J. Minnaugh

General Counsel

602-744-5599

mminnaugh@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

January 10, 2019

AGENDA ITEM 3C**SUBJECT**

Authorization to Issue a Competitive Solicitation for Wayfinding Map Design Services

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to issue a competitive solicitation for wayfinding map design services.

BACKGROUND | DISCUSSION | CONSIDERATION

In 2014, a five-year contract was awarded to CHK America, Inc. Over the past five years, Valley Metro has utilized this contract to design and update the following items on a biannual basis to reflect all relevant service changes:

1. Valley Metro system map that is included in each edition of the transit book and also printed for bus shelters throughout the Valley
2. Transit center and light rail station spider maps
3. Guide-a-Ride signs at bus stops throughout the Valley
4. Light Rail line map decals onboard vehicles
5. Other ad-hoc mapping needs when needed

The new contract scope of work will consist of the map design needs listed in items 1 through 5 above. In order to provide our customers with an excellent riding experience, Valley Metro needs to continue to provide updated, accurate and user-friendly maps at our facilities and throughout the service area.

Proposals will be evaluated based on experience, portfolio, quality and price using a best value selection process. A contract award recommendation to a qualified and experienced firm will return to the Board in Spring 2019. The new contract would be in effect July 1, 2019.

COST AND BUDGET

The overall five-year value of the contract should not exceed \$750,000. The estimated \$150,000 for first-year contract costs are included in the RPTA Adopted FY19 Operating and Capital Budget. Contract Obligations beyond FY19 are incorporated into the Valley Metro RPTA Five-Year Operating Forecast and Capital Program (FY2019 thru FY2023).



STRATEGIC PLAN ALIGNMENT

FY 2016 – 2020:

- Goal 1: Increase customer focus
 - o Tactic A: Improve customer satisfaction
- Goal 3: Grow transit ridership.
 - o Tactic A: Expand and improve transit services to reach new markets
- Goal 5: Advance the value of transit
 - o Tactic A: Communicate and inform public on value of transit

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to issue a competitive solicitation for wayfinding map design services.

CONTACT

Rob Antoniak

Chief Operating Officer

602-495-8209

rantoniak@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

December 27, 2018

AGENDA ITEM 3D**SUBJECT**

Recommended April 2019 Transit Service Changes

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to amend member agency Fiscal Year 2019 (FY19) Intergovernmental Agreements (IGAs) as necessary, and to execute change orders to the First Transit and Total Transit fixed route contracts to accommodate the recommended April 2019 service changes.

BACKGROUND | DISCUSSION | CONSIDERATION

Effective April 22, 2019 Valley Metro transit service changes are recommended throughout the region. Changes were coordinated and analyzed through the five-year Short Range Transit Program as well as the Board adopted Transit Standards and Performance Measures. In addition, the service changes were proposed and reviewed in coordination with the Valley Metro Service Planning Working Group, comprising representatives from Valley Metro member agencies. Valley Metro also worked with each affected member agency regarding the proposed changes and funding impacts prior to arriving at recommendations. Extensive public outreach was also conducted.

This summary includes recommended bus service changes for Valley Metro-operated routes and routes funded through the regional Public Transportation Fund (PTF). Changes that would specifically affect other locally funded service from different operating agencies (e.g. Phoenix) are not addressed herein. Overall the recommended changes include route additions, route modifications, service optimization and schedule adjustments.

Recommended Route and Schedule Changes:

- **Route 45—Broadway Rd:** Modify route to serve new Light Rail end of line at Gilbert Road/Main Street Park and Ride instead of Sycamore Station. To be instituted when Gilbert Road Extension begins operation.
- **Route 62—Hardy Dr:** Modify route at Tempe Marketplace to serve Smith Rd and University Dr area.
- **Route 106—Peoria Ave:** Extend one trip through Peoria to fill in the schedule
- **Tempe FLASH:** Modify route to serve new activity centers near ASU campus in Tempe, adjust service frequency and span.
- **POGO (Peoria on the Go):** New circulator service in north Peoria running weekdays every 30 minutes.



- **ZOOM North and ZOOM South:** Add Sunday service at current Saturday levels
- **Route 685—Ajo/Gila Bend to Phoenix:** Shift one short trip in Buckeye from afternoon to morning.

Public Outreach

An extensive public outreach was conducted from October through November, via online comment, email, in-person information sessions, webinar, social media and a public hearing. The outreach covered all proposed service changes regardless of funding source; see Appendix A for all recommended regional service changes.

- **Input Opportunities:**
 - Public hearing conducted on November 14, 2018
 - Webinar conducted on November 7, 2018
 - In-person information sessions
 - Online comment card
 - Via email at input@valleymetro.org
 - Social media
- **Communication Channels:**
 - Six advertisements were placed in the *Arizona Republic* (2), *East Valley Tribune*, *La Prensa Hispana*, *La Voz* and *Arizona Informant*. They included information regarding the proposed route changes, public comment period and public hearing.
 - Transit vehicle announcements (Route Scout)
 - A-frame signage at key transit locations
 - Email notices to riders and Trip Reduction Program employers
 - Press release resulting in news coverage
 - Social media posts
 - Website (valleymetro.org/service-changes)
 - Internal communication to staff and contractors
- **Results**

The public outreach generated 105 comments from riders and the general public about Valley Metro-operated or funded service. Overall, 76% of comments were positive.

COST AND BUDGET

Appendix B provides a summary of the estimated annual costs or savings of the recommended service changes and adjustments necessary to Valley Metro's operating contracts and member agency IGAs. Costs for changes that do not impact Valley Metro-operated routes and routes not funded through PTF are excluded from this table.

Contract adjustments for minor bus service changes that do not require an amendment to the IGAs will be made through the year-end reconciliation process. The cost of



recommended service changes operated by First Transit, Total Transit are included in the RPTA Adopted FY19 Operating and Capital Budgets and the Adopted RPTA Five-Year Operating Forecast and Capital Program (FY2018 thru FY2022).

COMMITTEE ACTION

RTAG: December 18, 2018 for information

TMC: January 2, 2019 for action

Board of Directors: January 17, 2019 for action

STRATEGIC PLAN ALIGNMENT

This item addresses three goals in the Board-adopted FY16-20 Strategic Plan:

- Goal 1: Increase customer focus
 - o Tactic A: Improve customer satisfaction
- Goal 2: Advance performance based operations
 - o Tactic A: Operate an effective, reliable, high-performing transit system
- Goal 3: Grow transit ridership
 - o Tactic A: Expand and improve transit services to reach new markets
 - o Tactic B: Improve connectivity of transit services for greater effectiveness

RECOMMENDATION

Staff recommends that the TMC forward to the Board of Directors authorization for the CEO to amend member agency FY19 IGAs as necessary, and to execute change orders to the First Transit and Total Transit fixed route contracts to accommodate the recommended April 2019 service changes.

CONTACT

Wulf Grote, P.E.

Director, Capital Services and Development

602-322-4420

wgrote@valleymetro.org

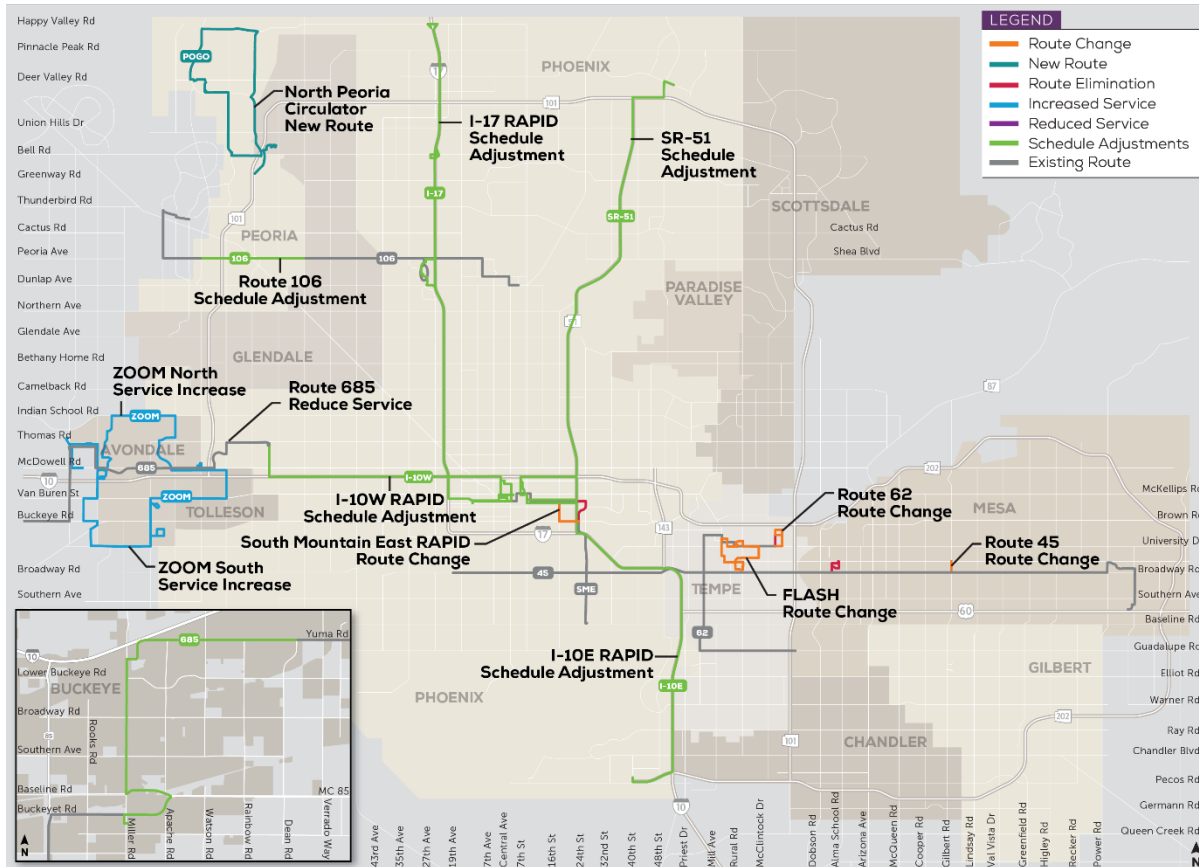
ATTACHMENT

Appendix A – Recommended Service Changes Regardless of Operator or Funding Source

Appendix B: Change in Costs for Valley Metro Operated or PTF Funded Services by Contractor and City

Appendix A –Recommended Service Changes Regardless of Operator or Funding Source

Routes Identified for Service Changes - April 2019





Appendix B: Change in Costs for Valley Metro Operated or PTF Funded Services by Contractor and City

Estimated Costs or Savings of Service Changes for Fiscal Year 2019									
Route	Contractor (base cost)		Funding Agency (estimated net)						
	First Transit (VM)	Total Transit	Avondale	Goodyear	Tolleson	Tempe	Peoria	Mesa	RPTA
ZOOM South		\$120,000	\$57,000						
ZOOM North		\$281,000	\$88,000	\$21,000	\$34,000				
POGO		\$240,000					\$240,000		
62	\$41,000					\$23,000			
FLASH	\$42,000					\$30,000			
106									\$3,000
45	(\$21,000)							(\$11,500)	
Total	\$62,000	\$641,000	\$145,000	\$21,000	\$34,000	\$53,000	\$240,000	(\$11,500)	\$3,000



Information Summary

DATE

January 10, 2019

AGENDA ITEM 4**SUBJECT**

Solar Bus Canopy Installation and Maintenance Agreement

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to execute a 30-year Solar Services Agreement (SSA) with Urban Energy Solutions, LLC d.b.a. Natural Power and Energy (NPE) through the State of Arizona Cooperative Purchasing Program for the installation and maintenance of solar equipped bus canopies at the Mesa Bus Operations and Maintenance facility.

BACKGROUND | DISCUSSION | CONSIDERATION

The Mesa Bus Operations and Maintenance facility (MBOM), has limited shade protection for buses that are housed at this location. The exposure to sun, coupled with extreme heat in the summer months, damages the interiors and exteriors of the bus fleet and hinders our ability to keep passengers comfortable. To compensate for this, buses are often started up to 45 minutes before departure to help bring the interior temperatures down to an acceptable level.

In the current Fiscal Year 2019, Valley Metro budgeted \$1.2 million to construct shade canopies in the bus parking lot at MBOM. Constructing canopies will provide shade for 138 additional buses. These shades canopies will reduce fuel consumption, decrease wear and tear on mechanical and cosmetic components, and improve the performance of the air conditioning systems.

During the preliminary phase of this project, and based on similar projects undertaken by other government agencies, staff explored the possibility of adding solar panels to the canopies with the objective of reducing overall project cost. Valley Metro contacted solar energy firms that have already gone through a government procurement process and are included on the State of Arizona Cooperative Contract. We requested the firms submit proposals to construct and maintain solar powered shade canopies at MBOM. From this outreach, Valley Metro received a single proposal from Natural Power and Energy (NPE). Staff analyzed this proposal to ensure it met the needs at MBOM and provided fair market value pricing. Staff also compared the proposal against other government projects involving a variety of solar providers for scope, size, and costs. Based on our analysis, we deemed the NPE proposal to be fair and reasonable.

As part of the cost benefit analysis, staff considered four different financial options to arrive at a best value recommendation. These options include four different courses of



action described below, and take into account the up-front capital cost of building the canopies and installing solar panels, to the potential earned savings from the production of energy for use at MBOM.

Construct Shade Canopies w/out solar – Build shade canopies without solar within budgeted cost of \$1.2 million and continue buying all electricity from Salt River Project (SRP). The impact of increased utility rates over the 30-year period is estimated at \$2,088,887.

Lease Option 1 – NPE builds the canopies and installs solar panels and equipment, and Valley Metro pays them the existing budget authority of \$1.2 million to cover a portion of the initial capital costs. NPE would sell Valley Metro the electricity generated by the solar panels at a fixed rate of \$0.0635/kWh over the 30-year term of the Solar Services Agreement (SSA). This represents a 20% discount over the current SRP variable rate of \$0.079/kWh. All operation and maintenance costs for the solar power plant are included in the fixed rate.

Lease Option 2 – NPE pays all costs to build the canopies and solar equipment. NPE recoups this up front cost through the sale of solar electricity to Valley Metro at a fixed rate of \$0.13/kWh. All operation and maintenance costs for the solar power plant are included in the fixed rate.

Purchase Solar Shade Canopies – NPE builds the canopies and solar equipment for a total cost of \$3.3 million. Valley Metro owns the solar equipment and receives all solar generated electricity at zero cost per kWh. However, Valley Metro would be responsible for all operation and maintenance costs, which would be administered by a third party solar contractor. Most importantly, the current capital budget includes only \$1.2 million to build canopies. There is no other source of additional funding presently identified.

Note: Electricity produced by the solar equipment will cover approximately 75% of the energy needs at the MBOM. Calculations in the table below for Lease Options 1 and 2 are based on SRP providing 25% of the electricity at rates that start at the current rate of \$0.079/kwh with an increase of 1.5% per year over a 30-year term of the SSA. The rate escalation for the no-solar option is \$2,088,887.

The table below illustrates the non-discounted real dollar cost or savings of the options over a 30-year period:

	Net Capital Costs	Electric Rate/kWh	Net Savings (Cost)
Construct Shade Canopies (No Solar)	\$1,200,000	\$0.0790	(\$1,200,000)
Lease Option 1	\$1,200,000	\$0.0635	\$826,218
Lease Option 2	\$0	\$0.1300	(\$2,113,273)
Purchase Solar Shade Canopies	\$3,300,000	\$0.00	\$2,021,634

Based on upfront costs that fall within the current budget, a favorable fixed rate for energy consumption and a sizeable return on the initial investment (estimated at \$826,218), staff recommends awarding a contract to NPE for **Lease Option 1**. This option provides energy cost savings throughout the 30-year term of the lease, enhances Valley Metro's sustainability goals, and provides a renewable energy source at the only major bus maintenance facility in this region that does not have shaded parking for buses.

The SSA also provides an option to purchase the system at the conclusion of the term for \$62,669. Since the solar panels have a life expectancy of 40 years, additional savings can be achieved well beyond the 30-year term. This coupled with the guaranteed replacement of all solar system components over the lease period makes this option the best value for Valley Metro.

COST AND BUDGET

The one-time lease buy down payment of \$1,200,000 and project contingency cost estimated at \$180,000 are included in the FY19 Valley Metro RPTA Operating and Capital budget. The monthly energy costs associated with the SSA for a period of 30 years will be included in the RPTA Proposed FY20 Operations and Capital Budget and the RPTA Five-Year Operating Forecast and Capital Program (FY2020 thru FY2024).

STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan, FY 2016 – 2020:

- Goal 2: Advance performance based operation
 - o Tactic A: Operate an effective, reliable, high performing transit system
 - o Tactic B: Enhance Valley Metro's role in sustainability and the environment
- Goal 4: Focus on economic development, regional competitiveness and financial resources
 - o Tactic D: Seek opportunities to attract capital investment to advance transit projects through public/private partnerships

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to execute **Lease Option 1** for \$1,200,000 and a project contingency of \$180,000 for a 30-year Solar Services Agreement (SSA) with Urban Energy Solutions, LLC d.b.a. Natural Power and Energy (NPE) for the installation and maintenance of solar equipped bus canopies at the Mesa Bus Operations and Maintenance facility and to authorize the purchase of the system at the end of the lease period for \$62,669.

**CONTACT**

Ray Abraham
Chief Operations Officer
602.652.5054
rabraham@valleymetro.org

Wulf Grote
Director, Capital and Service Development
602-322-4420
wgrote@valleymetro.org

ATTACHMENT

None

Solar Shade Canopy Project

January 2019



Project Background



- Mesa Bus Operations facility has limited shade protection for buses
- Sun exposure hinders the performance of the AC system, wastes fuel, adds hours on engine due to long idle times
 - 101,000 extra idling hours on engine
 - 51,000 gallons of fuel which equates to \$29,000 in added costs
- Staff budgeted \$1.2M in FY19 budget to construct shade canopies
- Staff explored solar canopy options before proceeding with construction

Project Background



- Sent bids to four firms on the State of Arizona Cooperative Contracts
- Received one bid from Natural Power & Energy
 - 2nd largest solar project company in Arizona
 - Constructed the solar power plant at the Operations Maintenance Center
- Conducted price analysis
 - Cost comparison on municipalities that purchased solar systems
 - Proposal deemed fair and reasonable

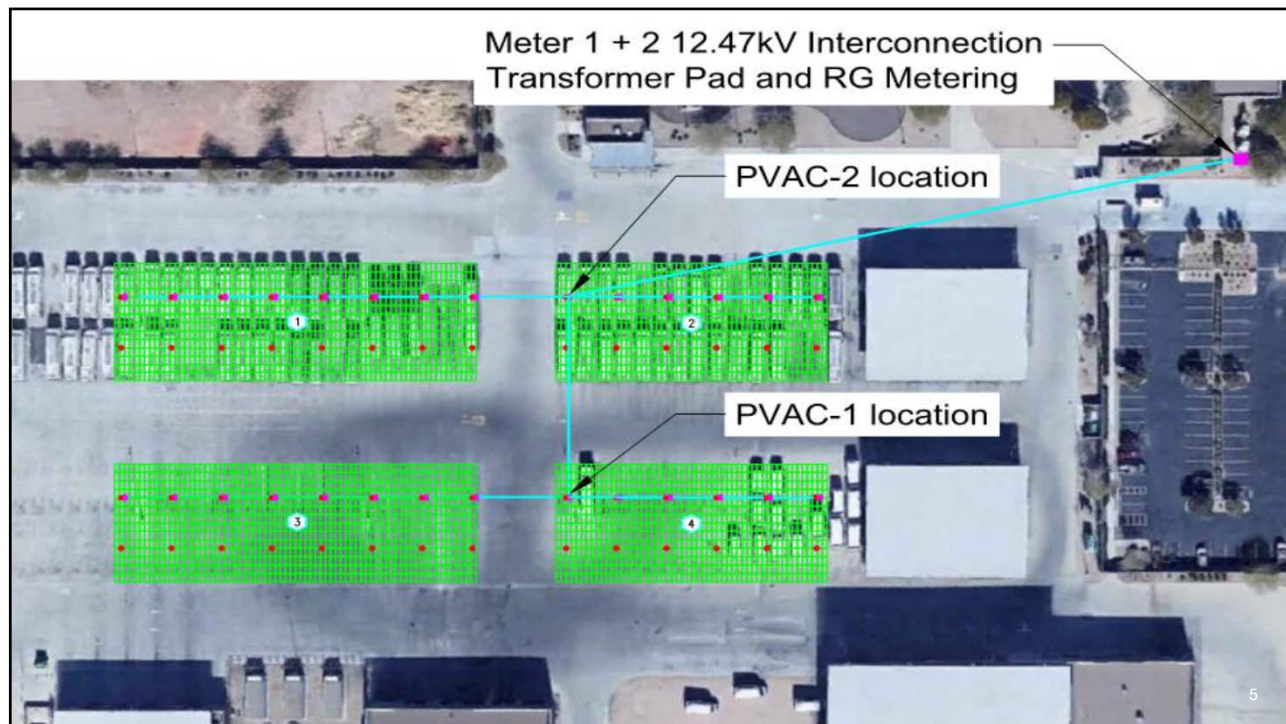
3

Proposed Design

- Shade structures designed to match existing canopies
- Shaded parking for up to 138 spaces
- System will generate 75% of power used at this facility



4



Solar Options



- **Construct shade canopies without solar**
 - \$1.2M investment
 - Energy costs escalate over time (1.5% annually)
- **Lease Option 1**
 - 30-year Solar Service Agreement with Natural Power & Energy
 - Construct shade canopies with solar panels and equipment
 - \$1.2M investment
 - 30-year fixed rate (\$0.0635/kwh) compared to variable rate of \$0.079/kwh with Salt River Project
 - Operation and maintenance costs covered by solar service provider



Solar Options Continued

• Lease Option 2

- 30-year Solar Service Agreement with Natural Power & Energy
- Construct shade canopies with solar panels and equipment
- No upfront investment required
- 30-year fixed rate (\$0.13/kwh) compared to variable rate of \$0.079/kwh with Salt River Project
- Operation and maintenance costs covered by solar service provider

• Purchase Solar Shade Canopy System

- \$3.3M investment
- Zero cost per kwh for up to 75% of energy produced by system
- Valley Metro would hire a 3rd party solar provider to maintain system

7



Estimated Return on Investment

	Net Capital Costs	Electric Rate/kWh	Net Savings (Cost)
Construct Shade Canopies (No Solar)	\$1,200,000	\$0.0790	(\$1,200,000)
Lease Option 1	\$1,200,000	\$0.0635	\$826,218
Lease Option 2	\$0	\$0.1300	(\$2,113,273)
Purchase Solar Shade Canopies	\$3,300,000	\$0.00	\$2,021,634

8

Staff Recommendation



• Lease Option 1

- Provides energy cost savings for 30 years
- Net return on investment of \$826,218
- Enhances Valley Metro's sustainability goals
- Provides renewable energy source at major bus facility
- Solar system has life expectancy of 40 years
- All components replaced at no cost during 30 year period
- Best overall value that fits within current budget constraints
- Natural Power & Energy is the same firm that built the solar system at the Operations and Maintenance Center

9

Recommendation



Staff recommends that the Board of Directors authorize the CEO to execute Lease Option 1 for \$1,200,000 and a project contingency of \$180,000 for a 30-year Solar Services Agreement (SSA) with Urban Energy Solutions, LLC d.b.a. Natural Power and Energy (NPE) for the installation and maintenance of solar equipped bus canopies at the Mesa Bus Operations and Maintenance facility and to authorize the purchase of the system at the end of the lease period for \$62,669.

10



Information Summary

DATE

January 10, 2019

AGENDA ITEM 5**SUBJECT**

West Valley Fixed Route Bus Service Contract Award

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to execute a 5-year base contract with one 3-year option and one 2-year option with Total Transit Enterprises to provide West Valley fixed route bus service for an amount not to exceed \$29,200,000 for the 5-Year base contract plus a 5% contingency of \$1,460,000 for the period of July 1, 2019 to June 30, 2024, for a total of \$30,660,000.

BACKGROUND/DISCUSSION/CONSIDERATION

West Valley fixed route bus service is currently provided to Valley Metro under an eight-year contract with Total Transit Enterprises. The current contract expires in June 2019.

The West Valley fixed route bus service contractor will provide circulator and express fixed route bus services in the Northwest and Southwest portions of the Valley serving the communities of:

- Avondale
- Buckeye
- Glendale
- Goodyear
- Maricopa County
- Peoria
- Phoenix
- Surprise

The contractor is responsible for all facets of service provision including selection and hiring of personnel qualified for the operation and maintenance of equipment and services. The contractor is responsible for locating and identifying maintenance and storage facilities that best meet the operational needs of the service and which minimize deadhead miles traveled. The identified facilities will be the sites for bus storage and service vehicle maintenance, fueling and washing, and administration of operations.

In July 2018, Valley Metro issued a federally compliant Request for Proposal (RFP) for the provision of West Valley fixed route bus service. A total of two firms submitted proposals as follows:

1. Total Transit Enterprises
2. Transdev Services, Inc.



A selection committee, comprised of staff from Valley Metro and member cities evaluated technical proposals. Based on the proposals received and answers to evaluation committee questions, the committee made a request for “Best and Final Offers” (BAFOs) from the two firms. The selection committee has finalized its evaluations of each firm’s technical proposal, and the agency has finalized evaluation of each firm’s price proposal. The Selection Committee ranked proposals and arrived at its award recommendation using a “Best Value” process which allows for a contract award based on a combination of technical and cost factors. Based on this process, the selection committee has selected Total Transit Enterprises as the firm whose proposal offers the “best value” to the agency.

The following table shows the technical, cost and combined scores for the two proposers:

Rank and Firm	Technical Score	Price Score	Combined Score
1. Total Transit Enterprises	525	400	925
2. Transdev Services, Inc.	503.5	384.7	888.2

An independent cost estimate including a cost comparison and price analysis have been completed. The proposed price has been deemed fair and reasonable based on the price analysis.

COST AND BUDGET

The estimated annual revenue miles is 1,116,009 at the beginning of the contract period that begins July 1, 2019. Service costs over the five-year base period are included in the following table.

Contractor Service Costs*							
	Current	Five-Year Contract Base Period					
	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	Total
Annual Costs (Millions)	\$5.6	\$5.6	\$5.6	\$5.7	\$5.9	\$6.0	\$28.8
Express Cost per Mile (CPM)	\$6.47	6.47	6.47	6.57	6.77	6.97	
Circulator Cost per Mile (CPM)	\$4.61	4.61	4.61	4.68	4.82	4.96	
% Increase		0%	0%	1.5%	3.0%	3.0%	

*Based on 1.1 million miles



Included in the RFP and price proposals was an option for the contractor to be compensated for any added or deleted revenue miles in excess of 15% from the base 1,116,009 estimated revenue miles. Contractor proposed alternative rates if the above threshold is met.

Valley Metro prepares a five-year mid-life engine rebuild program to maintain the bus fleet in a state of good repair. The program focuses on buses with a 12-year life expectancy (heavy duty buses) whereas upon reaching either six years or 250,000 miles the engines are rebuilt. Contractor subcontracts the rebuilding of these engines to local qualified maintenance vendors and passes through these costs to Valley Metro without any markup. The contract states that mid-life engine rebuild costs are the responsibility of Valley Metro. These costs are included in the proposed contract amount.

Cost for the first year of the five-year contract base period is estimated at \$5.7 million and will be included in the RPTA Proposed FY20 Operating and Capital Budget. Contract obligations beyond FY20 will be incorporated into the Proposed RPTA Five-Year Operating Forecast and Capital Program (FY2020 thru FY2024). A contract contingency of \$1.46 million is also requested for unanticipated costs such as additional revenue service, enhanced service for special events, transit education and bus bridges, etc.

Below are the contractor costs for each year of the five-year contract base period:

**Five-year Contract Base Period Amount
(Millions)**

	FY 20	FY 21	FY 22	FY 23	FY 24	Total
Proposed 5-Year Base Costs	\$5.6	\$5.6	\$5.7	\$5.9	\$6.0	\$28.8
Engine & Transmission Rebuilds	\$0.1	\$0.1	\$0.2	\$0.0	\$0.0	\$0.4
Total Five-Year Contract Base Period Amount	\$5.7	\$5.7	\$5.9	\$5.9	\$6.0	\$29.2

STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan, FY 2016 – 2020:

- Goal 1: Increase Customer Focus
 - o Tactic A: Improve Customer Satisfaction



- Goal 2: Advance performance based operation
 - o Tactic A: Operate an effective, reliable, high performing transit system

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

TMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to execute a 5-year base contract with one 3-year option and one 2-year option with Total Transit Enterprises to provide West Valley fixed route bus service for an amount not to exceed \$30,660,000 for the 5-Year base contract for the period of July 1, 2019 to June 30, 2024.

CONTACT

Ray Abraham

Chief Operations Officer

602-652-5054

rabraham@valleymetro.org

ATTACHMENT

None

West Valley Fixed Route Contract Award

January 2019



Background



- Current contract for the provision of West Valley fixed route bus service expires June 30, 2019.
- The West Valley service provides circulator and express fixed route bus services in the Northwest and Southwest portions of the Valley.



Proposal Evaluations



- In July 2018, Valley Metro issued a federally compliant Request for Proposal (RFP)
- A total of two firms submitted proposals and the combined scores were as follows:

Rank and Firm	Technical Score	Price Score	Combined Score
1. Total Transit Enterprises	525	400	925
2. Transdev Services, Inc.	503.5	384.7	888.2

- The selection committee has selected Total Transit Enterprises as the firm whose proposal offers the “best value” to the agency.

3

Contractor Service Costs



	Current	Five-Year Contract Base Period					Total
	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	
Annual Costs (Millions)	\$5.6	\$5.6	\$5.6	\$5.7	\$5.9	\$6.0	\$28.8
Express Cost per Mile (CPM)	\$6.47	6.47	6.47	6.57	6.77	6.97	
Circulator Cost per Mile (CPM)	\$4.61	4.61	4.61	4.68	4.82	4.96	
% Increase		0%	0%	1.5%	3.0%	3.0%	

*Based on 1.1 million miles

4

Five-year Contract Base Period Amount



(Millions)

- Valley Metro prepares a five-year mid-life engine rebuild program to maintain the bus fleet in a state of good repair.
- The contract states that mid-life engine rebuild costs are the responsibility of Valley Metro. These costs are included in the proposed contract amount.

	FY 20	FY 21	FY 22	FY 23	FY 24	Total
Proposed 5-Year Base Costs	\$5.6	\$5.6	\$5.7	\$5.9	\$6.0	\$28.8
Engine & Transmission Rebuilds	\$0.1	\$0.1	\$0.2	\$0.0	\$0.0	\$0.4
Total Five-Year Contract Base Period Amount	\$5.7	\$5.7	\$5.9	\$5.9	\$6.0	\$29.2

5

Recommendation



Staff recommends that the Board of Directors authorize the CEO to execute a 5-year base contract with one 3-year option and one 2-year option with Total Transit Enterprises to provide West Valley fixed route bus service for an amount not to exceed \$30,660,000 for the 5-Year base contract for the period of July 1, 2019 to June 30, 2024.

6



Information Summary

DATE

January 10, 2019

AGENDA ITEM 6

SUBJECT

Election of Board Member to Fill a Vacant RPTA Position on the Audit and Finance Subcommittee (AFS)

PURPOSE

The Board will vote to fill vacant position on the AFS for the remainder of Fiscal Year 2019 (FY19).

BACKGROUND/DISCUSSION/CONSIDERATION

Board officer and Board subcommittee elections are scheduled for June of each year. At the December 2018 Board meeting, the Board Chairwoman announced that due to changes to mayor and council positions at one of our member cities, a vacancy exists on the AFS.

Following the December 2018 Board meeting, the Chairwoman distributed a memorandum requesting a letter of interest from Board members interested in filling the AFS position for the remainder of FY19. The letters are to be submitted by January 11, 2019. Any letters received by the due date will be forwarded to the Board prior to the Board meeting on January 17, 2019.

According to Board policy, AFS members are elected for two-year terms with the opportunity to be reelected to an additional two-year term. Membership is structured so that two members are elected in even numbered years and two members elected in odd numbered years. Whoever is elected to the AFS for the remainder of FY19 will be eligible for the two-year term beginning in July 2019 and eligible for reelection for the term beginning in July 2021. Currently, the AFS is made up of the following members.

AFS Member	City/Town	Representing	Term Expires
Vice Mayor Brigitte Peterson	Town of Gilbert	RPTA	June 2019*
Vacant as of 12/31/18		RPTA	June 2019*
Vice Mayor Eric Orsborn	City of Buckeye	RPTA	June 2020
Councilmember Robin Arredondo-Savage	City of Tempe	VMR	June 2020
Mayor Thelda Williams	City of Phoenix	VMR	Permanent
*Eligible for reelection			

**COST AND BUDGET**

There is no fiscal impact.

COMMITTEE PROCESS

Valley Metro RPTA Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors elect a member to fill the vacancy on the AFS for the term ending June 30, 2019.

CONTACT PERSON

Chairwoman Lauren Tolmachoff, Vice Mayor, City of Glendale

ATTACHMENT

None

Letters of interest are available upon request.



Information Summary

DATE

January 10, 2019

AGENDA ITEM 7**SUBJECT**

Future Agenda Items Request and Report on Current Events

PURPOSE

Chair Tolmachoff will request future agenda items from members, and members may provide a report on current events.

BACKGROUND | DISCUSSION | CONSIDERATION

None

COST AND BUDGET

None

STRATEGIC PLAN ALIGNMENT

None

COMMITTEE PROCESS

None

RECOMMENDATION

This item is presented for information only.

Scott Smith

Chief Executive Officer

602-262-7433

ssmith@valleymetro.org

ATTACHMENT

None

Pending Items Request

Item Requested	Date Requested	Planned Follow-up Date

Agenda

January 10, 2019

Board of Directors

Thursday, January 17, 2019
Lake Powell Conference Room
101 N. 1st Avenue, 10th Floor
11:15 a.m.

Action Recommended

1. Public Comment (blue card)

1. For Information

The public will be provided with an opportunity at this time to address the committees on **non-agenda items and all action agenda items**. Up to three minutes will be provided per speaker unless the Chair allows more at his/her discretion. A total of 15 minutes for all speakers will be provided.

2. Minutes

2. For action

Minutes from the December 13, 2018 Board meeting are presented for approval.

CONSENT AGENDA

3A. Uniform Rental and Laundry Service Contract Award

3A. For action

Staff recommends that the Board of Directors authorize the CEO to execute a five-year contract for uniform rental and laundry services with Cintas Corporation for an amount not to exceed \$264,000.

3B. Northwest Phase II Light Rail Extension: Phoenix Water Services Department Agreement for Moon Valley Pump Station

3B. For action

Staff recommends that the Board of Directors authorize the CEO to enter into an agreement to with the City of Phoenix Water Services Department to reimburse them up to \$460,000 for design and construction changes associated

with the realignment of the Moon Valley Water Pump Station (Pump Station).

3C. Light Rail Vehicle (LRV) Bumper Overhaul Program Contract Awards

3C. For action

Staff recommends that the Board of Directors authorize the CEO to execute contract with Smith Systems, Inc. in an amount not to exceed \$193,400 and with Hubner Manufacturing Corp in an amount not to exceed \$184,000 for a total amount of \$377,400 to provide parts necessary for a Bumper Overhaul Program for the light rail vehicles.

3D. South Central/Downtown Hub Light Rail Extension Utility Relocation Letters of Authorization

3D. For action

Staff recommends that the Board of Directors authorize the CEO to sign Letters of Authorization with utility companies for their design and relocation activities in the downtown area of the South Central Extension project for an amount not to exceed \$22,204,105.

3E. Operations and Maintenance Center Expansion Design/Build Contract Award

3E. For action

Staff recommends that the Board of Directors authorize the CEO to:

- A. Award a contract for Operations and Maintenance Center (OMC) Expansion Design/Build services to Hensel Phelps for an amount not to exceed \$90.9 million.
- B. Program an additional \$22.0 million in regional Public Transportation Funds (PTF) and Congestion Mitigation and Air Quality (CMAQ) funds to the OMC Expansion in conjunction with the next Transit Life Cycle Program (TLCP) update.

REGULAR AGENDA

- | | |
|--|---|
| <p>4. <u>Respect the Ride Update – Station Ambassadors</u></p> | <p>4. For information and direction</p> |
|--|---|

Scott Smith, CEO, will introduce Hillary Foose, Director, Communications & Strategic Initiatives, who will provide an update on the next phase of the Respect the Ride program involving Station Ambassadors.

- | | |
|--|--------------------------|
| <p>5. <u>Election to Fill a Vacancy on the RPTA and Valley Metro Rail (VMR) Board Subcommittee</u></p> | <p>5. For action</p> |
|--|--------------------------|

Staff recommends that the Board of Directors elect a member to fill the vacancy on the RPTA/VMR Board Subcommittee for the term ending June 30, 2019.

- | | |
|---|-------------------------------|
| <p>6. <u>Future Agenda Items Request and Report on Current Events</u></p> | <p>6. For information</p> |
|---|-------------------------------|

Chair Williams will request future Board agenda items from members and members may provide a report on current

- | | |
|-----------------------------------|-------------------------------|
| <p>7. <u>Next Meeting</u></p> | <p>6. For information</p> |
|-----------------------------------|-------------------------------|

The next meeting of the Board is scheduled for **Thursday, February 21, 2019 at 11:15 a.m.**

Qualified sign language interpreters are available with 72 hours notice. Materials in alternative formats (large print, audiocassette, or computer diskette) are available upon request. For further information, please call Valley Metro at 602-262-7433 or TTY at 602-251-2039. To attend this meeting via teleconference, contact the receptionist at 602-262-7433 for the dial-in-information. The supporting information for this agenda can be found on our web site at www.valleymetro.org



Information Summary

DATE

January 10, 2019

AGENDA ITEM 1**SUBJECT**

Public Comment

PURPOSE

The public will be provided with an opportunity at this time to address the committees on **non-agenda items and all action agenda items**. Up to three minutes will be provided per speaker unless the Chair allows more at his/her discretion. A total of 15 minutes for all speakers will be provided.

BACKGROUND | DISCUSSION | CONSIDERATION

None

COST AND BUDGET

None

COMMITTEE PROCESS

None

RECOMMENDATION

This item is presented for information only.

CONTACT

Scott Smith

Chief Executive Officer

602-262-7433

ssmith@valleymetro.org

ATTACHMENT

None

Minutes

December 6, 2018

AGENDA ITEM 2

Board of Directors

Thursday, October 18, 2018
Lake Powell Conference Room
101 N. 1st Avenue, 10th Floor
11:15 a.m.

Meeting Participants

Mayor Thelda Williams, City of Phoenix **(Chair)**
Councilmember Robin Arredondo-Savage, City of Tempe **(Vice Chair)**
Vice Mayor Lauren Tolmachoff, City of Glendale
Councilmember Kevin Hartke, City of Chandler
Scott Butler for Councilmember Chris Glover, City of Mesa

Chair Williams called the meeting to order at 1:28 p.m. First is public comment.

1. Public Comment

Mr. Crowley said with the rail and the subrogating the funds, I wish that staff would have pointed out that a few months ago when Glendale said that they weren't going to be doing that and you went through and did a process of saying that, you also then said we'll take those moneys and put them on the I-10 route going into the West Valley so that the money stayed on the west side and that was never brought up we just did ten minutes of conversation. And since you are the Board that did it, I think that it should have been done that way.

When I was talking to Paul I pointed out to him a couple years ago we took \$91 million dollars of bus replacement and said we're not going to do that. We're going to put that off down the road. At that same meeting you guys extended the light rail a mile, put a new mile's worth of light rail in at a cost of \$91 million.

So when I see that the funds are supposedly not convoluted, I just wonder how the numbers can be so serendipitous. And his answer was that most of that \$91 million dollars for rail was from the feds.

Well, I was looking at what the feds are doing in a document and it has the heavy rail options that they consider for the valley. And I don't know we didn't get any input into it or they didn't get any input to you since what they were considering for doing the heavy

rail is not making it so that people from Wickenburg can get to the valley to work and such and using it as heavy rails in other places. Their idea was just to go from Thomas to Eloy and Eloy into one of the East Valley cities. And I go wait a minute. There are twenty eight cities in this valley that have heavy rail in them. Why aren't we using that as a part of the answer to the transportation equation not just building the light rail.

And as for Glendale not taking the rail now that doesn't mean with a change in administration they won't do it in the future. I found it fascinating at your joint meeting that Peoria was complaining about how the moneys weren't going to be there and that they needed them when it was the mayor of Peoria back in 1994 who was on your committee said I can support no tax and will not be a member of this committee to get a tax and left and that's why Peoria doesn't have a mayor sitting up there.

So y'all got to do the right thing ask your citizens for taxes and get this thing done right and that means rail mixing with the bus as in at Metrocenter why didn't it go to the transit center. Oh, we're going to move it. But that will be another, what, \$27 million to build a new transit center or not transit center but park and ride when we already spent that money once.

2. Minutes

Chair Williams said we will go to the minutes of August 30. Does anyone have any discussion, revision or a motion?

IT WAS MOVED BY VICE MAYOR TOLMACHOFF, SECONDED BY COUNCILMEMBER ARREDONDO-SAVAGE AND UNANIMOUSLY CARRIED TO APPROVED THE AUGUST 30, 2018 BOARD MEETING MINUTES.

3. Consent Agenda

Chair Williams said does anyone want to pull an item off for discussion? There are three items.

IT WAS MOVED BY COUNCILMEMBER ARREDONDO-SAVAGE, SECONDED BY COUNCILMEMBER HARTKE AND UNANIMOUSLY CARRIED TO APPROVE THE CONSENT AGENDA.

4. Respect the Ride Update – Safety & Security Mobile Application

Chair Williams said item 4 is Respect the Ride update.

Mr. Smith said as part of our ongoing safety and security efforts, we have very exciting addition that Hillary's going to explain to you. So we'll have Hillary explain this new item that's going to start.

Ms. Foose said Madam Chair, members of the Board, happy to provide you an update on Respect the Ride. I hope you're seeing a lot of it. We've been to this Board many times to update you and getting your approval on Respect the Ride overall. Obviously our goal is to create a safe and comfortable ride for all of our passengers. We've done a lot of work. We've installed we obviously strengthened our Code of Conduct with your approval back in October, we installed paid fare zones at all of the stations, we launched an educational campaign with our characters, right and wrong, and we also are actively increasing our number of security personnel with your support.

I also wanted to share with you while our work is never done and there's still a lot to come with Respect the Ride, we are gaining some notice. Our program is being noticed. I want to highlight Chris from Upgrade. Upgrade is a business a tech business that intentionally moved to downtown Phoenix in one of the Renaissance Towers. We met with him back in May expressing a lot of concerns on behalf of his staff that they were all riding light rail and all had turned in their Platinum Pass which as you know is their transit pass because of concerns they were feeling and expressing related to light rail safety. I'm happy to say that we heard from him a couple weeks ago and he's receiving no complaints at this point in time and was very happy with the progress that we're making. Again, work not done but I wanted to share that we're making some traction.

Our next step is as I mentioned to you before, is the safety and security mobile application called Alert VM. It allows riders to discreetly, and I'll underscore discreetly, we do have opportunities inside the train at the stations to alert security, but they're very obvious, very conspicuous.

So this app allows people to report issues from disruptive behavior and wellness checks to something as simple as spills and vandalism and fare vending machine being down.

It also provides two-way communication for those riders so they can snap a photo or a video or just send us a text message with their issue. And we are currently hiring staff inside our operations control center that will respond and also continue responding depending on what the situation is, so it provides for that two-way communication.

A couple other features of the app, it is an app. It's really off the shelf so we're able to launch it very quickly with a platform call ELERTS, but it provides us GPS locations for those riders so we understand where they are, so we again, can assess the issue. I mentioned photos and videos, so it allows us to see through their eyes what they're experiencing. It also allows them to submit anonymously so if they didn't want follow-up or wanted to just share with us information without providing personal information it can do that as well.

And while we do have a large smartphone saturation in our ridership it also allows for a text messaging function for those that still work with a more simple phone.



These are just some screenshots. Just again a very simple application. ELERTS has made it very simple and is a platform that's used by many of our peers across the country.

So the first screen on your left is our home screen. Obviously it's very rail specific. The middle screen is the opportunity for you to tell us your information to report that issue also take a photo or a video. The last screen on your right is a log, so it will show you the conversations that we had that we closed out issues. It also gives you sort of a library of the complaints or issues that you've brought to our attention. Very simple to use. Very easy to download, the whole point of the program.

So jumping into some of the next steps.

Councilmember Arredondo-Savage said can I ask you a quick question about the app because I know one thing we've been talking about is trying to create the online access to be able to purchase tickets and things. Will that be going through an app or are we going to have multiple apps or are we in the process of making sure that all of these things are going to be working together? Because I mean it's going to be really important I'm sure a lot of people don't want -- I don't like a lot of apps on my phone, but that's me. So I don't know what the future plan is or are we making a plan to make sure that we are collaborating with all of those.

Ms. Foose said so Madam Chair, Councilmember, that's a very good question. We're actively having those conversations. Mobile ticketing is a wave that we're following and is part of our fare collection system update that we've provided some updates to you on before. We also have a current trip planning app called Ridekick. So we are actively having those conversations about how do they work together, can they work together, can they all talk to each other, but really there's urgency around launching this app for very obvious reasons, this is what the community has clamored for they want to be able to in more real time more discreetly share with us information and this ELERTS allows us to affordably pick it up and use it, but the long term is a very good question, and we agree with you that that integration is really important. And it will be part of the ongoing conversations.

Councilmember Arredondo-Savage said good. I think that's really important it should be a priority to. My other question would be about the follow-up because I mean now you're kind of setting an expectations, so what does that look like in regards to outcomes in the sense of when we talk about follow-up or the timeline for follow-up and how will people know that something actually was done with whatever the situation they reported.

Ms. Foose said thank you for that. We are working to hire staff presently to augment the staff that's currently in our rail operations control center. So the rail control center today as you can imagine is the heartbeat of the rail system. It has our controllers who manage train movement as well as our security staff who manage the security along the

line. We are going to sit staff in the middle of those two groups to be able to liaison between those two groups to dispatch a cleaner, whether it was a cleaning issue, to dispatch security if it's a security issue, and the app allows for that active conversation, so we can reply back that we've sent security or we've sent a cleaner or whatever the issue is so it allows us to follow-up and make sure that they understand what our response is and how we're actively working to seek resolution.

I will say that this is not a replacement for 911 as you probably saw on the screen. If it's still an emergency we want people and will be urging people to use 911. So this is really using the Valley Metro Rail resources sitting staff directly in the middle of all of that happening conversation to be able to respond to riders as soon as possible.

Councilmember Arredondo-Savage said and I think another would be great to is if you could really kind of pay attention to what that follow-up is in regards because I can't imagine that we couldn't possibly need more resources. Because I think when you shine a light on things and obviously you're going to want to follow-up so to maybe be able to track that along the way so we do know what we're going to need to be able to meet those expectations.

Ms. Foose said absolutely. Yes. Thank you. So moving fast, thank you for those questions.

Where we're at with the app is we're currently beta testing it with staff so we have staff who ride rail all the time. Our security staff is out in the field just to get out any of the bugs, but it's a very user friendly system.

We also are training our staff on the management console which is the back end console that allows for that active two-way conversation. We're onboarding staff resources as I mentioned. We will be launching this app before the end of the calendar year, so here in the next coming weeks to the public.

And there's also discussion about does it expand further to the bus system and beyond. So we're using it sort of as a pilot, see how it works, how does ELERTS, the Alert VM platform work and can we expand it and what are some of those policy implications to that discussion and we'll certainly get back to you guys with more discussion on that.

Just generally related to Respect the Ride, it's been an iterative growing process for us. We will be some of our next steps with it is to get more eyes and ears on the system. We will be working on an ambassador-style program to get people in very hot zones to engage and to interact with customers. The next level of security staffing you've heard Adrian talk a lot about how do we continue to move with our security staff we're growing the current staff but how does it evolve to your point about how does it evolve to really meet the growing needs, and we will of course continue to monitor and report back to you all as to how the campaign moves forward.

With that I'm happy to answer any questions.

Vice Mayor Tolmachoff said I do have a question, Hillary. What is the plan to roll it out? I mean, I think I must have misunderstood in the briefing you have to have the app in order to be able to text an issue.

Vice Mayor Tolmachoff said okay. So how are we going to educate.

Ms. Foose said oh, sorry. Time out. There is a mobile application that you would have to download, but there is also a separate texting feature that you don't have to have the app to do.

Vice Mayor Tolmachoff said oh, okay. Because, I mean, not everybody's going to have the app, and you're not going to want to be downloading it when there's an incident happening.

Ms. Foose in the middle of, yeah, and for those who don't have the ability.

Vice Mayor Tolmachoff said so how are we going to roll that out to let people know that there's an app or that there's a place to, you know, notify there's an issue.

Ms. Foose yes. Thank you. So we have a marketing program that's really set up and ready to go when we've worked out all of the kinks and have the staff onboarded related to Alert VM. It will be put out through very rail specific, so rail specific marketing opportunity, so signage inside the trains, at stations, station announcements, social media and things of that nature. It's very multifaceted and really concentrate on speaking to rail riders. And it will grow over time.

Chair Williams said Hillary, when you do plan to launch this?

Ms. Foose said before the end of the year in the next couple weeks.

Chair Williams said thank you.

Councilmember Arredondo-Savage said that's way before the end of the year. Nicely done.

Ms. Foose said well, we're working on it.

Chair Williams said I love right and wrong.

Ms. Foose said oh, good. Thank you. Our marketing team will love to hear that.

5. Building Communities + Enhancing Lives: A Quality of Life Report

Chair Williams said anyone need information on building communities quality of life report.

Mr. Smith said Madam Chair, I'd like to introduce Hannah Quincy. Hannah is one of our planners who is really we're excited for the work that she and her group are doing. And in conjunction with your tenth-year anniversary, we decided to produce a quality of life. We want to show some of the highlights of what light rail has -- the impact the light rail has had on the community. So Hannah was charged with leading that effort and I'd like to turn it over to her so she can give you a quick introduction as to an overview as to what that report will look like.

Ms. Quinsey said thank you, Madam Chair and members of the Board. I'm pleased to give you an update today on building communities and enhancing lives -- a quality of life report.

We have been working over the last year here to develop this report in anticipation of our tenth-year anniversary of light rail operations, which we're calling Railversary, and so we wanted to take this opportunity to look back at the last ten years and measure how what we do every day to plan, build, operate, maintain the light rail how that's had an effect on the communities that we serve.

We want to be able to take this data and show the public the value of this investment and have this information readily available for a lot of different efforts including discussions about the upcoming extension for Prop 400.

We also wanted to take this opportunity to demonstrate how we deliver on our core purpose and values as a agency to connect communities and enhance lives. And this is going to be a very data driven, a metric driven report. We have been sourcing a lot of external data as well as using our own like ridership data but working with public and private agencies and organizations to develop the data that's been analyzed for this report. We've also received a lot of really positive support of feedback and quotes that will be incorporated into this report as well.

So we're going to be delivering this as two documents. We have first the full report which will be available on line. Over a hundred pages of all that data and analysis that we've done. That will be published in December. We are also we've developed an executive summary, which you have the final draft in front of you printed for you, which will go to print soon. We're printing about 20,000 copies of that that's going to be widely distributed to various stakeholders in the region, both public and private, staff, contractors and the like and it will be widely shared at our Railversary celebration event and press release.

So I will just touch on some of the metrics that came out of this report. We have structured the report into four categories. I will give you a highlight of one of the metrics from each. That executive summary that you have in front of you has a lot of the, you know, major highlights that have come out of that full report, but I'll just touch on one that you'll see in front of you.

So for connecting communities, the goal is to bring people together through a seamless transportation system. And so we looked at doing a lot of before and after comparisons comparing the light rail today and over the past decade to the red line bus that operated previously to light rail along a similar alignment. And so we found that comparing the ridership before light rail to today that there is almost 500 percent increase in transit ridership so we've really tapped into some new riders and new markets by offering light rail.

For enhancing the customer experience the goal is to provide customers with a safe, comfortable and reliable travel experience. We did another before and after comparison and found that comparing light rail to the red line bus that there's a fifteen-minute savings in travel time as well as a 14 percent increase in ontime performance and more frequent trips that are offered on light rail as well.

For driving the economy in this section the goal is to promote livable economically competitive communities. And we did a lot of employment analysis in this section and we found that there were over 35,000 jobs that were added to the corridor since 2008. And we did some analysis of some different segments along the corridor in different communities as well and we found that the Central Avenue portion offer the corridor that there was a 20 percent increase in jobs since 2005 that's pre-recession and we know that, you know, employment was affected in different ways along the corridor but that really stands out to us as a really positive metric.

And then fostering community health. The goal is to improve individual health while supporting community prosperity and upward mobility. So one of the things we looked at for this section was affordability. And we used data from the housing and transportation index. We found using their benchmark for affordability which combines your transportation and housing costs as a percent of your total income that we in the corridor on average living in the corridor that you meet that affordability benchmark; however, the region wide does not meet that benchmark. So in essence your living in the corridor on average is more affordable than living elsewhere in the rest of the region.

So what's next on the schedule. Well, we have a Railversary celebration coming up. And we're going to have Angela Panic who's going to present on that next to you and give you the details of everything that we're planning for that. But we will have this report both the executive summary and full report available for those events coming up in December.

So with that I'd be happy to answer any questions you have.

Chair Williams said thank you very much.

6. Valley Metro Rail 10-Year Anniversary Plans

Chair Williams said the next item is tenth anniversary.

Mr. Smith said tenth anniversary. This is Angela Penic our marketing program coordinator. And this is an action item because we have a specific ask as part of the celebration and it involves -- well, I'll let Angela talk about it. So go ahead, Angela.

Ms. Penic said thank you, Mr. Smith. Hello Madam Chair and members of the Board. I'm really excited to tell you about the ten-year Railversary and all the activities that we have planned for the day.

So about 10 years ago when the rail first opened I've heard that it was a really cold day that featured a lot of milestone celebrations and of course free rides. So fast forward ten years later and the story of the impact of rail has many stories to tell. And of course another celebration for the project that I've had the pleasure of working along with other departments on.

So truly the goal of the celebration is to celebrate the ten years of connecting communities and enhancing lives by touting the impact of rail and celebrating the accomplishments with the community and our riders in a unique and memorable way.

As you can see, the objectives of this goal are outlined and we have developed a wholistic and tactical approach that will reach all of our objectives identified.

So first, we have here are the five major tactics to help us reach our goal. On the subsequent slides I will describe these tactics in greater detail. What I do want to point out is, of course, the regional Railversary ride and I think fitting for this occasion is free rides.

So first we've got the Valley Metro ten-year quality of life infographics campaign. The in rail life photo contest, a promotional and advertising media campaign, a Railversary art and photo exhibit that will display on December 27 and the regional Railversary ride. And right here on the screen is photos of our in rail life photo submission as well as what the exhibit will look like.

So first we're going to take the beautiful report that Hannah and her team have created and turn it into a really cool infographics campaign that will display in a colorful and animated way all of the metrics that the impact of rail has had on the community. So this campaign will be to digest and will be shared into 2019 on our social media platforms.

This contest has been modeled after the Tempe Instagrammys and it is an opportunity to use rail photos in everyday life that our riders have taken that have become an icon for the region. This contest ran from September 10 to October 10 again kind of playing up the ten years and we pulled in two hundred plus posts from all of our riders that we again can also share for future content. The winners of the photo contest will be included in the Railversary art and photo exhibit on December 27 and will also give guests of the exhibit the opportunity to vote on their fan favorites in the honorable mentions category.

Next we have a comprehensive marketing and media campaign that will support the quality of life infographics campaign and promotion of the Railversary event on December 27. From this tactics what I would like to highlight is the community partners that we will be working with the State Forty-Eight tee shirt company, Downtown Phoenix Inc., Downtown Mesa Authority, and Downtown Tempe Authority and this is the current tee shirt design, although it is not final. But the creation of these partnerships will allow us to leverage some of their followers on social media and really increase the amount of attendees to the event and the amount of camaraderie around the campaign.

So December 27 is the official Railversary date that will unite all of the campaigns target audiences at various points throughout the day. Fitting for this occasion is free rides and the opportunity to allow new -- the opportunity to allow riders who have not ridden the system to ride the system and experience the event.

The location of this event is the historic Heard Building on level one at the mezzanine level. This experience will include the seeing, the hearing, the visualization as the rail drives by. The biggest highlight of this event is the Railversary exhibit which is a visual and interactive journey of the quality of life report and other rider elements such as rail artifacts, tactile experiences and of course the photo contest.

The content captured at this event will not only include photos but it will also include rider testimonials. It will also feature the video and selfie stations, ArtsLine artists pop-up gallery spaces, family friendly activity zones and sponsor giveaways, drinks, and entertainment.

Are there any questions?

Chair Williams said how much do you think this whole effort will cost?

Ms. Penic said that I'm going to cover in the couple slides into it, but we do have a marketing budget for this as well as sponsorships that we are in the process of obtaining right now.

Councilmember Arredondo-Savage said I was just kind of curious, why the 27th? I mean, I know it's a weekday, any thought of like a Saturday.



Ms. Penic said that is a great question. I believe it is 10 years from the exact day that it opened, so we wanted to keep it on the actual day. However that is also an opportunity to capitalize on some of the tourists that will be in town the night prior is also the Cheez-It Bowl and we assume that families will have a lot of downtime, so I think we're really going to attract a lot of the attendees.

So currently on your screen right now is the tentative show flow which is still in the process of being finalized. From two to three will be the opportunity for media influencers to attend the event. From three to five will be the Railversary exhibit sneak peak in collaborations with some of our downtown co-host partners. And from five to ten is the Railversary regional ride that will feature a live radio remote by 101.5.

At the Railversary regional ride one of the stops is the actual Railversary art and photo exhibit in downtown Phoenix. There will also be a lot of giveaways from donations from downtown businesses as well as prominent sponsor signage at this event.

So for the Railversary regional ride essentially we are encouraging riders to explore and visit businesses and organizations that are along the rail within about two to three blocks from the rail in Tempe, Phoenix and Mesa. We really want to celebrate the regional impact that rail has had on our communities. And it is a joint event with the City of Phoenix, Mesa, and Tempe. We are also going to feature a digital contest with again ten prize packages being awarded for riders that check into the exhibit as well as two other locations along the rail.

Right here are our preliminary budget estimates and we are currently in the process of recruiting sponsors who will help to support the event that are mostly community focused organizations and businesses.

Our recommendation from staff is that the Board of Directors authorize the CEO to execute free rail rides on December 27 to celebrate the Railversary and the 10-year anniversary of Valley Metro Rail. And I'd be happy to answer any additional questions, because I know it's a lot of information and a lot of activity for this celebration.

Mr. Smith said Madam Chair, if I might, we're working diligently to cover as much of that cost even though it is in our budget, it was in our budget for this year with sponsorships. There's a lot of businesses and a lot of people that are interested in this.

The reason to have this is twofold. Number one, it's 10 years. I think that, you know, I always like to celebrate success and there's no doubt that this light rail has been a success for this region this valley and certainly for the three cities through which it runs.

The other thing is we have a good story to tell. And with all of the current dialogue around light rail, the future of light rail I think it's important that we talk about our successes and talk about the good things that have happened with light rail. There's certainly enough challenges. And we talk about those and others talk about those, but

we want to make sure that as we hit 10 years we both look backwards and we look forwards. And we think it's important for us as an organization to do that so that we make sure that the dialogue that's out in the community looks at all the different aspects of light rail and the impact it's had on the valley.

Chair Williams said good. Any questions?

Vice Mayor Tolmachoff said do we anticipate an influx of riders on the free ride day?

Mr. Smith said I hope so.

We've looked at other cities and they do. You know, one of the things that we're debating and we Short Range Transit Program debated and Councilmember Arredondo-Savage had that you do it on the 27, yeah, that's the week between Christmas and New Year's, a lot of people aren't going to be working. I don't know that it matters whether we do it then or on a Saturday, my guess is with Christmas, I think, on a Tuesday this year, that that's probably going to be a fairly lot of people are going to be off work. Let's put it that way. They're going to be looking for things to do. So we decided to go on the date. There's going to be a lot of people in town for both the bowl, but people are going to be looking for stuff to do. And we hope that they come to our light rail. We're going to increase our safety and security to make sure there's a presence. We want them to have a good experience and we hope there's an influx of riders who wouldn't ordinarily ride on that day.

Chair Tolmachoff said okay. I think we need a motion to approve the free ride day.

IT WAS MOVED BY COUNCILMEMBER ARREDONDO-SAVAGE, SECONDED BY VICE MAYOR TOLMACHOFF AND UNANIMOUSLY CARRIED TO AUTHORIZE THE CEO TO EXECUTE A FREE RAIL RIDE DAY ON DECEMBER 27, 2018 TO CELEBRATE THE 10-YEAR ANNIVERSARY OF LIGHT RAIL.

7. Future Agenda Items Request and Report on Current Events

Chair Williams said the next is future items. Anyone have any future items they'd like to discuss?

Hearing none, we stand adjourned.

With no further discussion the meeting adjourned at 2:00 p.m.



Information Summary

DATE

January 10, 2019

AGENDA ITEM 3A**SUBJECT**

Uniform Rental and Laundry Service Contract Award

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to execute a five-year contract for uniform rental and laundry services with Cintas Corporation for an amount not to exceed \$240,000 plus a 10% contingency of \$24,000, for a total of \$264,000.

BACKGROUND | DISCUSSION | CONSIDERATION

Valley Metro currently provides uniforms for 98 employees located at the Valley Metro Operations and Maintenance Center (OMC) through an annual rental agreement with Mission Uniforms. Mission Uniforms is no longer on the Arizona State Cooperative Agreement listing therefore Valley Metro issued its own solicitation. The current agreement includes uniform rental, towels, floor mat rental, and laundry services. Valley Metro continues to have a need for these services.

In November 2018, Valley Metro issued an Invitation for Bids (IFB) for the provision of uniform rentals, towels, floor mat rental, and laundry services. An IFB is a competitive procurement utilizing sealed bids and is awarded to the lowest responsive, responsible bidder. The list of companies that submitted bids were as follows:

1. Cintas Corporation
2. Mission Linen and Uniform Supply
3. Prudential Overall Supply
4. UniFirst Corporation

It was determined that Cintas Corporation was the lowest, responsive, responsible bidder. The contract resulting from this IFB will be Firm Fixed Price.

An independent cost estimate including a cost comparison and price analysis have been completed. The proposed price has been deemed fair and reasonable based on the price analysis.

COST AND BUDGET

Current annual costs for uniform rental and laundry services will not increase under the new contract with the exception of possible future increases in staff. Costs for the five-year contract for uniform rental and laundry services with Cintas Corporation is an amount not to exceed \$264,000 which includes a 10% contingency for possible



increases of staff in the future. The cost is included in the Valley Metro Rail Adopted FY 2019 Operating and Capital Budget. Contract obligations beyond FY2019 are incorporated into the Valley Metro Rail Five-Year Operating Forecast and Capital Program (FY2019 thru FY2023).

STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan, FY 2016 – 2020:

- Goal 2: Advance performance based operation
 - o Tactic A: Operate an effective, reliable, high performing transit system

COMMITTEE PROCESS

RTAG: December 26, 2018 for information

RMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to execute a five-year contract for uniform rental and laundry services with Cintas Corporation for an amount not to exceed \$264,000.

CONTACT

Ray Abraham

Chief Operations Officer

602-652-5054

rabraham@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

January 10, 2019

AGENDA ITEM 3B**SUBJECT**

Northwest Phase II Light Rail Extension: Phoenix Water Services Department Agreement for Moon Valley Pump Station

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to enter into an agreement with the City of Phoenix Water Services Department (WSD) to reimburse them up to \$460,000 for design and construction changes associated with the realignment of the Moon Valley Water Pump Station (Pump Station).

BACKGROUND/DISCUSSION/CONSIDERATION

The Northwest Light Rail Extension in Phoenix consists of two phases. Phase I is a 3.2 mile segment along 19th Avenue, from Bethany Home Road to Dunlap Avenue. Valley Metro completed Phase I in March 2016. Phase II will add 1.6 miles that will extend west on 19th Avenue to 25th Avenue, then northward to Mountain View Road, then to a terminus west of Interstate 17 adjacent to the Metrocenter Mall. Final design and pre-construction activities are underway for Phase II.

City of Phoenix WSD entered into a development agreement dated July 18, 2014 with Moon Valley Country Club, an Arizona non-profit corporation (MVCC), and 11111 North 7th Street Property, LLC (Tapatio). MVCC and Tapatio entered into a Joint Funding Agreement (JFA) for the purpose of designing and constructing elements, including the Pump Station, for delivering non-potable water from the Salt River Project's Arizona Canal to the golf courses. Under the Development Agreement, the design and construction of the Pump Station is a public project procured under Arizona public construction laws.

After the initial design for the Pump Station was completed by WSD, MVCC, and Tapatio, Valley Metro modified the alignment of the Light Rail Extension to improve vehicular access to properties along 25th Avenue. The realignment conflicted with the Pump Station as it was originally designed. Valley Metro and the City of Phoenix desired that the Pump Station be redesigned prior to commencing light rail construction to eliminate the need to relocate and rebuild the Pump Station, thus reducing light rail project construction costs. Costs associated with the Pump Station redesign include professional design services fees, losses associated with the delay of the redesign, and a construction change order.

COST AND BUDGET

The cost for realignment of the Pump Station will be reimbursed with local funds approved by the Board of Directors on April 19, 2018 through the Northwest Extension Phase II Funding, Design and Construction Agreement with city of Phoenix (NWEII-FDCA). The



NWEII-FDCA includes a total \$25,000,000.00 with \$117,592 for the Pump Station redesign and \$2,069,614 for pre-construction activities.

The cost, including professional design service fees, losses associated with the delay of the redesign, and a construction change order is estimated to be \$418,200. City of Phoenix secured an independent cost estimate from a third-party to assist in negotiating a final contract cost that the City of Phoenix believes is fair and reasonable. Staff will hold an additional \$41,800 (10%) for use as a contingency. Therefore, the total spending authorization requested is for an amount not to exceed \$460,000.

All costs identified herein are within the Northwest Phase II Light Rail Extension's project cost forecast. Expenses expected within FY19 are included in the Valley Metro Rail adopted FY19 Operating and Capital Budget. Contract obligations beyond FY19 are incorporated into the Five-Year Operating Forecast and Capital Program (FY19 thru FY23).

STRATEGIC PLAN ALIGNMENT

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

- o Goal 2: Advance performance based operation
 - Tactic C: Deliver projects and services on-time/on-budget.
- o Goal 3: Grow transit ridership
 - Tactic A: Expand and improve transit services to reach new markets.
 - Tactic B: Improve connectivity of transit services for greater effectiveness.

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

RMC: January 2, 2019 approved

Board of Directors: January 17, 2019 action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to enter into an agreement to with the City of Phoenix Water Services Department to reimburse them up to \$460,000 for design and construction changes associated with the realignment of the Moon Valley Water Pump Station (Pump Station).

CONTACT

Wulf Grote, PE

Director, Capital and Service Development

602-322-4420

wgrote@valleymetro.org

ATTACHMENT

None

Agreement available upon request.



Information Summary

DATE

January 10, 2019

AGENDA ITEM 3C**SUBJECT**

Light Rail Vehicle (LRV) Bumper Overhaul Program Contract Awards

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to execute contracts with Smith Systems, Inc. in an amount not to exceed \$193,400, and with Hubner Manufacturing Corp in an amount not to exceed \$184,000 for a total amount of \$377,400 to provide parts necessary for a Bumper Overhaul Program for the light rail vehicles.

BACKGROUND | DISCUSSION | CONSIDERATION

The current age of the light rail vehicles is 10 years in revenue service with an average mileage of each vehicle being approximately 470,000 miles. There are currently 50 light rail vehicles (LRVs) in the total fleet. The purpose of the overhaul is to keep the equipment in a state of good repair and to maintain safe and reliable operation. This is consistent with the approved Transit Asset Management (TAM) Plan.

The contractor(s) will provide the parts necessary to complete the LRV bumper overhaul program that include sensor parts kits and cast components of the bumper assembly. The contractor will provide all the necessary parts and materials to complete this portion of the overhaul program. This is a materials/parts only requirements contract. All labor will be done in house by Valley Metro Rail staff.

Additional parts are still needed to complete the bumper overhaul program and staff will come back to the Board in the near future for award of hardware kits to complete the bumper overhaul program.

In November 2018, Valley Metro issued an Invitation for Bid (IFB) for the provision of sensor parts kits to complete a LRV bumper overhaul program. An IFB is a competitive procurement utilizing sealed bids and is awarded to the lowest responsive, responsible bidder. Valley Metro received a single bid and recommends award to Smith Systems, Inc.

The recommended award of the second contract to Hubner Manufacturing Corp is a non-competitive procurement due to the company being the original equipment manufacturer (OEM). Hubner is the only source known to supply the specialty parts. Valley Metro has a unique light rail vehicle bumper system. No other agency in the



nation has this system for their LRV. Hubner is the OEM for this specially designed system.

An independent cost estimate including a cost comparison and price analysis have been completed. The proposed price has been deemed fair and reasonable based on the price analysis.

COST AND BUDGET

The cost for the parts being purchased from Smith Systems, Inc., is \$193,400, and with Hubner Manufacturing Corp is \$184,000 for a total amount of \$377,400. The cost for the LRV bumper overhaul program is included in the Valley Metro Rail Adopted FY 2019 Operating and Capital Budget. Contract obligations beyond FY2019 are incorporated into the Valley Metro Rail Five-Year Operating Forecast and Capital Program (FY2019 thru FY2023).

STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan, FY 2016 – 2020:

- Goal 2: Advance performance based operation
 - o Tactic A: Operate an effective, reliable, high performing transit system

COMMITTEE PROCESS

RTAG: December 26, 2018 for information

RMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to execute contract with Smith Systems, Inc. in an amount not to exceed \$193,400 and with Hubner Manufacturing Corp in an amount not to exceed \$184,000 for a total amount of \$377,400 to provide parts necessary for a Bumper Overhaul Program for the light rail vehicles.

CONTACT

Ray Abraham

Chief Operations Officer

602-652-5054

rabraham@valleymetro.org

ATTACHMENT

None



Information Summary

DATE

January 10, 2019

AGENDA ITEM 3D**SUBJECT**

South Central/Downtown Hub Light Rail Extension Utility Relocation Letters of Authorization

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to sign Letters of Authorization with utility companies for their design and relocation activities in the downtown area of the South Central/Downtown Hub Light Rail Extension project for an amount not to exceed \$22,204,105.

BACKGROUND/DISCUSSION/CONSIDERATION

The proposed 5.5 mile project will connect with the current light rail system in downtown Phoenix and run south to Baseline Road. In January 2016, the Phoenix City Council approved acceleration of the South Central light rail extension. The environmental clearance from the Federal Transit Administration (FTA) was received in January 2017, which enables the project to move forward in its development including utility designs and relocations.

In April 2017 the Board of Directors authorized the CEO to execute Letters of Authorization with utility companies to design utility relocations necessary to accommodate the South Central/Downtown Hub Light Rail Extension. However, with the addition of the Downtown Hub and other downtown track additions approved by the Board in October 2017, it is now necessary for utility companies to do additional relocations within the downtown area.

Another important consideration is the NFL's Super Bowl in February 2023. It is important that all downtown light rail and utility construction activities be completed well in advance of downtown Phoenix events occurring prior to the game. Therefore, downtown area utility relocations, north of the Lincoln Street vicinity, are proposed to start in spring 2019. Future Board authorization will be sought for utility relocations south of the downtown area, after additional design is completed.

COST AND BUDGET

The South Central/Downtown Hub Light Rail Extension project will be funded with Phoenix Transportation 2050 funds, regional Proposition 400 funds; federal Congestion Mitigation and Air Quality funds and anticipated federal Capital Improvement Grant

program funds. Utility work is included in the overall cost forecast established for the project.

Current estimated downtown area utility relocation expenditures by company are outlined in the following table, the table includes design costs at 10% of relocation costs. The table also identifies a 10% contingency to be held by Valley Metro staff for unforeseen circumstances.

Design and Construction Estimates

Utility Company	Relocation Cost Estimate	Design Cost Estimate	Total Cost Estimate
APS	\$12,700,000	\$1,270,000	\$13,770,000
AT&T/TCA	\$175,000	\$17,500	\$192,500
CenturyLink/LEVEL3	\$2,100,000	\$210,000	\$2,310,000
Chill Water (NRG Energy)	\$50,000	\$5,000	\$55,000
Cox Communications	\$450,500	\$45,050	\$495,550
MCI/Verizon	\$150,000	\$15,000	\$165,000
Qwest (Long Distance Carrier)	\$225,000	\$22,500	\$247,500
Southwest Gas	\$2,000,000	\$200,000	\$2,200,000
Telecom Group (TCG)	\$250,000	\$25,000	\$275,000
ZAYO (Telecom Provider)	\$250,000	\$25,000	\$275,000
Sub-Totals	\$18,350,500	\$1,835,050	\$20,185,550
10% Contingency	\$1,835,050	\$183,505	\$2,018,555
Total	\$20,185,550	\$2,018,555	\$22,204,105

All costs are within the South Central/Downtown Hub Light Rail Extension project cost forecast and are included in the Valley Metro Rail adopted FY19 Operating and Capital Budgets. Contract obligations beyond FY19 are incorporated into the Five-Year Operating Forecast and Capital Program (FY19 thru FY23).

STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan, FY 2016 – 2020:

- Goal 2: Advance performance based operation
 - o Tactic C: Deliver projects and services on-time/on-budget.
- Goal 3: Grow transit ridership



- o Tactic A: Expand and improve transit services to reach new markets.
- o Tactic B: Improve connectivity of transit services for greater effectiveness.

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

RMC: January 2, 2019 approved

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to sign Letters of Authorization with utility companies for their design and relocation activities in the downtown area of the South Central Extension project for an amount not to exceed \$22,204,105.

CONTACT

Wulf Grote, PE

Director, Capital & Service Development

602-322-4420

wgrote@valleymetro.org

ATTACHMENT

None

Information Summary

DATE

January 10, 2019

AGENDA ITEM 3E**SUBJECT**

Operations and Maintenance Center Expansion Design/Build Contract Award

PURPOSE

To request authorization for the Chief Executive Officer (CEO) to:

- A. Award a contract for Operations and Maintenance Center (OMC) Expansion Design/Build services to Hensel Phelps for an amount not to exceed \$90.9 million.
- B. Program an additional \$22.0 million in regional Public Transportation Funds (PTF) and Congestion Mitigation and Air Quality (CMAQ) funds to the OMC Expansion in conjunction with the next Transit Life Cycle Program (TLCP) update.

BACKGROUND | DISCUSSION | CONSIDERATION

A planning study began in September 2016 to document the existing conditions at the OMC and to perform a needs assessment for its future expansion. This needs assessment was based on the expansion of the rail fleet from 50 to 92 vehicles in conjunction with the Gilbert Road, South Central/Downtown Hub, Northwest Phase II, and Capitol/I-10 West Phase I Extensions and the Tempe Streetcar project. Preliminary Engineering began in March 2017 in preparation for a two-step Design/Build contract procurement. Design/Build was selected as the preferred means of procurement to accelerate project completion, improve coordination during design and construction, and better guarantee a price and schedule.

DESIGN/BUILD SERVICES SOLICITATION

A Request for Qualifications was issued in October 2017. Two firms submitted qualifications and advanced to the Request for Proposals (RFP) phase. An RFP was issued in December 2017. Both firms submitted their technical and price proposals in April 2018. To stay within the funding amount programmed in the TLCP, a Request for Revised Proposals was issued in June 2018 that reduced the OMC Expansion scope of work and identified other optional scope reductions. A request for a Best and Final Offer (BAFO) with a revised base scope and nine optional scope reductions was issued in July 2018.

The technical and price proposals, as part of the BAFO, were scored by the selection committee; Hensel Phelps was selected. The design phase will begin immediately after Notice to Proceed, with construction commencing in May 2019. The construction period is expected to last until early 2021, with the contract closing out by the end of 2021.

Proposers in Ranked Order	
Hensel Phelps	Ranked #1
Sundt	Ranked #2

During the negotiations, the optional scope reductions for the rail improvements and the Maintenance of Way building expansion were prioritized to accommodate all improvements needed for the South Central/Downtown Hub vehicles and to make this project eligible for South Central/Downtown Hub FTA funds.

COST AND BUDGET

The amount to be awarded to Hensel Phelps for the Design/Build contract is \$82.6 million. An additional \$8.3 million (10%) will be held as a contingency. Therefore, the total CEO authorization sought for the contract is \$90.9 million.

The TLCP currently includes \$66.8 million of programmed funds for this project. This includes all costs to cover design, construction and agency management. Staff recommends that \$17.0 million of PTF within the TLCP's fund balance and \$5.0 of additional Congestion Mitigation and Air Quality (CMAQ) funding be committed to this project to allow all needed improvements to be constructed, including scope to accommodate new light rail vehicles for the programmed LRT Extensions. The balance of necessary funding will be in the form of federal Capital Investment Grant funds from the South Central/Downtown Hub Extension.

It is possible that additional CMAQ funds may become available through cost savings on current CMAQ funded projects, or from additional funding available through the programming process at Maricopa Association of Governments (MAG). If so, these funds will be used to reduce the \$17 million identified from the PTF reserve.

The adopted Valley Metro Rail FY19 Operating and Capital Budget includes funds for expenditures through June 2019. Contract obligations beyond FY19 are included in the Five-Year Operating Forecast and Capital Program (FY19 thru FY23), but adjustments will be necessary as part of the TLCP update to be prepared in spring 2019 to align with the proposed changes identified above.

Project funding comes from a mix of regional PTF, federal CMAQ, and federal Capital Investment Grant funds from the South Central/Downtown Hub Extension.

STRATEGIC PLAN ALIGNMENT

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

- o Goal 2: Advance performance based operation
 - Tactic C: Deliver projects and services on-time/on-budget.



- o Goal 3: Grow transit ridership
 - Tactic A: Expand and improve transit services to reach new markets.
 - Tactic B: Improve connectivity of transit services for greater effectiveness.

COMMITTEE PROCESS

RTAG: December 18, 2018 for information

RMC: January 2, 2019 for action

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors authorize the CEO to:

- A. Award a contract for Operations and Maintenance Center (OMC) Expansion Design/Build services to Hensel Phelps for an amount not to exceed \$90.9 million.
- B. Program an additional \$22.0 million in regional Public Transportation Funds (PTF) and Congestion Mitigation and Air Quality (CMAQ) funds to the OMC Expansion in conjunction with the next Transit Life Cycle Program (TLCP) update.

CONTACT

Wulf Grote, P.E.

Director, Capital and Service Development

602-322-4420

wgrote@valleymetro.org

ATTACHMENT

None

Information Summary

DATE

January 10, 2019

AGENDA ITEM 4**SUBJECT**

Respect the Ride Update – Station Ambassadors

PURPOSE

For information and direction on the next phase of the Respect the Ride program involving Station Ambassadors.

BACKGROUND/DISCUSSION/CONSIDERATION

The Respect the Ride program continues to evolve with the next phase focused on greater presence and visibility of system personnel on platforms and trains. Station Ambassadors would be added to Valley Metro Rail's field support team to engage customers and serve as additional "eyes and ears" on the rail system.

The Respect the Ride program is centered on ensuring all passengers have a safe, secure and comfortable ride. Layers of enhanced security, signage, education and communications have been implemented to reset expectations and experiences on board light rail. The next step is to more prominently "own the platform" with a physical, authoritative presence focused on engaging customers, reporting and responding to issues, ensuring cleanliness and well-maintained equipment, building relationships with local law enforcement and passengers and, ultimately, deterring disrespectful behavior.

Respect the Ride is a multi-layered program and the concept of increased system presence has consistently been a part of the strategy. Over the last year, the concept has been operationalized to include an increase of Allied Universal and sworn officers as well as this ambassador-style program. The need for ambassadors continues to be affirmed related to recent ridership declines – including, for the first time, dips in light rail ridership – paired with a persistent, negative perception of light rail safety and security. This staff is different, yet complementary to Allied Universal security. They are agency staff, at a higher grade level, who have the skills and judgement to effectively engage with a diverse set of customers, manage issue resolution and, as needed, direct contractor resources in support of safety, customer service and seamless operations.

Additionally, this idea of a multi-tiered security approach with an increasing presence is a best practice of our transit agency peers. DART (in Dallas), as an example, has an extensive Station Concierge program consisting of approximately 50 employees



dedicated to providing customer service, transit information and a “friendly” face to the organization across the 90-mile rail system. In San Diego and Denver, the transit agencies have deployed a mix of security personnel to secure their systems and create a safe and comfortable ride.

Valley Metro Rail (VMR) Station Ambassadors will work in zones, across 3 – 5 station platforms, at flexible locations based upon ridership, issues and events. They will work in partnership with Allied Universal officers, operational field supervisors and the Operations Control Center staff across the peak service day (from approximately 6 a.m. – 10 p.m.). They will have a background in transportation and/or security, experience in face-to-face customer service and be given an official uniform and training to equip them with the knowledge and resources to be effective in the field. In many ways, this staff will contribute to increasing the positive impression of VMR.

Currently, Valley Metro is recruiting for these positions and anticipates having ambassadors available beginning in spring 2019. They will report to Operations & Maintenance with strong coordination with Safety, Security and Quality Assurance and Communications & Strategic Initiatives Divisions.

Moving forward, the different facets of the Respect the Ride program will continue to be monitored and adjusted as needed. The next step involves an evaluation of the agency’s security staffing model and how to increase the presence of sworn officers.

COST AND BUDGET

The approximate cost of this program is \$750,000/year in labor with the hiring of up to 10 Station Ambassadors to provide the coverage described. Staff anticipates spending approximately \$250,000 in FY19 with ambassadors being deployed as early as spring 2019. All FY19 costs can be accommodated within the adopted VMR Operating budget considering budget underruns and salary savings. The ongoing, annual cost will be incorporated into the FY20 budget and five-year plan.

STRATEGIC PLAN ALIGNMENT

This item relates to the following goals and strategies in the Five-Year Strategic Plan, FY 2016 – 2020:

- Goal 1: Increase customer focus
 - o Tactic A: Improve customer satisfaction
 - o Tactic B: Evaluate and enhance passenger safety and security
 - o Tactic C: Enhance customer service to member cities
- Goal 3: Grow transit ridership
 - o Tactic A: Expand and improve transit services to reach new markets
 - o Tactic C: Communicate the availability, attractiveness and safety of transit service

**COMMITTEE PROCESS**

RTAG: November 20, 2018 & December 18, 2018 for information

RMC: January 2, 2019 for information and direction

Board of Directors: January 17, 2019 for information and direction

RECOMMENDATION

This item is presented for information and direction.

CONTACTS

Ray Abraham

Chief Operations Officer

rabraham@valleymetro.org

602-652-5054

Hillary Foose

Director, Communications & Strategic Initiatives

hfoose@valleymetro.org

602-322-4468

ATTACHMENT

None

Respect the Ride Update – Station Ambassadors

January 2019



Respect the Ride Update

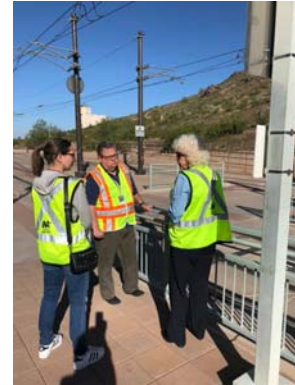


- **Goal: Enhance the transit experience for all riders through a multi-faceted program:**
 - Strengthened Code of Conduct
 - Installation of Paid Fare Zones
 - Launch of Right & Rong educational campaign
 - Launch of safety & security mobile app (AlertVM)
 - **Increased system presence**



Station Ambassadors

- OWN PLATFORM through:
 - Customer engagement
 - Presence – additional “eyes and ears”
 - Issue resolution
 - Cleanliness + maintenance
 - Ultimately, a deterrent to disrespectful behavior
- Rationale:
 - Important layer to Respect the Ride
 - Meets expressed customer need
 - Persistent concern re: system safety + security
 - Helpful to reversing ridership decline
 - Pro-active approach to revenue loss
 - Multi-tiered security is a national best practice



3

How They'll Work

- Work in 3 – 5 station zones
 - Across majority of day
 - ~6 a.m. – 10 p.m.
 - Flexed to different locations
 - Based on ridership, issues + events
 - In partnership with security + operations staff
 - Including close coordination with Control Center
- Equipped with:
 - Transportation and/or security background
 - Official uniform
 - Radio + transit information
 - Extensive training



4

Respect the Ride Next Steps



- Next level of security staffing
 - Evaluate staffing model + how to incorporate more sworn officers
- Adjustment + evolution of program components, including:
 - More Right & Rong messaging
 - Learn from AlertVM trends
 - System maintenance
 - Keeping trains + stations in excellent condition



5

Respect the Ride Metrics



- Baseline perception survey
 - Early 2019 through WestGroup
- Metrics to regularly evaluate:
 - Customer complaints
 - Safety & security incident data
 - System maintenance issues
 - AlertVM stats and downloads
 - Rider Satisfaction Survey
 - Non-rider Survey



6



Information Summary

DATE

January 10, 2019

AGENDA ITEM 5

SUBJECT

Election to Fill a Vacancy on the RPTA and Valley Metro Rail (VMR) Board Subcommittee

PURPOSE

The Board will vote to fill vacant position on the RPTA/VMR Board Subcommittee for the remainder of Fiscal Year 2019 (FY19).

BACKGROUND/DISCUSSION/CONSIDERATION

Board officer and Board subcommittee elections are scheduled for June of each year. At the December 2018 Board meeting, the Board Chairwoman announced that due to changes of council positions at one of our member cities, a vacancy exists on the RPTA/VMR Board Subcommittee.

Following the December 2018 Board meeting, the Chairwoman distributed a memorandum requesting letters of interest from Board members interested in filling the RPTA/VMR Board Subcommittee position for the remainder of FY19.

According to Board policy, RPTA/VMR Board Subcommittee members are elected annually with unlimited terms of service. Currently, the RPTA/VMR Board Subcommittee is made up of the following members.

Valley Metro RPTA and VMR Board Member Subcommittee*	
RPTA Members	
Name	City
Mayor Kevin Hartke	City of Chandler
Vice Mayor Lauren Tolmachoff	City of Glendale
VMR Members	
Name	City
Vacant	
Mayor Thelda Williams	City of Phoenix
*Unlimited terms (must submit letter of interest every year)	

COST AND BUDGET

There is no fiscal impact.

**COMMITTEE PROCESS**

Board of Directors: January 17, 2019 for action

RECOMMENDATION

Staff recommends that the Board of Directors elect a member to fill the vacancy on the RPTA/VMR Board Subcommittee for the term ending June 30, 2019.

CONTACT PERSON

Chairwoman Thelda Williams, Mayor, City of Phoenix

ATTACHMENT

None.

Letters of interest are available upon request.

Information Summary

DATE

January 10, 2019

AGENDA ITEM 6**SUBJECT**

Future Agenda Items Request and Report on Current Events

PURPOSE

Chair Williams will request future agenda items from members, and members may provide a report on current events.

BACKGROUND/DISCUSSION/CONSIDERATION

None

COST AND BUDGET

None

COMMITTEE ACTION

None

RECOMMENDATION

This item is presented for information only.

CONTACT

Scott Smith
Chief Executive Officer
602-262-7433
ssmith@valleymetro.org

ATTACHMENT

None

Pending Items Request

Item Requested	Date Requested	Planned Follow-up Date