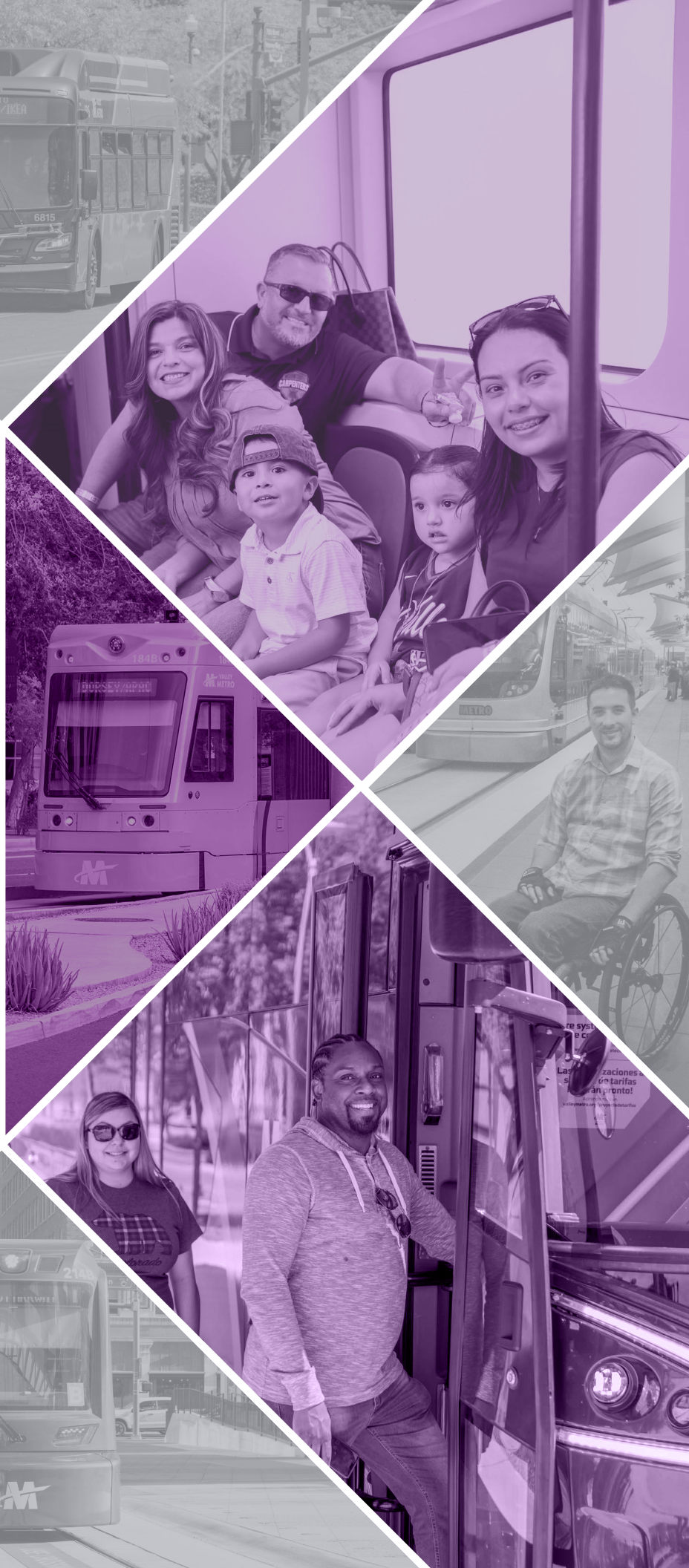


FY25 Valley Metro®

# ANNUAL REPORT

*Together, we are building a connected future where transit is at the heart of community life.*



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# LETTER FROM **Board Chair & CEO**

## **To our riders, partners and community:**

This past year has been one of progress, resilience and renewed connection across the Valley. At Valley Metro, our mission to provide safe, reliable and sustainable public transportation has never been more important. Together, with our dedicated staff, city partners and regional leaders, we continued to expand mobility options while strengthening the experience for those who rely on us every day.

Our teams are working hand-in-glove with our city partners and service providers to deliver an excellent customer experience. As a result, we have achieved significant gains across nearly all key service performance indicators, including on-time performance and ridership.

Our efforts to modernize continue with the fare system's introduction of Smart Fare and the reloadable Copper Card, making travel even more seamless and our promise of a cleaner, greener future with our investment in low emission bus fleet. Through it all, we are proud to stand alongside our local business community, offering support during construction and celebrating the resilience of the communities we serve.

We celebrated significant milestones in our rail system expansion, opening the South Central Extension/Downtown Hub, while laying the foundation for future projects connecting farther into the West and East Valleys. These investments are not just about tracks and stations – they are about connecting people to jobs, education, healthcare and opportunity.

Safety and security remain our top priority. In 2025, we strengthened our layered security approach that combines the expertise of our new Inter-Con security officers with the dedicated presence of our Customer Experience Coordinators and partnerships with local law enforcement. The opening of a new Community Resource Hub in downtown Phoenix also represents our commitment to the full rider journey and resources that strengthen lives.

As we look ahead, Valley Metro will continue to deliver on our promise: connecting communities, expanding opportunity and building a stronger region together. We will dive into our next major initiative, the regional Bus Network Redesign, to understand how we can refresh our bus system to be more relevant and productive in our communities.

On behalf of the entire Valley Metro team, thank you for your trust, partnership and shared vision for a vibrant, connected future.

Thank you for riding along with us!

**Chandler Councilmember O.D. Harris**  
FY25 Valley Metro RPTA Board Chair

**Jessica Mefford-Miller**  
Valley Metro CEO

# VALLEY METRO At a Glance

Located in one of the nation's fastest-growing regions, Valley Metro connects riders to the places that matter most every day. Across the metro Phoenix area, riders travel on a network of eco-friendly buses, light rail, streetcar and paratransit services. Work is advancing on new high-capacity transit extensions—currently in planning-design or construction—that will expand the rail system to 50 miles.

Beyond bus and rail, Valley Metro offers a range of transportation programs, including paratransit and RideChoice® for seniors and people with disabilities, commuter vanpools, online carpool matching, trip planning tools, telework assistance and community partnerships to expand access to transit.

Guided by two Boards of Directors representing 18 cities, towns and Maricopa County, Valley Metro's mission is to strengthen and expand regional mobility. Funding is made possible through a mix of federal and local resources, as well as the voter-approved regional half-cent sales tax. In 2024, voters reaffirmed their multi-modal commitment by approving Proposition 479, ensuring continued investment in public transit over the next 20 years.

## Mission & Vision

**Valley Metro's mission is to connect communities and enhance lives by providing safe, reliable and sustainable public transportation throughout the metro Phoenix region.**

**Our vision is to be the region's trusted leader in advancing mobility options that are innovative, inclusive and essential to a thriving, connected future.**



FY25  
**RPTA  
 Board of  
 Directors**



Councilmember OD Harris  
 City of Chandler  
 Chair



Councilmember Jennifer Adams  
 City of Tempe  
 Vice Chair



Councilmember Maxine White  
 City of Avondale  
 Treasurer



Councilmember Jamaine Berry  
 City of Buckeye



Councilmember Monica Dorcey  
 City of El Mirage



Councilmember Peggy McMahon  
 Town of Fountain Hills



Councilmember Kenny Buckland  
 Town of Gilbert



Vice Mayor Lauren Tolmachoff  
 City of Glendale



Vice Mayor Wally Campbell  
 City of Goodyear



Supervisor Steve Gallardo  
 Maricopa County



Councilmember Francisco Heredia  
 City of Mesa



Councilmember Jon Edwards  
 City of Peoria



Councilmember Laura Pastor  
 City of Phoenix



Councilmember Bryan McClure  
 Town of Queen Creek



Councilmember Kathy Littlefield  
 City of Scottsdale



Councilmember Earle Greenberg  
 City of Surprise



Vice Mayor Jimmy Davis  
 City of Tolleson



Mayor BG Bratcher  
 Town of Wickenburg



Mayor Michael LeVault  
 Town of Youngtown

FY25  
**Rail  
 Board of  
 Directors**



Councilmember Francisco Heredia  
 City of Mesa  
 Chair



Councilmember Laura Pastor  
 City of Chandler  
 Vice Chair



Councilmember OD Harris  
 City of Chandler



Councilmember Jennifer Adams  
 City of Tempe

# Strategic Plan

The FY25-30 Strategic Plan is setting the course for the agency to focus on the most critical elements of delivering an excellent customer experience, investing in talent and prioritizing safety and security on transit. Over the past year, we've made significant progress on the primary goal areas.





GOAL 1:

## Deliver Excellent Customer Experience

### In FY25, Valley Metro delivered improvements that made riding safer, easier and more connected.

- Regional ridership is growing with April 2025 being the highest at 3.5M total rides, up 3.7% year over year (YoY)
- Streetcar ridership maintained consistent growth through FY25; up 20% in May (YoY).
- 400,000 RideChoice trips – a 45% increase, expanding mobility for differently abled riders.
- Mobile ADA assessments launched with local East and West Valley city partners, reducing travel burdens and speeding up eligibility.
- Real-time customer insights through a new technology platform, improving responsiveness and customer understanding.
- Station upgrades with new seating, lighting, landscaping and enhanced cleaning.
- New fare system and its Smart Fare benefits reaching all corners of ridership, with 1.7M taps/scans per month.

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*Valley Metro plays a role in my life because I use it almost every day. I use it to connect to friends and family and I also use transit to go hiking. There's, surprisingly, a lot of routes that drop you off really close to a trail. The convenience of taking Valley Metro, for me, has been the opportunity to be more productive. That's my opportunity to practice language learning, reading, catching up on emails so I'm able to be productive while also getting to where I need to go.*

– Jamie Trufin, Valley Metro rider

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# Strengthening Safety and Readiness

## In FY25, Valley Metro advanced systemwide improvements.

- Rider complaints declined in the areas of pass-ups, operator attitude and running behind schedule. Overall, FY25 Q4 complaints regionwide decreased by 3% compared to the previous quarter.
- A Crime Prevention Through Environmental Design (CPTED) study launched to enhance safety across 30 miles of rail, with recommendations due in 2025.
- New wayfinding signage developed and tested with riders for the two-line rail system evolution.
- Station camera modernization plans are underway, replacing 20% annually and transitioning to next-gen monitoring.



## GROWING RIDERSHIP

# Through Partnership

## In FY25, Valley Metro launched creative campaigns and partnerships to boost awareness and encourage transit use.

- Rolled out the “Add a Little Bus to Your Life” campaign, generating over 28 million impressions and supporting ridership growth across key routes and commuter services.
- Welcomed 130,000 riders during the NCAA Men’s Final Four, supported by a first-of-its-kind ticket partnership with event partners.
- Partnered with Chase Field and the Arizona Diamondbacks to pilot event tickets as valid light rail fare.
- Celebrated the 10th year of Coors Light Free Rides, providing 19,000 free trips on New Year’s Eve.

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*I ride the 542 Express from the Chandler Park-and-Ride. Our driver, Sam, is AWESOME. He is kind, courteous, always arrives well before the scheduled leave time and is always on time. He is an extremely safe driver and he takes the stress out of riding the bus. Thank you to Valley Metro for hiring and keeping such a tremendous person.*

– Stacey Osbourne, Valley Metro rider

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## GOAL 2: Invest in Talent

**Valley Metro is strengthening its focus on retention and career progression and training for our staff as part of a growing regional workforce.**

- 2,100+ training hours completed, also including expanded leadership and development programs.
- 22 internal promotions, leveraging our internal talent and expertise.
- Wellness Program created to support employees' physical and mental well-being.
- First Parental Leave Policy introduced, offering 160 hours of leave for new parents.
- 84% of staff completed organizational culture survey, sharing feelings of pride and belief in our services as well as areas of opportunity.



## GOAL 3: Prioritize Security on Transit

**With significant emphasis on safety and security, Valley Metro experienced several highlights across this year.**

- Rail security incidents decreased by 54% (YoY) with increased presence by new contractor, Inter-Con, as well as increased supervision and training.
- Bus operator assaults decreased by 60% (YoY) thanks to increased training and new state law making assaults a felony.
- PD collaborations expanded on both bus and rail, often including a connection to services.
- 46% fewer collisions and 39% fewer injuries thanks to expanded bus operator training
- 300+ first responders trained through new emergency management program.
- Plaza19 reopened as a safer, activated community space in Phoenix.
- Preventable bus accidents are down 21% in Q4 from Q3 and collisions in the East Valley reduced 23% in Q4 between 2025 and 2024.
- Total rail accidents increased to an average of seven per month in Q4, which is attributed to increased frequencies associated with new rail extension opening and being addressed through the Rail Collision Reduction and Travel Time Optimization Study.



*Every day I get to talk with people on our platforms and trains, making sure they feel welcomed and supported. It's not just about giving directions on how to get from point A to point B, but connecting with them in a way that makes them ride and trust our transit system.*

– Teddriel Moniorcha, Valley Metro  
Lead Customer Experience Coordinator



GOAL 4:

## Leverage Data and Technology

**Valley Metro is leveraging new tools and increased data collection to improve operations and customer experience.**

- Swiftly software data collection platform delivered to enhance service adjustments and efficiency.
- Valley Metro app surpassed 800,000 downloads, with 70,000+ daily boardings using mobile fare.
- Ridership data fidelity being prioritized by new Data Engineer and consultant support.
- CCTV feed sharing launched with Mesa and Tempe PD; Phoenix to follow in 2025.
- QR code reporting on buses has generated 25 operator safety reports since launch.
- AI drive cams piloted to enhance operator training and performance.
- E-Mirror pilot launching in 2025 to detect hazards and prevent collisions.

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*Every ride is an opportunity to create a positive experience. Excellent service turns a trip into trust.*

– Reggie Scott  
Valley Metro Bus Operator

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GOAL 5:

## Deliver on Stakeholder Collaboration

**Valley Metro is continually at work to enhance our relationships with stakeholders across the region as their voices are critical to our path forward.**

- Ongoing subregional meetings with East and West valleys and rail city partners help to increase transparency and identify solutions benefiting our service and customers.
- West Valley multi-modal scope developed, in partnership with cities, to leverage resources and economies of scale across all modes.
- Alternative travel programs grew with 17,000 ShareTheRide.com employers and 290 vanpools saving 22M miles annually.
- Assisted 362 businesses (89% of the neighboring South Central Extension/Downtown Hub businesses) through the Business Assistance Program, which provided supportive programs and \$1.6M in grants.
- Engaged youth, seniors and diverse communities through 230 educational presentations, youth art programs, field trips and 30 refugee trainings supporting 700+ new residents.



*I'm a person with a disability who loves my life and loves participating in the community. That's why Valley Metro is so important to me because it really helps me live an independent life and I wouldn't be able to do that without it. One of my favorite places to go on light rail is a campus called Ability360. It's really important for me and my life to come here. Everybody deserves a chance at independence and freedom and that's what light rail gives me.*

– Kara Kahnke,  
Valley Metro rider





GOAL 6:

## Strong Leadership and Execution

**At Valley Metro, we're driving results through accountable leadership, inclusive engagement and a philosophy of continuous improvement. With our Board and partners, we seek to lead the region's investment in a high-quality and comprehensive transit network.**

- Voters extended Proposition 479, increasing transit's share of revenues from 33% to 37%.
- Rider stories highlighted the benefits of continued investment in our system via storytelling campaign that generated 7M impressions and 50K click-thrus.
- CEO maintained regular touchpoints with Boards, partners and stakeholders to ensure transparency and alignment.
- Staff leadership evaluations tied to the Strategic Plan to strengthen accountability and outcomes.
- Organization-wide culture survey completed to help support increased productivity and engagement.





## GOAL 7: Board Governance

**We seek to support the Board in their engagement and decision-making, helping to strengthen a governance structure that can take us forward in this new era.**

- Board member orientations and meeting materials enhanced to provide helpful context, history and background, including relative to the changes associated with Proposition 479.
- Proposition 479 funding framework and administrative roles being developed alongside regional partner, Maricopa Association of Governments.
- New Board portal in development to create ease in their participation and to house reference content.



## GOAL 8: Operational Excellence

**Staff worked diligently across this year to see strides in key performance indicators that directly improve the rider experience.**

Thanks to our service providers and customer inputs for helping to drive these changes.

- Bus Network Redesign launched to review productivity across the regional bus system and ensure service matches today's travel needs and markets.
- East Valley service reliability improved with 99% of trips completed, 84% on-time performance and lower operator vacancy rates.
- West Valley performance remains strong with nearly 100% of trips completed, 95% on-time performance and no preventable accidents in 2025.
- Paratransit service demand grew by 14% with on-time performance up 10%, complaints down 40% and staffing fully restored. RideChoice also saw a 30% growth in trips.
- Streetcar performance remains strong (99% reliability), while light rail experienced challenges with signal delays and testing associated with the new rail extension opening.
- Rail collision and signal timing study conducted to reduce collisions and improve travel times, with recommendations due in 2025.
- Two-line rail system service plan developed and implemented, which welcomed 5.5 additional miles and improved frequencies.



*I ride Valley Metro transit four days a week. They are reliable, affordable and I've never been late for work. Without RideChoice, I wouldn't have the independence that I get, I wouldn't be able to work. Our Valley needs transportation, so people can get out and get things done without having to worry.*

– Roberta Reed, Valley Metro rider



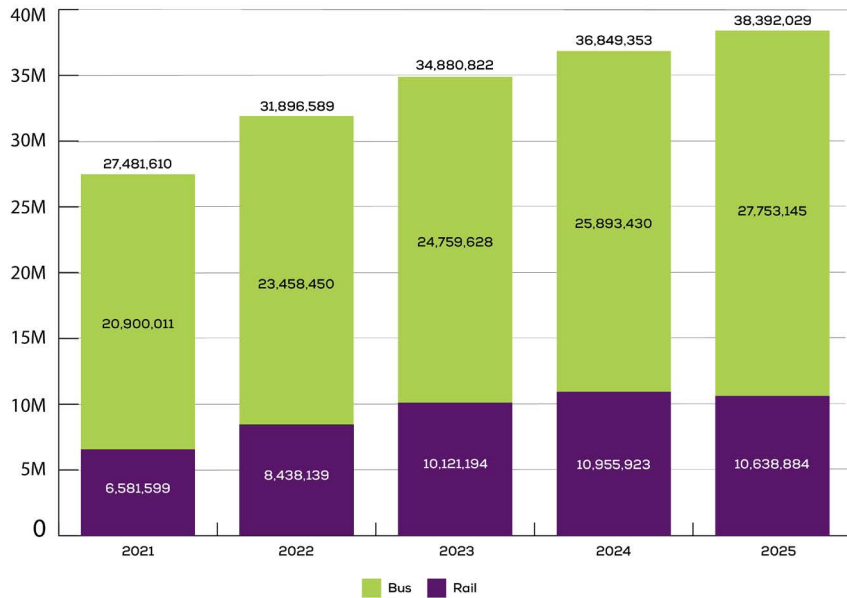


## GOAL 9: Financial Sustainability

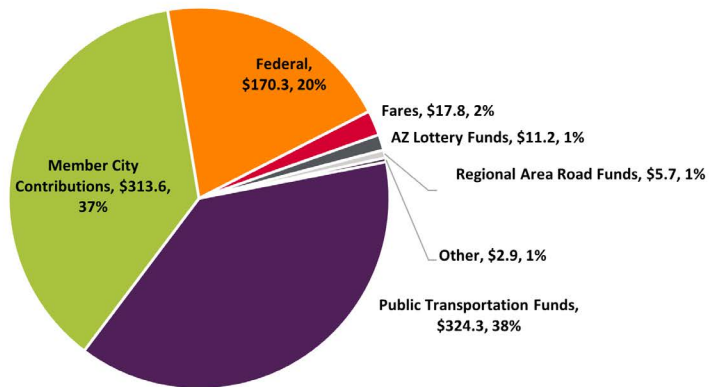
**We seek to ensure long-term financial stability through improved forecasting and maximizing revenue, including via our new fare system.**

- Fare system administration transitioned to Valley Metro for regional expansion of fare programs to new markets.
- Fare study executed as we seek leverage new technology and expand our reach and equity.
- Financial forecasting software solicited and being approved to improve financial planning and analysis.
- Farebox recovery being monitored following fare system transition, with ongoing hardware and software updates to improve fare capture.

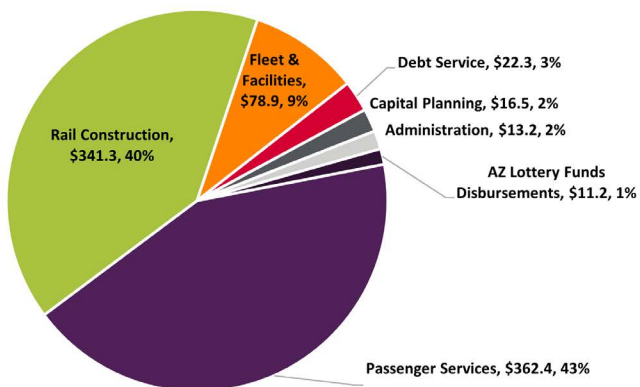
## ANNUAL FIXED ROUTE RIDERSHIP FISCAL YEARS 2021-2025



## SOURCES OF FUNDS\*



## USES OF FUNDS\*



\*in millions

The background of the page is a collage of images related to Valley Metro transit. At the top right, there is a photograph of a Valley Metro bus with the number 5326 and the City of Phoenix logo. The bus has "VALLEY METRO" written on its side, and several people are seen boarding. In the bottom left, there is a photograph of a train platform with several people walking. In the bottom right, there is a photograph of a woman waving from inside a vehicle, with another person visible in the background. The entire collage is overlaid with a semi-transparent purple filter.

## Looking Ahead

As we move forward, Valley Metro is focused on delivering even stronger service while working hand-in-hand with our member cities and regional partners. We will continue to deepen engagement with riders, community leaders and stakeholders to ensure our system reflects the needs of those we serve.

At the same time, we are preparing for the next generation of transit service and system expansion, while navigating a changing funding landscape at both the federal and regional levels. Together, our efforts will position Valley Metro to build a more connected, resilient and sustainable future for our region.