

VMAAG (Valley Metro Accessibility Advisory Group)

November 21, 2024



Welcome and Introductions

Kyle Straight

VMAAG Chair

Member Roll Call

Angela Ebinger

Administrative Assistant II

Accessible Transit Services, Operations &
Maintenance,

Valley Metro

Public Comments

Members of the public are invited to provide comments on any Valley Metro Accessibility issue not on the agenda.

Each speaker is limited to two minutes, and comments must be relevant to the accessibility of Valley Metro programs and services.

Review Meeting Summary

- VMAAG Meeting 9/26/2024

Fare System Overview

Dolores Nolan, Community Relations



Old Fare Collection System

- Project began in 2005
- Proprietary equipment and software
- Difficult to add features & make changes
- System exceeded its useful life



New Fare Collection System

1. Improved fare payment options for customers
2. Improved data collection and ridership/revenue reconciliation
3. Increased management of media distribution and reduced fare programs



Features & Benefits of System

- Fare pricing remains the same
- Cash options remain available to all riders
- Smart Fare provides equity in fare pricing
- Replacing aging hardware
- Fare programs remain with expanded options



Project Timeline

- **July 2021:** Valley Metro app is launched
- **February 2023:** Mobile fare added
- **March 2024:** Online reduced fare application
- **March/April 2024:** Specialty card rollout begins
- **July/August 2024:** Soft launch
- **September 2024:** Full system launch
- **October 28, 2024:** Full system transition (old passes no longer supported)





Smart Fare



OR



smart phone

smart card

Smart Fare maximums

	DAILY	WEEKLY (MON. - SUN.)	MONTHLY (CALENDAR)
FULL FARE MAXIMUM Local	\$4	\$20	\$64
REDUCED FARE MAXIMUM Local	\$2	\$10	\$32

Reduced Fare

- Apply online at valleymetrofares.org or in person at Mobility Center or transit centers
- Qualifications:
 - Youth ages 6-18
 - Seniors age 65+
 - People with disabilities
 - Medicare card holders



Retail Network

- Total of 850+ locations to buy and/or reload
- Circle K, Safeway, Albertsons, Walgreens, CVS and 30+ single location smaller retail stores



Cash Options

- onboard buses or at light rail platforms
- at retail locations, light rail stations or customer service windows
- load the Valley Metro app with cash at retail locations or customer service windows



Fare Vending Machines

- Accessible with audio and visual options
- Buy & reload Copper cards
- Check balances
- Buy 1-Ride passes
- Use credit/debit cards, Google/Apple pay or cash



Fare Vending Machines

- <https://www.youtube.com/shorts/ODHhWlz0pDI>



Passenger Education





Continued Education

- **Fare Support Call Center:** Provides support specific to the new fare system
- **Fare Media Credit Processing:** Credits for old media (magstripe paper passes) to Copper cards or the Valley Metro app available through December 31, 2024
- **In-Person Copper Card/Reduced Fare Assistance:** Five customer service locations assist with reduced fare, credits from old media to new and loading Copper cards
- **Online Resources:** Information about the fare system is available at valleymetro.org/fares. Setup and manage fare account at valleymetrofares.org



Most Common Questions



How will riders know their Smart Fare status or account balance?

- VM app dashboard
- Fares website dashboard
- Fare Support Call Center
- Fare vending machine (account balance only)

Can a family share a card or VM app account?

No

- As always, every rider is required to have their own fare
- Exception: children 5 and under ride free with a fare-paying adult

What about unbanked riders?

- Buy card with cash at fare vending machine, transit center or retail location
- Add value to account with cash at FVM or retail
- Add value to app account with cash at some retail locations

The system is based on technology.

What about riders with no access to internet/smart phone?

- You can buy, reload and use a Copper card without ever needing internet access or the app
- Fare vending machines, Fare Support Call Center, Transit Centers and retail can all be used without needing a cell phone or computer
- Cash 1-Rides are also an option for bus, light rail and streetcar



Thank you!



Fare Media

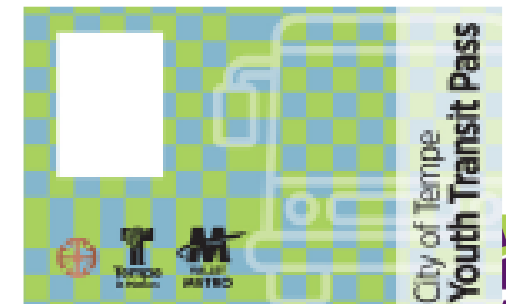
Copper card



Limited use Copper card



Specialty Program



Customer Service: Taking Care of Our Customers

Willie Marks Pearson, Customer Service Supervisor



Call Types



Trip Planning



Customer Feedback



Schedules / Print Schedules



Transit Info & Detours



Fares



ADA Pre-Application Info



Light Rail



Bi-Lingual



Safety & Security



Park and Rides



Bus Stop



Kudos!



Lost and Found

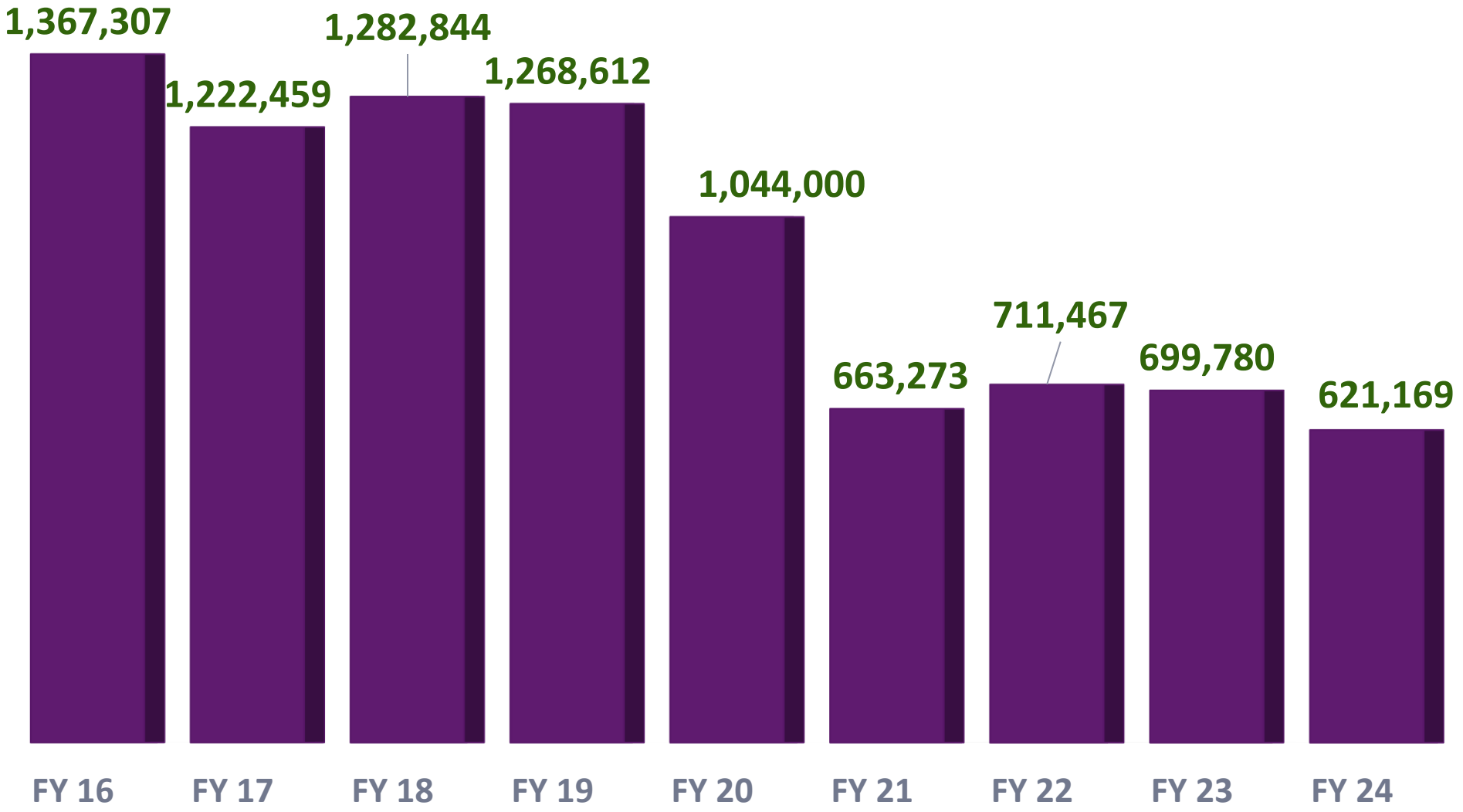


School Field Trips

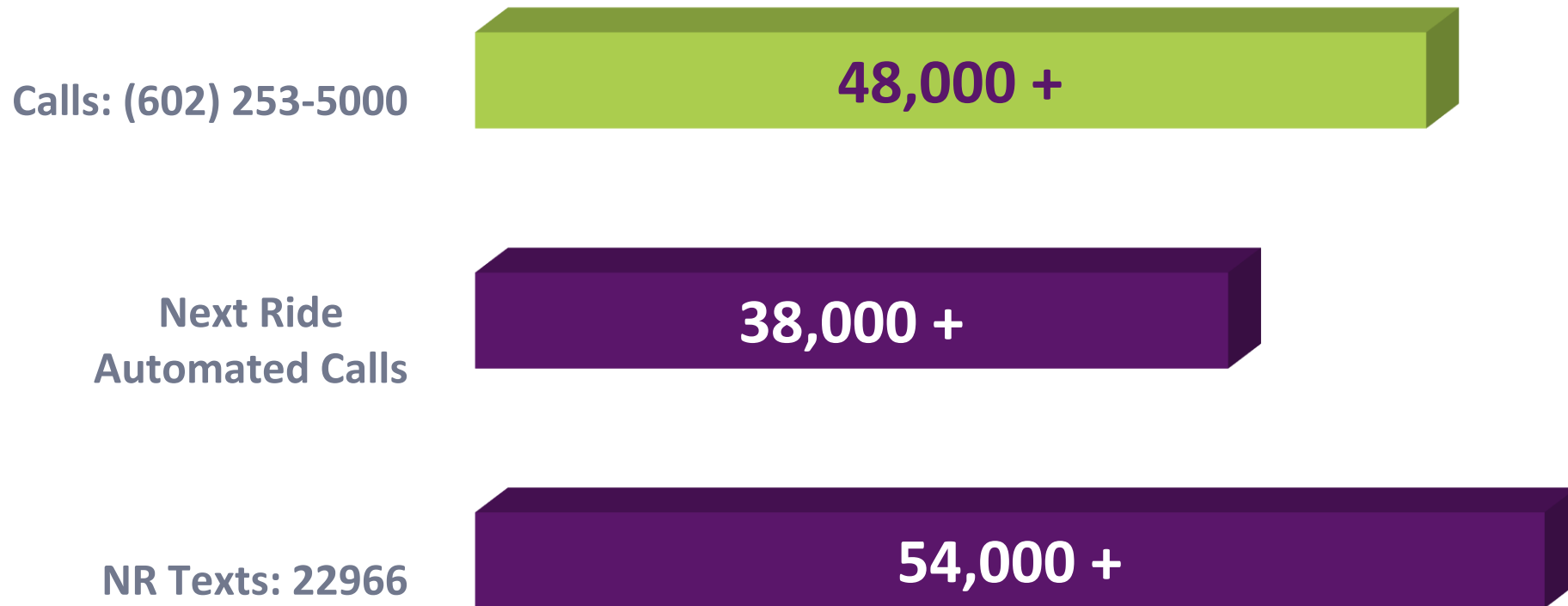




Planning

Customer Service Calls Per Fiscal year



Average Monthly Calls and Texts



-  Customer Service Agent Responses
-  Automated or Filtered Responses

Call Types



Trip Planning



**Customer
Feedback**



Schedules / Print
Schedules



Transit Info &
Detours



Fares (Mobile
and Vending)



ADA Pre-
Application Info



Light Rail



Bi-Lingual



Safety & Security



Park and Rides



Bus Stop



Kudos!



Lost and Found



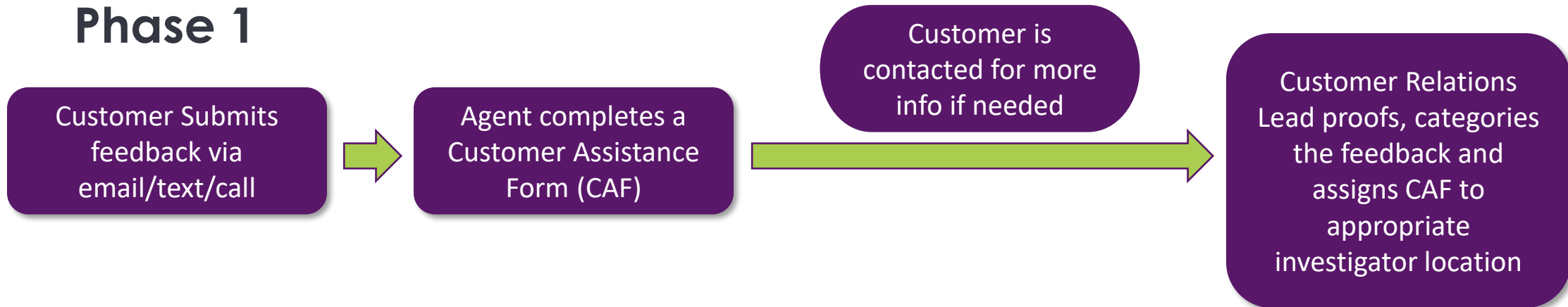
School Field
Trips



Planning

Customer Resolution Process

Phase 1



Main Takeaways

The Customer Service team can:

- Assist in a variety of different ways
- Share key knowledge about the Valley Metro system
- Be a catalyst for resolving issues and gathering feedback and suggestions from customers

Thank You

Questions?



Paratransit Updates

Tany Pina

Paratransit & RideChoice Program Supervisor

Accessible Transit Services Valley Metro



Paratransit Performance

Paratransit Program Information	
One-way Trip Count	Q1 total: 72,884 trips. Q2 total: 41,427 trips through 11/18/24
Percent of Trips On-Time	Q1 system performance was approximately 90%. Q2 system performance currently at 90% through 11/18/24.
Customer Comments	Revolve around service delays. Several compliments received about driver and reservation staff.
Operations	Working to improve system performance.
Goals for FY24	Enhance customer experience by improving system reliability.



Questions?

RideChoice Updates

Trevor Ebersole

Paratransit & RideChoice Program Supervisor

Accessible Transit Services Valley Metro



RideChoice Performance

RideChoice Program Information

One-way Trip Count	Q1 total: 84,024. Q2 total: 47,099.
Percent of Trips On-Time	Q1 trips on time was approximately 85%. Q2 trips on time is approximately 92%.
Customer Comments	Complaints revolved around reservation accuracy, system performance and driver behavior.
Providers	Currently using 12 providers with a total of 122 wheelchair accessible vehicles. Working to expand providers.
Goals for FY25	Decrease customer complaints and improve on-time performance.



Questions?

Holiday Events


Guillermo Gonzalez

Eligibility and Travel Training Program Supervisor

Accessible Transit Services Valley Metro





Presented by  AT&T

Downtown Mesa

**Nov. 29, 2024 -
Jan. 11, 2025**

**Mesa Santa Express Boarding at
Mesa Dr/Main St Station
Dec. 13, 14 and 15**

'TIS THE SEASON TO

Chill®

RESPONSIBLY
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THIS NEW YEAR'S EVE RIDE
FREE ON VALLEY METRO®

7 P.M. DEC. 31 THROUGH 2 A.M JAN. 1

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METRO

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THE ROCKIES®

Comments by Members and Announcements

Next Meetings

- Steering Committee Meeting
 - December 12, 2024
 - 2:30 to 3:30 pm
- VMAAG Meeting
 - January 23, 2024
 - 2:30 to 4:00 pm