

VMAAG (Valley Metro Accessibility Advisory Group)

September 26, 2024



Welcome and Introductions

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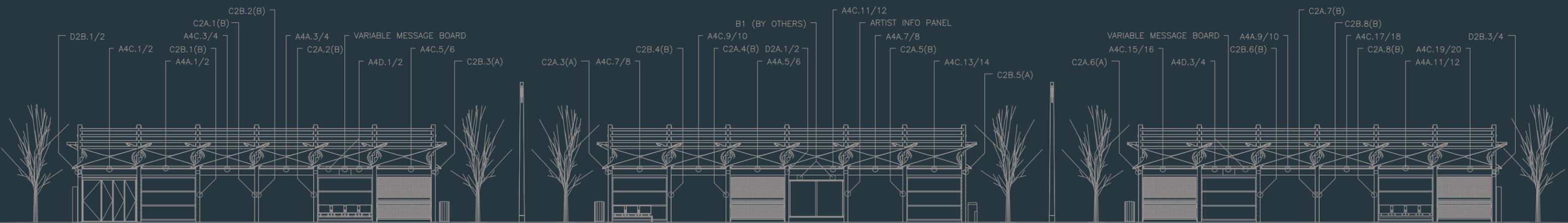
Public Comments

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 7/25/2024



TWO LINE WAYFINDING ENHANCEMENT PROGRAM



INTRODUCTION

This document includes the final designs for the wayfinding signs and maps tested for the focus group and bulletin board discussion.

This document comprehensively covers each wayfinding sign and map, with a summary of the changes made and considerations for how and where they will be used. Recommended sign specifications have been included to provide more detail and help manufacture each sign. The dimensions consider the viewing height and distance of the sign to meet the specifications of the ADA Standards for Accessible Design. The designs also reflect the current light rail sign standards for Valley Metro.

All the signs at all light rail stations need to be audited. The purpose of the audit is to record all the existing signs and assess the possibility of installing new signs in the suggested locations. The audit will also identify the signs that will need replacement to achieve consistency of brand across the light rail network. Older versions of the Station ID Banner signs outside of the downtown hub and Project ID signs should be removed and replaced with the newer signs.

Valley Metro will make the final decision regarding the location and installation of the signs and maps. The sign fabricator will approve the material and finish of the signs and also confirm that the colors for the wayfinding background and rail line provide appropriate contrast and will not fade over a period of time in the sun.

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Consistent messaging helps customers familiarize with Valley Metro’s network and reassures them on their journey. Nomenclature, that is the names used to identify places and functions, should be consistent on all wayfinding.

ALPHABETIC LINE DESIGNATIONS

In 2016, shortly after Phoenix voters approved funding for high-capacity transit expansion, Valley Metro engaged a consultant and the public to develop a strategy for naming all these new lines. It adopted a letter-based convention that can serve expansion for the next thirty years.

Each high-capacity transit line (light rail, streetcar, bus rapid transit) is assigned a letter of the alphabet as its primary designation. A color serves as a secondary identifier. An alternate descriptor such as “Streetcar” may be used in place of “Line”. The letter’s position in the alphabet indicates the line’s role in the network, as follows:

- Front-of-alphabet letters are for long, regional lines serving Downtown Phoenix (A Line, B Line)
- Middle-of-alphabet letters are for subregional “crosstown” lines that do not serve Downtown Phoenix
- Back-of-alphabet letters are for shorter streetcar lines that feed the regional system (S Line/Streetcar)
- H, I, O, P are avoided to prevent confusion with standard symbols for hospital, information, one, zero and parking

For further details, refer to the October 2016 “High-Capacity Transit System Line Naming Recommendations” and February 2022 “Rail Line Identity Guidelines”.

DIRECTION OF TRAVEL

Compass directions and place names are used to identify direction of travel on a line. Where possible, use both together as customers have varying senses of direction.

Each line should be assigned a pair of compass directions by their general orientation: North/South (abbreviated N/S) or East/West (abbreviated E/W). The suffix “-bound” (abbreviated B) may be appended if space allows.

Place names indicating direction should be selected in the following order: 1) city, if different from location of sign, 2) regional landmark served by the line, 3) terminus station. Intermediate locations may be included for context.

Line	Direction	Terminus	Place
A Line	East	Gilbert Rd/Main St	Mesa, Tempe, Airport
A Line	West	Downtown Phx Hub	Phoenix, Airport
B Line	North	Metro Pkwy	<i>entirely within city of Phoenix</i>
B Line	South	Baseline/Central Ave	<i>city of Phoenix</i>
S Line	North	Marina Heights/Rio Salado Pkwy	
S Line	South	Dorsey/Apache Blvd	

DOWNTOWN HUB STATION AND PLATFORM NAMING

After a lengthy development process informed by public feedback, “Downtown Phoenix Hub” is the recommended name for the A and B Line transfer station. Phoenix may be abbreviated as “Phx”. Use this name when referring to it as a destination or waypoint within the transit network.

Platforms at the Downtown Phoenix Hub are primarily identified by the street on which they are situated, with direction of travel as a supplemental identifier. Use these names only when a specific platform needs to be called out.

Avoid calling an individual platform at the hub a “station”. The Downtown Phoenix Hub is one station with four platforms. This is crucial for reinforcing the hub’s identity as a place for convenient connections between rail lines.

Full Name	Abbreviated Name	Service
Downtown Phoenix Hub	Downtown Phx Hub	A & B Lines
Washington St Platform	/Washington St	A Line West
Jefferson St Platform	/Jefferson St	A Line East
Central Ave Platform	/Central Ave	B Line North
1st Ave Platform	/1st Ave	B Line South

DESIGN TRADE OFFS

The public expressed two competing desires: to show extra information and to show it clearly. To achieve this, a hierarchy of information that establishes rules for where, what and how information appears is essential.

Given a limited sign space, more information might require smaller text, which reduces legibility. Therefore, any design will require trade offs that balance various customer needs and operational constraints.

Effective wayfinding seeks to provide the right information at the right time and place to help people make the best decision for their journey quickly with the least effort.

RAIL LINE SYMBOLS

A and B Line symbols should display "LINE" where applicable. Instances of where the "LINE" should be dropped is when the rail line symbol should be dropped is when the rail line symbol is used at a size which would make it difficult to read. Adding "LINE" is the preferred option as it provides additional information for those who are unfamiliar with the light rail lines and do not know what "A" and "B" signify. Accent colors for the A Line (blue) and B Line (orange) provide another reference for identifying the lines.

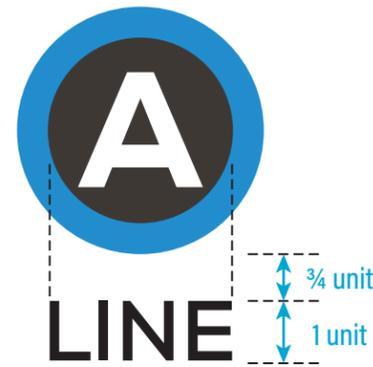
COLOR PALETTE

This primary color palette is applied to all wayfinding signs and maps.

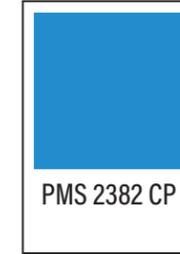
TYPEFACE

1. ClearviewADA® typeface is used for directional wayfinding signs and station banner signs. Appropriate height and letter spacing are applied for maximum readability and ADA compliance.
2. Nexa typeface is used for maps, diagrams, and schedule panels. Maps and schedules are not required to comply with the informational sign requirements section of the ADA Standards for Accessible Design.

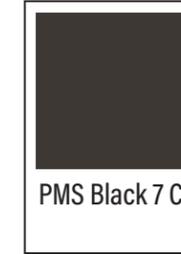
Rail Line Symbols



Rail Line Symbol Colors



Wayfinding Colors



Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ClearviewADA® - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Nexa - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Nexa - Heavy

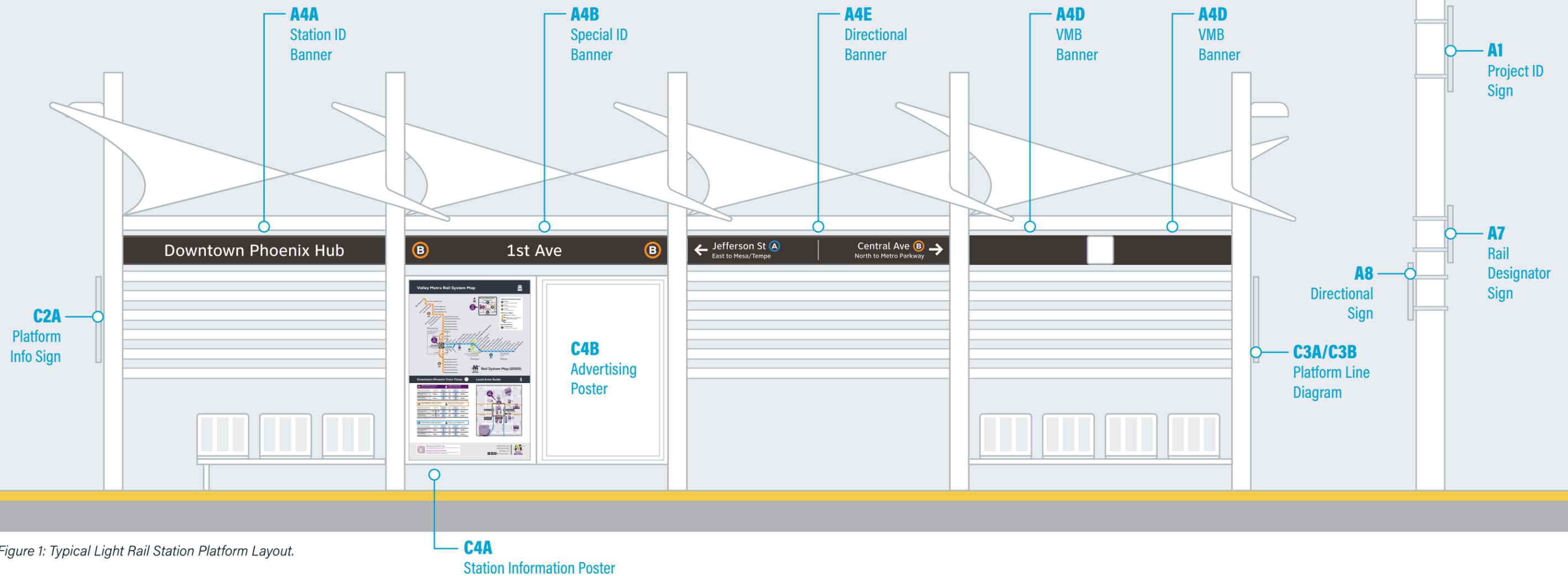


Figure 1: Typical Light Rail Station Platform Layout.

The illustration above shows the layout of a typical light rail station platform. Wayfinding signs and maps customized for the opening of the two-line rail system are referenced in the illustration. Please refer to this illustration for the locations of the maps and signs featured in this document.



USER TESTS FEEDBACK

The Light Rail System Map was well-received by transit and non-transit riders, with the color designations for the A Line and B Line receiving positive feedback. However, there were some concerns raised about the B Line orange and its potential to fade when used on exterior signs. The directions for the A and B Lines in the downtown area were found to be confusing, as directional arrows were missing from the rail lines. To address this, it was strongly recommended that a separate inset be included to show the downtown hub area in greater detail. This would not only improve the clarity of the map but also enhance the overall transit experience, particularly for those making transfers between the A and B Line station platforms.

IMPROVEMENTS

1. Inset of the downtown hub added.
2. The downtown area on the main map was redrawn to better define the operation on the A and B Lines. The symbol for the downtown hub was changed to emphasize the transfer between the A and B Lines.

Figure 2: Light Rail System Map for the opening of the A and B Lines in 2025.



Figure 3: Onboard Rail Diagram - Example submitted for testing.

USER TESTS FEEDBACK

Many participants of the bulletin board discussion needed clarification on the new two-line rail map. The overall impression was that the map needed to be simplified and easier to navigate. The direction of the B Line was confusing to most participants as the northern section to Metro Parkway and the southern section to Baseline/Central Ave are shown in an east and west orientation on the map.

IMPROVEMENTS

1. The A and B Lines are split into separate diagrams. The B Line is still oriented east and west due to the map area's height limitations. Presenting the lines separately reduces the clutter of a combined line map.
2. A thumbnail graphic was added as a visual aid to show the geographical orientation of the A and B Lines.
3. Extraneous details such as park & rides and transit centers were removed to simply the rail maps.



Figure 4: Onboard Rail Diagram - Redesigned to split A and B Lines in to separate lines.

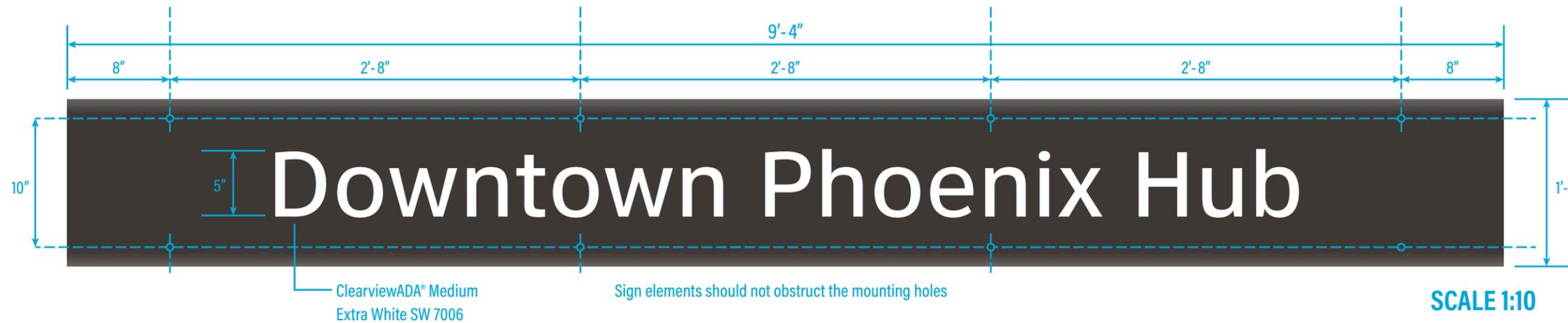


Figure 15: Station ID Banner Sign - Proposed specifications for the "Downtown Phoenix Hub" special banner sign.

Rail line symbols are not included, as this sign identifies the area of the four downtown hub station platforms. The sign type is categorized as a Station ID Banner Sign and is consistent with similar signs used across the light rail network.

SIGN SPECIFICATIONS

- Size:** 9'-4" w x 1'-1" h
- Material:** As per existing signs
- Colors:** PMS Black 7 C
Extra White SW 7006
- Typeface:** ClearviewADA® Medium

LOCATION

Located on the station platform positioned to the left of the Station ID Banner Sign.

FABRICATION AND INSTALLATION

1. Standard mounting method for the platform banner signs.
2. Conduct color contrast tests for the A and B Line colors against the banner background color before fabrication and installation.

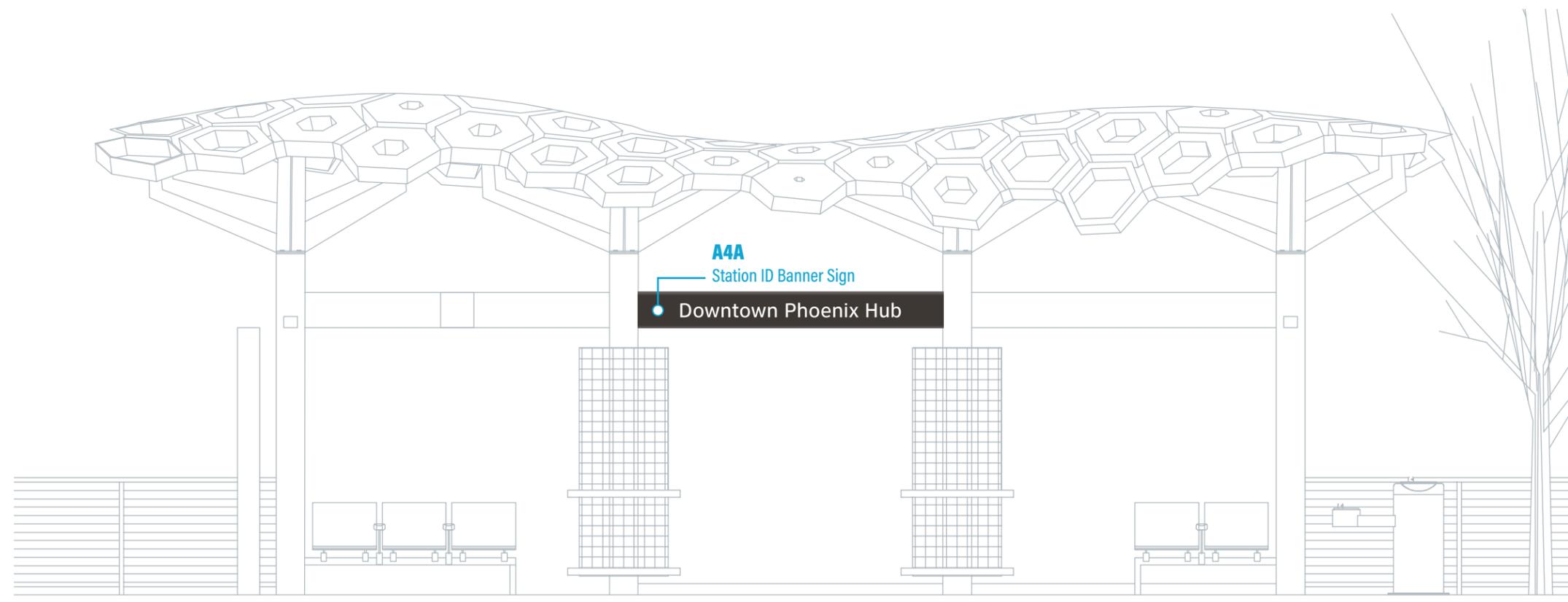


Figure 16: Station ID Banner Sign - Central Ave platform (B Line).



Figure 5: Special ID Banner Sign - Combination of abbreviated "Downtown Phx Hub" and Washington St platform (A Line).



Figure 6: Special ID Banner Sign - Combination of abbreviated "Downtown Phx Hub" and Jefferson St platform (A Line).



Figure 7: Special ID Banner Sign - Combination of abbreviated "Downtown Phx Hub" and Central Ave platform (B Line).



Figure 8: Special ID Banner Sign - Combination of abbreviated "Downtown Phx Hub" and 1st Ave platform (B Line).

USER TESTS FEEDBACK

Participants of both the focus group and bulletin board discussion liked the inclusion of the light rail line symbol and accent color on the banner sign. It was considered to be an improvement on the old signs as it clearly defined the line that serves the station and would make for easier identification of the station when navigating the downtown hub area. There were concerns about the size of the Downtown Phoenix Hub station and platform names if combined on the same sign.

This page's banner signs combine the "Downtown Phoenix Hub" and the A and B Line station platforms. Even with the preferred abbreviation of "Downtown Phx Hub," some of the station/platform names on the sign exceed the Valley Metro sign standards of 26 characters. Consequently, the height of the type is reduced to 4", which still conforms to the "Character Height" specification in the ADA Standards for Accessible Design for the viewing distance from the arriving train. (703.5.5). Combining onto one sign saves space for other banner signs. However, this affects the readability of the sign.

On the following pages, we will look at separating the station and platform names onto individual banner signs.



Figure 9: Special ID Banner Sign - Washington St platform (A Line).



Figure 10: Special ID Banner Sign - Jefferson St platform (A Line).



Figure 11: Special ID Banner Sign - Central Ave platform (B Line).



Figure 12: Special ID Banner Sign - 1st Ave platform (B Line).

SCALE 1:10

The banner signs on this page show the platform name and the appropriate A and B Line symbols.

The platform names are increased to 5" to match the height of the standard Station ID Banner Signs used throughout the light rail network.

Proposed specifications for the new banner signs are shown on the next page. We have also included considerations for fabrication and installation.

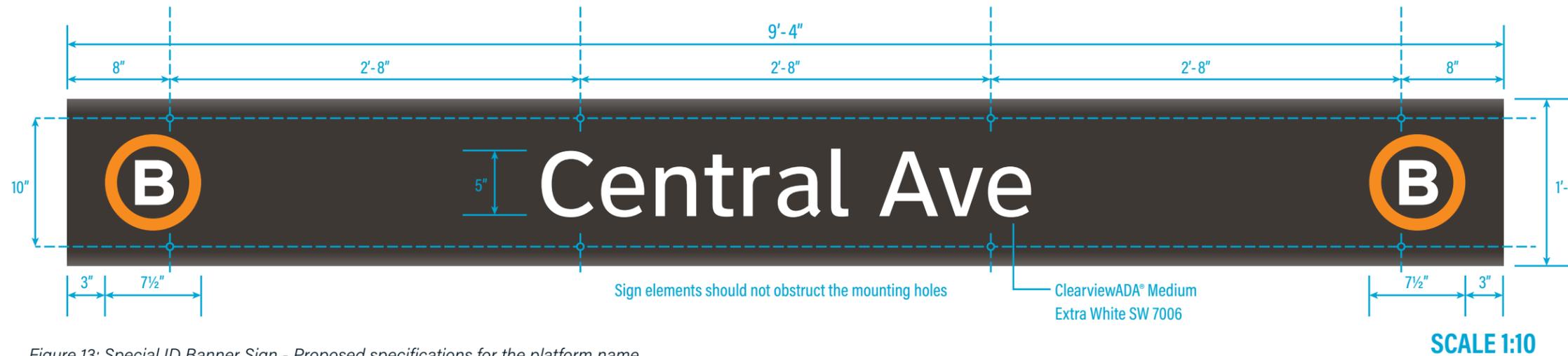


Figure 13: Special ID Banner Sign - Proposed specifications for the platform name.

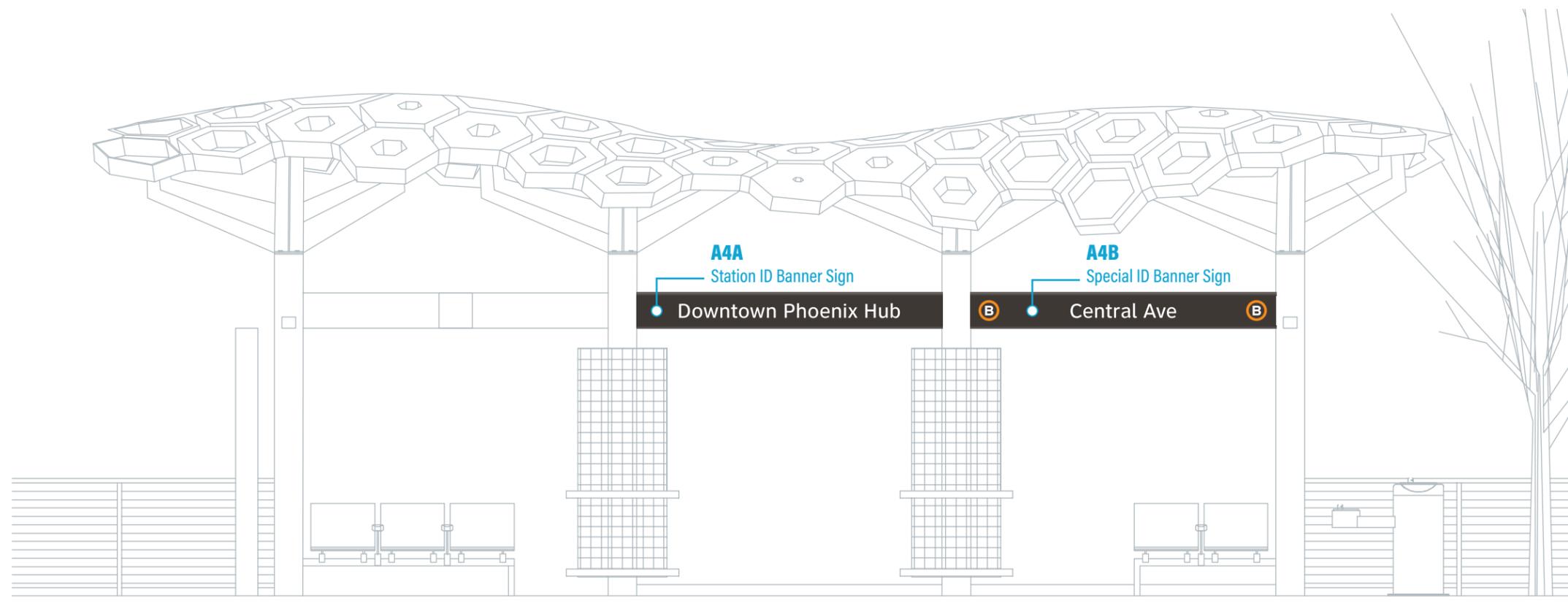


Figure 14: Special ID Banner Sign - Central Ave platform (B Line) with Station ID Banner Sign.

SIGN SPECIFICATIONS

- Size:** 9'-4" w x 1'-1" h
- Material:** As per existing signs
- Colors:** PMS Black 7 C
PMS 151 CP
PMS 2832 CP
Extra White SW 7006
- Typeface:** ClearviewADA® Medium

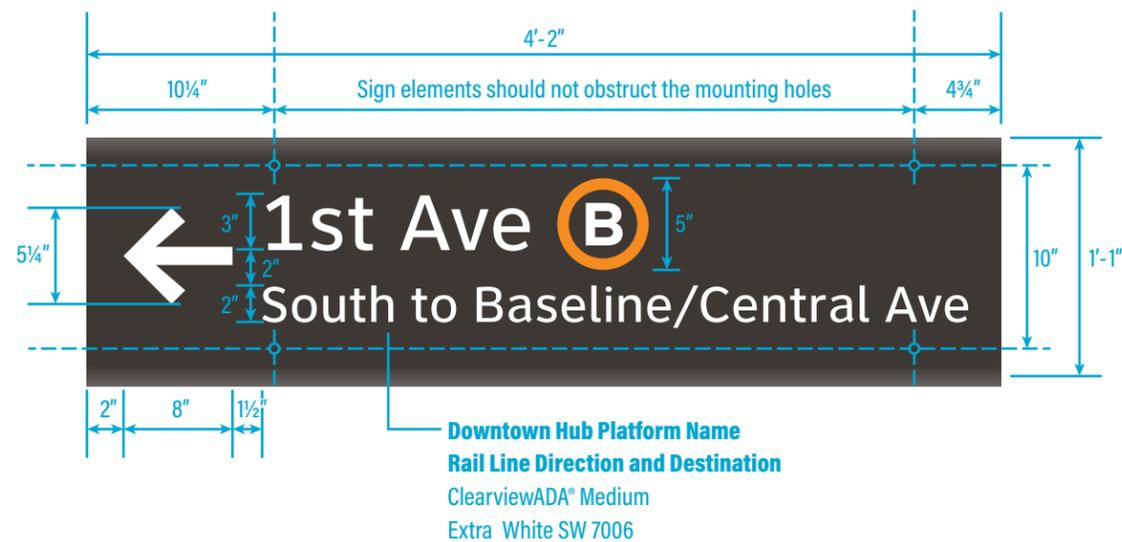
LOCATION

Located on the station platform, banner signs that include the rail line symbols are designed for use at the Downtown Phoenix Hub; for stations outside the downtown hub, use the standard sign.

FABRICATION AND INSTALLATION

1. Standard mounting method for the platform banner signs.
2. The old-style station banner signs outside of the downtown hub will be replaced with the new standard signs, which include the new typeface ClearviewADA® Medium.
3. Conduct color contrast tests for the A and B Line colors against the banner background color before fabrication and installation.

SCALE 1:20



SCALE 1:10

Figure 17: VMB Directional Banner Sign - Proposed specifications for VMB Directional Banner Sign.

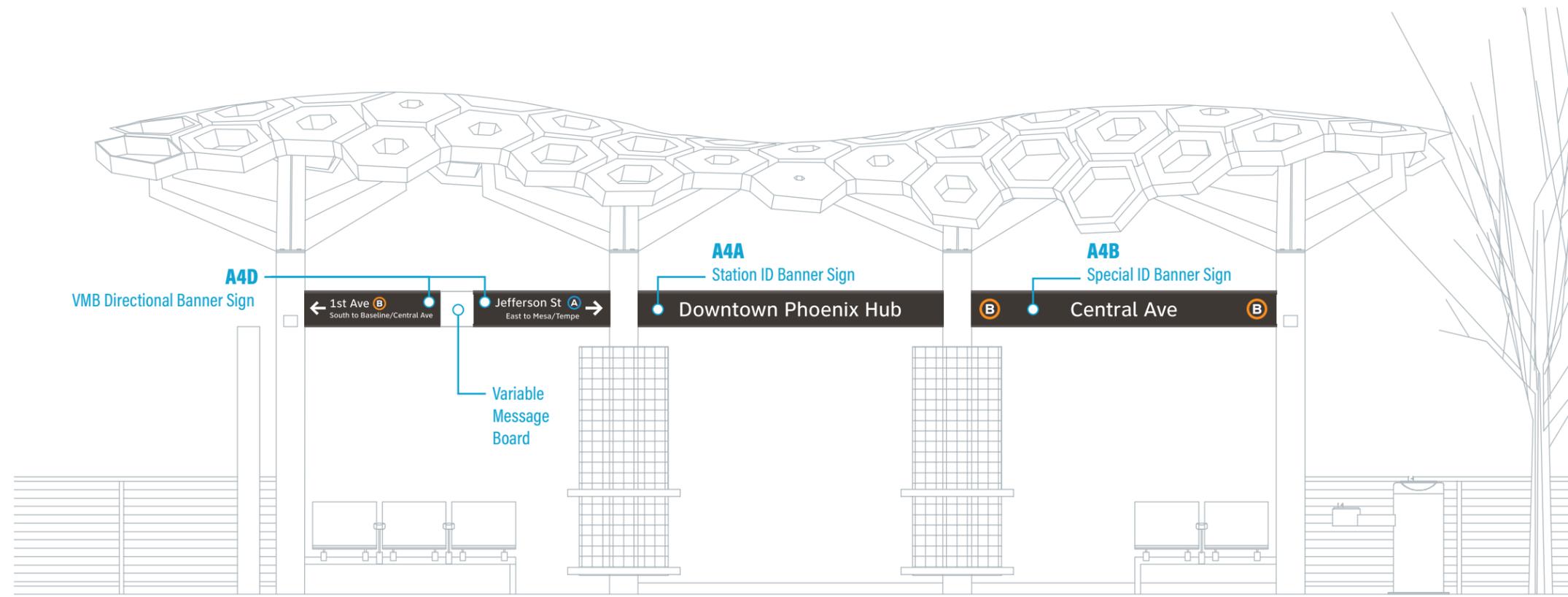


Figure 18: VMB Directional Banner Sign - Central Ave platform (B Line) with Station ID and Special ID Banner Signs.

SCALE 1:20

Variable Message Board Banner Signs were not tested for the focus group and bulletin board discussion. However, these signs allow displaying directions to other stations in the Downtown Phoenix Hub where space is limited. In this example, Central Ave (B Line) northbound has only three banner sign options. Directional Banner Signs (A4E) are a better option at station platforms where more banner signs are available.

VMB Banner Signs were designed for installation at the Downtown Phoenix Hub Stations. However, they may also be used at other stations across the light rail network where additional wayfinding signs may be needed.

SIGN SPECIFICATIONS

- Size:** 4'-2" w x 1'-1" h
- Material:** As per banner signs
- Colors:** PMS Black 7 C
PMS 151 CP
PMS 2832 CP
Extra White SW 7006
- Typeface:** ClearviewADA® Medium



Figure 19 Directional Banner Sign - Downtown Hub Station - Washington St (A Line).



Figure 20: Directional Banner Sign - Downtown Hub Station - Jefferson St (A Line).



Figure 21: Directional Banner Sign - Downtown Hub Station - Central Ave (B Line).



Figure 22: Directional Banner Sign - Downtown Hub Station - 1st Ave (B Line).

USER TESTS FEEDBACK

The Directional Banner Sign is a new wayfinding sign that will be located at the stations in the downtown hub. The signs help navigate riders to the appropriate exits to make a transfer between the A and B Lines. There was a positive response to this sign, with the general feeling that the sign accomplished its purpose. Consideration should be given to the size of the type and the visibility of the sign at night.

IMPROVEMENTS

1. The message on the sign was adjusted to be easier to read and understand, and the type sizes were increased to make the sign more legible.
2. Symbol sizes are increased, and the space is adjusted to provide better balance in the message.

SCALE 1:10

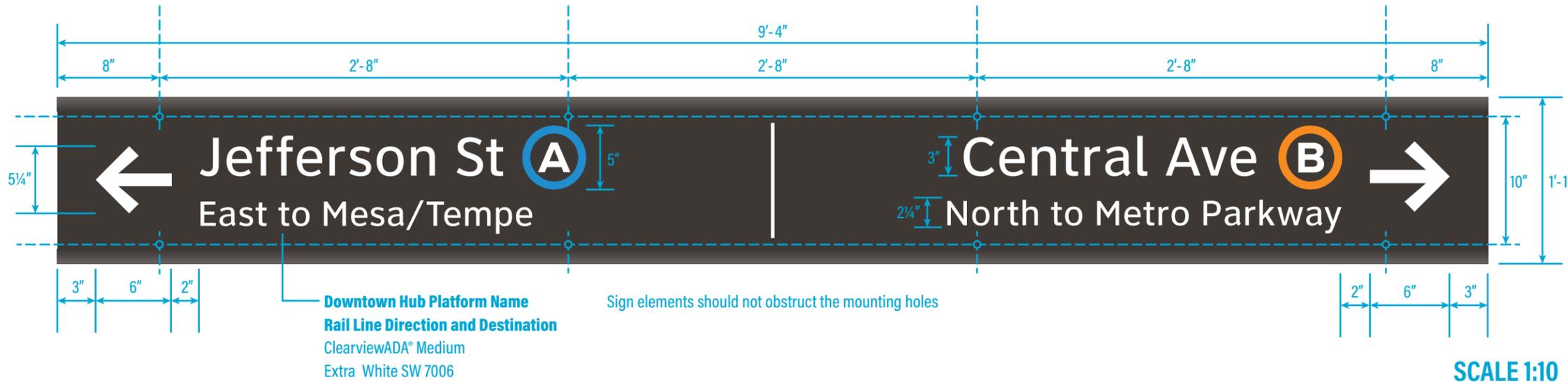


Figure 23: Directional Banner Sign - Proposed specifications for Directional Banner Sign.

SIGN SPECIFICATIONS

- Size:** 9'-4" w x 1'-1" h
- Material:** See Station ID Banner Sign
- Colors:** PMS Black 7 C
PMS 151 CP
PMS 2832 CP
Extra White SW 7006
- Typeface:** ClearviewADA® Medium

LOCATION

Located at either end of the station platform at the downtown hub stations.

FABRICATION AND INSTALLATION

1. Standard mounting method for the platform banner signs.
2. Conduct color contrast tests for the A and B Line colors against the banner background color before fabrication and installation.
3. Conduct tests for the size of the type and symbols before fabrication and installation.

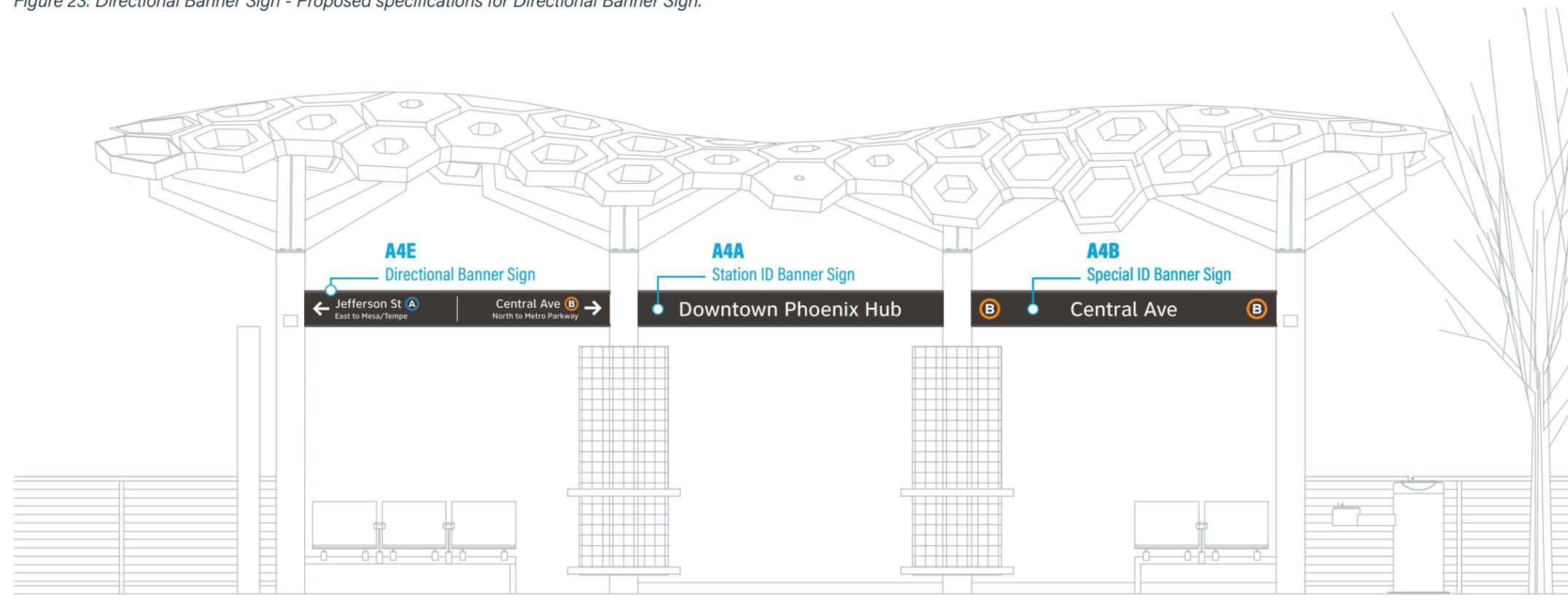


Figure 24: Directional Banner Sign - Located on 1st Ave platform (B Line).



Figure 25: Rail Line Designator Sign (A Line).



Figure 26: Rail Line Designator Sign (B Line).

USER TESTS FEEDBACK

The Rail Designator Sign is a new wayfinding sign that tested well in the focus group and bulletin board discussion. The sign was recognized as helping mark the entrance to the station and clarifying the rail line that serves the station. Minor improvements were suggested to give the sign more impact, notably making the sign large enough to be easily identified from a distance.

IMPROVEMENTS

1. A and B Line symbols are revised to include "LINE" below the disc.
2. The shape of the sign has been changed and the size increased to 18" x 24".

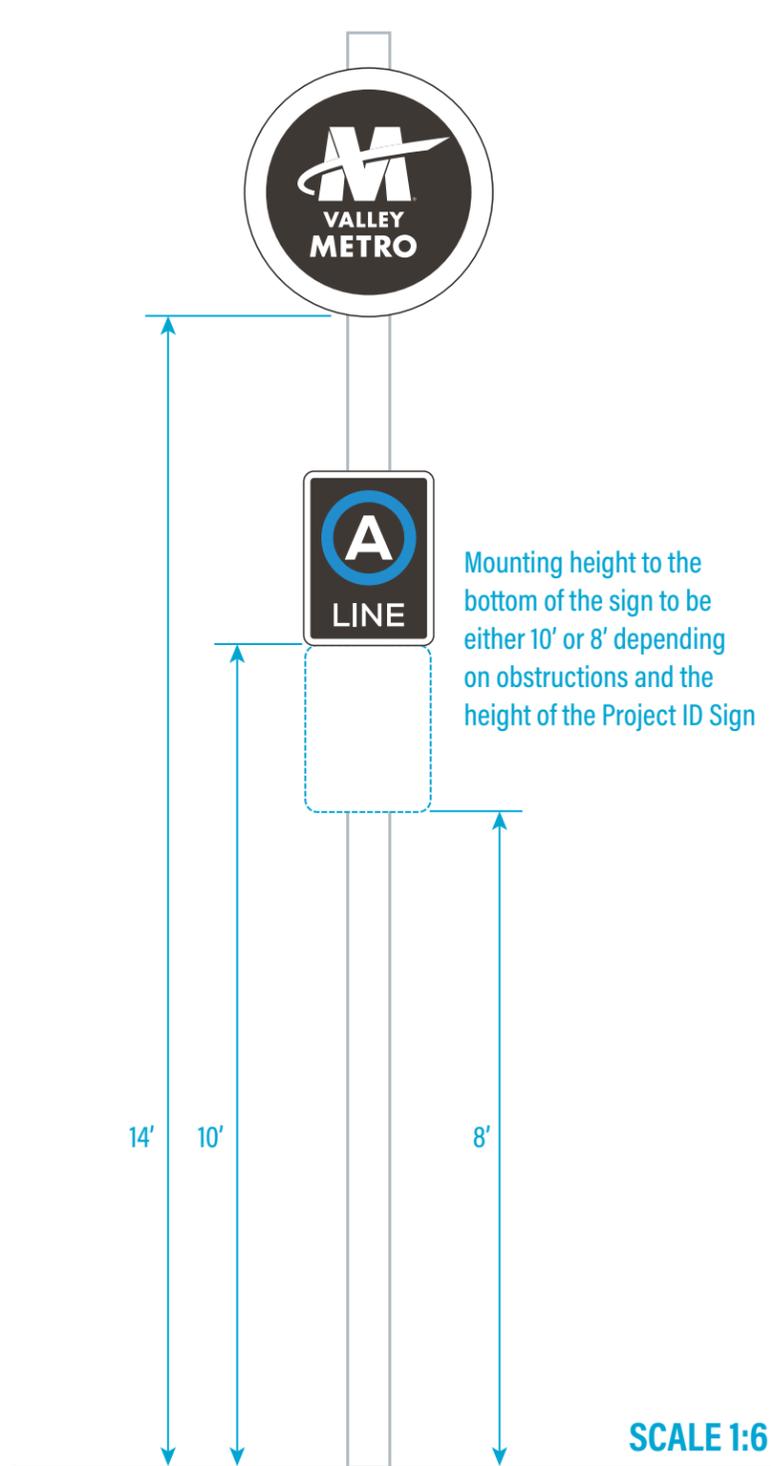


Figure 27: Rail Line Designator Sign Installation Options.

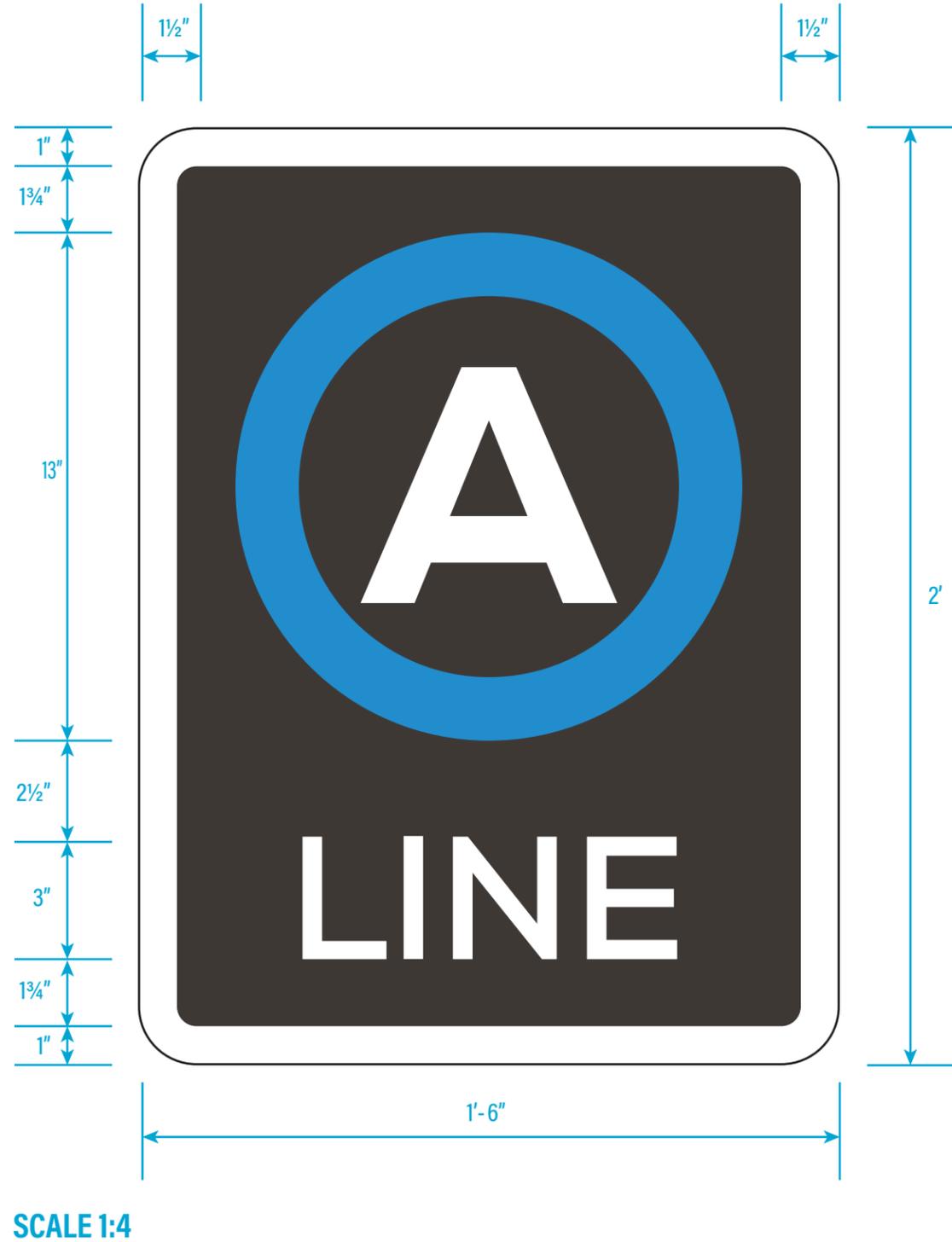


Figure 28: Rail Line Designator Sign - Proposed specifications.

SIGN SPECIFICATIONS

- Size:** 18" w x 24" h
- Material:** TBD
- Colors:** PMS Black 7 C
PMS 151 CP
PMS 2832 CP
Extra White SW 7006
- Typeface:** Nexa Bold
Nexa Heavy

LOCATION

Located at the station entrances mounted below the Project ID sign (A1) at all stations.

FABRICATION AND INSTALLATION

1. Mounting method similar to the Project ID Sign (A1).
2. Mounting height is determined by the position of the Project ID Sign (A1) and obstructions observed and recorded during the station signs' audit.
3. Source a secondary location for the sign if an obstruction prevents the installation in the preferred location.
4. Consult with the fabricators to ensure that the rail line symbol colors will not fade over a short period.

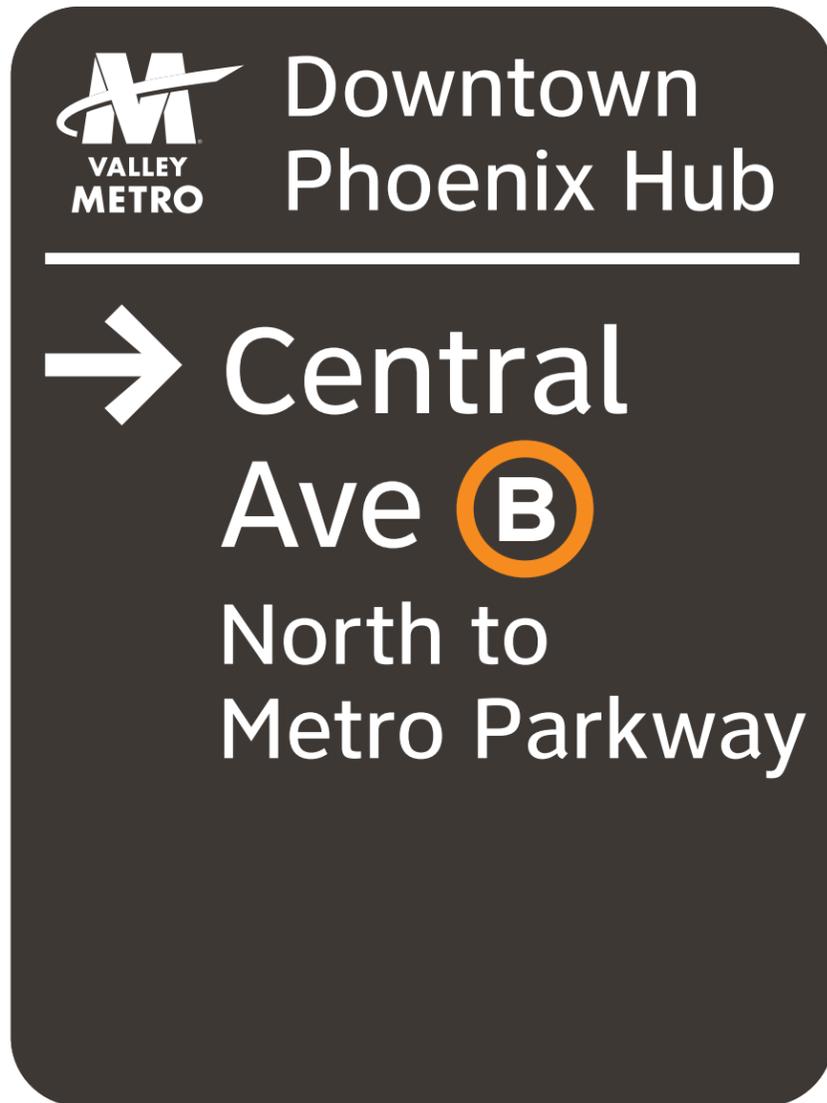


Figure 29: Directional Wayfinding Sign - Washington St.



Figure 30: Directional Wayfinding Sign - Central Ave.

SCALE 1:4

USER TESTS FEEDBACK

The Directional Wayfinding Sign is a new wayfinding sign that was identified as easy to read and understand. Careful consideration should be given to the content of the sign. It was suggested that prominent landmarks be added to the signs close to the station to add more than just directions to other stations in the downtown hub. There were concerns about the size of the type and the symbols.

IMPROVEMENTS

1. The size of the type and the symbols were increased
2. The size of the sign was increased to 18" w x 24" h



Figure 33: Platform Information Modular Sign at 25th Ave & Mountain View station on the North West Extension. The sign is non-tactile and does not include braille.



Figure 34: Platform Information Modular Sign at Central Ave/Camelback station includes tactile and braille characters.

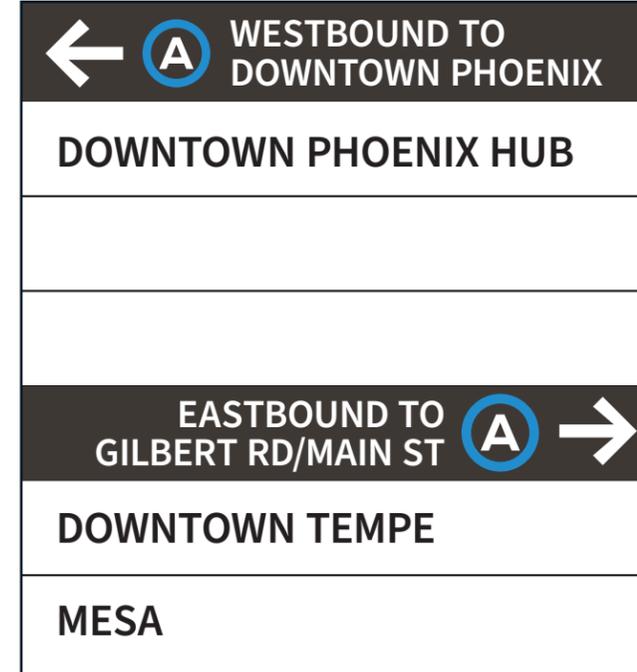


Figure 35: Platform Information Modular Sign submitted for the focus group test and improved with edits to the destination header.

BACKGROUND

The Platform Information Modular Sign is deployed throughout the current light rail network. Current signs were tested during the focus group and were helpful to the rider. Most comments were about the modular destination header and the need for a directional arrow and the rail line symbol. Participants in the focus group identified the new Platform Line Diagram (C3A/C3B) as being more helpful in showing the rail line and direction from the station platform(s). Platform Information Modular Signs are also installed along the platform and provide additional information to confirm that the rider is standing on the correct platform for their journey.

Modular signs with tactile and braille characters are mostly located at the first pylon at the station entrances. However, new-style modular signs installed on the North West Extension stations appear to be non-tactile and do not include braille. This location is also recommended for the Platform Line Diagram (C3A/C3B).

Platform Information Modular Signs are easy to maintain and update for the opening of the A and B Lines. Spares for each modular component can be kept in stock and quickly replaced if damaged.

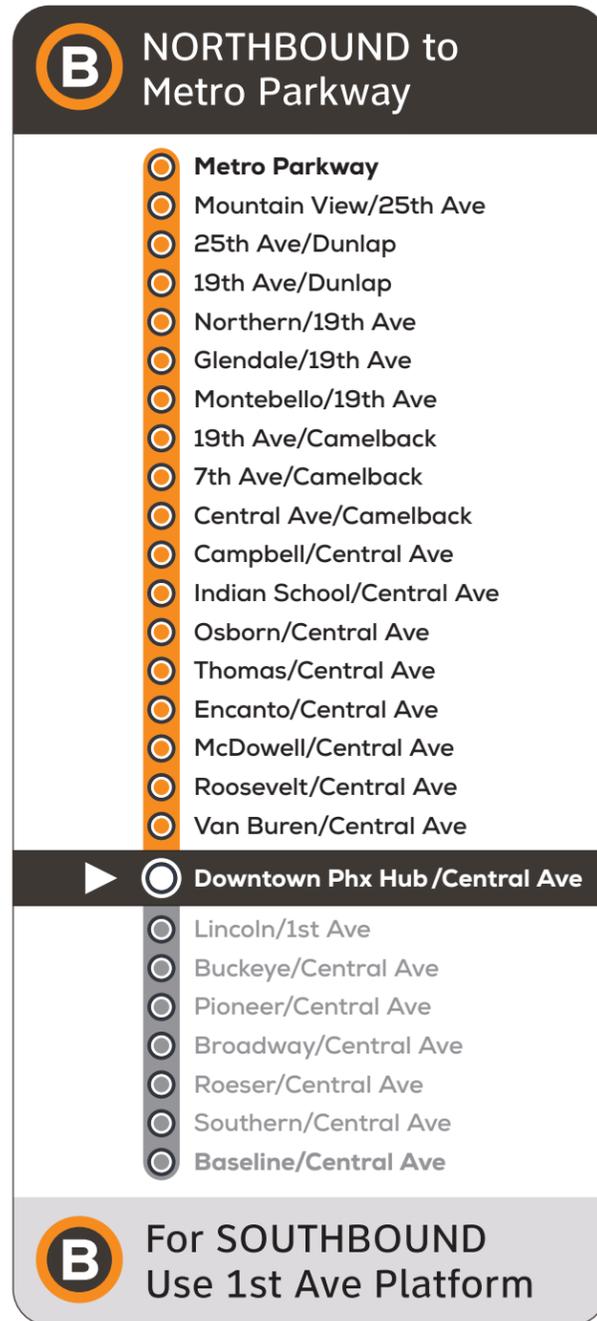


Figure 36: B Line Single Platform Diagram (C3A)

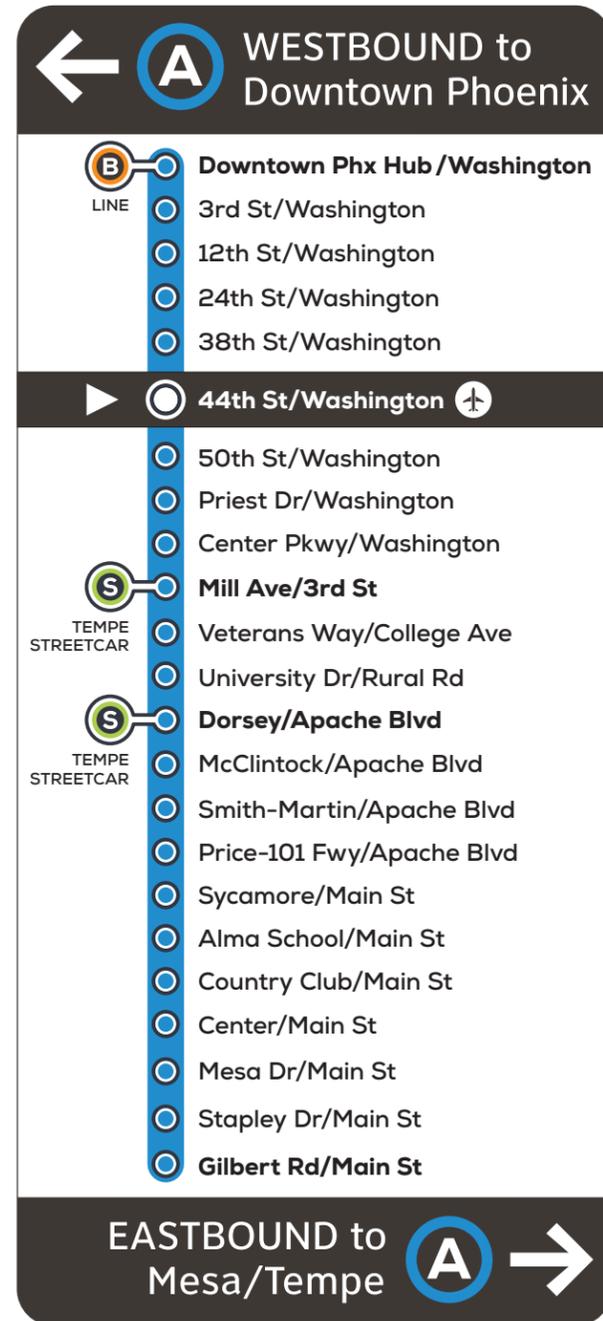


Figure 37: A Line Dual Platform Diagram (C3B)



Figure 38: B Line Dual Platform Diagram (C3B)

USER TESTS FEEDBACK

The Platform Line Diagram is a new wayfinding product that was tested well in the focus group and bulletin board discussion. The direction of travel from the station and the "You are Here" marker were identified as valuable information for both experienced and inexperienced users. Platform Line Diagrams were considered a good replacement for the Platform Information Modular Signs (C2A/C2B).

Platform Line Diagrams are split in to two separate designs: single platform diagram (C3A) and dual platform diagram (C3B).

IMPROVEMENTS

1. Map was resized to 16¼" w x 36" h to fit within the platform pylon.
2. Header and footer banners identify the direction of travel from the platform(s).
3. The size of the station names on the diagram were increased to be more legible.

SCALE 1:5

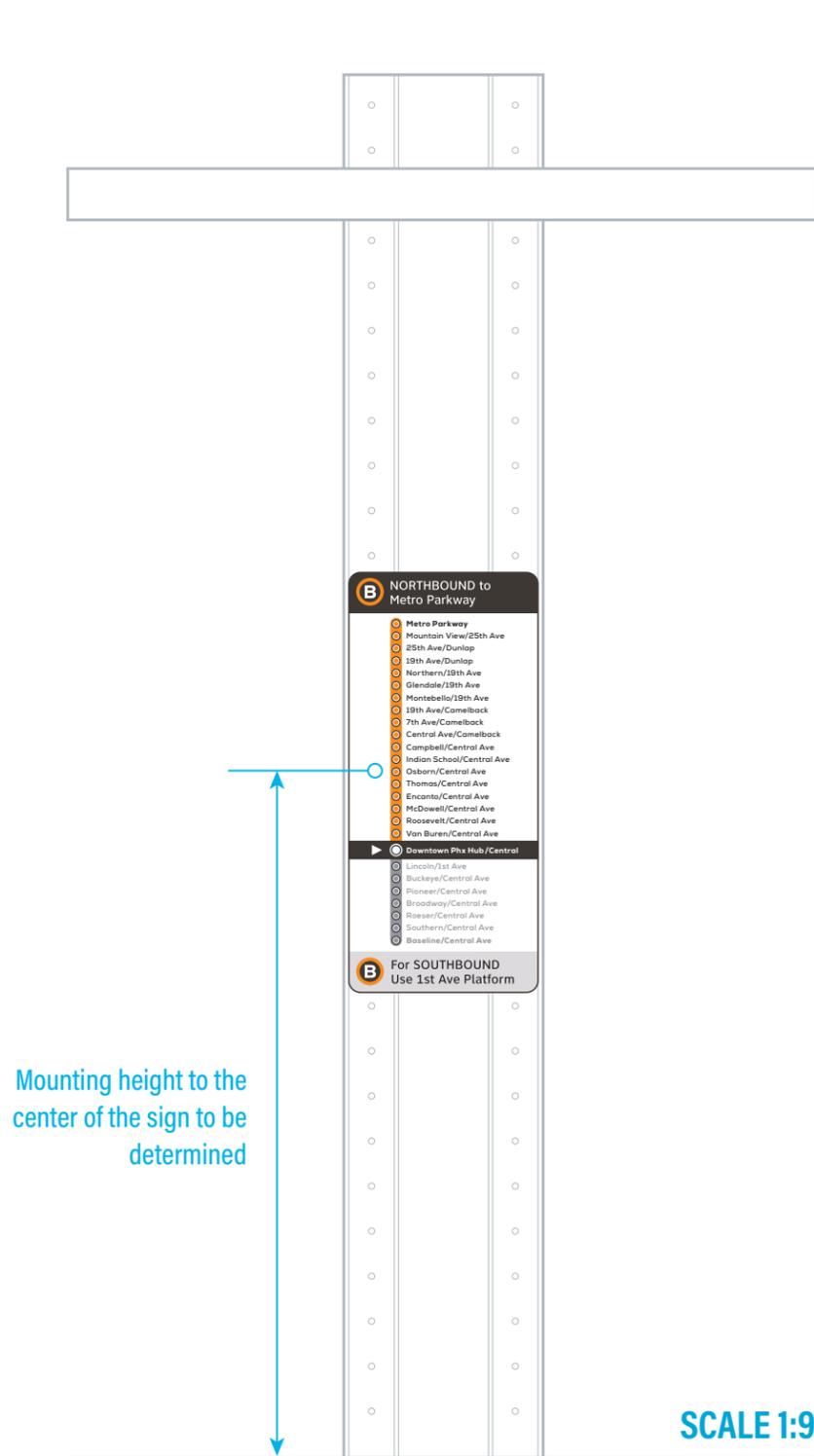


Figure 39: Possible mounting location for Platform Line Diagram

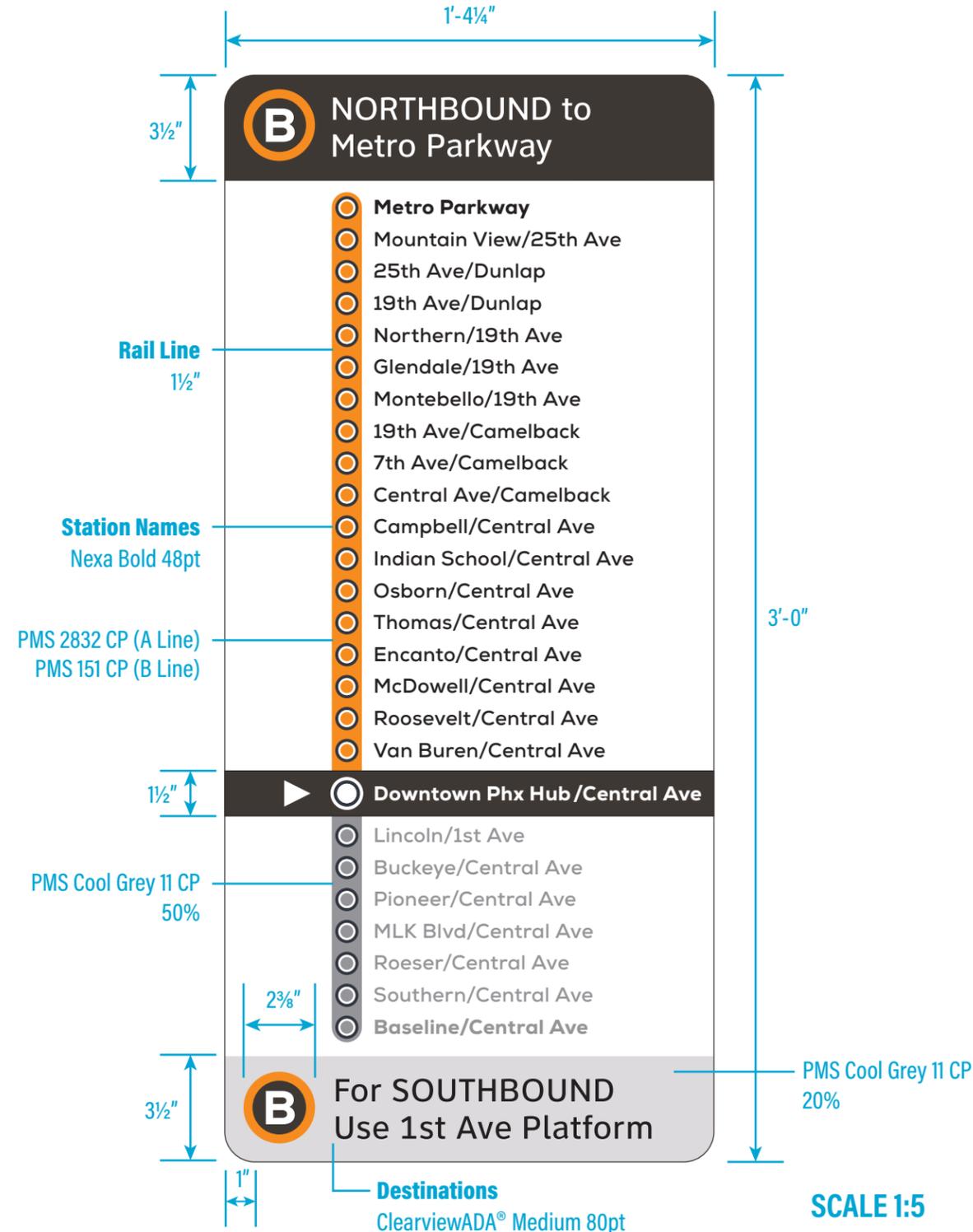


Figure 40: Platform Line Diagram - Proposed specifications.

SIGN SPECIFICATIONS

- Size:** 16 1/4" w x 36" h
- Material:** TBD
- Colors:** PMS Black 7 C
PMS 151 CP
PMS 2832 CP
PMS Cool Grey 11 CP
- Typeface:** ClearviewADA® Medium
Nexa Bold
Nexa Heavy

LOCATION

Located on the pylon closest to the station entrance.

FABRICATION AND INSTALLATION

1. The location needs to be assessed during the station sign audit. At most stations, tactile/braille Platform Information Modular Signs (C2A/C2B) are located on the first pylon. If the tactile/braille sign is to be kept at this location, then the Platform Line Diagram should be mounted on another platform pylon.
2. The mounting height should not exceed 70". Maps and schedules are exempt from ADA restrictions; however, the type size of the station names meets the ADA guidelines for information signs.

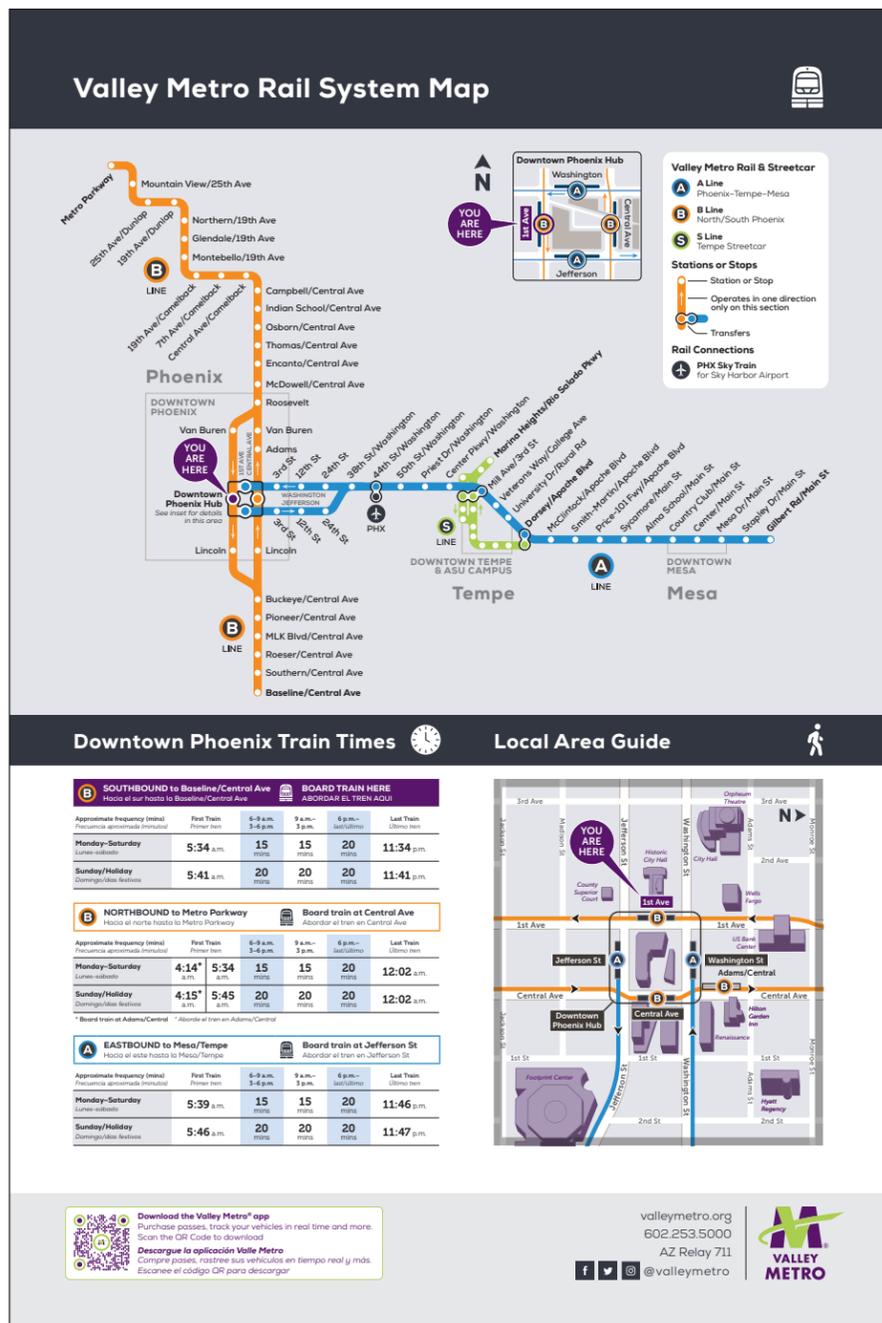


Figure 41: Station Information Poster

SCALE 1:10



Figure 42: Station Information Poster installed in a map case on the station platform.

USER TESTS FEEDBACK

The Station Information Poster provides a lot of information, which at first glance is overwhelming. All the information elements are helpful but need improvements to make them easier to use. The Train Times section needs to be simplified, and an explanation for the service summary needs to be provided. The Local Area Guide Map provides navigation of the area around the station, which is especially helpful at the downtown hub. Orienting the map to align with your location on the station platform should be considered.

IMPROVEMENTS

- Train Times** summary simplified "minutes" added to the service information.
- Local Area Guide Map** was oriented to reflect your location on the station platform. The map area was reduced to provide easier navigation of the downtown hub area.
- Light Rail System Map** was covered earlier in the document. System Maps are customized with a "You are Here" marker for the station.

B SOUTHBOUND to Baseline/Central Ave Hacia el sur hasta la Baseline/Central Ave		BOARD TRAIN HERE ABORDAR EL TREN AQUI			
Approximate frequency (mins) Frecuencia aproximada (minutos)	First Train Primer tren	6-9 a.m. 3-6 p.m.	9 a.m.- 3 p.m.	6 p.m.- last/ultimo	Last Train Último tren
Monday-Saturday Lunes-sábado	5:34 a.m.	15 mins	15 mins	20 mins	11:34 p.m.
Sunday/Holiday Domingo/días festivos	5:41 a.m.	20 mins	20 mins	20 mins	11:41 p.m.

B NORTHBOUND to Metro Parkway Hacia el norte hasta la Metro Parkway		Board train at Central Ave Abordar el tren en Central Ave			
Approximate frequency (mins) Frecuencia aproximada (minutos)	First Train Primer tren	6-9 a.m. 3-6 p.m.	9 a.m.- 3 p.m.	6 p.m.- last/ultimo	Last Train Último tren
Monday-Saturday Lunes-sábado	4:14* a.m.	5:34 a.m.	15 mins	15 mins	12:02 a.m.
Sunday/Holiday Domingo/días festivos	4:15* a.m.	5:45 a.m.	20 mins	20 mins	12:02 a.m.

* Board train at Adams/Central * Aborde el tren en Adams/Central

A EASTBOUND to Mesa/Tempe Hacia el este hasta la Mesa/Tempe		Board train at Jefferson St Abordar el tren en Jefferson St			
Approximate frequency (mins) Frecuencia aproximada (minutos)	First Train Primer tren	6-9 a.m. 3-6 p.m.	9 a.m.- 3 p.m.	6 p.m.- last/ultimo	Last Train Último tren
Monday-Saturday Lunes-sábado	5:39 a.m.	15 mins	15 mins	20 mins	11:46 p.m.
Sunday/Holiday Domingo/días festivos	5:46 a.m.	20 mins	20 mins	20 mins	11:47 p.m.

Figure 43: Station Information Poster - Train Times

SCALE 1:4

TRAIN TIMES

The Train Times section of the Station Information Poster shows a summary of train service for both A and B Lines in the Downtown Phoenix Hub. This section is customized for each of the downtown hub stations, with the first table highlighted for the station's location, which in this case is 1st Ave.



Figure 44: Station Information Poster - Local Area Guide

SCALE 1:4

LOCAL AREA GUIDE

This map is customized for each of the downtown hub stations, with a "You are Here" marker added for the station's location. The map is oriented based on how the station poster is located on the station platform, which in this case is at 1st Ave.

POSTER SPECIFICATIONS

Size: 48" w x 72" h
(complete poster size)

LOCATION

Located in the map frames on the platform at all stations.

FABRICATION AND INSTALLATION

1. Posters will be installed at all stations, replacing posters at existing stations and adding posters to new stations in the downtown hub and southern extension. The poster will occupy the left side of the map frame, with the right side allocated for advertising.

July / October 2024 Proposed Service Changes

VMAAG May 2024

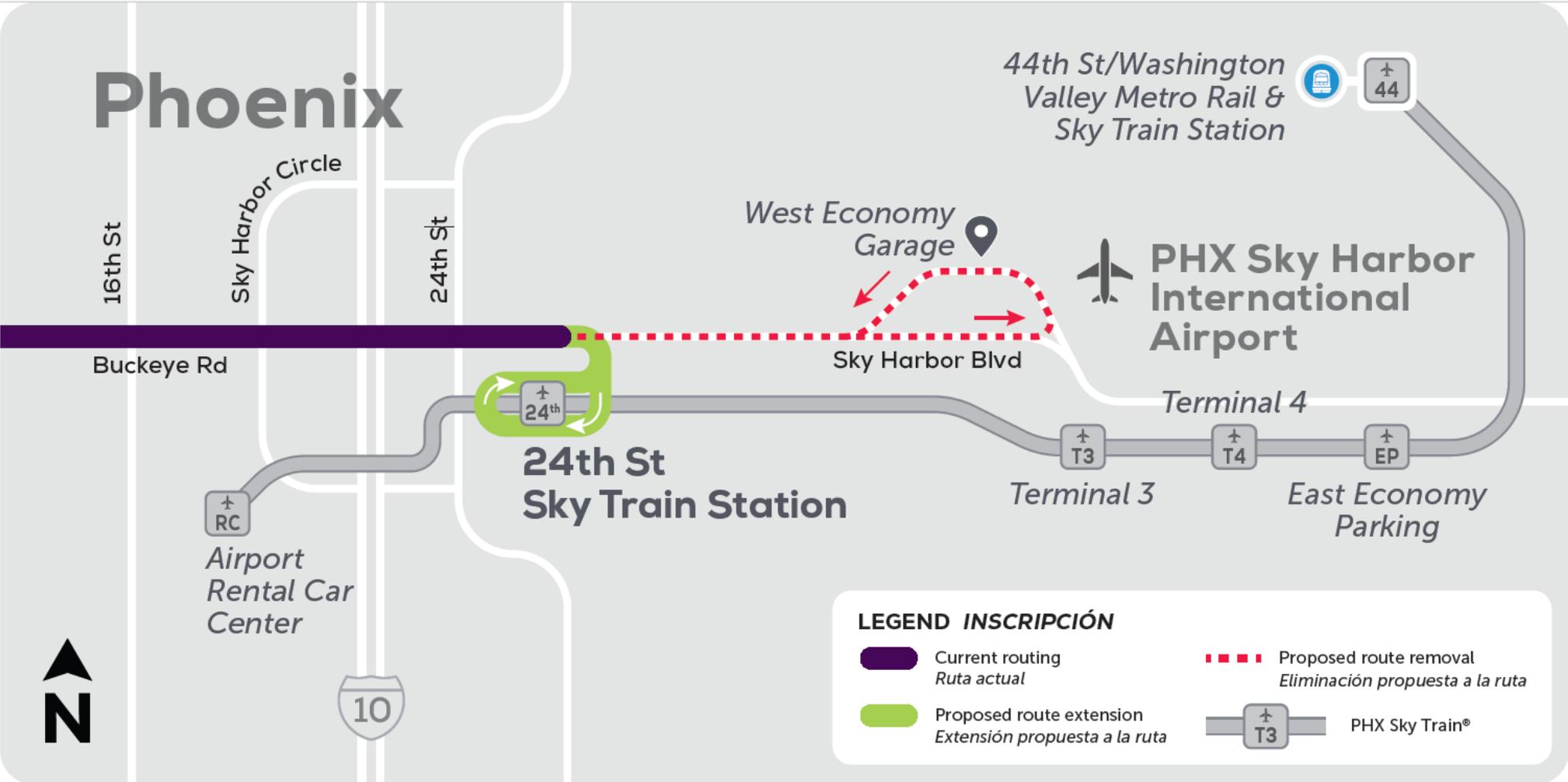
**Aaron Xaevier, Service Planning &
GIS, Manager, Valley Metro**



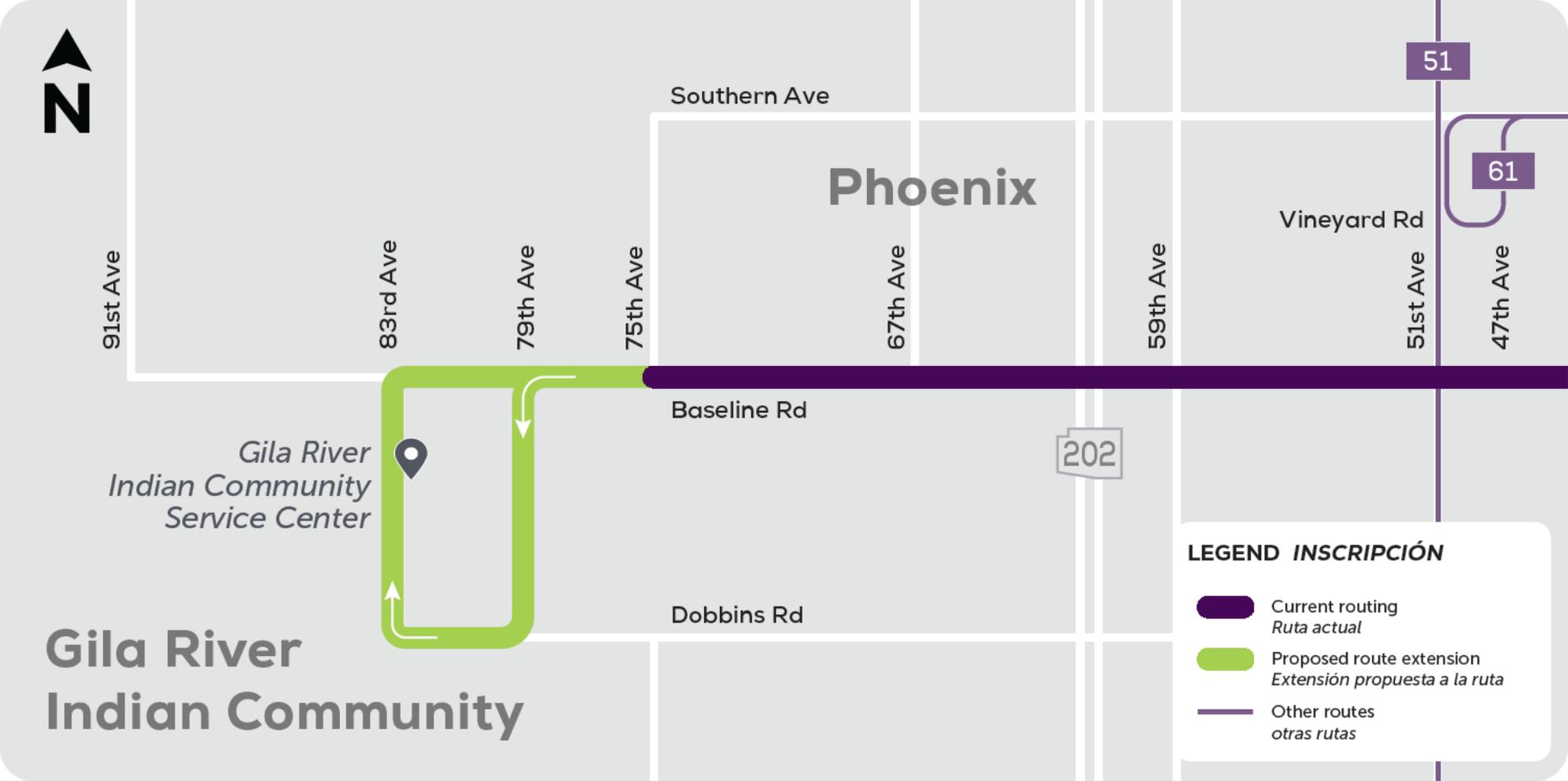
Tempe Flash: Proposed Route Adjustment



Route 13—Buckeye Rd: Proposed Route Extension



Route 77—Baseline Rd: Proposed Route Extension

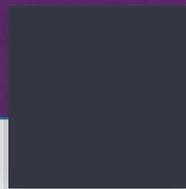


Share your feedback

- Hybrid Public Hearing **May 24**
- Reach us online:
 - Email Valley Metro at *input@valleymetro.org*
 - Complete the online survey at *valleymetro.org/maps-schedules/service-changes*
- **Submit an official comment for this public hearing**
 - Write your comment in the chat box of this webinar
 - Raise your hand and wait to be unmuted to record your comment
 - Leave a verbal comment at our public input voicemail at (602) 322-4479
- **Contact us anytime**
 - Call Customer Service at (602) 253-5000



Questions/Comments



Fare Technology Modernization Update

September 26, 2024

**Dane Ryals, Fare Programs, Manager,
Valley Metro**



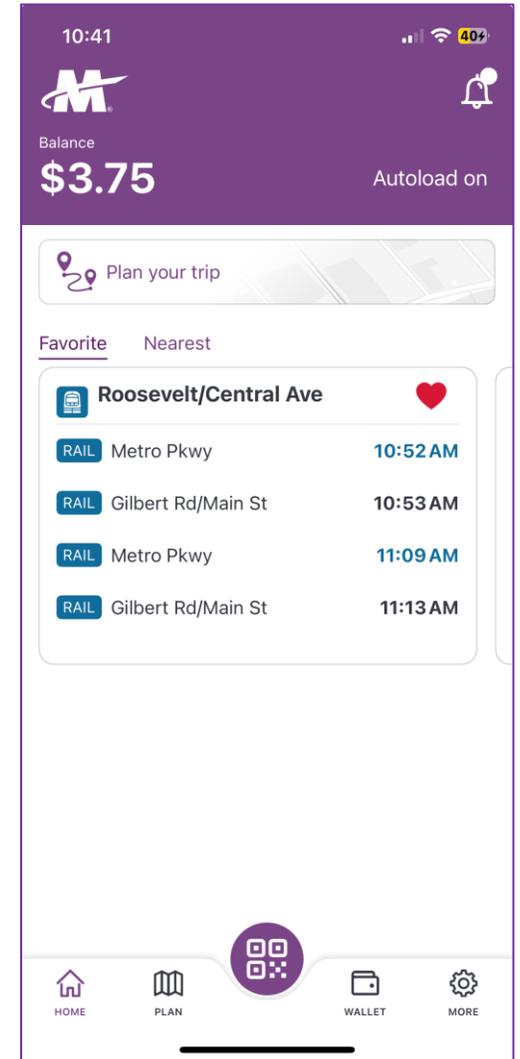
Project Timeline

- **June 1:** Specialty card transition
- **July 2024:** Soft launch
- **September 2024:** Full system launch
- **After launch:** Paper passes not valid starting October 28 (service changes)



Current Project Status

- **Full-featured mobile app is available**
- **Farebox transition began June 24**
 - On schedule to finish installation in early October
- **Fare machines coming online**
 - Second round of installation this fall



Current Project Status

- **Fares website is live:** www.valleymetrofares.org
- **Ticket Office Terminals (Transit Centers)**
 - Live at Phoenix Transit Centers
 - Credit from paper passes onto Copper cards or Valley Metro app account
 - Sell/reload Copper cards
- **Light rail fare inspection app**
 - Allied officers trained in August
 - Inspection app being used across the system



Current Project Status

- **Retail network launch is in process**
 - 380+ Circle K stores have Copper cards
 - 18 single-location stores have Copper cards
- CVS and Walgreens live with reloads only
- Albertsons, Safeway going live now with cards and reloads
- Food City, Bashas' and 20+ single-location stores going live this fall



Fare System Pop-Up Events

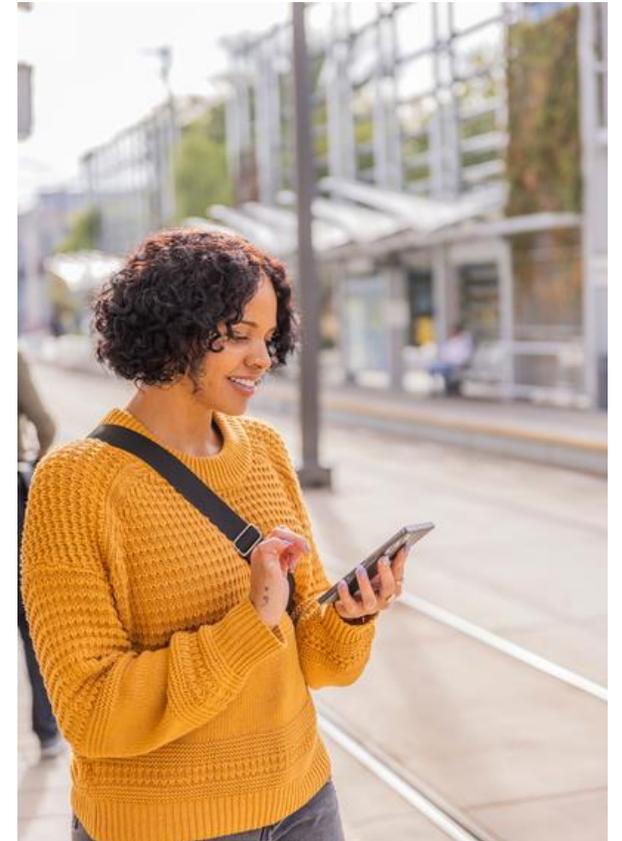
Paper pass credit, reduced fare, general information

- **Peoria Community Center**
 - Fri., September 27
- **Pyle Adult Recreation Center**
 - Tues., October 1
- **Granite Reef Senior Center**
 - Wed., October 2
- **Sunnyslope Community Center**
 - Thurs., October 10
- *More dates being announced soon*



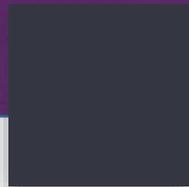
For More Information

- Learn more about the project:
valleymetro.org/faretechnology
- Sign up for email notices:
valleymetro.org/notice





Questions?



Customer Service Complaint Review

Willie Marks-Pearson, Customer Service Supervisor



Agenda

Customer Complaint Review

- ADA
- Bus
- Light Rail

Ridership Reports

Total Fixed Route Complaints

2024	Jan	Feb	Mar	Apr	May	June	July
ADA	36	57	64	65	64	70	48
BUS	1,338	1,376	1,415	1,577	1,454	1,363	1,431
Light Rail	124	116	158	138	98	119	107

Total Fixed Route Complaints ADA -Year over Year

	Jan	Feb	Mar	Apr	May	June	July
2023	48	42	49	43	96	38	42
2024	36	57	64	65	64	70	48

Total Fixed Route Complaints Bus - Year over Year

	Jan	Feb	Mar	Apr	May	June	July
2023	1,143	1,131	1,317	1,209	1,390	1,241	1,264
2024	1,338	1,376	1,415	1,577	1,454	1,363	1,431

Total Fixed Route Complaints Light Rail -Year over Year

	Jan	Feb	Mar	Apr	May	June	July
2023	135	154	141	108	115	107	109
2024	124	116	158	138	98	119	107

Top Complaint Categories: ADA

Category	Jan	Feb	Mar	Apr	May	June	July
Pass Up	22	32	34	28	38	33	29
Policy (Operator)	8	17	19	26	19	31	15
Wheelchair Securement	1	1	2	2	1	0	1
Attitude	1	1	1	1	0	0	0

Top Complaints: Bus

Category	Jan	Feb	Mar	Apr	May	June	July
Pass up	415	456	483	496	496	447	449
Policy (Op)	142	157	155	212	196	196	174
Attitude	153	160	172	190	160	138	160
No Show	82	85	83	118	85	114	152
Haz Opns	90	112	83	118	96	60	83
Late	109	95	127	128	111	81	103

Top Complaints: Light Rail

Category	Jan	Feb	Mar	Apr	May	June	July
Fare Machines	67	76	92	84	49	60	48
Security	9	8	15	15	15	17	18
Late	11	6	16	4	5	3	4
Code of Conduct	4	5	5	5	2	2	5
Policy	6	1	3	6	8	1	8
Attitude	2	0	2	1	1	1	1



Questions?

Ridership Reports

Aaron Xaevier, Service Planning & GIS Manager



Focused Key Performance Indicators

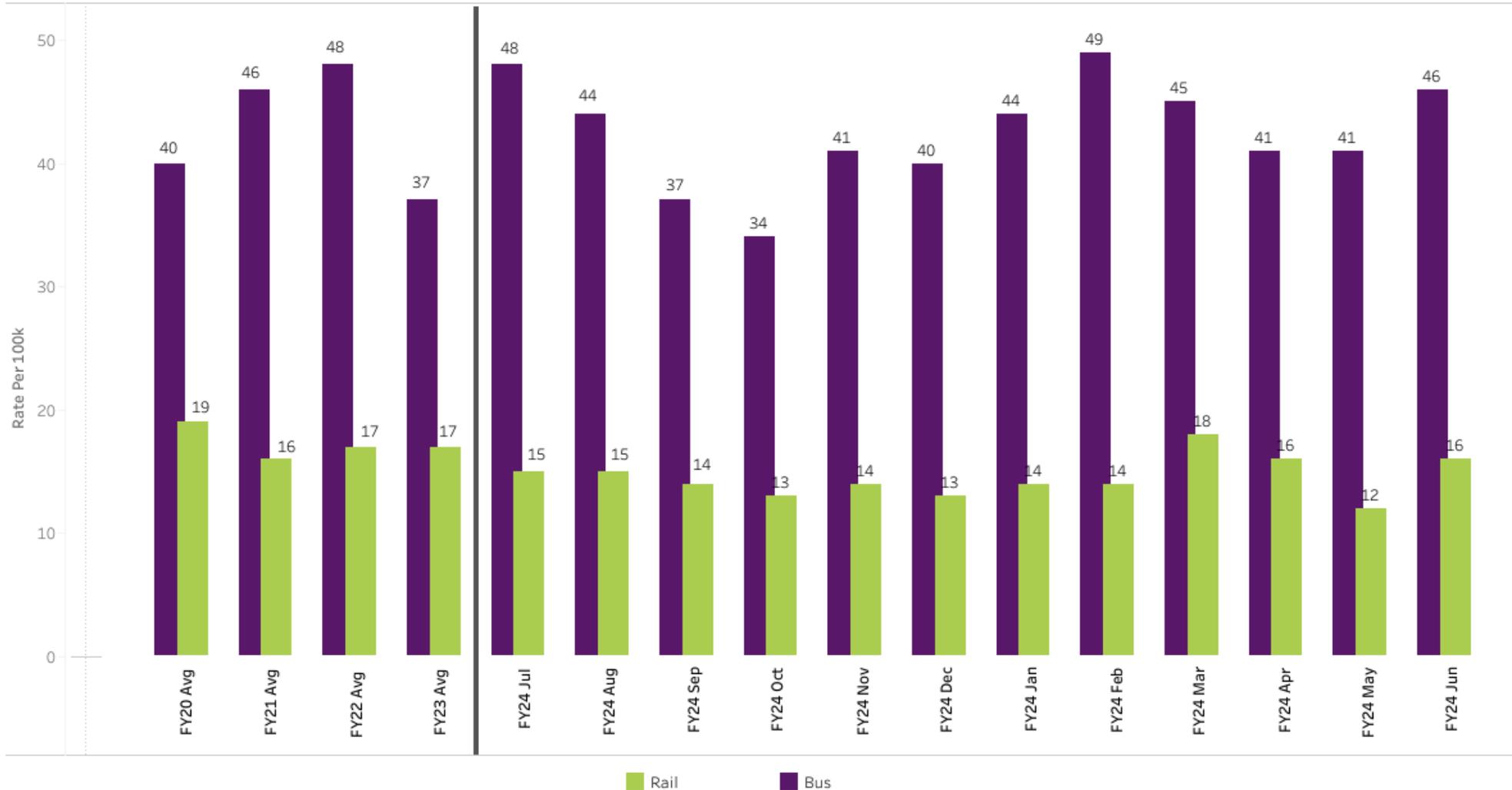
Complaint Rate

Operator Vacancy Rates

% Missed Miles, Bus

Mode
All

[Back to Main](#)



On-Time Performance

Bus

Light Rail

Streetcar

Paratransit

Fiscal Year
Multiple values

[Back to Main](#)



Ridership and Cost

Ridership by Mode

Boardings by Revenue Hour

Rev Hour Boardings by Route

ATS: Ridership and Cost

Jurisdiction
All

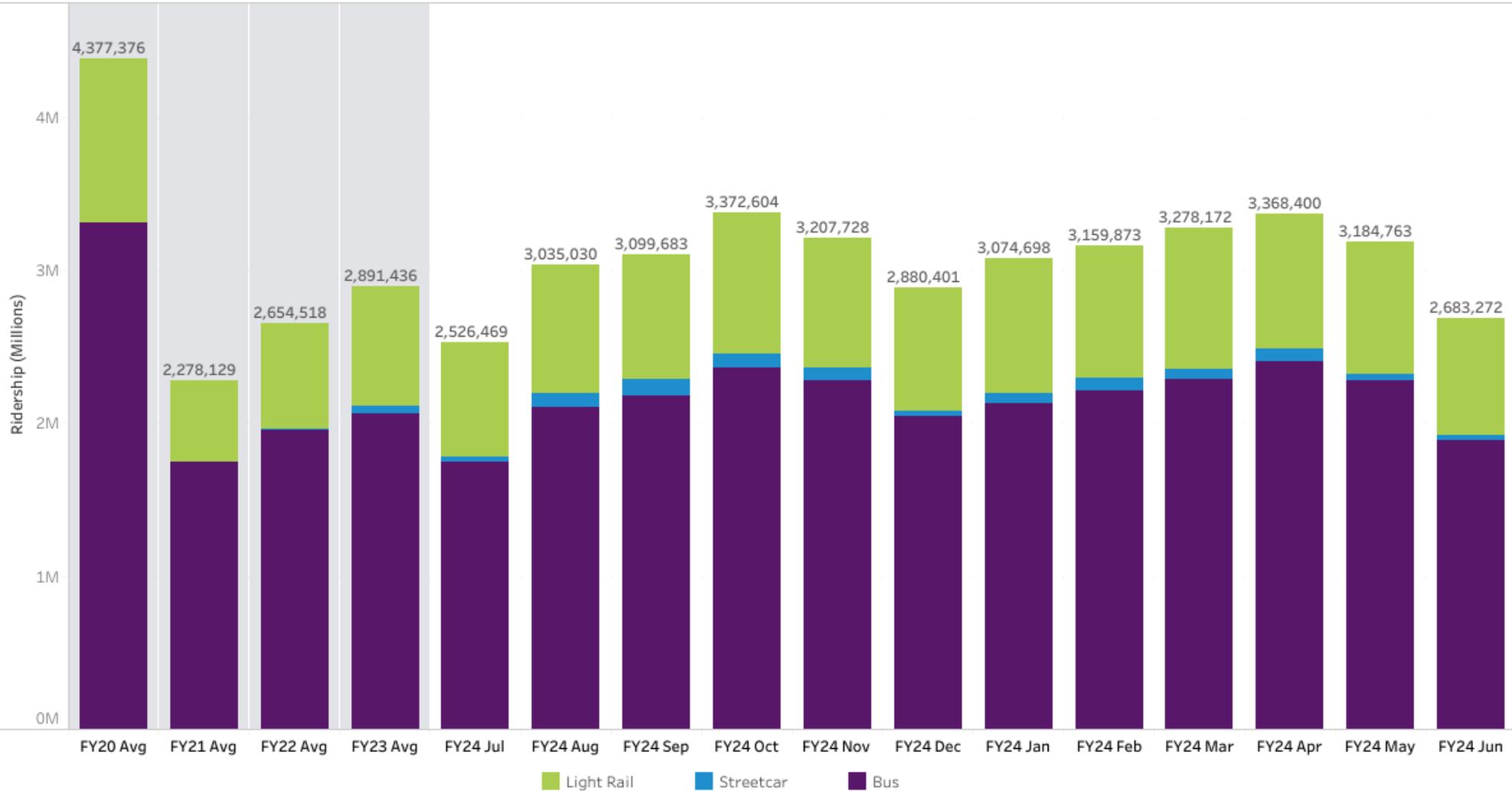
Route
All

Subregion
All

Mode
All

Service
All

Contractor
All



↑ Ideal

Questions?



Paratransit Updates

Trevor Ebersole

Paratransit & RideChoice Program Supervisor

Accessible Transit Services Valley Metro



Paratransit Performance

Paratransit Program Information	
One-way Trip Count	Q1 thru 9/19/24 total trips was approximately 64,088.
Percent of Trips On-Time	Q1 thru 9/19/24 trips on time was approximately 90%.
Customer Comments	Q1 thru 9/19/24 total comments is 146, 20 of which were compliments. Revolved around system performance.
Operations	Working to improve system performance and will continue through FY25.
Goals for FY25	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 thru 9/19/24 total trips was approximately 74,390.
Percent of Trips On-Time	Q1 thru 9/19/24 trips on time was approximately 84%.
Customer Comments	Q1 thru 9/19/24 total comments was 140, 92 of which were compliments. Complaints revolved around reservation accuracy, system performance and driver behavior.
Providers	Currently using 12 providers and working to expand.
Goals for FY25	Decrease customer complaints and improve on-time performance.



Questions?

Comments by Members and Announcements

Next Meetings

- Steering Committee Meeting
 - October 10, 2024
 - 2:30 to 3:30 pm
- VMAAG Meeting
 - November 21, 2024
 - 2:30 to 4:00 pm