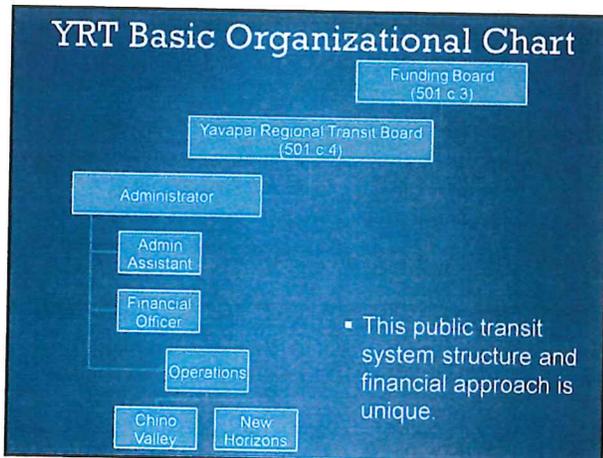
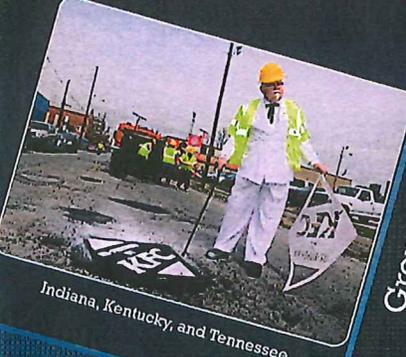


Yavapai Regional Transit (YRT)

Presentation to:
Town of Prescott Valley Council

- ## Operations Funding
- **NO** Local Government Financial Involvement Required
 - **Public Private Partnership**
 - Leveraging Federal Funding
 - Innovative Funding Structure
 - Tax deductible
 - Sponsorships
 - Advertisements
 - Donations
 - **Proposed Service**
 - Monday - Friday
 - 6:30 AM to 6:30 PM
 - Flexible to Fit Funding





Indiana, Kentucky, and Tennessee

Groundbreaking
and Innovative
Approach to Funding

Role of ADOT
and CYMPO

- Technical Assistance
- Planning Assistance
- Marketing Assistance
- Guidance
- ADOT will also assist with procurement

How can you help?

- The ADOT 5311 application is due December 7, 2012
- Letters of support for the application

YAVAPAI REGIONAL TRANSIT IMPLEMENTATION PLAN

INTRODUCTION

This project is being carried out to identify and explore a public/private transit partnership between Chino Valley Transit and New Horizons Independent Living Center (New Horizons). This partnership, which will leverage Federal dollars without the use of local government funds, is developing a general public transit service for the Central Yavapai region. The Central Yavapai Metropolitan Planning Organization has been asked by the partners to provide technical and planning assistance for the project.

The goals of this plan are to:

- Select a preferred regional transit service alternative with routes and schedule based on increasing demand
- Identify alternative funding and organizational/governance structure types in order to continue Chino Valley Transit beyond the current section 5311 grant year
- Define the groundwork for a partnership with New Horizons
- Develop a financial plan with sustainable funding opportunities (other than local government sources)
- Identify the steps for implementing service for the two participating organizations while continuing to utilize the Section 5311 funding

The “Regional Transit Needs Study” (Nelson / Nygaard, April 2007) and the “Transit Implementation Plan” (TransitPlus, February 2009) form a foundation for this plan as these two documents resulted in the identification of regional service alternatives.

SERVICE COMPONENTS

The proposed service has been developed with an emphasis on serving the general public with a deviated, fixed route system. Vehicles currently in use by Chino Valley Transit and New Horizons, as well as up to three excess vehicles from the Yuma Intergovernmental Public Transit Authority, would be used for the initial phase of implementation with new vehicles being acquired as needed in the future.

Most vehicles are currently or will be equipped with wheelchair lifts or ramps and communication equipment. A central call and scheduling center will be required to provide for coordination of the deviated fixed routes. The center will also serve as a one call information source about transit options in the CYMPO region.

Chino Valley Transit currently provides local bus service, under a Section 5311 contract, within the Town of Chino Valley on Mondays and Wednesday from 8 a.m. to 2 p.m. Regional service to Prescott is also provided twice a day on Tuesday and Thursday. Both types of service have fixed routes with deviations provided for people with disabilities or mobility impairments. The drivers for Chino Valley Transit are all volunteers while the Transit Manager and the Dispatcher are currently paid on a part time basis.

New Horizons currently has a variety of services every day except Sunday, which provides transportation through contracts with the Arizona Division of Developmental Disabilities, with TMS which is the transportation broker for the State's acute care program (ACCHS), with the Arizona Department of Economic Security, and with Northern Arizona Council of Governments for their Area Agency on Aging program. The transportation program is open to the general public, and there are a number of private pay riders.

New Horizons transportation staff is all paid, and includes a Transportation Supervisor and two dispatch and scheduling employees. There is a mixture of full time and part time drivers.

This proposal is to organize managerial and compliance activities under a new organization "Yavapai Regional Transit Authority LLC." A full time transit administrator is needed to oversee the new system and to implement and then direct all transit activities under this plan, as well as to coordinate with ADOT.

FIXED AND DEVIATED ROUTES

The proposed routes for this project were formulated using the initial fixed and flexible routes from the two previous studies. The primary fixed and local route(s) shown on the following maps would be the proposed route(s) for this project.

There will be 3 total vehicles operating the proposed route(s) with one vehicle operating the local Chino Valley route and two vehicles simultaneously operating the regional route between Chino Valley and Prescott Valley. There will also be back-up vehicles for the local Chino Valley Route and for the regional route.

Figure 1: Initial Regional Fixed Routes with Deviation

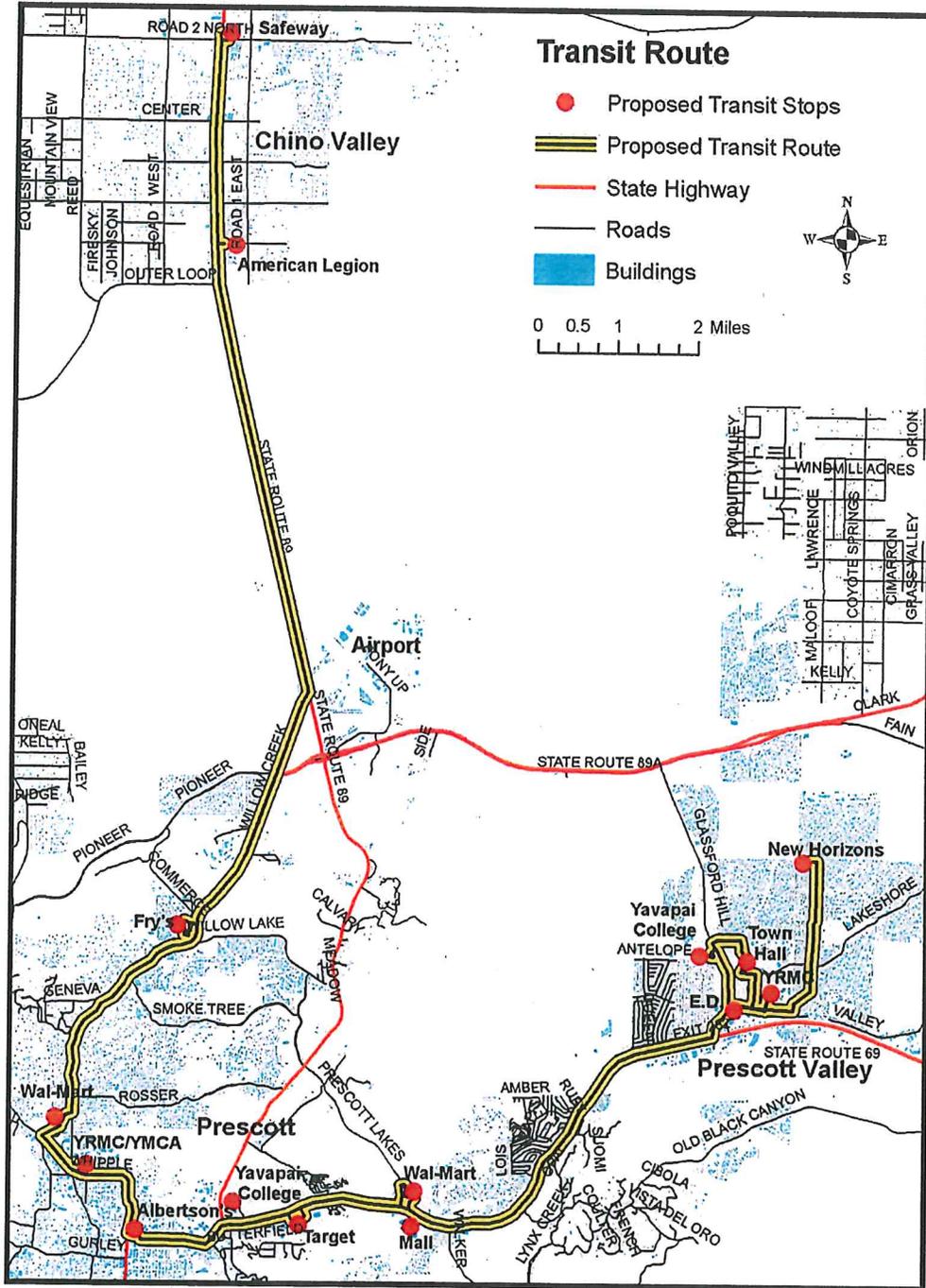
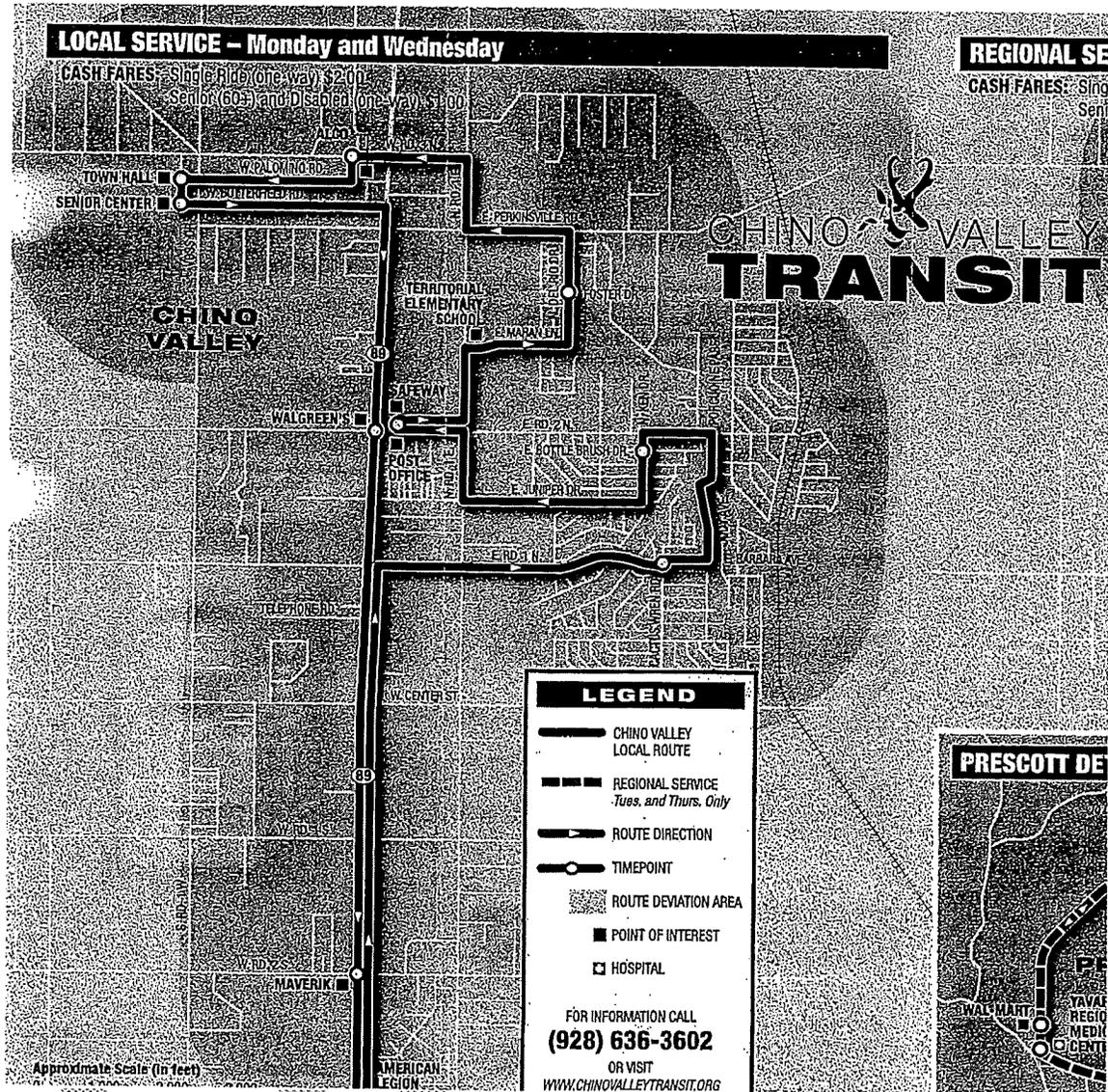


Figure 2: Chino Valley Local Fixed Routes with Deviation



The deviation boundary for the proposed service is ¼ of a mile for the regional route and 1 mile for the Chino Valley route. 24 hours advance notice will be required for all deviations. Additional routes and expanded deviation distances may be added in the future as demand and resources allow. This would be Phase II of the project, and it would require additional vehicles and drivers as well as infrastructure improvements such as bus shelters, an automatic vehicle locating system, and mobile data terminals in each vehicle.

BASIC SERVICE CHARACTERISTICS

The basic service characteristics based on operating 5 days per week and 12 hours per day are illustrated below.

Service Level	Vehicles	Miles per Year	Hours per Year	Rides per Year
INITIAL				
Route Services	3	150,000	9,360	25,000

FARE STRUCTURE

Fares are the amount a person boarding the bus pays per ride. A half fare option is for individuals who are elderly (60 and older) or who have a disability (ADA eligible) and is available in all fund categories – cash, tickets, and passes.

- Cash fare \$2.00 per ride
- 10-ride ticket booklet \$15.00
- Monthly Pass \$40.00
- Deviations \$1.00 (waived for people over 60 and those with disabilities)

IMPLEMENTATION SCHEDULE

The first step includes those activities that need to occur before the fixed route with deviation service can begin. This step has the greatest number of fiscal and basic organizational structure activities.

Key initial activities include formation of a nonprofit structure that allows Chino Valley Transit to become an independent organization. The next step is to combine the organization under a partnership agreement with New Horizons. Subsequent steps are establishing the governance structure of this new organization, securing sustainable and

innovative non-government based financing, hiring a transit administrator, and procuring vehicles and equipment as needed for future or existing route services.

The hiring of a transit administrator by the new non-profit organization should happen as soon as possible because of the number of tasks that need to be carried out. However, some of the recommended activities can be done by the existing staff at Chino Valley Transit and New Horizons, with assistance from ADOT.

Implementation of expanded fixed and deviated route services in the future depending on demand and ridership will be re-evaluated on a regular basis.

GOVERNANCE AND FINANCING

The previous studies resulted in the preferred option of a public transit authority. The two types of public transit authorities that can be established under Arizona statutes are an Intergovernmental Public Transit Authority (IPTA) and a Regional Transit Authority (RTA). The IPTA has no funding associated with it and would require contributions by member entities or a tax levy. Also, an IPTA is no longer available to counties with a population over 200,000 people. The RTA has the option of a property tax levy for public transit included in the legislation. However, local governments within the region are not able to commit general fund revenues nor are they willing to support an increase in sales or property tax at this point in time.

The local governments expressed the opinion during the previous studies that a stable funding source will need to be developed prior to implementing fixed route transit services. Since transit is typically financed by a variety of different fund sources and the local governments are not able to contribute at this time, the project team has developed an innovative funding proposal. As a result, the financing structure and management structure need to accommodate the constraints imposed by different fund sources.

The initial structure of the collaboration between Chino Valley Transit and New Horizons will be two fold. First there will be a tax exempt non-profit to do the fundraising, which

includes advertising, sponsorships, branding, and grants. This part of the organization will then funnel these dollars into an endowment fund that will be the funding source for Yavapai Regional Transit. Second there will be a 501(c)(4) to manage and operate the transit system.

These nonprofits will each have a Board of Directors composed of members representing all segments of the region, with an emphasis on those businesses or governments for which transit can play an important role.

MARKETING PLAN

The marketing plan is an essential component of the Yavapai Regional Transit system. It has two focuses – fundraising and public outreach. The fundraising is a necessary first step to ensure that the system will be able to operate and provide the services that are outlined in other parts of the document.

Initiation of the fundraising will require:

- Establishment of a transit identity that will enhance service coordination and marketing efforts
- A way to communicate the value of the transit network and how it reflects local needs
- Development of long term branding rights, sponsorship agreements, and advertisement opportunities by identifying local interested businesses, organizations, and individuals

Public outreach will follow the initiation of the system with the following tasks:

- Build awareness of the transit services and how to use them once they are available
- Develop a user-friendly and easy to understand network of transit services through passenger information materials and signage
- Provide a single point of contact for information and referral

Additional aspects of the marketing plan include:

- solicitation of grants
- inclusion of the public in the further development of the system

PROCUREMENT OF EQUIPMENT

Initially Chino Valley Transit would propose to use their current vehicles which are owned by the Town of Chino Valley. Thus, an agreement would need to be reached between the Town and Chino Valley Transit, such as a lease arrangement, for the continued use of the buses. New Horizons also proposes to use existing vehicles they have either purchased or have been donated.

Purchase of capital items such as new vehicles and communications equipment, including what is required to operate the call center, will be necessary in the near future and will be provided for in the full 5-year financial plan. The up-front cash for these purchases will be provided by a fiscal agent/sponsor, with the local match coming from branding and sponsorship opportunities paid for by local businesses, organizations and individuals.

FINANCIAL PLAN

The attached initial first year budget illustrates the costs for the transit plan and will be expanded to a 5-year plan with the submittal of the 5311 application in December of 2012. The basic concept is to first identify up to 2 or 3 primary local business partners who would be willing to provide the required up front funding and then be reimbursed by ADOT up to the allowable percentage based on each activity. The second part of this plan would be to pursue sponsorships, advertising or donations (tax deductible under the 501.c.3 organization structure) to offset the remaining cash match.

This project is planning on funding under the FTA Section 5311 program, which is administered by the Arizona Department of Transportation (ADOT). This funding is available to rural areas and it is the money which is currently provided to Chino Valley Transit. The potential use of these funds means that ADOT is a key partner in the initial system.

While local government funds are typically looked to for matching federal dollars, such as in the Section 5311 program, the local governments in the CYMPO region are not able to provide the matching funds at this time. The attached financial plan is based on how the local, sustainable matching funds can be provided without local government involvement. This means that there will be a strong effort to gain business support as well as to obtain grants from other non-federal sources. It should be noted, however, that in the future, Section 5307 (urban area) funding, for which the Prescott Urbanized area is eligible, may be a part of the funding strategies.

CONCLUSION

The important keys to the success of this innovative system are:

- Local match can be generated without local government involvement
- An innovative funding stream will need to be in place prior to starting fixed route services
- Chino Valley Transit and New Horizons are essentially providing the service identified along the deviated, fixed route in the previous studies.
- Formation of a new organization under a partnership between Chino Valley Transit and New Horizons is necessary to formally implement the initial deviated, fixed route service.
- Use of existing vehicles, all of which are off-lien or have been purchased independently, will provide the initial level of service.
- Solicitation of branding, sponsorships, advertising and other local support will be required prior to start up.
- The newly formed non-profit (501(c)(3) organization will need to apply for a 5311 grant in the next Section 5311 ADOT grant cycle in order to initiate service.

The initiation of general public transit services presents challenges from the perspective of institutional structure, management, finances, and operations. This implementation plan will provide the tools to use in crafting those decisions.