

**NOTICE OF PUBLIC MEETING  
PHOENIX CITY COUNCIL  
TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PHOENIX CITY COUNCIL TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE** and to the general public, that the **PHOENIX CITY COUNCIL TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE** will hold a meeting open to the public on **Tuesday, November 19, 2013 at 1:00 p.m., located at Phoenix City Hall, 1st Floor Atrium, Assembly Rooms A, B, & C, 200 West Washington Street, Phoenix, Arizona.**

One or more Subcommittee members may participate via teleconference. The agenda for the meeting is as follows (items may be discussed in a different sequence than posted):

1.	<b>Call to Order</b>	Chair Williams
2.	<b>Review and Approval of the October 8, 2013 Transportation and Infrastructure Subcommittee Meeting Minutes.</b>	Page 5
<b>Item 3 is for Consent Action. Although no presentation is planned, staff will be available to answer questions.</b>		
3.	<b>Resolution Supporting the Navajo Generating Station “Better than Bart” Alternative</b>  This report requests that the Transportation and Infrastructure Subcommittee recommend City Council adoption of a resolution supporting the Navajo Generating Station “Better Than BART” alternative currently under consideration by the Environmental Protection Agency.  <b>This item is for consent action.</b>	Cliff Neal, Water Strategy          Page 13
<b>Items 4-5 are for Information Only. Although no presentation is planned, staff will be available to answer questions.</b>		
4.	<b>Metro, Regional Public Transportation Authority, and Maricopa Association of Governments Meetings</b>  This report provides the Subcommittee with copies of past and/or upcoming meeting agendas or minutes for METRO light rail, Valley Metro/Regional Public Transit Authority (RPTA), and the Maricopa Association of Governments (MAG).  <b>This item is for information only.</b>	Maria Hyatt, Public Transit          Page 15

5.	<p><b>Update on Avenida Rio Salado/Broadway Road Improvement Project</b></p> <p>This report provides an update on the status of a regional transportation project, Avenida Rio Salado, which will widen and extend Broadway Road.</p> <p><b>This item is for information only.</b></p>	<p>Wylie Bearup, Street Transportation</p> <p>Page 17</p>
<p><b>Items 6-9 are for information, discussion and possible action.</b></p>		
6.	<p><b>Proposed Opportunities for Operational Savings at the Lake Pleasant Water Treatment Plant</b></p> <p>This report provides the Transportation and Infrastructure Subcommittee with an update on proposed modifications to the Lake Pleasant Water Treatment Plant (WTP) and requests that the Subcommittee recommend City Council approval of the modified service agreement with American Water Enterprises to reduce treatment costs.</p> <p><b>This item is for information, discussion and possible action.</b></p>	<p>Kathryn Sorensen, Water Services</p> <p>Page 19</p>
7.	<p><b>Solid Waste Program Study Recommendations</b></p> <p>This report requests the Transportation and Infrastructure Subcommittee recommend City Council approval to expand trash container options, implement a Voluntary Curbside Green Organics collection program, create an On-Call Residential Bulk Trash collection program with four collections per year, and increase outreach, education, and compliance efforts to achieve cost-effective solid waste collection and diversion to help meet the City's 40 percent diversion goal by 2020.</p> <p>Staff also requests approval to postpone the solid waste managed competition bid schedule for one cycle of two years, to allow the proposed changes to be fully implemented. The next bid process would be 2016, with the winner assuming service in 2017. This would only affect bid area G, located in the southwest portion of the city.</p> <p><b>This item is for information, discussion and possible action.</b></p>	<p>Neil Mann, Public Works</p> <p>Page 23</p>

8.	<p><b>South Central Locally Preferred Alternative Recommendation</b></p> <p>This report requests that the Transportation and Infrastructure Subcommittee recommend City Council approval of the recommendation for light rail transit on Central Avenue from Baseline Road to downtown Phoenix as the Locally Preferred Alternative (LPA).</p> <p><b>This item is for information and discussion.</b></p>	<p>Maria Hyatt, Public Transit</p> <p>Page 27</p>
9.	<p><b>January 2014 Proposed Bus Service Changes</b></p> <p>This report requests that the Transportation and Infrastructure Subcommittee recommend City Council approval of staff-recommended bus service modifications to be implemented on January 27, 2014.</p> <p><b>This item is for information and discussion.</b></p>	<p>Maria Hyatt, Public Transit</p> <p>Page 31</p>
<b>Item 10 is for information and discussion.</b>		
10.	<p><b>Water Customer Services Division Service Level Update</b></p> <p>This report provides the Transportation and Infrastructure Subcommittee with an update on the service levels and efficiencies of the Water Services Department (WSD) Customer Service Division. This report is for information and discussion only.</p> <p><b>This item is for information and discussion.</b></p>	<p>Kathryn Sorensen, Water Services</p> <p>Page 35</p>
11.	<p><b>Call to the Public:</b> Consideration, discussion, and concerns from the public. Those wishing to address the Subcommittee need not request permission in advance. Action taken as a result of the public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration and decision at a later date.</p>	<p>Chair Williams</p>
12.	<p><b>Request for Future Agenda Items</b></p>	<p>Chair Williams</p>
13.	<p><b>Adjournment</b></p>	<p>Chair Williams</p>

For further information, please call Cynthia Aguilar, Management Assistant, City Manager's Office, at 602-495-7195 or Spencer Self at 602-262-4449.

**Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-262-6811.**

For reasonable accommodations, call Cynthia Aguilar at Voice/602-495-7195 or TTY/602-534-5500, or Spencer Self at 602-262-4449 as early as possible to coordinate needed arrangements.

November 14, 2013

Phoenix City Council  
Transportation and Infrastructure Subcommittee  
Summary Minutes  
Tuesday, October 8, 2013

City Council Subcommittee Room  
Phoenix City Hall, Assembly Rooms A, B, and C  
200 West Washington Street  
Phoenix, Arizona

Subcommittee Members Present

Councilwoman Thelda Williams, Chair  
Councilman Michael Johnson  
Councilman Daniel Valenzuela  
Councilman Jim Waring

**Staff Present**

Michele Joyner  
Beth Biggins Ramer  
Rodney Merrill  
Lorizelda Stoeller  
Keith Carbajal  
John Gilbert  
Maria Hyatt  
Steve Pietrzykowsky  
Martin Whitfield  
Brittany Vermilyea  
Christine Smith  
Hasan Mushtaq  
Ted Mariscal  
Joe Bowar  
Kini Knudson  
Penny Parella  
Stacy Hettmansperger

**Staff Present**

Edith Baltierrez  
Scott Pasternak  
Wylie Bearup  
Nathan Wright  
Jami Buttermore  
Michael Ennefer  
Albert Santana  
Wathsna Sayasane  
Eric Johnson  
Neil Mann  
Jesus Sapien  
Megan O'Brien  
Dorothy Wright  
Yvette Roeder  
Cliff Neal  
Rick Naimark  
Cynthia Aguilar

**Public Present**

Howard May  
Marvin Rochelle  
Jim Schumann  
Jaime Purvis  
Chenea Schacher  
Bridget Schwartz-Maura  
Thomas McCann  
Alexis Macklin  
Santos Chavez  
Ted Cooke  
Abby Goldsmith  
Molly Bilker  
Kelly Barr

**1. Call to Order**

Chairwoman Williams called the meeting to order at 10:10 a.m. with Councilmembers Johnson, Waring, and Valenzuela present.

**2. Review and Approval of the September 10, 2013 Transportation and Infrastructure Subcommittee Meeting Minutes.**

Councilman Johnson moved to approve the minutes from the September 10, 2013 Transportation and Infrastructure Subcommittee Meeting. Councilman Valenzuela seconded the motion which passed 4:0.

- 3. Metro, Regional Public Transportation Authority and Maricopa Association of Governments Transit Meetings**
- 4. Digital Flood Insurance Rate Maps (DFIRM) Update**
- 5. Issue a Request for Proposals (RFP) for a Regional Procurement for the Purchase of Replacement Heavy Duty Transit Buses**

Items 3 through 5 were for information only.

**6. Solid Waste Program Study Recommendations**

Deputy City Manager Rick Naimark introduced the presenters, Public Works Director Neil Mann and Assistant Public Works Director John Trujillo. Mr. Mann stated that staff was seeking a Subcommittee recommendation on new solid waste programs based on a solid waste program study approved by City Council in January 2013 and recently completed by SAIC. He provided background on the current solid waste programs that serve over 384,000 households at a monthly \$26.80 rate and divert 16% of material from the landfill. He described the program goal of achieving City Council's 40% diversion by 2020 goal adopted in February 2013 by treating solid waste as a valuable resource.

Mr. Mann outlined the first proposal, a Pay-As-You-Throw Program. He stated the program would introduce a smaller 60-gallon trash container option at a reduced rate for residents to elect to have instead of the current 90-gallon curbside trash container. He added that all residents would keep their current 90-gallon recycling containers. He stated that alley service would stay the same unless entire neighborhood blocks wanted to collectively switch to curbside collection to get the smaller container option. He recommended roll-out of the program in July 2014.

Chairwoman Williams asked how the City would work with residents who request the smaller container for the reduced fee, but continuously overfill it with garbage. Mr. Mann responded that the City would conduct education and enforcement which could ultimately put the resident back on the 90-gallon container.

Councilman Waring asked what the current size of the curbside trash and recycle containers are. Mr. Mann responded that the current size for both trash and recycling containers are 90-gallon.

Councilman Waring asked what size household would be adequately serviced by the current 90-gallon container. Mr. Mann responded that generally a family of four to five people would be able to fit their solid waste and recycling in the 90-gallon containers.

He added that households needing more service than that are provided additional containers at an extra fee per month.

Councilman Waring asked if staff had an idea of how many residents would be interested in the smaller 60-gallon container. Mr. Mann responded that staff was still working with the consultant, SAIC to determine the estimate since the demand for the smaller container is correlated with the fees charged. He stated that preliminary analysis estimates maybe 10-20% of customers would be interested in the smaller container.

Councilman Waring asked what the budget impact would be for ordering new 60-gallon containers. Mr. Mann responded that the 60-gallon containers would be cheaper than the current \$50-\$55 per container rate the City pays for the 90-gallon. He added that the City budgets for container replacements each year, so if the program is approved, the City would order the 60-gallon containers

Mr. Mann introduced the next proposal, a Contained Curbside Green Organics collection program. He explained the current pilot program underway in select areas of the City and charges \$8 per container requested, compared to the \$13 charged for additional trash containers. Mr. Mann stated the City is proposing to implement this program citywide by offering a 3<sup>rd</sup> tan container option for residents to elect to use at an additional monthly fee. He stated the goal of the program is to divert the green organics material from the waste stream to be used for compost. He added the service would be offered to both curbside and alley customers with a proposed phased roll-out beginning July, 2014 in conjunction with the Pay-As-You-Throw Program.

Mr. Mann explained the next proposal, an on-call bulk trash collection program that would adjust the current four annual prescheduled bulk trash collection to a twice per year on-call service. He stated the goal of the proposal is to make the service more convenient for residents given that only a small population of residents use the bulk trash service all four times per year. He stated the 20 cubic yard limit would stay the same but the City would request residents to separate their green organic material from other bulky items to assist with meeting the diversion goal. He stated the proposed roll-out of the program would be December 2014 after the Green Organics and Pay-As-You-Throw programs have begun implementation.

Councilman Waring asked how the City would communicate the change in service if the on-call bulk trash program was approved. Mr. Mann responded that Public Works plans to expand education and outreach efforts that will assist with communication. He added there would be a transition period for residents to learn about the changes. Councilman Waring expressed his surprise in the small amount of residents using the bulk trash service based on how much bulk trash collection he sees in his district. Mr. Mann clarified that on average there is a small population of residents that use the on-call service all 4 times per year. He added that on average, more residents use the service only once or twice per year.

Councilman Waring asked if residents could obtain more bulk collection service if needed and how much would it cost. Mr. Mann responded that residents could order more service at a fee and is still working out what the fee would be. Mr. Trujillo

described other ways for residents to dispose of their bulk trash including taking one-ton of material to the transfer stations for free per month by showing their city services bill.

He added that in green organics pilot program area, it was observed that residents needed less bulk trash service as a result of using the tan green organics containers.

Councilman Waring expressed concern with charging residents more to recycle by charging for the additional green organics container and reducing bulk trash collection from four times per year to twice per year. Mr. Trujillo responded that a small population of residents use the bulk trash collection service all four times per year and there could be cost savings with the on-call program because the trucks would not have to go by every house.

Mr. Mann described the tentative fees associated with the proposals which included the \$5 per month fee for the optional green organics container and the following ranges:

90 Gal. Trash/90 Gal. Recycle	\$26.80 to \$28.50
60 Gal. Trash/90 Gal. Recycle	\$21.00 to \$23.00
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Same Service w/ 90 Gal GO	\$26.00 to 28.00
Alley Trash and Recycling (alley or curbside)	\$26.80 to \$29.80

Mr. Trujillo added that some residents with acre properties and multiple containers could save money with the proposed fee structure by paying \$5 per green organics container instead of the current \$13 rate for an additional trash container.

Councilwoman Williams expressed concern with the impact on horse property neighborhoods and possible increases in illegal dumping as a result of reducing bulk trash collection. Mr. Mann responded that staff would evaluate the budget impact for maintaining the four service requests per year based on the concerns and report back to the City Council.

Councilman Johnson noted that there is not as much bulk trash collected in the inner city areas. He requested that staff consider both high and low service users when developing the proposed fee structure.

Councilman Waring asked about the size and results of the green organics pilot program. Mr. Trujillo responded that there were two pilot areas, one in a focus area of the city and another that expanded out to select areas of the City. He stated in the initial pilot area, out of the 220 participating residents with alley collection, 180 asked for the tan green organics containers. He added only 80 residents called for bulk trash collection and out of those 80, only 13 called twice because they were using the green organics container instead. He added the initial pilot program occurred in an inner city area with large trees and lawns. He said the pilot program has since expanded to select areas with multiple containers and acre properties.

Councilman Waring asked what percent of residents are expected to request a green organics container. Mr. Trujillo responded approximately 15-20% are residents are projected to request the containers.

Mr. Mann stated that all of the proposed programs described would include expanded education and outreach efforts and combined would only generate a diversion rate increase to between 22-27%. He added in order to get to the 40% goal, more strategies at the transfer stations would need to be considered and would be brought to the Subcommittee at a later meeting for their review. Mr. Mann requested confirmation from the Subcommittee that staff would bring the proposed programs back to the Subcommittee in November with further analysis for their consideration.

Councilman Waring asked if postponing a vote on the programs would impact their timeline. Mr. Mann responded that staff may not make the July 2014 start date for some of the programs given the lead times needed but would prefer that they be done right.

Councilwoman Williams asked if staff wanted to bring all of the proposed programs back in November or vote on some of them today. Mr. Mann responded that due to the interconnectivity of the programs, staff's preference would be to bring them all back for consideration in November.

Councilwoman Williams reiterated her concern about increasing illegal dumping with the reduced bulk trash collection.

Councilman Johnson recommended staff compare the bulk trash collection service needs across different zones of the City and maybe tailor service accordingly.

## **7. Authorization to Issue Request for Proposals on City-Owned Property at 300 North Central Avenue**

Interim Public Transit Director Maria Hyatt and Community and Economic Development Director John Chan presented. Ms. Hyatt provided background on central station located on Van Buren Street between Central and 1<sup>st</sup> Avenues. She stated the regional transit system has evolved since the station's construction in 1997 when many buses ended their lines at the station. She stated starting in January, only one bus line would end at the station. She added that most of the transfers at the station are between bus and light rail service with the majority of bus to bus transfers occurring in adjacent areas. Ms. Hyatt outlined the current site operations that include customer service, fare media sales, security offices, public and staff restrooms, bus operations, bike storage, passenger loading/waiting, and shade. She described the potential future site operations to include recreating the current space in a new development and relocating the loading/waiting areas and shade to adjacent off-site locations.

Mr. Chan described the request for proposals criteria which included creating a unique mixed-use, transit oriented development, incorporating residential, commercial, and other transit supportive uses, integrating transit facility needs into the project, consistent with Council approved downtown strategic plan, and generating revenue to support public transit system.

Mr. Chan explained the RFP process timeline which started with the Citizen Transit Commission's recommended approval on October 3<sup>rd</sup> and includes a 30 day posting period.

Ms. Hyatt requested approval to issue a RFP for mixed-use, transit-oriented development on City-owned property at 300 North Central Avenue; select a development team; and begin negotiations with the recommended proposers.

Chairwoman Williams asked if the City needed the Federal Transit Administration's approval before proceeding. Ms. Hyatt responded the City has talked with them about the opportunity and will begin formal the communication process by sending them a letter with the City's request to enter into a joint development review.

Councilman Johnson moved to approve issuing a RFP for mixed-use, transit-oriented development on City-owned property at 300 North Central Avenue; selecting a development team; and beginning negotiations with recommended proposers.

Councilman Valenzuela seconded the motion which passed 4:0.

#### **8a. Update on EPA's Proposed Bart Ruling at Navajo Generating Station and Potential Impacts on Water Costs**

Water Resources Management Advisor Cliff Neal presented with Central Arizona Project's (CAP) Assistant General Manager Tom McCann and Salt River Project's Senior Director of Environmental Management, Policy and Compliance Kelly Barr.

Mr. Neal stated the generating station is located near Page, Arizona and is the primary source of energy for pumping CAP water from the Colorado River to the Phoenix metro area and Tucson.

Ms. Barr explained the Environmental Protection Agency's (EPA) Best Available Retrofit Technology (BART) proposal to reduce regional haze. She stated that considering the EPA's expensive solutions and stringent standards in the proposal, they allowed the Navajo Generating Station (NGS) owners to propose better alternatives. She added the owners of the generating station along with SRP, CAP, and other stakeholders formed a technical working group (TWG) that developed and recommended an alternative to the EPA.

Mr. McCann described the values of the alternative compared to the other two choices which includes providing the best way to ensure continued operation of the NGS, providing time to resolve outstanding uncertainties, and defers significant cost of additional controls. He added if the other proposals are selected, the generating station would have to close and funds would need to be found from municipal subcontracts like the City of Phoenix. Mr. McCann stated that the EPA's supplemental proposal captures the bulk of TWG alternative except for some areas requiring additional clarification. He encouraged public participation during the EPA's comment period through January 6, 2014 to persuade the EPA to select the TWG alternative.

Mr. Naimark noted this item was not posted for action, but staff could schedule at a future meeting for Subcommittee action.

Chairwoman Williams stated it was important for Councilmembers and the public to write letters to the EPA about the issue.

Councilman Waring asked if any other City Councils were taking formal action on the issue. Mr. Naimark responded that some City Councils have taken action but not all.

Councilman Waring asked if it would be helpful if the City Council were to take a vote. Ms. Barr responded that the technical working group would appreciate any assistance they could receive.

Councilman Waring recommended the item be brought back to City Council for possible action.

Mr. Naimark stated staff would work with the Mayor's Office and City Manager's Office to determine if the item goes to full City Council or Subcommittee for possible action.

#### **8b. Call to the Public**

Mr. James Paac expressed concern with the City's public transit contractors violating the Federal motor carrier rules and regulations. He stated he observed First Transit bus operators violating the pre-trip regulations. He also expressed his concern with the driver's work schedules putting them on the clock for more than 14 hours.

Mr. Marvin Rochelle expressed concern with discussion at the RPTA meeting to possibly cut bus service in the west valley, specifically the number 50 bus. He recommended the City maintain the level of service for a couple of more years to evaluate the need before considering reductions in the west valley.

Mr. Howard May expressed concern with bus drivers calling out the temporary bus stop for 19<sup>th</sup> Avenue and Montebello at 15<sup>th</sup> Avenue instead on the number 60 bus. He stated concern with the visually impaired potentially getting lost by getting off the bus before 19<sup>th</sup> Avenue.

#### **9. Request for Future Agenda Items**

Mr. Naimark clarified the Solid Waste Program Study Recommendations be added to the future agenda items for November. Mr. Naimark also discussed adding the South Central Light Rail Study item to the November agenda.

#### **10. Adjournment**

Chairwoman Williams adjourned the meeting at 11:20 a.m.

Respectfully submitted,

Stacy Hettmansperger  
Administrative Assistant II

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**CITY COUNCIL REPORT**

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TO: Rick Naimark  
Deputy City Manager

FROM: Cliff Neal  
Water Resources Advisor

SUBJECT: RESOLUTION SUPPORTING THE NAVAJO GENERATING STATION  
"BETTER THAN BART" ALTERNATIVE

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This report requests that the Transportation and Infrastructure Subcommittee recommend City Council adoption of a resolution supporting the Navajo Generating Station "Better Than BART" alternative currently under consideration by the Environmental Protection Agency.

THE ISSUE

On October 8, 2013, the Transportation and Infrastructure Subcommittee received an overview of activities associated with the Environmental Protection Agency's (EPA) proposed Best Available Retrofit Technology (BART) rule for the Navajo Generating Station (NGS) to reduce emissions of nitrogen oxides (NOx) from the coal-fired power plant. The Subcommittee heard presentations by representatives from the Salt River Project (SRP) and Central Arizona Project (CAP) that described:

- the EPA's rule-making process;
- a "Better Than BART" alternative submitted to the EPA on July 26, 2013, by a Technical Work Group (TWG) comprised of representatives from SRP, CAP, the Gila River Indian Community, the Navajo Nation, the Environmental Defense Fund, the U.S. Department of the Interior and Western Resource Advocates;
- the benefits of the "Better Than BART" alternative to CAP water users, the affected native American tribes and the State of Arizona in general.

After further discussion, the Subcommittee requested that staff prepare a resolution for possible consideration by the Council.

RECOMMENDATION

Staff requests that the Transportation and Infrastructure Subcommittee recommend City Council adoption of the attached resolution supporting the Navajo Generating Station "Better Than BART" Alternative.

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**CITY COUNCIL REPORT**

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TO: Neal Young  
Senior Executive Assistant to the  
City Manager

FROM: Albert Santana  
Light Rail Project Administrator

SUBJECT: METRO, REGIONAL PUBLIC TRANSPORTATION AUTHORITY, AND  
MARICOPA ASSOCIATION OF GOVERNMENTS MEETINGS

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This report provides the Transportation and Infrastructure Subcommittee with copies of past and/or upcoming meeting agendas/summaries for METRO light rail, Valley Metro/Regional Public Transportation Authority (RPTA), and the Maricopa Association of Governments (MAG). This item is for information only.

THE ISSUE

Within Maricopa County, there are several agencies with different charges relating to public transit and transportation planning.

Valley Metro/Regional Public Transportation Authority: In 1993, the Regional Public Transportation Authority Board adopted the name Valley Metro as the identity for the regional transit system in metropolitan Phoenix. Under the “Valley Metro” brand, local governments fund the Valley-wide transit system which the public sees on the streets today. Valley Metro Board member agencies include Avondale, Buckeye, Chandler, El Mirage, Gilbert, Glendale, Goodyear, Maricopa County, Mesa, Peoria, Phoenix, Queen Creek, Scottsdale, Surprise, and Tempe. Councilwoman Thelda Williams serves as Phoenix’s representative on the RPTA Board of Directors.

METRO: METRO is the brand name for Valley Metro Rail Inc., a nonprofit, public corporation charged with the design, construction, and operation of the Valley’s light rail system. The cities that participate financially in the light rail system each have a representative on the METRO Board of Directors. Cities on the board include Chandler, Glendale, Mesa, Phoenix, and Tempe. METRO is structured on a “pay-to-play basis” with voting power allocated based on investment in the system. Councilwoman Thelda Williams serves as Phoenix’s representative and is the current chair of the METRO Board of Directors.

The Maricopa Association of Governments (MAG): MAG is a Council of Governments that serves as the regional agency for the metropolitan Phoenix area. When MAG was formed in 1967, elected officials recognized the need for long-range planning and policy development on a regional scale. Issues such as transportation, air quality, and human services affect residents beyond the borders of individual jurisdictions. MAG is the designated metropolitan planning organization (MPO) for transportation planning in the Maricopa County region. Mayor Stanton serves as Phoenix’s representative.

## OTHER INFORMATION

The goal of staff is to provide the Transportation and Infrastructure Subcommittee with agendas for future meetings of these bodies. Meeting dates do not coincide and agendas are not available until close to the meeting date. However, prior to reaching each Board of Directors meeting, most agenda items are reviewed by staff committees which include City of Phoenix members. An attachment to the Subcommittee packet will provide meeting agendas and/or additional information for previous and upcoming METRO, RPTA and MAG meetings.

## RECOMMENDATION

This item is for discussion only. No Council action is required.

Attachments

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## CITY COUNCIL REPORT

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TO: Rick Naimark  
Deputy City Manager

FROM: Wylie Bearup, PE, PhD  
Street Transportation Director/City  
Engineer

SUBJECT: UPDATE ON AVENIDA RIO SALADO/BROADWAY ROAD  
IMPROVEMENT PROJECT

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This report provides an update on the status of a regional transportation project, Avenida Rio Salado, which will widen and extend Broadway Road.

### THE ISSUE

The Avenida Rio Salado (ARS) project is designed to widen and extend Broadway Road through the South Mountain and Laveen Villages in Phoenix. The roadway will eventually serve as an eastern terminus to the Arizona Department of Transportation's (ADOT) proposed State Route 30, which is planned as a future reliever for the western portion of I-10. The project will provide much needed transportation enhancements and will also increase the economic development potential in the area.

The planning and public input for this project have been extensive. Planning for the project began with a feasibility study in 2005, and the Environmental Assessment was started in 2008. After analyzing four alternatives, staff received approval of the final Environmental Assessment from the Federal Highway Administration (FHWA) and ADOT in 2012. To date, there have been 32 meetings with area stakeholders, seven Broadway Community Outreach Group (BCOG) meetings, three briefings each to the South Mountain and Laveen Villages Planning Committees, more than 300 one-on-one meetings with property owners, and six public hearings.

The design phase of the project is nearing completion and right-of-way acquisition has been ongoing since February 2012. The relocation of underground utilities began in May of 2013 and construction of the first phase of the project, the intersection improvements from 7<sup>th</sup> Street to 17<sup>th</sup> Avenue, is expected to begin in December 2013.

### OTHER INFORMATION

This project has been broken into five segments. The funded improvements are as follows:

**Segment 1 – 7<sup>th</sup> Street to 17<sup>th</sup> Avenue:**

Improvements: Intersection improvements at 15<sup>th</sup> Avenue, 7<sup>th</sup> Avenue, Central Avenue, and 7<sup>th</sup> Street to include a new turn lane at Central, ADA sidewalk ramps, bus bays, and storm drains.

Status: Design is complete. Construction is expected to begin in December 2013 and is scheduled to take 180 days.

**Segments 2 and 3 – 17<sup>th</sup> to 35<sup>th</sup> Avenues:**

Improvements: Widen roadway to six lanes (three lanes in each direction) with sidewalk, landscaping, bike lanes, street lighting, and public art.

Status: Design is 90 percent complete. Construction is expected to begin in summer 2014.

**Segment 4 – 35<sup>th</sup> to 43<sup>rd</sup> Avenues**

Improvements: Widen roadway to six lanes (three lanes in each direction) with sidewalk, median islands, landscaping, bike lanes, street lighting, and public art.

Status: Design is 90 percent complete. Construction is expected to begin in February 2014.

**Segment 5 – 43<sup>rd</sup> to 51<sup>st</sup> Avenues**

Improvements: Construct new six-lane roadway (three lanes in each direction) with sidewalk, median islands, landscaping, bike lanes, street lighting, fencing, and public art.

Status: Design is 90 percent complete. Construction is expected to begin in February 2014.

The landscaping improvements in segments two through five will include approximately 1,000 trees and 10,000 shrubs with brown decomposed granite. The public art component in these same segments will include enhanced landscaping in selected areas with artist designed seating and decorative sidewalks.

**RECOMMENDATION**

This report is for information only.

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**CITY COUNCIL REPORT**

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TO: Rick Naimark  
Deputy City Manager

FROM: Kathryn Sorensen  
Water Service Director

SUBJECT: PROPOSED OPPORTUNITIES FOR OPERATIONAL SAVINGS AT THE  
LAKE PLEASANT WATER TREATMENT PLANT

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This report provides the Transportation and Infrastructure Subcommittee with an update on proposed modifications to the Lake Pleasant Water Treatment Plant (WTP) and requests that the Subcommittee recommend City Council approval of the modified service agreement with American Water Enterprises to reduce treatment costs.

**THIS ISSUE**

The Lake Pleasant WTP is an advanced state of the art water treatment plant with a current capacity of 80 million gallons per day (mgd). The water treatment plant came on line in early 2007 and primarily serves the northwest area of the city. The City entered into a 15 year agreement with American Water Enterprises to operate and maintain the facility. The service agreement with American Water Enterprises has stringent water quality requirements that surpass Drinking Water Regulations. The agreement also requires the City to elect one of three average annual demand flow rates which American Water Enterprises must meet.

Because the privately-run Lake Pleasant WTP is the most expensive plant in the Phoenix water system, a recommendation of the Water Services Department's Innovation and Efficiency study was to explore modifications to the service agreement with American Water Enterprises in the following areas:

1. Modify the average annual demand flow rate options
2. Revise the total trihalomethane (THM) limit of treated water
3. Allow for the utilization of extra capacity in the plant's granular activated carbon (GAC) regeneration facility for use at other City plants

**OTHER INFORMATION**

**Modify the average annual demand flow rate options**

The service agreement specifies the fixed component of the base operating charge in any contract year as a fixed amount based on an average annual demand flow rate. In any contract year, the City may request one of three average demand flow rates: 40 mgd, 55 mgd, or 70 mgd.

The Water Services Department has determined that the flow rate for the Lake Pleasant WTP in the next five years could be reduced to 25 mgd, with the nearby Union Hills

WTP complementing the water demand in the area. The Union Hills WTP costs less to operate than Lake Pleasant WTP, thus maximizing the Union Hills WTP provides an opportunity for cost savings.

This proposed contract modification would eliminate the 70 mgd demand flow rate, and in its place establish a 25 mgd flow rate. The Water Services Department does not anticipate reaching a 70 mgd flow rate for more than a decade. This proposed change would result in a cost savings of approximately \$1.1 million annually.

**Revise the total trihalomethane (THM) limit of treated water**

The service agreement with American Water Enterprises sets a maximum limit on the THM concentration in the treated water leaving the plant. With the proposed reduction of the volume of water produced by the Lake Pleasant WTP, its service area would also be reduced. The reduced service area provides an opportunity to increase the maximum limit in the THM requirement. Currently, the agreement requires American Water Enterprises to produce water not to exceed a simulated 48 hour THM value of 40 parts per billion (ppb). The THM requirement significantly impacts the cost of treatment at the plant. The proposed service agreement modification would revise this limit to 60 ppb. The proposed change will also include the ability for the City to call on a THM value lower than 60 ppb in the event that raw water quality or system operations make it necessary. The City then would pay American Water Enterprises for the incremental cost of treatment. This proposed change would introduce a savings of approximately \$200,000 annually.

**Allow for the utilization of extra capacity in the plant's granular activated carbon (GAC) regeneration facility for use at other City plants**

The Lake Pleasant WTP has a GAC regeneration facility located at the plant site. This facility regenerates the plant's GAC filters. The facility is typically operated three months a year to meet the needs of the Lake Pleasant WTP. The opportunity exists to utilize the unused capacity of this facility to regenerate GAC from filters at one of the other City water treatment plants. The City currently has a contract with Calgon Carbon to regenerate GAC from the other water treatment plants at a rate of \$0.59 per pound. Under this proposed service agreement modification, the City would deliver spent GAC from another City water treatment plant to the Lake Pleasant WTP for regeneration by American Water Enterprises. The City would then transport the GAC back to the plant of origin. It is anticipated that American Water Enterprises can provide a lower cost than Calgon, since the capital cost for the regeneration facility at the Lake Pleasant WTP has already been incurred by the City. Through the negotiations with American Water Enterprises, this proposed contract modification did not materialize as a financially viable item. The City would continue to utilize the existing contract with Calgon Carbon to meet all of its GAC regeneration needs.

**RECOMMENDATION**

The Water Services Department request that the Transportation and Infrastructure Subcommittee recommend for City Council approval to modify the service agreement with American Water Enterprises for the operation of the Lake Pleasant WTP. The final contract modifications would include the ability to decrease the annual water production order to 25 mgd as well as the ability to increase the THM limit 60 ppb. The Water

Services Department estimates that these proposed changes will result in an approximate annual savings of \$1.3 million.

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**CITY COUNCIL REPORT**

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TO: Neal Young  
Senior Executive Assistant to the  
City Manager

FROM: Neil Mann  
Public Works Director

SUBJECT: SOLID WASTE PROGRAM STUDY RECOMMENDATIONS

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This report requests the Transportation and Infrastructure Subcommittee recommend City Council approval to expand trash container options, implement a Voluntary Curbside Green Organics collection program, create an On-Call Residential Bulk Trash collection program with four collections per year, and increase outreach, education, and compliance efforts to achieve cost-effective solid waste collection and diversion to help meet the City's 40 percent diversion goal by 2020.

Staff also requests approval to postpone the solid waste managed competition bid schedule for one cycle of two years, to allow the proposed changes to be fully implemented. The next bid process would be 2016, with the winner assuming service in 2017. This would only affect bid area G, located in the southwest portion of the city.

THE ISSUE

On October 8, 2013, staff presented solid waste program study recommendations to the Transportation and Infrastructure Subcommittee. One of staff's recommendations was to modify the existing scheduled bulk trash collection program to an on-call collection service. The Subcommittee was supportive of the more convenient on-call system, but concerns were expressed regarding a reduction from four to two collections per year. Chairwoman Williams and Councilman Waring requested staff reconsider maintaining four bulk trash collections per year.

OTHER INFORMATION

After reconsidering the initial recommendation for bulk trash collections, staff determined that four on-call collections are feasible. However, increasing bulk trash collections from two to four times per year is anticipated to reduce the projected program savings from \$2.7 million to \$1.7 million. As a result, staff proposes a revised recommendation for the on-call bulk trash collection program to include an implementation plan which offers one on-call bulk trash collection per quarter, for a total of four collections per calendar year. The new on-call bulk trash collection service would begin December 2014, which follows the end of the 2013-2014 bulk trash collection schedule. The other three recommendations presented on October 8, 2013 remain the same.

The revised recommendation for the initial strategy for solid waste fee-paying customers (mostly single-family residences) includes:

1. Expand Trash Container Options - This will allow curbside collection residents to “rightsized” their trash container based on the amount of trash their household produces. This program is projected to be phased in starting July 2014. In addition to the traditional 90-gallon container, residents will have the option to elect a smaller 60-gallon container at the cost of \$23.00 per month for curbside collection. Both the 90-gallon and 300-gallon containers would remain at a cost of \$26.80 per month. Expanding trash container options with lower fees have proven to encourage waste reduction and increase recycling.
2. Voluntary Green Organics Curbside Collection Service - Implement a weekly curbside collection of containerized green organics (tan container) on a voluntary, subscription basis for an additional monthly fee. The 90-gallon tan container enables residents to recycle grass, shrub and tree clippings by placing them in a separate container to ensure it will be diverted from the landfill and then mulched and/or composted for beneficial use. This program is projected to be phased in starting July 2014. Public Works currently offers a containerized green organics collection program for curbside collection in select areas of the city. Staff proposes to expand this program with an additional fee of \$5 per container per month on a citywide basis to be implemented over a period of time.
3. On-Call Bulk Trash Program - Modify the current pre-scheduled quarterly bulk trash collection program to offer four on-call collections each year. This modified program is projected to start in December 2014. The proposed On-Call Bulk Trash Program will enable residents to request one bulk trash collection each quarter at their convenience. The On-Call Bulk Trash program will require residents to continue to place their materials in front of their residence (or in the alley for alley customers). In addition to placement standards, residents will now be asked to separate green organic materials from bulky household trash items. This will allow solid waste staff to collect specific materials and divert green organics from the landfill.
4. Increased Efforts For Community Outreach - Studies have shown that successful solid waste programs include a strong community outreach, education, and compliance component to communicate with and engage residents about program goals and changes. Public Works is prepared to move forward with a more intensive community engagement campaign with City Council support.

With implementation of these four strategies, the diversion rate for all material delivered to City transfer stations is projected to increase from 15.9 percent up to 22 percent, once fully implemented over a two to three-year period. Staff will monitor actual diversion gains from these changes and will refine these actions and develop other strategies to help meet the 40 percent diversion goal. Actual revenue increases or decreases will be dependent on the number of participating households and container set out rates.

Upon approval of the recommended strategies, staff also recommends that the current managed competition bidding process for Service Area G for residential solid waste collection be postponed by two years. Since 1979, Public Works has practiced managed competition, which allows private solid waste haulers to bid on residential solid waste and recycling collection service. In order to ensure the bidding process includes the new

proposed service offerings, all program changes must be implemented prior to initiating the managed competition process.

## RECOMMENDATION

This report requests the Transportation and Infrastructure Subcommittee recommend City Council approval to expand trash container options, implement a Voluntary Curbside Green Organics collection program, create an On-Call Residential Bulk Trash collection program with four collections per year, and increase outreach, education, and compliance efforts to achieve cost-effective solid waste collection and diversion. If approved by Council, staff will return by March 2014 with proposed solid waste fee adjustments for review and action.

Staff also requests approval to postpone the solid waste managed competition bid schedule for one cycle of two years, to allow the proposed changes to be fully implemented. The next bid process would be 2016, with the winner assuming service in 2017. This would only affect bid area G, located in the southwest portion of the city.

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CITY COUNCIL REPORT

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TO: Neal Young  
Senior Executive Assistant to the  
City Manager

THRU: Maria Hyatt  
Interim Public Transit Director

FROM: Albert Santana  
Light Rail Project Administrator

SUBJECT: SOUTH CENTRAL LOCALLY PREFERRED ALTERNATIVE  
RECOMMENDATION

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This report requests that the Transportation and Infrastructure Subcommittee recommend City Council approval of the recommendation for light rail transit on Central Avenue from Baseline Road to downtown Phoenix as the Locally Preferred Alternative (LPA).

THE ISSUE

In 2012, the City of Phoenix and Valley Metro received a \$1 million Federal Transit Administration (FTA) grant to conduct an Alternatives Analysis (AA) in the South Central Avenue corridor. This is the first step in the federal high capacity transit project development process. The grant required a 20 percent local match of \$250,000, which was funded by the City of Phoenix T2000 transit tax. The Phoenix City Council approved the FTA grant funding on January 18, 2012 and approved the local match funding on February 1, 2012. These amounts were added to the original South Central Feasibility study which was the result of a previous 2011 FTA \$400,000 grant award that also included a \$100,000 local match from the City of Phoenix T2000 program, bringing the total funding amount to \$1.75 million.

The purpose of the South Central Corridor AA is to narrow the range of alternatives to a single LPA, representing the type of transit and alignment that will best meet the mobility needs of the south Phoenix community and the region as a whole by improving and expanding transportation options in the corridor.

The AA study is being conducted in six phases:

1. Identification of alternatives
2. Tier 1 (initial screening) evaluation of alternatives
3. Tier 2 (refined screening) evaluation of remaining alternatives
4. Selection of transit mode and alignment
5. Project definition
6. Adoption of the LPA

## OTHER INFORMATION

In spring 2013, the City of Phoenix and Valley Metro completed the Tier 2 refined screening of alternatives, identifying light rail transit (LRT) as the transit type using Central Avenue from Baseline Road to downtown Phoenix. Once in downtown, the route would then use the Central/1<sup>st</sup> Avenue couplet under the Union Pacific Railroad (UPRR) and Madison Street as the leading alternative. The primary advantages include the highest level of estimated ridership and the greatest level of mobility compared to the other alternatives evaluated. In addition, LRT using 1st Avenue under the UPRR and Madison Street provides a comparatively high level of economic development opportunities and has the highest level of community support of any of the Tier 2 alternatives. In May 2013, City Council approved the preliminary leading alternative.

City of Phoenix and Valley Metro staff then formed a Community Working Group (CWG) to assist in further developing the leading alternative. The CWG was comprised of diverse representatives from the community including community based organizations, businesses, educational institutions, places of worship and residents of the South Central community. Staff and the CWG reviewed street configurations, proposed station locations, bike lanes, and landscaping concepts of the leading alternative. In addition, park-and-rides, economic development, land use, transit connections, and station area development were discussed with the CWG. The CWG met on a monthly basis for six months and supported an alternative that reflects the characteristics below:

- Street configuration
  - 4-traffic lanes (two in each direction) on Central Avenue from Downtown Phoenix to Watkins Street
  - 2-traffic lanes (one in each direction) on Central Avenue from Watkins Street to Baseline Road
- Proposed station locations
  - Lincoln Street
  - Buckeye Road
  - Broadway Road
  - Southern Avenue
  - Baseline Road
- Additional station locations for further study
  - Watkins Street
  - Audubon Center
  - Roeser Road
- High community priorities for landscaping and bike lanes
- Potential future transit study areas
  - East-west on Baseline Road
  - South on Central Avenue/Baseline towards South Mountain Park

In addition, Valley Metro will conduct additional analysis on the Central Avenue UPRR underpass to determine if light rail can navigate the underpass with minimal impact to the UPRR bridge.

### Community Outreach

Valley Metro hosted four rounds of public meetings throughout the AA process. For each round, two meetings were held, one on the north end of the alignment and one at the southern end of the alignment. Valley Metro staff utilized traditional and non-traditional means of communication throughout the entire alignment to promote the public meetings. These efforts included door hangers, fliers, emails and social media notifications, along with working with various groups in the study area such as schools, the South Mountain Chamber of Commerce and Phoenix Revitalization Corporation.

In addition to public meetings, City of Phoenix and Valley Metro staff attended and presented at several community events and organizations. Examples of the kinds of organizations and events that staff attended include the Central City South Community Connection Fair, Grant Park Neighborhood Association, Phoenix Community Alliance, Phoenix Revitalization Corporation, Friendly House, South Central GAIN event, South Mountain Laveen Chamber of Commerce, and the South Mountain Village Parade and Craft Fair. At all public meetings and events, attendees were asked to complete feedback forms so staff could incorporate input into the AA study. More than 200 feedback forms were received. The results of the community feedback received at the public meetings, community events, organization meetings and surveys showed strong support for LRT on Central Avenue from Baseline Road to downtown Phoenix.

### Next Steps

Upon receiving City Council approval, staff will prepare the South Central LPA for final adoption into the Regional Transportation Plan (RTP). Ultimately, the final adoption recommendation would go to the Valley Metro Rail Board and Maricopa Association of Governments Regional Council for approval and adoption into the RTP. A major amendment to the RTP is required.

### Prior Approvals

The Central City Village Planning Committee unanimously approved this item on November 4, 2013.

The Citizens Transit Commission unanimously approved this item on November 7, 2013.

### RECOMMENDATION

This report requests the Transportation and Infrastructure Subcommittee recommend the City Council approve the following recommendations:

1. A Locally Preferred Alternative for the South Central project, including light rail transit on Central Avenue from Baseline Road to downtown Phoenix, once in downtown then using the Central/1<sup>st</sup> Avenue couplet under the Union Pacific Railroad and Madison Street to connect into the current system.
2. Further consideration to finalize station locations, roadway configuration (4-lane, 2-lane, bike lines and landscaping), and possible transit extensions for future study west, east and south of Baseline Road.

Attachment

# Locally Preferred Alternative



**CITY COUNCIL REPORT**

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TO: Neal Young  
Senior Executive Assistant to the  
City Manager

FROM: Maria Hyatt  
Interim Public Transit Director

SUBJECT: JANUARY 2014 PROPOSED BUS SERVICE CHANGES

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This report requests that the Transportation and Infrastructure Subcommittee recommend City Council approval of staff-recommended bus service modifications to be implemented on January 27, 2014.

THE ISSUE

The Public Transit Department is focused on improving the efficiency of Phoenix's transit service to best serve passengers' needs. The Department reviews routes semi-annually to determine if improvements can be made that will offset the cost of enhancing transit service. The proposed January 2014 bus service changes are funded through Transit 2000, the dedicated Phoenix transit tax, and Proposition 400, the regional transportation tax. A public outreach process for the proposed changes was conducted. In total, the staff-recommended January 2014 bus service changes are not expected to have a significant impact on the Transit 2000 fund.

OTHER INFORMATION

Recommended Bus Service Changes:

Lower Buckeye Road Service Expansion

In the southwest portion of Phoenix, public transit service aims to keep pace with commercial and residential development. To help address this need, the following expansion of service is proposed:

- Route 10 (Roosevelt/Grant) – Extend the west end of the route at 67<sup>th</sup> Avenue to 75<sup>th</sup> Avenue on Lower Buckeye Road.
- Route 51 (51<sup>st</sup> Avenue) – Extend the south end of the route at Van Buren Street to Lower Buckeye Road on 51<sup>st</sup> Avenue.

Dobbins Road Service Improvements

Phoenix's transit system is a grid-based service, which uses east-west and north-south transit routes to provide connectivity throughout the Phoenix metropolitan area. On a short portion of Dobbins Road, two different routes provide service.

- Route 7 (7<sup>th</sup> Street); and
- Route 16 (16<sup>th</sup> Street).

The modifications would extend Route 16 to serve the current service area along Dobbins Road covered by Route 7, providing more seamless and efficient and consistent bus service. Route 7 would be shortened to end at 7<sup>th</sup> Street and Dobbins Road.

#### Phoenix-Avondale Service Improvements

In partnership with Avondale, there would be improved frequency on two key east-west routes, which will benefit Phoenix residents west of 75<sup>th</sup> Avenue.

- Route 3 (Van Buren Street) – Expand weekday frequency from 60 minutes to 30 minutes west of 75<sup>th</sup> Avenue.
- Routes 17 and 17A (McDowell Road) – Consolidate routes 17 and 17A into a single route and expand weekday frequency from 60 minutes to 30 minutes west of 75<sup>th</sup> Avenue.

#### North Phoenix Extension

This change includes the modification to two existing bus routes to extend local bus service on 7<sup>th</sup> Street and Deer Valley Road.

- Route 7 (7<sup>th</sup> Street) – Extend the north end of the route on 7<sup>th</sup> Street from Union Hills Drive and the west on Deer Valley Road to 19<sup>th</sup> Avenue.
- Route 19 (19<sup>th</sup> Avenue) – Modify the north end of the route to run all trips north of Deer Valley Road on 19<sup>th</sup> Avenue.

#### Downtown Bus Route Efficiencies

This change focuses on the Route 12 (12<sup>th</sup> Street) bus and seeks to eliminate duplicative service on Van Buren Street and improve connectivity between the route and light rail.

- Route 12 (12<sup>th</sup> Street) – Modify the south end of the route to end at 12<sup>th</sup> Street and Jefferson Street with a connection to the light rail station at 12<sup>th</sup> Street. The route would no longer travel to the Central Station Transit Center.

#### High-Use Route Improvements

Through detailed route segment analysis, these changes would increase route frequency in the high-use core segments of the routes, while reducing route frequency on lower-use segments at the ends of the routes. The goal is to address overcrowding issues and to improve the passenger capacity of the busiest segments of the route by increasing frequency within those segments.

- Route 19 (19<sup>th</sup> Avenue) – Increase frequency of route from 15 minutes to 10 minutes between Jefferson Street and Peoria Avenue, and decrease route frequency on the north and south ends of Route 19.
- Route 50 (Camelback Road) – Increase frequency of route from 15 minutes to 10 minutes between 67<sup>th</sup> Avenue and 44<sup>th</sup> Street, and decrease route frequency on the east and west ends of the route.

#### Southwest Phoenix Service Improvements

The elimination of a low productivity portion of a key east-west route is proposed as follows:

- Route 45 (Broadway Road) – Eliminate the low-ridership bus turnaround loop at the west end of the route. Route would end at 19<sup>th</sup> Avenue on Broadway Road.

### Arterial Grid Efficiencies

This change focuses on improving the efficiency of a local bus route by reducing route deviations off the arterial grid system.

- Route 19 (19<sup>th</sup> Avenue) - A low ridership segment of this route that deviates off 19<sup>th</sup> Avenue to provide service to the State Capitol area would be eliminated.
- Route 70 (Glendale Avenue/24<sup>th</sup> Street) - The low ridership segment of this route that deviates off of 24<sup>th</sup> Street and Buckeye Road to provide service to the Phoenix Sky Harbor International Airport Rental Car Center would be eliminated. The Airport Rental Car Center would still be served by Route 13.

### Ahwatukee Area Improvements

This minor improvement will add several morning trips to an existing route.

- Route 156 (Chandler Boulevard) - The route would have additional trips serving Ahwatukee residents to match added service proposed by the City of Chandler.

## PUBLIC OUTREACH SUMMARY

The Public Transit Department used its locally adopted process for public outreach for the January 2014 proposed bus service changes. Staff coordinated closely with Valley Metro staff in scheduling, communicating, and conducting regional public outreach on proposed service changes. In September and October 2013, Public Transit staff and Valley Metro staff provided opportunities for public comment on service changes at the following locations:

- Burton Barr Library Open House
- Ed Pastor Transit Center
- Montebello Avenue and 19<sup>th</sup> Avenue Transit Center
- Jesse Owens Parkway
- Desert Sky Mall Transit Center
- 67<sup>th</sup> Avenue and Camelback Road
- Town of Buckeye Open House
- City of Glendale Open House
- City of Chandler Open House
- City of Scottsdale Open House
- Public Hearing, Downtown Phoenix

Staff utilized local newspapers, press releases, social media, on-board bus announcements, the Valley Metro web site, and the Public Transit Department web site to provide information about the public outreach process and to solicit input from the public.

For City of Phoenix service changes, staff received approximately 460 comments from the public either verbally, in writing, or via email. Of these, approximately 70 percent were supportive of the proposed service changes. Staff reviewed and analyzed the comments received. Using public feedback and input along with additional analysis, staff developed the recommended service changes.

## TITLE VI ANALYSIS

A Title VI analysis for the proposed January 2014 service changes was prepared and finalized on October 7, 2013. Per the City's adopted Title VI policies, the report identified only one major service change with potential impacts to low-income and/or minority populations. This major service change was for the proposed extension to Route 51 (51<sup>st</sup> Avenue). The route would be extended from Van Buren Road to Lower Buckeye Road. As this major service change is an extension of service and considered a service improvement, there are no associated adverse impacts to low-income and/or minority populations.

The staff-recommended January 2014 service changes were unanimously recommended for City Council approval by the Citizens Transit Commission on November 7, 2013.

## RECOMMENDATION

This report requests that the Transportation and Infrastructure Subcommittee recommend City Council approval of staff-recommended bus service modifications to be implemented on January 27, 2014.

**CITY COUNCIL REPORT**

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TO: Rick Naimark  
Deputy City Manager

FROM: Kathryn Sorensen  
Water Services Director

SUBJECT: WATER CUSTOMER SERVICES DIVISION SERVICE LEVEL UPDATE

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This report provides the Transportation and Infrastructure Subcommittee with an update on the service levels and efficiencies of the Water Services Department (WSD) Customer Service Division. This report is for information and discussion only.

THE ISSUE

The Customer Services Division provides accurate billing of water, sewer, and solid waste services to more than 410,000 customers each month, while maintaining excellent service to customers who wish to open a new account or adjust an existing account. In February 2010, WSD implemented the Customer Care & Billing System (CC&B), a billing and customer care application to manage all accounts on the City Services Bill. Unfortunately, the migration from the aging legacy system to the new CC&B system resulted in increased call wait times for customers during the initial implementation period. To date, significant improvements have been made. In December 2012, a customer satisfaction survey was performed. Ninety-four percent of customers surveyed who received service from payment centers were highly satisfied, while 91 percent who came in contact with field representatives were satisfied, and 83 percent of customers surveyed who had telephone contact with staff were also satisfied.

OTHER INFORMATION

The top four reasons customers contact the WSD Customer Services Division are to make a payment, start or stop service, make a billing inquiry, or set-up payment arrangements. Customer requests come in the form of calls into the Call Center, by traditional mail, electronic mail, or by in-person visits to pay stations. The Customer Service Division also ensures billing accuracy, researches payment rejections and bank items, responds to foreclosure and bankruptcy notices, reviews large meter accounts, reads water meters, continues to implement automated meter reading (AMR), responds to requests for service at account addresses, and completes complex customer requests for research or assistance.

Several changes were implemented to improve service and to address previous concerns regarding customer service response levels. New system metrics were developed and call center statistics are now available in 15-minute increments so

supervisors can quickly make staffing adjustments to respond to fluctuating call volumes. Virtual hold technology now provides approximate wait times to customers who call for assistance. Staff also began a process of analyzing delinquencies and the number of corresponding service disconnects to anticipate and prepare for call volume increases. Finally, laptop computers were deployed to field employees to provide additional account assistance to customers in the field.

In Fiscal Year 2012-13, the percentage of calls answered within 120 seconds increased to 87 percent up from 11 percent in FY2010-11. In addition, average customer call abandonment rate decreased from 15 percent to 3 percent, and average speed to answer calls decreased from six minutes and 21 seconds down to 51 seconds during this time. Finally, through AMR technology and the implementation of a quality assurance billing team, the Division is currently achieving a 99.5 percent billing accuracy rate.

### RECOMMENDATION

This report is for information and discussion only