



# Public Works Transportation Division

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DATE: June 27, 2017  
TO: Mayor and Council  
FROM: Kevin Link, Transit Administrator  
THROUGH: Kevin Phelps, City Manager  
Jack Friedline, Public Works Director  
SUBJECT: TRANSIT SERVICES FARE STRUCTURE REVIEW FOLLOW-UP

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This memo is a follow-up to a Council Item of Special Interest Mayor Weiers requested at the August 2, 2016 Council Workshop, regarding the fare structure of the City's Dial-A-Ride (DAR) service, specifically the higher rate charged for service provided under the Americans with Disabilities Act (ADA).

On February 2, 2017, staff informed the Citizens Transportation Oversight Commission (CTOC) that the fare structure was being reviewed and staff would be presenting a recommendation to Council at a Workshop session later that month requesting guidance and direction on moving forward.

On February 21, 2017, At Council Workshop, an update on the current fare structure for both DAR and the Glendale Urban Shuttle (GUS), along with a proposed fare adjustment for both services were provided. Council provided consensus to move forward with the fare adjustment process.

On March 2, 2017, the Transit Fare Structure item with the proposed Council recommendations were presented to CTOC for discussion and possible action for recommendation. At that meeting, the CTOC voted unanimously in support of the direction given by City Council at Workshop.

In April, Transit staff began the *Glendale Transit Fare Review* public participation process. This included hosting public input meetings, placing ads in the Glendale Star, issuing press releases, and posting a fact sheet on the city's website. As part of the outreach, surveys were made available online and hard copies were handed out both in English and Spanish at the public meetings, and collected at the end of the meetings.

Following are details of the meetings hosted and survey results to date:

## Public Input Meetings

Thursday, April 6 at the Glendale Foothills Recreation and Aquatics Center from 5 – 7 p.m.

Attendance: 1

Wednesday, April 12 at Glendale Community Center from 9:30 to 11:30 a.m.

Attendance: 30

Wednesday, April 12 at the Glendale Adult Center from 1 – 3 p.m.

Attendance: 25

Thursday, April 13 at Tanner Terrace Assisted Living Facility from 2 – 4 p.m.

Attendance: 20

Posters advertising the Public Input Open House meetings were placed at various city and private facilities which included the City Court, Velma Teague Library, Foothills Library, Main Library, City Hall, Foothills Recreation and Aquatics Center, Civic Center, Glendale Community Center, Glendale Adult Center, Glencroft Senior Living, Waymark Gardens, Manistee Manor, Casa Bill Soltero, Vista Alegre Mercy Housing, Tanner Terrace, and St. John's Manor. Additionally, flyers were posted on all DAR and GUS buses informing passengers of the upcoming public meetings, stating the dates, times, and locations of those meetings.

Attached to this memo are the Transit Fare Review Exhibits and Transit Fare Review public meeting handouts, both of which were made available to residents at the meetings and on the city's website.

### Survey Results

54 surveys were returned. Three questions and responses are highlighted below:

1. "How often do you use City of Glendale Dial-a-Ride service?"
  - a. 17% use the service daily, 26% use the service 4-5 times per week, and 34% use the service 3 or fewer times per week. The remaining 23% never used the service.
2. "If the fares are increased, would you continue to use the service?"
  - a. Of those who currently use the service, 60% said "Yes", 27% said "Maybe", and 13% said "No".
3. "Overall how do you rate City of Glendale Dial-a-Ride Service?"
  - a. Of the respondents who use or have used the DAR service, 64% rated the service as "Excellent", 32% said the service was "Good", and 4% said the service was "Fair"

### Next Steps

Transit staff recommends bringing the Transit Fare Adjustment proposal, as presented at Workshop, to City Council for formal action through a Resolution on September 12, 2017 with implementation of the new fares on October 23, 2017 in conjunction with the fall service changes. This will give staff time to educate and

inform our customers of the change. Included will be a 30-day “grace period”, so as not to deny service to individuals who were not aware of the new fares.

If you have comments, questions or need additional information, please contact Kevin Link, Transit Administrator, at 930-3509.