

# ***APTA Public Transportation & Universities Conference***

## **UPASS Programs – New Trends**

**The Incremental Approach – How Flagstaff's Mountain Line took small steps toward reaching the ultimate UPASS goal**



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# About Mountain Line

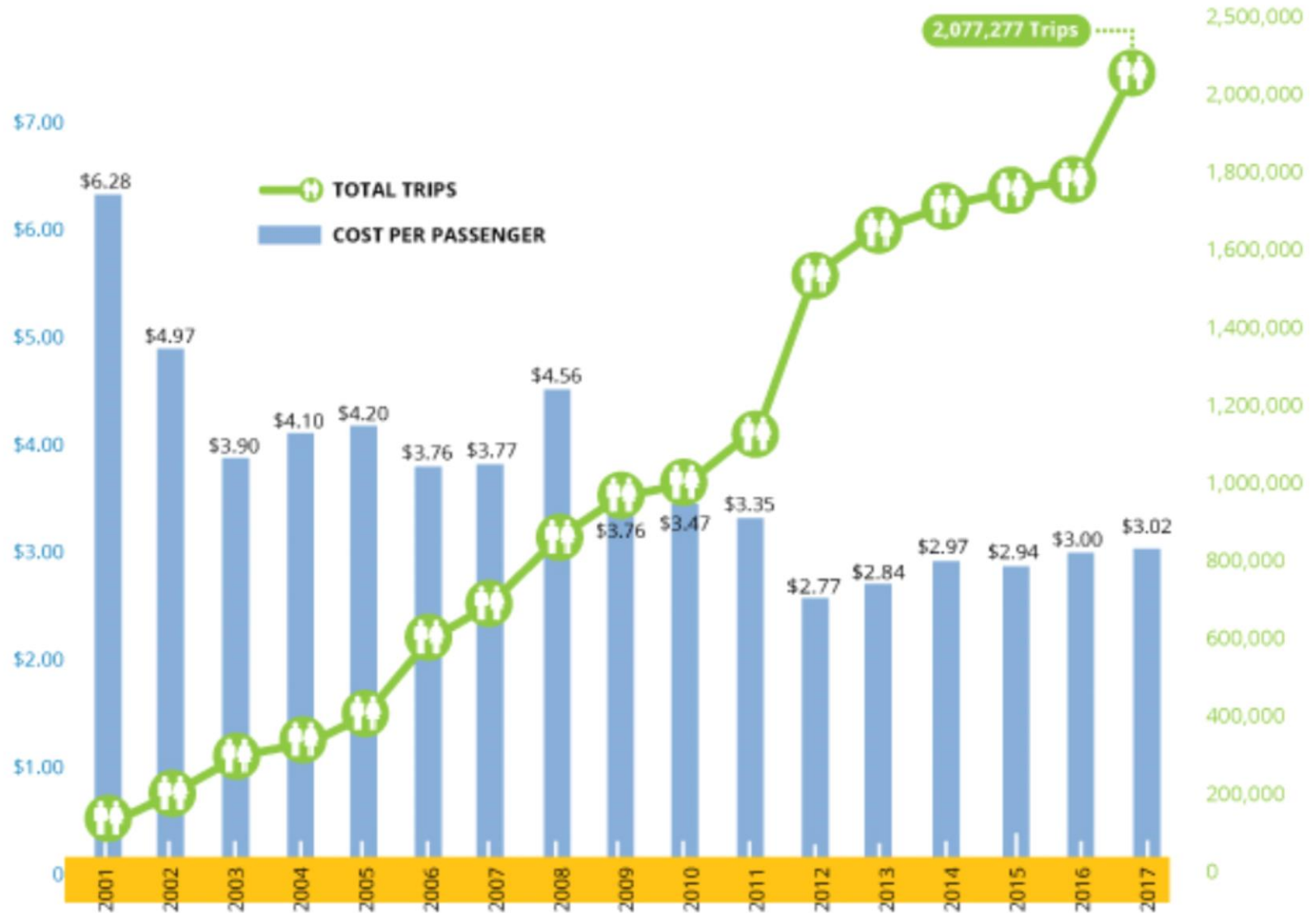
- Flagstaff, AZ - Two hours north of Phoenix, 75K population, home to Northern Arizona University (22,000+ students)
- 2+ million riders/year
- 8 routes, 29 buses



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# Mountain Line – 17 Years and Growing Strong



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# *Mountain Link*


- Funded by FTA Very Small Starts Grant
- Joint project between NAIPTA, Northern Arizona University, City of Flagstaff
- Launched in August 2011
- Connects NAU to a popular residential area for students and downtown Flagstaff.
- NAU pays a lump sum for all students to ride free (NAU staff ride ALL routes free through ecoPASS program)



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# Mountain Link Marketing



**Mountain Link**  
Downtown → NAU → Woodlands Village

**Mountain Link (Route 10) Hours when NAU is in Session:**  
Mon. - Fri.: First bus departs Stop 1 at 10:35 a.m. Last bus departs at 10:05 p.m. Buses run every 5-10 minutes from 7:25 a.m. - 6:05 p.m. and every 20 minutes at all other times.  
Weekends: First bus departs Stop 1 at 7:25 a.m. Last bus departs at 7:45 p.m. Buses run every 30 minutes.

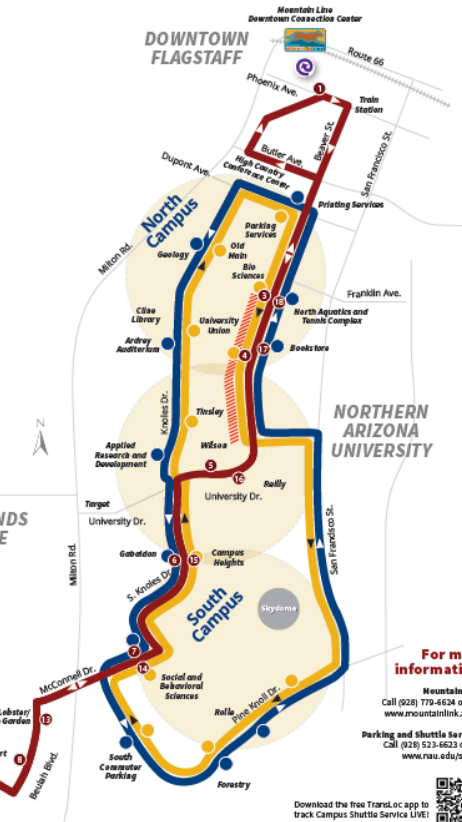
**Mountain Link (Route 10) Hours during NAU breaks (Spring, Summer, Winter):**  
Mon. - Fri.: First bus departs Stop 1 at 10:35 a.m. Last bus departs at 10:15 p.m. Buses run every 20 minutes from 7:25 a.m. - 6:05 p.m. and every 45 minutes at all other times.  
Weekends: First bus departs Stop 1 at 7:25 a.m. Last bus departs at 7:45 p.m. Buses run every 30 minutes.

**Legend:**  
 Mountain Link Route 10  
 Louie Line  
 Jacks Line  
 Transit Stops  
 Route Direction  
 Transit Signs  
 Shuttles and bicycles only. No cars, pedestrians on crosswalks.  
 Downtown Connection Center  
 Connect to Mountain Line Routes 2, 3, 4, 5, 7, 14, and 66.  
 For complete Mountain Line route and schedule information, visit [www.mountainline.az.gov](http://www.mountainline.az.gov)  
 5-minute Walk

**FARES & PASSES**

FARES	YOUTH (13-17)	ADULTS	SENIOR (65+)	DISABLED/INJURED
Cash Fare (one way)	\$1.25	\$1.25	\$1.25	\$1.25
Day Pass (unlimited rides)	\$1.25	\$1.25	\$1.25	\$1.25
10 Day Pass (unlimited rides)	\$10.00	\$10.00	\$10.00	\$10.00
10 Day Pass (unlimited)	\$10.00	\$10.00	\$10.00	\$10.00
Semester Student Pass**	\$48	\$48	\$48	\$48
Annual Student Pass**	\$120	\$120	\$120	\$120

\*ID must be presented to qualify for reduced fare.  
 \*\*ID must be presented to qualify for reduced fare.  
 \*\*\*Cash fare must be paid with exact change.



**For more information:**  
 Mountain Link:  
 Call (928) 779-6634 or visit [www.mountainline.az.gov](http://www.mountainline.az.gov)  
 Parking and Shuttle Services:  
 Call (928) 523-6623 or visit [www.nau.edu/shuttle](http://www.nau.edu/shuttle)





## ARE YOU READY FOR SOME FOOTBALL?

Let **Mountain Line** get you to the Skydome so you can spend your time cheering for the Lumberjacks instead of parking your car.

### YOU HAVE OPTIONS:

**Route 4-Gold**  
From Walmart (stop 5) to Pine Knoll Drive (stop 13).

**Route 14-Brown**  
After the game, at Pine Knoll Drive (stop 6) to the Olive Garden (stop 14).

**Route 10-Mountain Link\***  
From Olive Garden (stop 14) to SBS (stop 15) on campus to the NAU shuttle.

\*Ride Route 10 for FREE with your NAU student ID!







**SAVE TIME AND MONEY.**

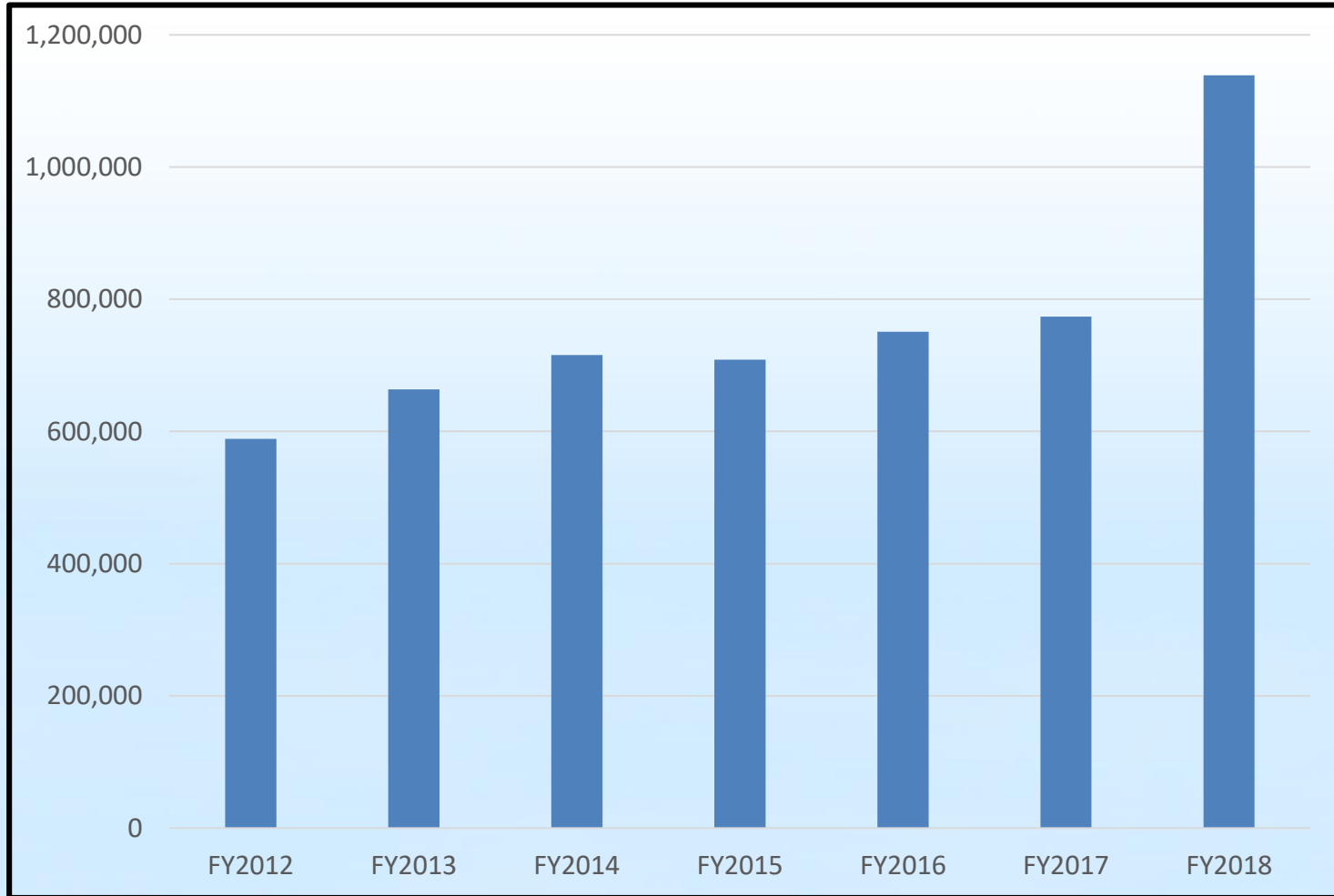
Learn more at [www.mountainline.az.gov](http://www.mountainline.az.gov).



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# *Mountain Link Ridership*



FY2018 Data through May



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# *Mountain Link*



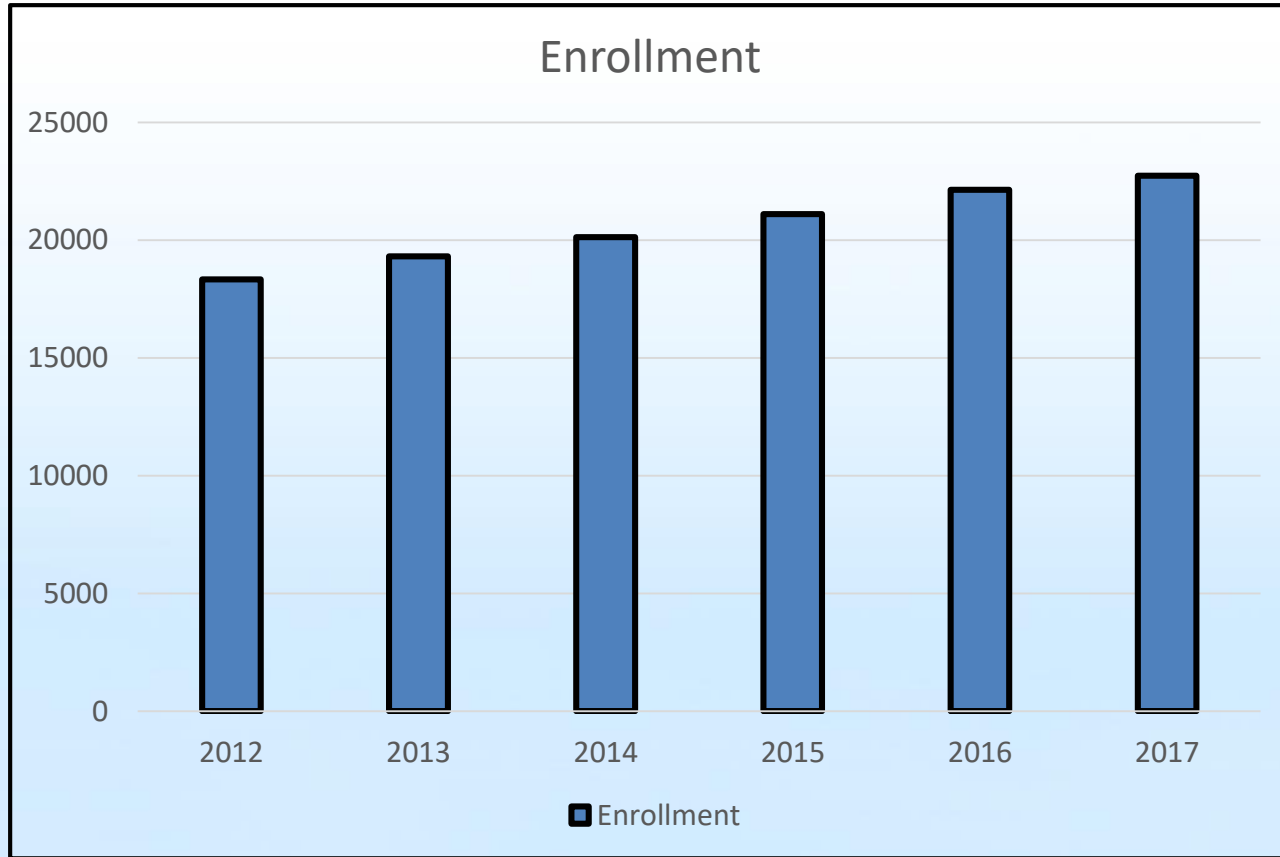
Added five articulated buses (6 total in fleet) in FY2018 to accommodate crush loads.



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# NAU Enrollment



2025 Enrollment Goal: 36,000



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# NAU Public Perception



"Students are still taking over the town," Shimoni said. "I know NAU is talking with the city. Their liaison has been holding open houses and talking to residents. They are listening but they're not acting on the facts."

## Our View

If the future of Flagstaff is more 1,200-bed student housing complexes, it's time to rethink what neighborhoods and community mean



## COLUMNISTS

### Flagstaff Feedback: Four questions on NAU enrollment growth

May 11, 2018

Editor's note: With NAU graduation set this week, the Daily Sun asked a group of engaged citizens – none is an elected official or a declared ...



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# NAU Public Perception

## Another massive eyesore unneeded

May 6, 2018 3

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I am dismayed that yet another massive private, off-campus, luxury housing development is now being proposed for the old Jeld-Wen property on Butler Avenue. This type of over-development is being encouraged by the current N.A.U. president, Rita Cheng, and the Arizona Board of Regents.

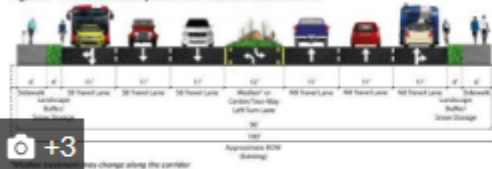
It is time for the Flagstaff community to stand up and say "Enough is enough!" The out-of-control growth of N.A.U. is degrading our community's values and quality of life. Why should our citizens have to endure massive traffic congestion and hugely increased public safety and housing costs just to be a host city for a university which considers itself to be a sovereign entity, completely apart from the Flagstaff community.

We need an N.A.U administration which wants to be a part of our community and which does not want to overwhelm Flagstaff. As a recent bumper sticker displayed around Flagstaff says, "Don't N.A.U. FLG."

## QUICKENED PACE OF GROWTH

The quickened pace of Flagstaff growth starts at NAU's Mountain Campus – two decades ago enrollment was about a quarter of the city's population; today it is nearing one-third. Its on-campus beds – about 10,000 -- may rank it among the top universities in the country. But that still leaves 12,000 students and counting to find housing and transportation in a relatively small city. Core Campus, developers of the Hub, and others have found a lucrative niche in off-campus housing without having to bear the ancillary costs of that growth on the community. Pushing even more student housing onto campus, with its self-contained street system and buffering from single-family neighborhoods, should be part of any agenda as the city grapples with high-occupancy housing. The Hub may have won, but it doesn't mean Flagstaff and its future have lost.

Figure 9-4: Milton Road System Alternative 3 Cross-Section



## LOCAL TOP STORY

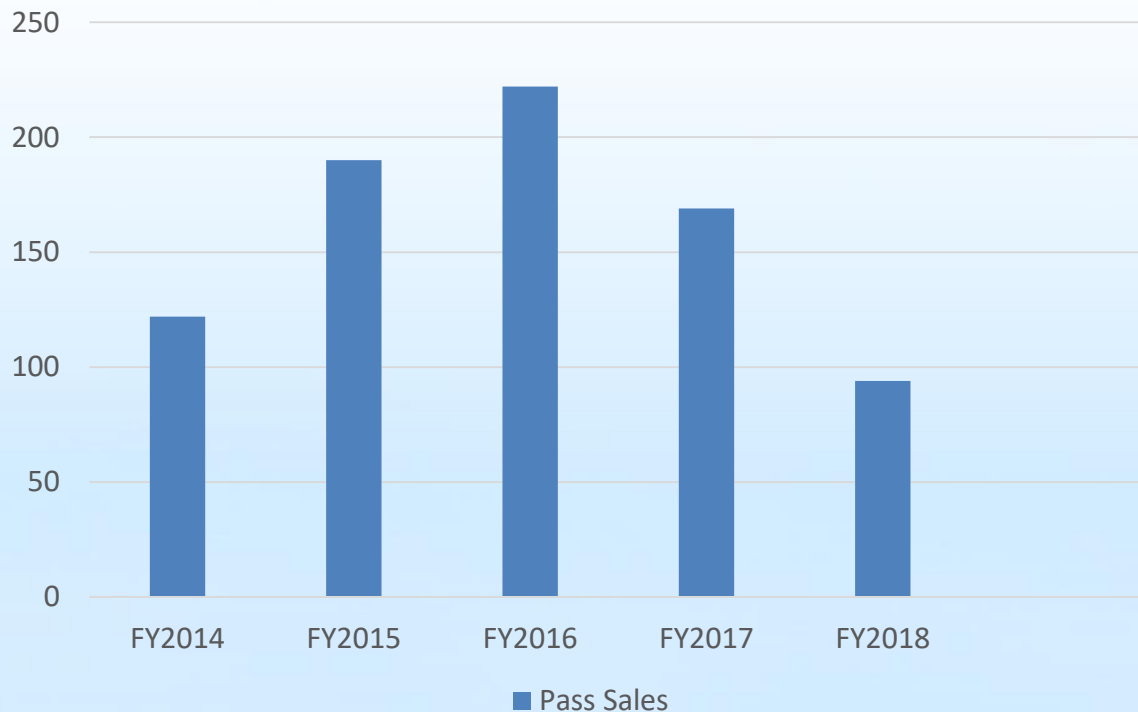
## ADOT options for Milton include adding lanes, creating alternates

CORINA VANEK Sun Staff Reporter May 13, 2018

Would adding a reversible center lane on Milton that could accommodate different directions of traffic flow at different times help solve cong...

# College Student Pass Program

College Pass Sales



## YOU'VE GOT A PASS

to worry free  
transportation with

## MOUNTAIN LINE

Use your College Student Pass to ride Mountain Line. It's easy and saves cash. Get to class, the grocery store, the movies, work, home, and more.

Riding is Smart

- Save on gas
- Avoid parking
- Study while you ride



semester  
pass just **\$99!**

annual  
pass just **\$239!**



928.779.6624  
[mountainline.az.gov](http://mountainline.az.gov)

\* NAU students ride Route 10/Mountain Link for free with ID, but fare payment is required on all other routes.



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# CCC Pilot Pass Program



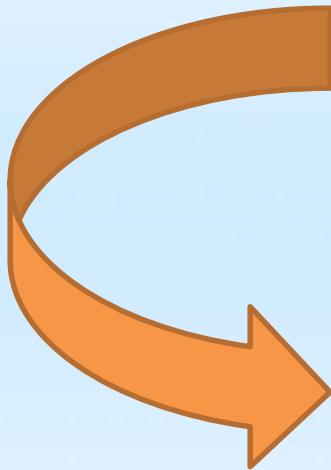
- Ridership at the stops in front of Coconino Community College increased 41 percent in the pilot year.
- All routes used, including 173 unique stops (99 percent of system)
- Passes used a total of almost 60,000 times in the second year of the program.



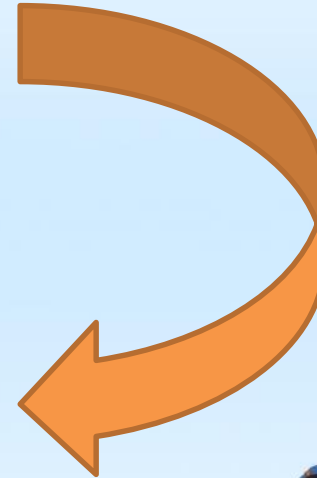
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# Next Steps



Flagstaff Voters



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# Keys to Success

- Patience and persistence
- Lay seeds and see where they grow
- Develop a plan – what will the university get if they implement a UPASS program?
- Be opportunistic
- Make sure the transit agency isn't the only one in the community who knows about the UPASS – find ambassadors
- Use the UPASS as leverage.



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