
Public Transportation Department
Anchorage: Performance. Value. Results.

Department Mission

To connect our community with safe, reliable transportation options, emphasizing customer service while providing economic, social, and environmental benefits.

Core Services

- People Mover Fixed Route Buses
- AnchorRIDES Paratransit Services
- RideShare Program

Accomplishment Goals

- Provide public transportation services which are safe, convenient, accessible, and reliable.
- Provide cost-effective services.
- Increase public awareness of public transportation services.

Administration and Finance Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

Implement fiscal policies, procedures and practices that are both efficient and effective in the collection and expenditure of public and federal funds, to provide complete accountability of all assets and to maintain the human resource controls and data processing support needed to comply with internal and external requirements.

Direct Services

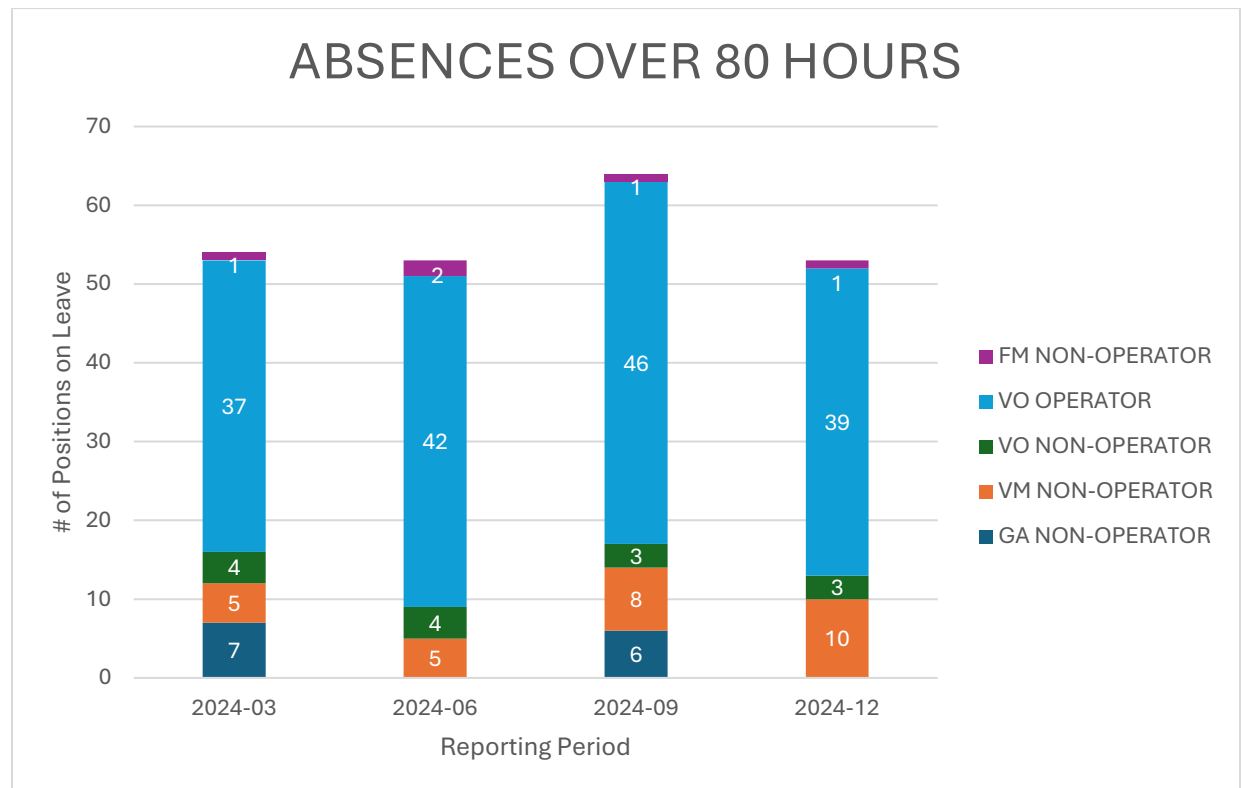
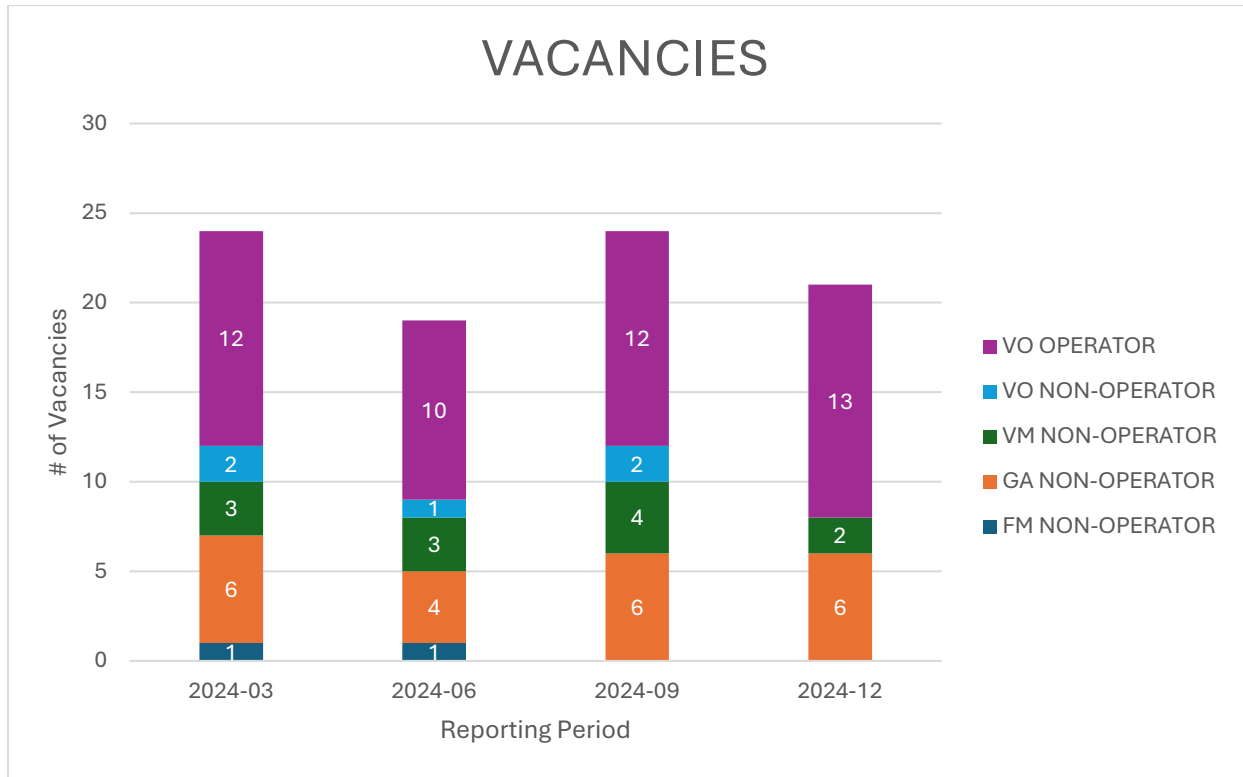
- Preparation and administration of capital and operating budgets.
- Grant acquisition and administration of both State and Federal funding sources.
- Procurement and Asset Management.
- Payroll.
- Development of IT Plan and execution of the plan to provide replacements, upgrades, and new acquisitions of software and hardware.
- Collection, accounting, and fiscal management of transit revenues.

Accomplishment Goals

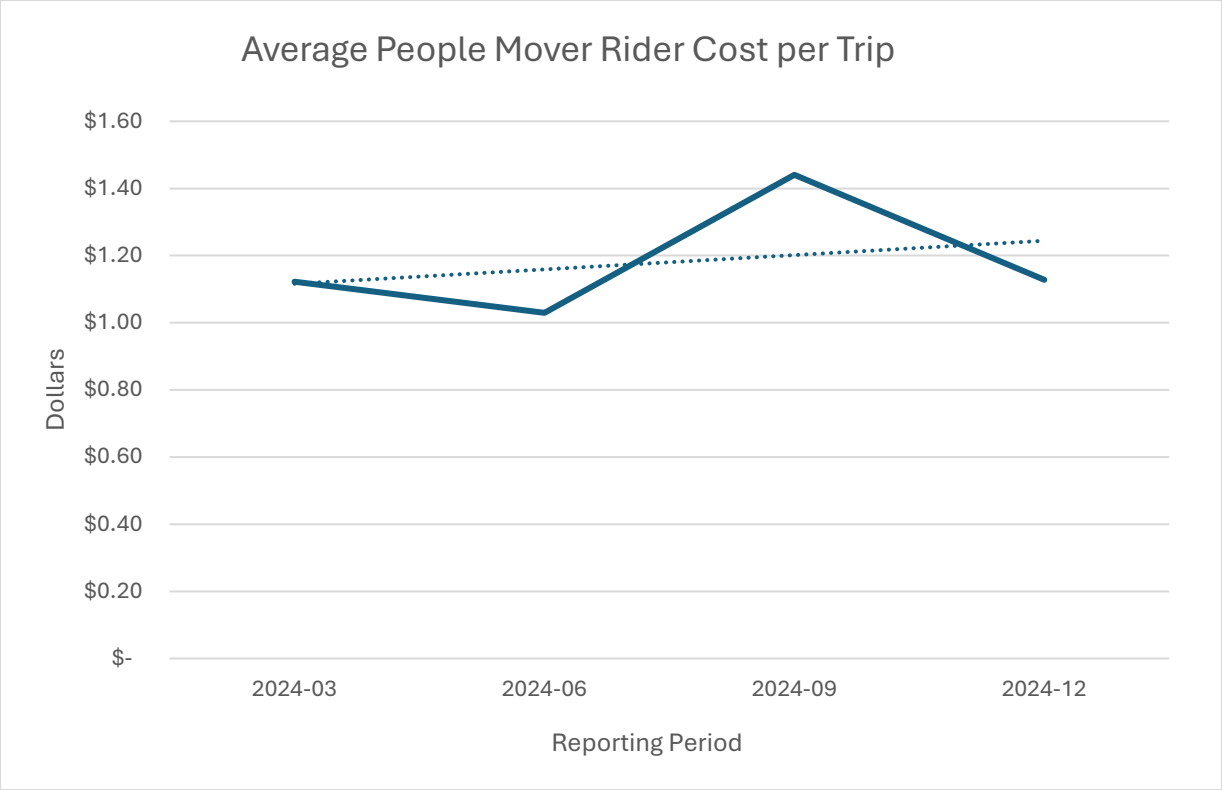
- Provide adequate staffing levels to support safe, convenient, accessible, and reliable public transportation services.
- Provide cost-effective public transportation services.

Performance Measures

Measure #1: Staffing



Measure #2: Fare Analysis



AnchorRIDES - Paratransit Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

AnchorRIDES is a shared ride service providing accessible human service transportation in the urbanized greater Anchorage area. The Public Transportation Department (PTD) administers AnchorRIDES as part of the state designated coordinated paratransit system.

Direct Services

- Transportation service to people whose disabilities prevent them from independently using People Mover buses for some or all their trips.
- Operate within three quarter miles on either side of the People Mover bus routes.
- Provide door-to-door service for people with physical, cognitive, or sensory disabilities that prevent them from using People Mover. Disability alone does not qualify an individual for ADA paratransit service.
- Makes ADA paratransit eligibility determinations using federal regulations of the Americans with Disabilities Act of 1990, Title 49 – Transportation, Subpart F 37.125 covering ADA paratransit eligibility standards and process to issue Full, Temporary, or Conditional Eligibility.
- Provides Senior Citizen Transportation to people age sixty (60) and over and may include those who are ADA eligible.
- Provides temporary eligibility to visitors seeking accessible services for their stay in Anchorage.
- Provide service for the State of Alaska Senior and Disability Services to people eligible for the Home and Community Based Medicaid Waiver Service (HCB). Eligibility and transportation must be preauthorized by the State of Alaska. Recipients Care Coordinators submits the enrollment and Plans of Care with pre-authorization information.
- Offers free travel training to provide riders with the skills needed to successfully travel the fixed route system.

Accomplishment Goals

- Provide accessible and effective shared ride transportation service for seniors and individuals with disabilities, ensuring efficiency by monitoring and regulating cancelled and missed trips, to keep inefficiencies at a minimum.
- Provide accessible and effective shared ride transportation service for seniors and individuals with disabilities exhibiting the clients time on board the revenue

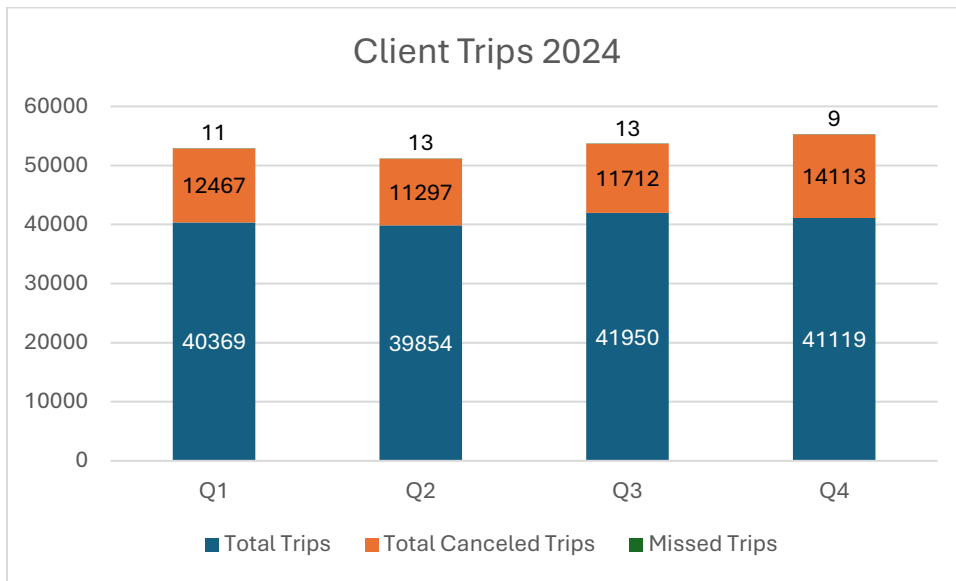
vehicle to ensure timeliness of trips to specified destinations within a set time frame.

- Provide accessible and effective shared ride transportation service for seniors and individuals with disabilities ensuring compliant resource allocation by type of trip.

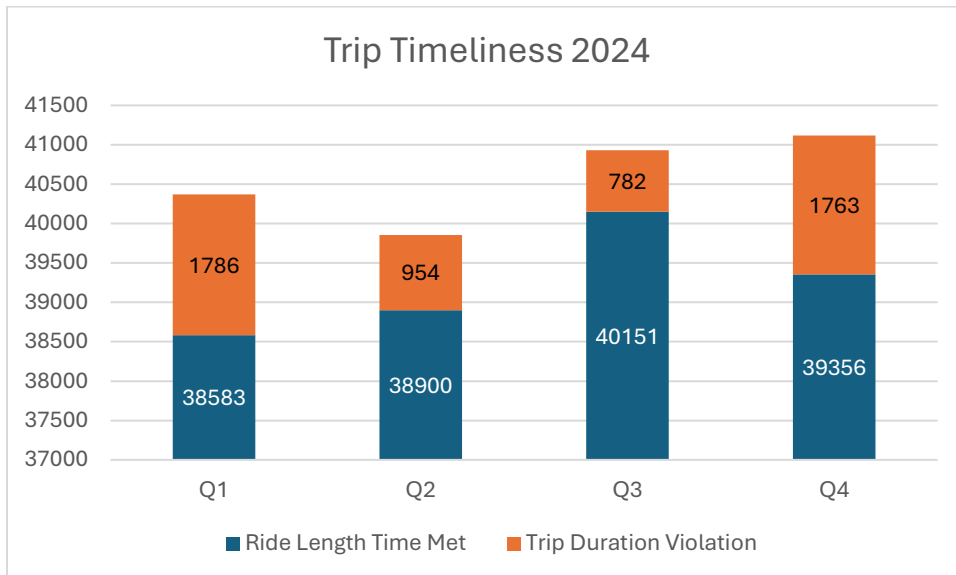
Performance Measures

Explanatory Information: Data derived and analyzed from operations is used to promote quality in service delivery by adjusting programs and processes when needed to accomplish our goals.

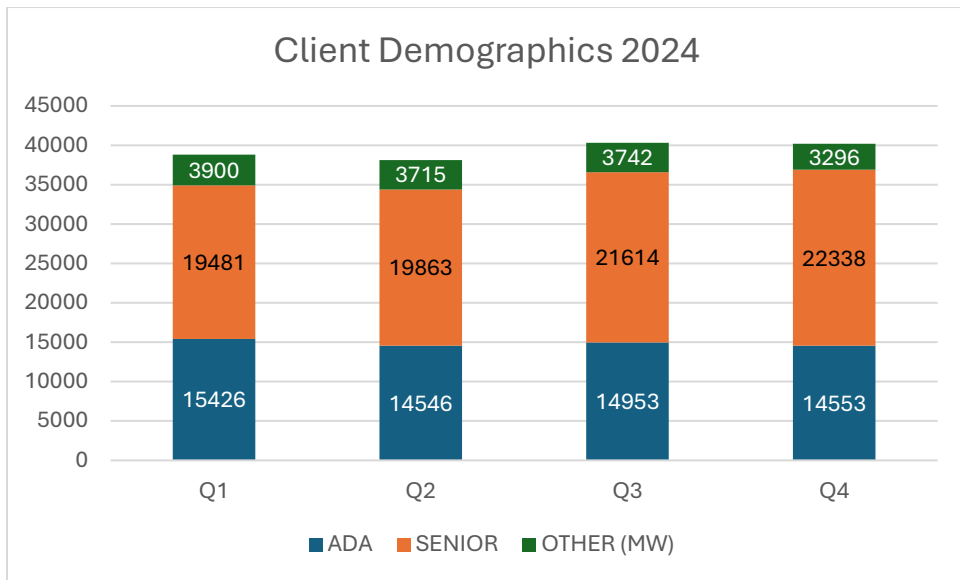
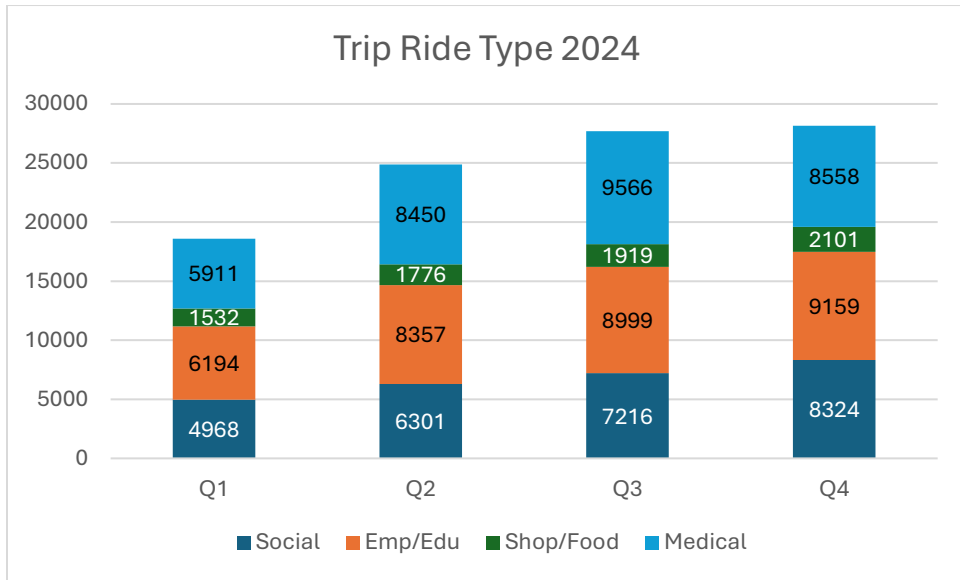
Measure #3: AnchorRIDES Client Trips



Measure #4: AnchorRIDES Trip Timeliness



Measure #5: AnchorRIDES Client Trip Type



Customer Service Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

Provide a positive experience for passengers ensuring that public transportation remains accessible, efficient, and responsive to the needs of the passengers.

Direct Services

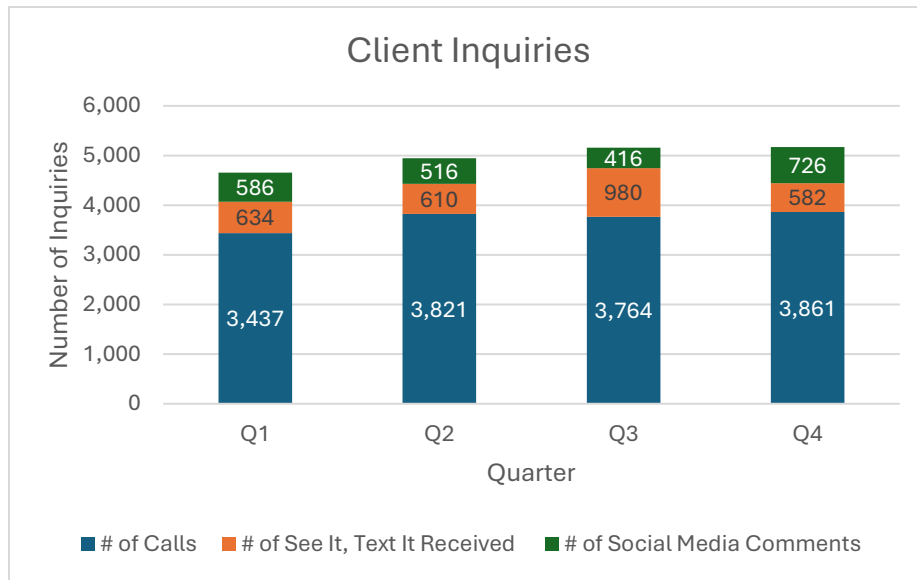
- Respond to passenger inquiries providing information and addressing issues
- Bus Pass Sales

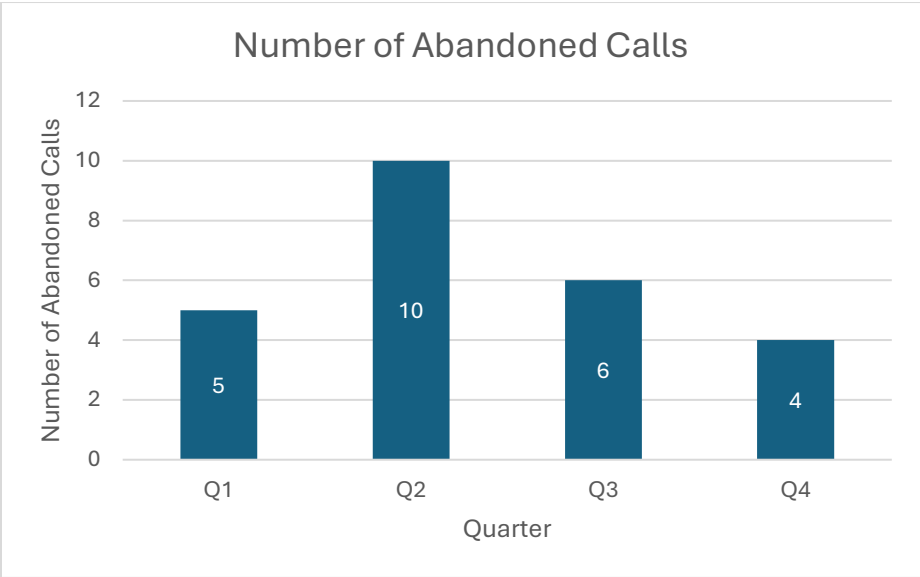
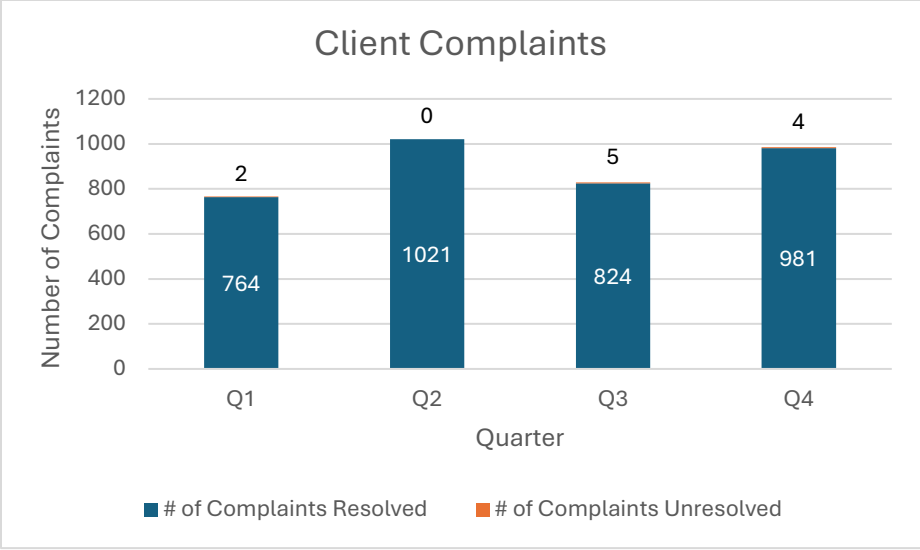
Accomplishment Goals

- Respond to customer inquiries in a timely manner and provide exceptional customer service to all passengers.

Performance Measures

Measure #6: Customer Experience





Marketing Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

The Marketing division focuses on promoting the transit system, increasing ridership, and improving public perception and engagement. The transit marketing activities are mandated in the State of Alaska Air Quality Control Plan as a control strategy to help improve air quality in Anchorage and Eagle River.

Direct Services

The division works to inform the public about the services offered, including routes, schedules, and fare options. It runs advertising campaigns across various media platforms to highlight the benefits of using public transit, special promotions, and new services. It also helps educate the public on how to use the transit system effectively, including understanding routes and schedules and using technology such as mobile apps and online tools.

Accomplishment Goals

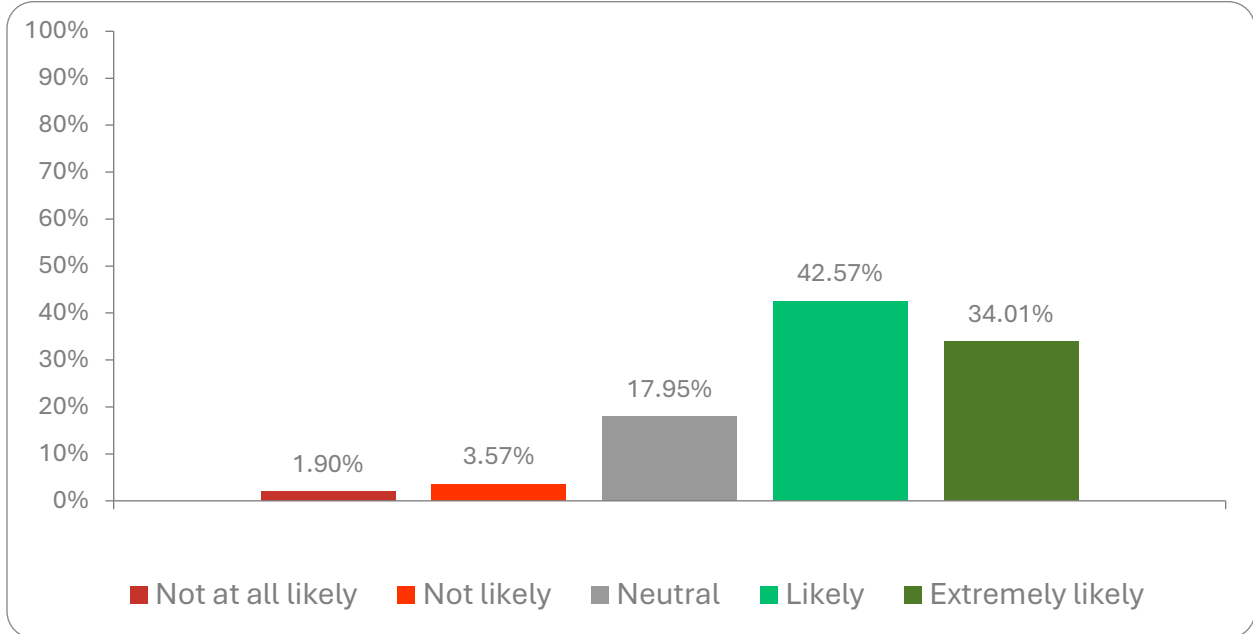
By promoting the benefits and availability of transit services, the division helps increase ridership, and feedback gathered through marketing efforts can help the agency optimize routes and schedules to better meet the community's needs. Transparent communication and effective public relations foster trust between the community and the PTD. Transit marketing emphasizes the role of public transit in reducing environmental impact and improving access to essential services, enhancing the community's quality of life.

- Creating a positive and inclusive image of the public transit system by maintaining rider satisfaction.
- Increase ridership by encouraging ridership among new customers and continued use among existing riders.
- Increase the number of formalized business partnerships and targeted marketing campaigns implemented to promote the public transportation system.

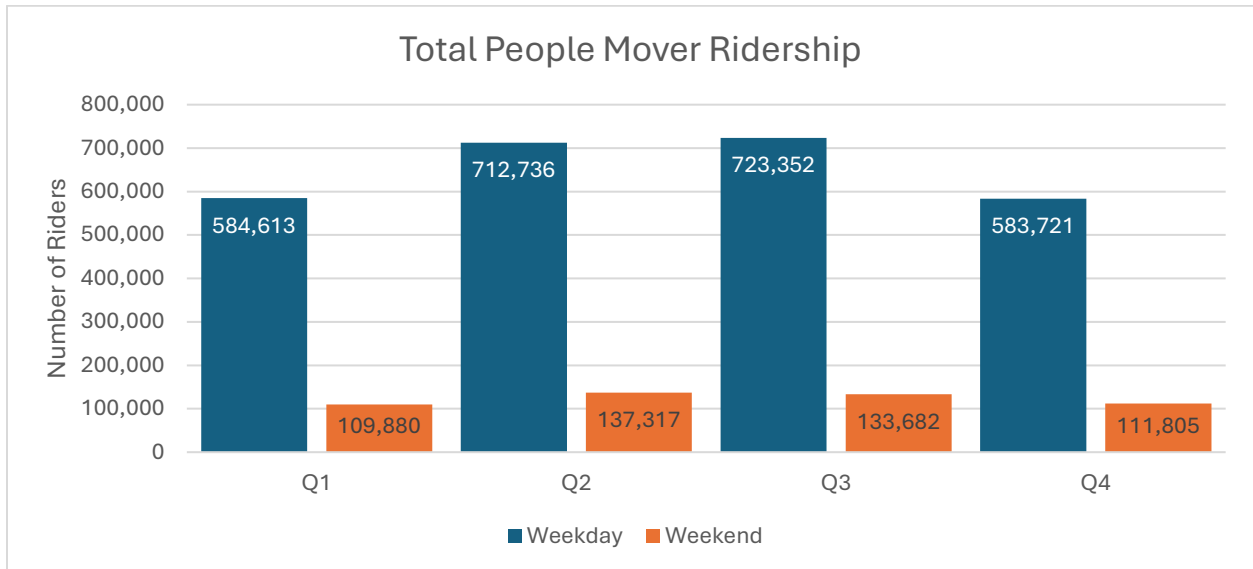
Performance Measures

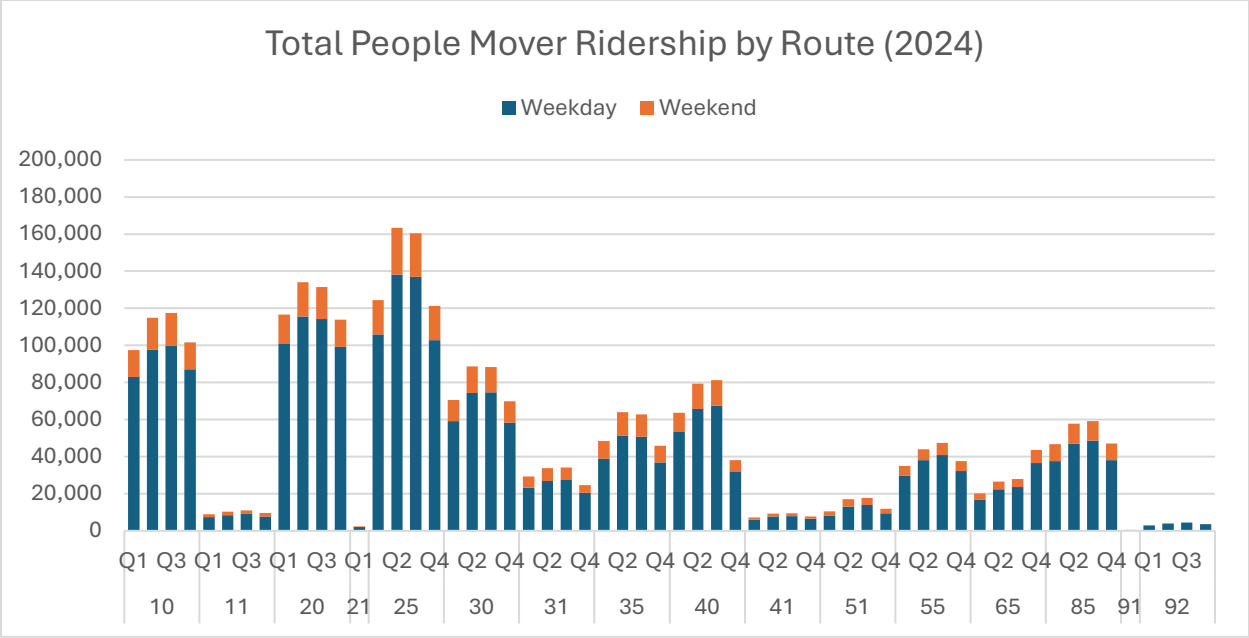
Measure #7: Rider Satisfaction and Community Image

How likely are you to recommend People Mover to friends, family, or coworkers?

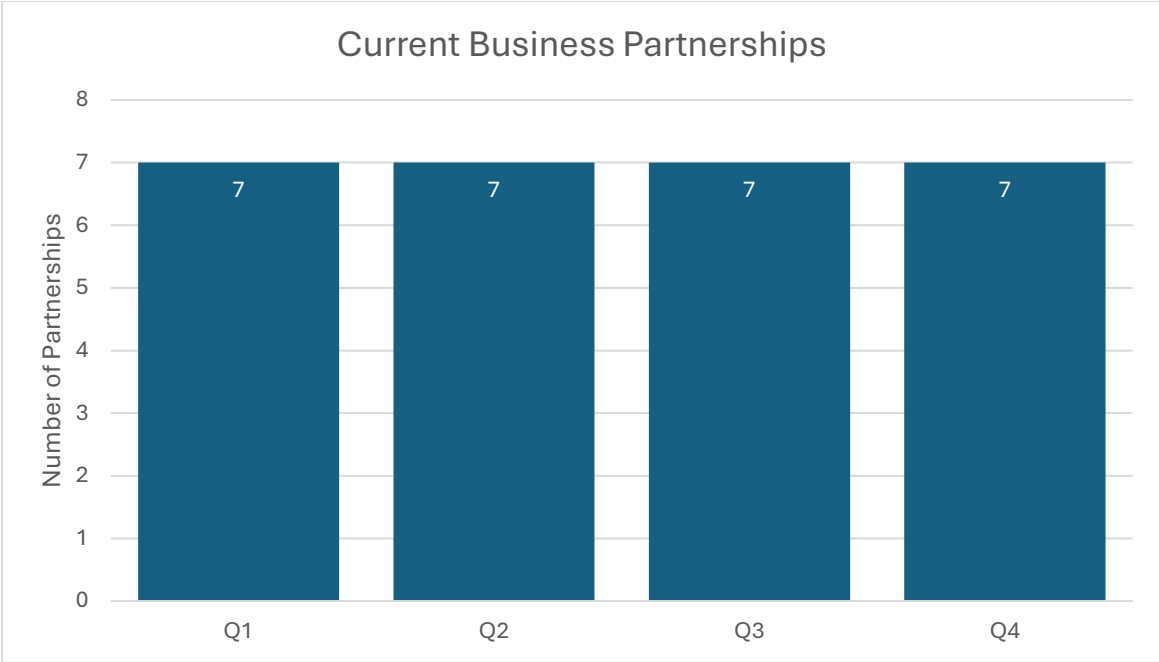


Measure #8: Maintain and Increase People Mover Ridership





Measure #9: Building Awareness and Support in the Community

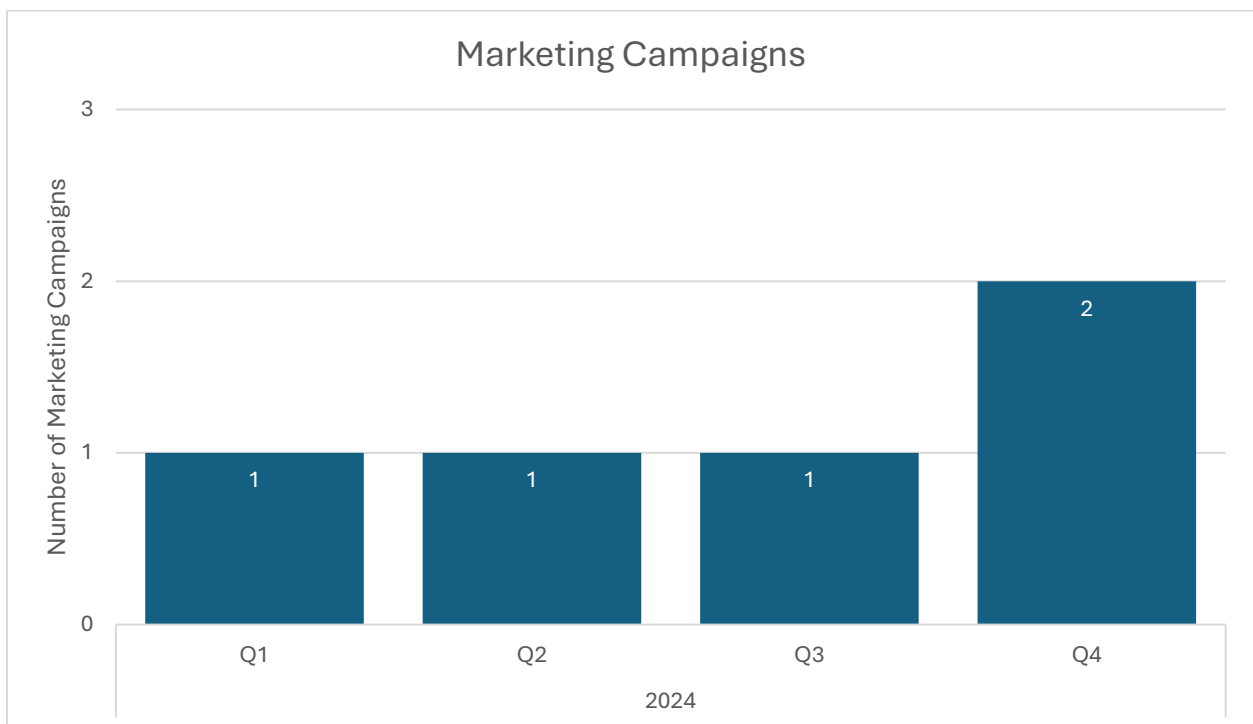


Q1 Outreach & Community Partnerships Customer service renewed or extended several UPass partnership agreements through 2025 and 2026.

Q2 Outreach & Community Partnerships 3 new partnerships identified/in-progress (SOA DOT&PF@AIA, ANMC, Regional Hospital).

Q3 Outreach & Community Partnerships UPass Program revisions (*see memo) to provide more equitable/scalable solutions for interested business partners, and additional measurable results. The new program parameters increase opportunities to add more potential partners. Also, local partnership with Starbucks in the Muldoon-Debarr Transit Hub area for operator meal break and relief access.

Q4 Outreach & Community Partnerships: UPass program coordinator continues to advance conversations with potential partners, adding the Anchorage Museum/Seed Lab and the Arc of Anchorage. Contract renewal conversations are set for Q1 of 2025. As of Q3 program updates, the UPass program will now have broader range and increased accessibility for various organizations to participate. People Mover plans to integrate mobile app capabilities for new program partners.



Q1 Marketing Campaign – Fur Rondy

The campaign included free rides during the event with a current 2024 Rondy Pin displayed. Exterior bus signage, web, print ad in the Fur Rondy guide, and social media postings used to promote the event. We participated in the parade with a bus and employees holding messaging signage during the parade.

Q2 Marketing Campaign – Transit Center Study Open House #2

The campaign solicited for public voting/comments about three potential sites for a downtown transit center location. Participants reviewed the project webpage for site locations, design concepts, and financial information. Voting was conducted via online survey linked from the project webpage. Advertising included social media posts, paid

TV, radio, and digital ads, along with signage at the Customer Service office, Downtown Transit Center window wraps, mTicket and mStop alerts, and screens on buses and at select bus stops.

Q3 Marketing Campaign – October Service Reduction

The campaign solicited for public voting/comments about service reduction options due to workforce shortages. Participants reviewed the service reduction webpage for reduction scenarios. Voting was conducted via online survey linked from the service reduction webpage. Advertising included social media posts, paid TV, radio and digital ads, along with signage at the Customer Service office, Downtown Transit Center window wrap, mTicket and mStop alerts, and screen on buses and at select bus stops.

Q4 Marketing Campaign – Fat Tire Bike Racks

The campaign promoted the availability of fat tire bike racks on all People Mover buses to encourage winter riding and the bike-to-bus commute option. Advertising included paid radio and digital ads. Informational rack cards are also regularly stocked on the buses for riders to access more information about the racks, including a demo video for placing and removing bikes from the racks.

Q4 Marketing Campaign – Holiday Sweater Giveaway

The campaign introduced People Mover's first branded holiday sweater and offered riders, mStop/mTicket app users, e-newsletter subscribers, and our social media audience the opportunity to win one of their own. Paid advertising included boosted social media posts on Facebook and Instagram. Additional promotion of the giveaway was done via unpaid social media posts, messaging on infotainment screens, pop-up trivia, and word-of-mouth.

**Non-Vehicle Maintenance Division
Public Transportation Department**
Anchorage: Performance. Value. Results

Purpose

Create a positive experience for public transportation users by maintaining safe, clean, and accessible bus stops, transit centers and facilities.

Direct Services

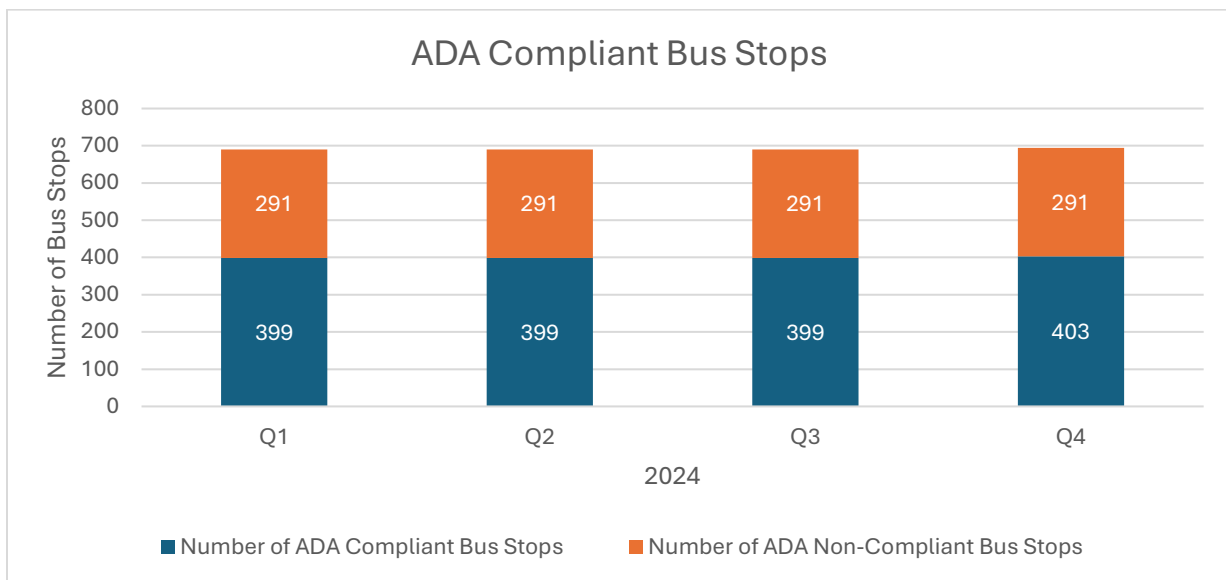
- Maintain inventory of bus stops and bus shelters, manage procurement and installation of new bus shelters and bus stop amenities.
- Provide maintenance and cleaning services to bus stops and transit centers.

Accomplishment Goals

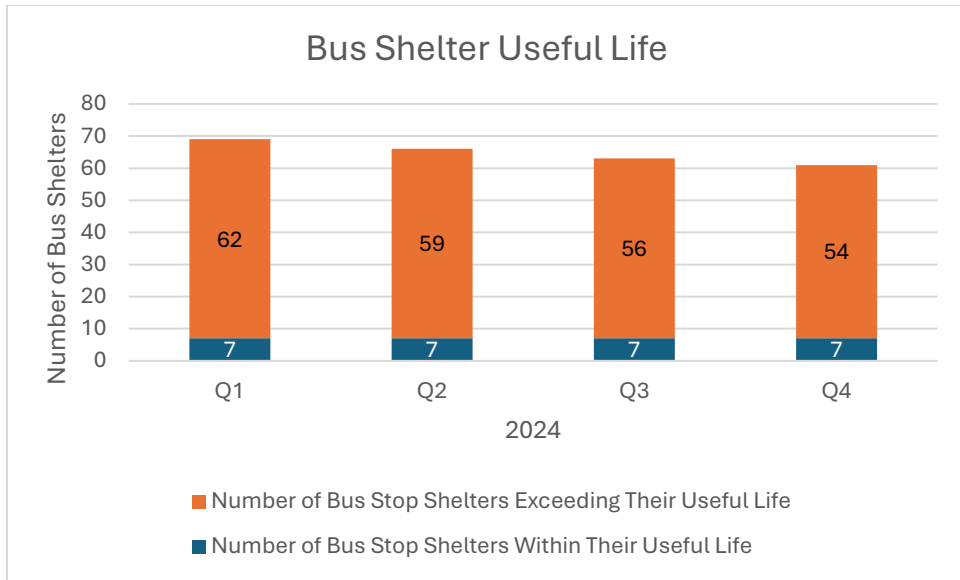
- Provide safe and accessible bus stops meeting ADA standards.
- Maintain active bus shelters within recommended industry useful life standards.
- Provide adequate maintenance and cleaning to bus stops and transit centers to enhance passenger experience and safety.

Performance Measures

Measure #10: People Mover Bus Stops – Americans with Disabilities Act (ADA Compliancy)



Measure #11: Bus Shelter Useful Life



Measure #12: Bus Stop and Transit Center Maintenance and Cleanliness

Total Bus Stops: 690			
Has Bench	Has Shelter	Has Trashcan	Has Lighting
205	72	225	266

Task Performed	Q4
Inspected	9,348
Cleaned / Trash	1,395
Snow / Ice	532
Landscaped	3
Maintenance	6
Pressure Washing	4

*Reporting on this PVR began Quarter 4 2024.

Operations Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

Provide safe, efficient, and accessible transportation options to the community operated by trained, professional operators.

Direct Services

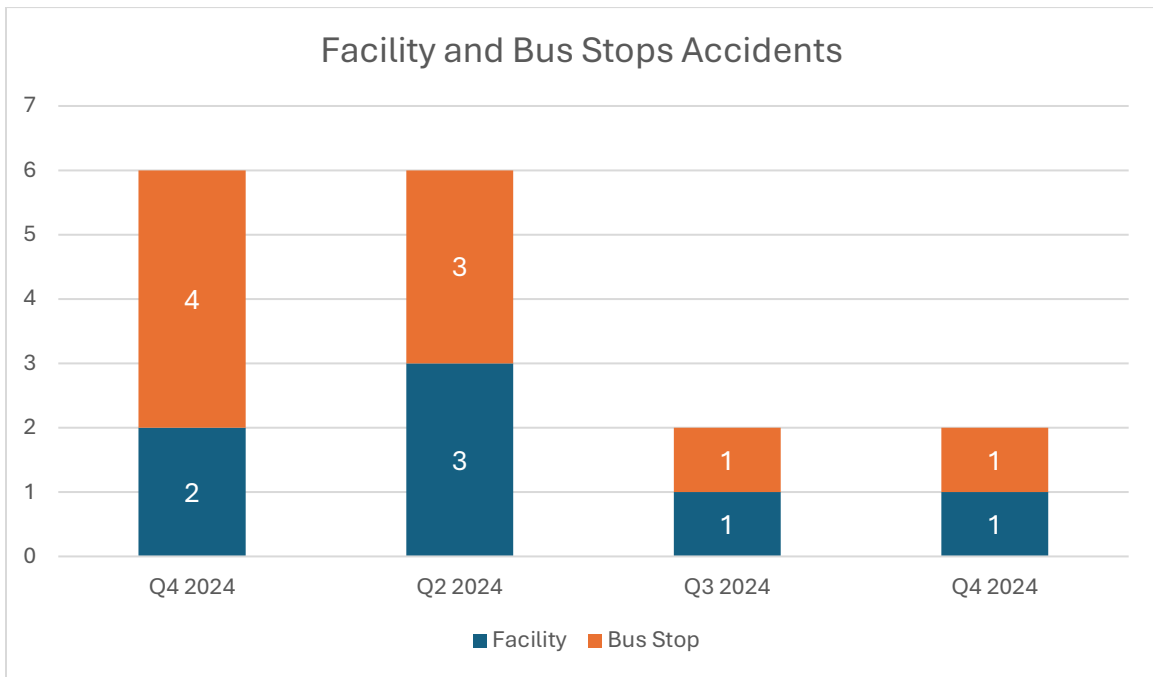
- Hire, train, dispatch and manage People Mover Bus Operators.
- Manage safety and security of the public transportation system, employees, and clients.
- Maintain fixed route services per the published schedule.

Accomplishment Goals

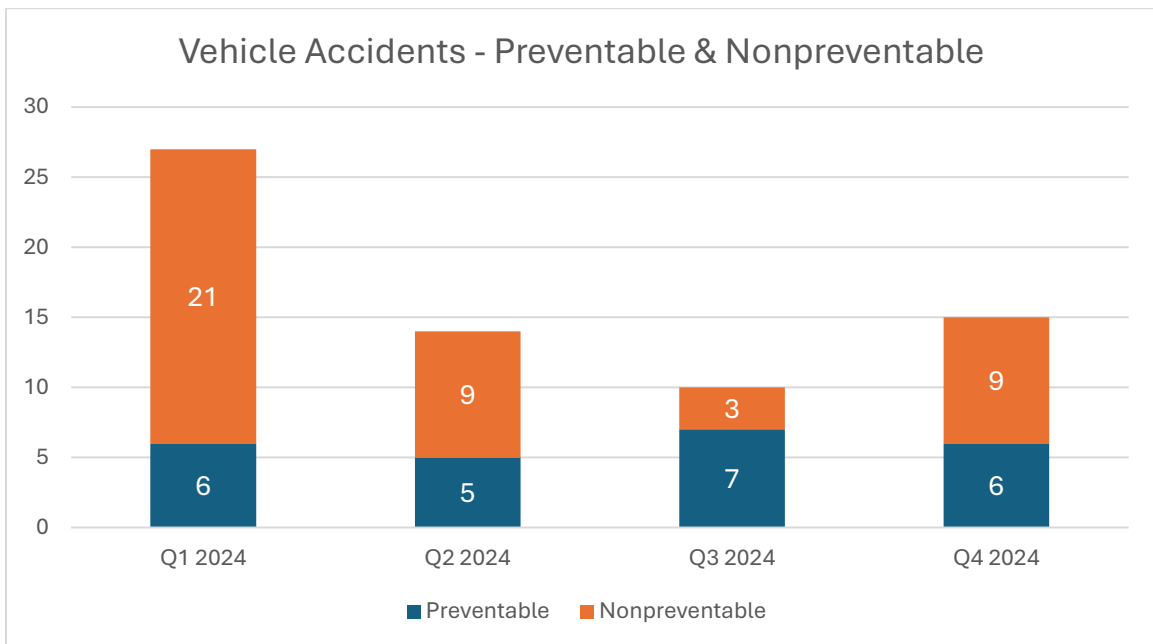
- Minimize the number of reportable accidents related to facilities and bus stops within the public transportation system.
- Minimize accidents within the public transportation system.
- Reduce the number of incidents that require escalated response.
- Improve on-time performance of People Mover buses in comparison to the published schedule.

Performance Measures

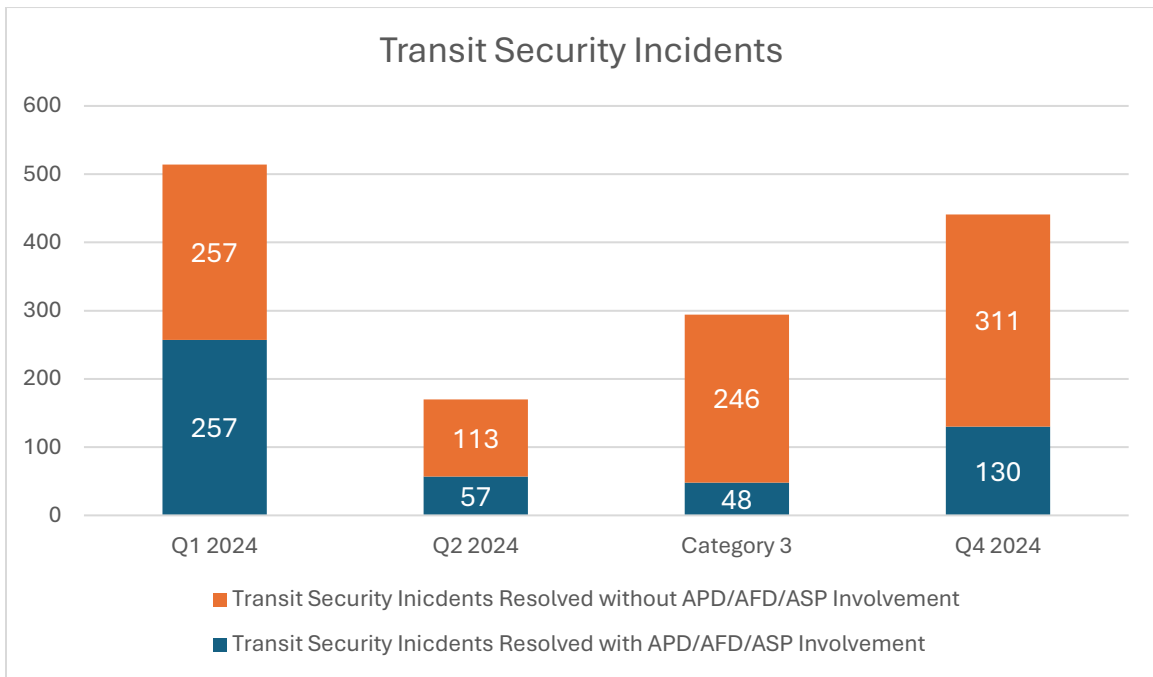
Measure #13: Facility and Bus Stop Accidents



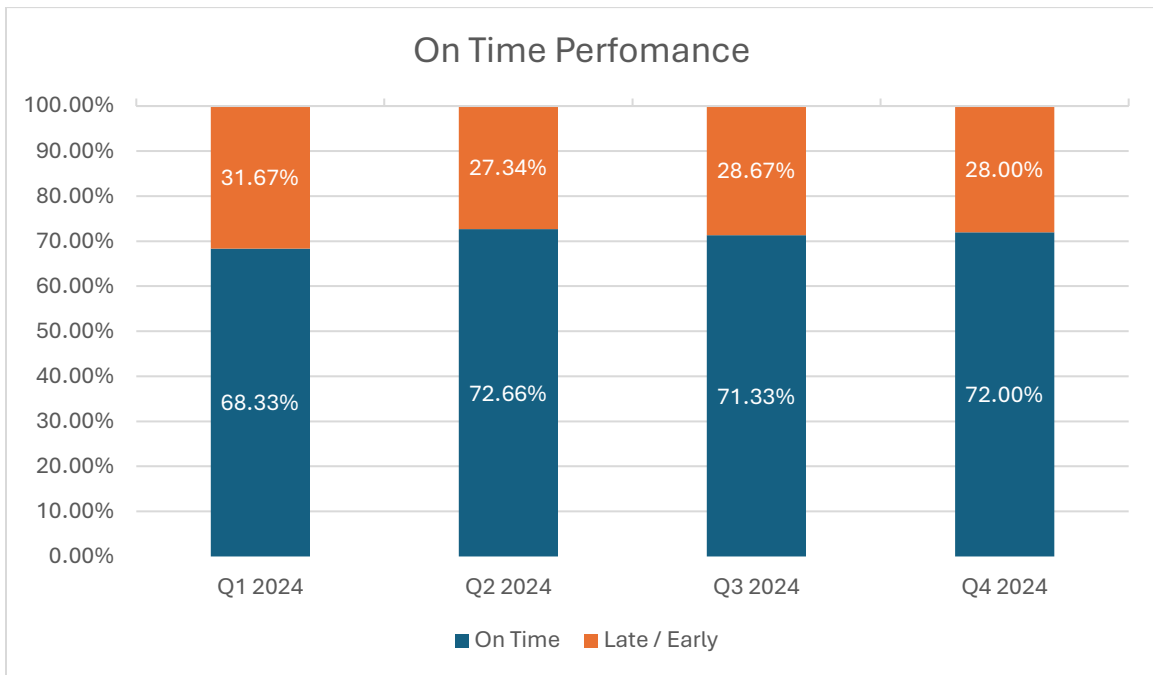
Measure #14: Vehicle Accidents



Measure #15: Transit Security Incidents



Measure #16: People Mover On-Time Performance



Planning Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

The Planning Division plays a crucial role in shaping the future of public transportation services. It develops long-term plans that align with the city's growth and evolving needs. It analyzes and designs bus routes, schedules, and services to ensure efficiency, coverage, and effectiveness. It ensures optimal use of available resources, including funding, personnel, and infrastructure. Also, it gathers input from the public and stakeholders to inform planning decisions and foster community support.

Direct Services

- Provide performance-based planning to provide efficient public transportation services.
- Coordinate service changes to improve overall service or align with annual budgets.

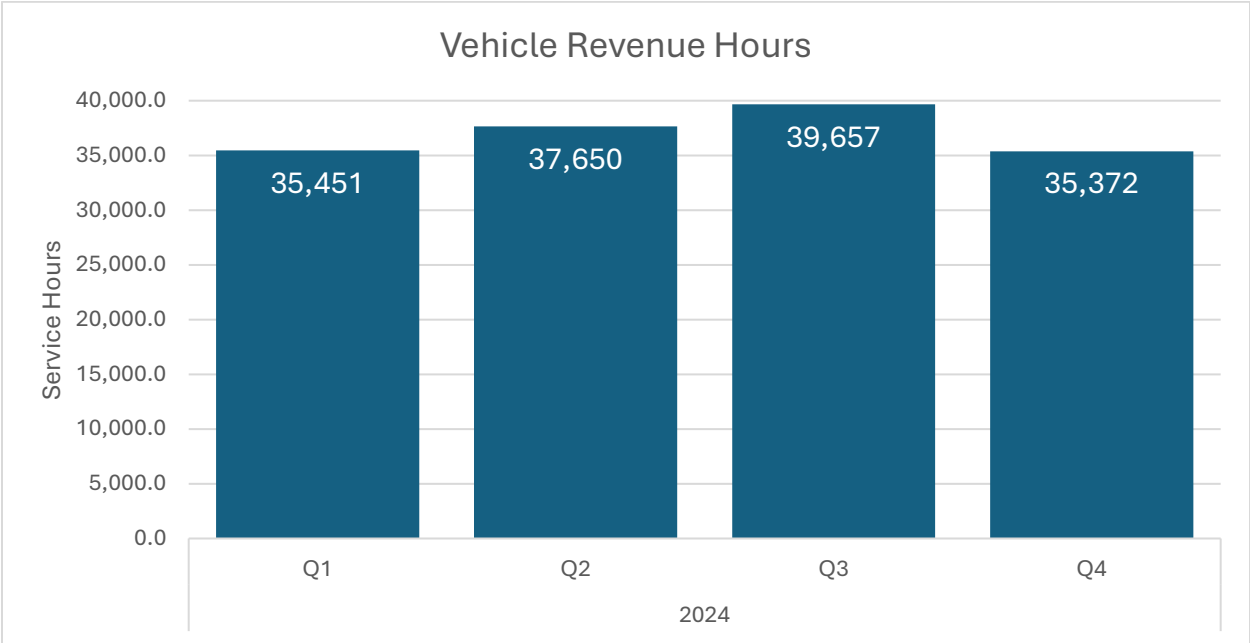
Accomplishment Goals

- Maintain or increase Vehicle Revenue Hours (VRH) for each service change, enhancing the availability and reliability of public transportation services. (dependent on budget)
- Ensure efficient transportation route planning and scheduling to maintain or increase service productivity.

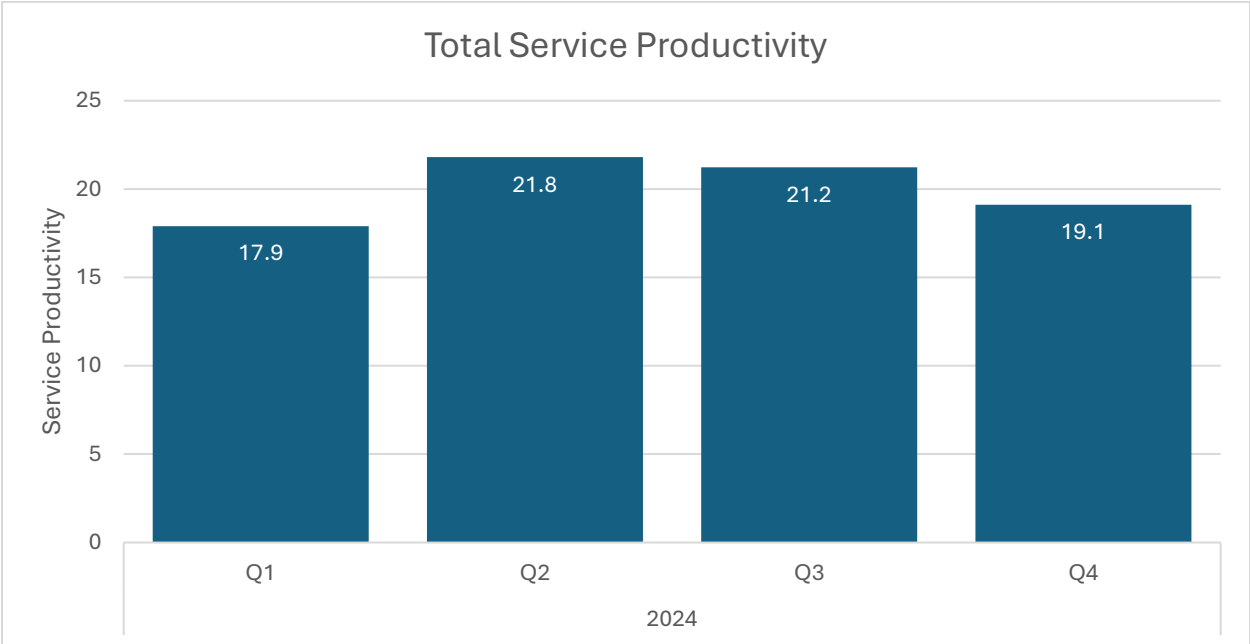
Performance Measures

Explanatory Information: Vehicle revenue hours depend on budget (e.g., MOA Operating Budget ↑ = VRH ↑ or Operating Budget ↓ = VRH ↓).

Measure #17: Maintain or Increase Vehicle Revenue Hours (VRH) Each Service Change



Measure #18: Service Productivity



Rideshare Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

The RideShare division aims to reduce traffic congestion, provide an additional transportation option, especially for individuals who live in areas with limited public transit services and improve air quality by reducing the number of single occupancy vehicles traveling to and/or through the municipality. The RideShare program is mandated in the State of Alaska Air Quality Control Plan as a control strategy to help improve air quality in Anchorage and Eagle River.

Direct Services

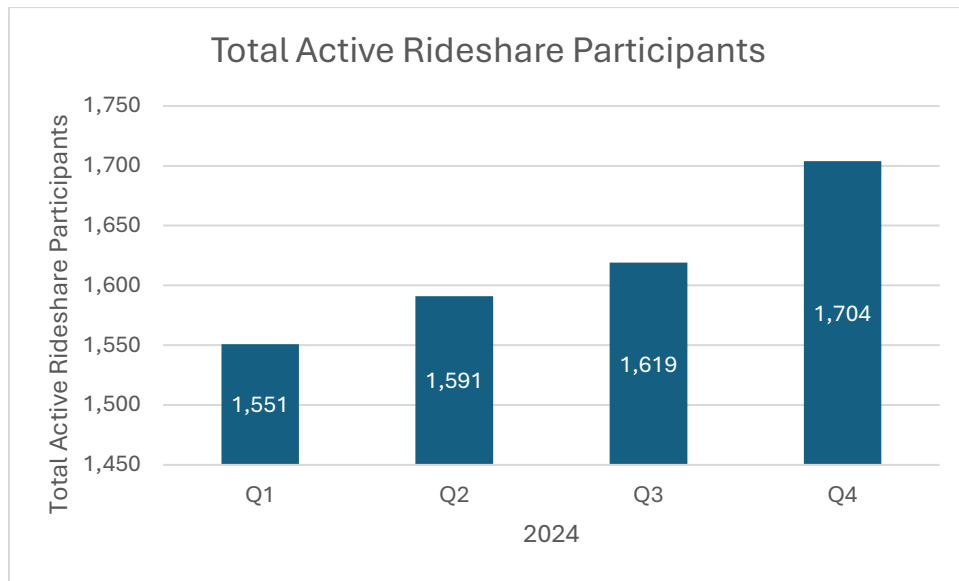
- Online Ride-Matching Services: Facilitating the process of finding and joining a vanpool through an online platform.
- Emergency Ride Home Programs: Providing a backup option for vanpool participants in case of emergencies, ensuring they can get home even if they miss their vanpool ride.
- Customized Vanpool Options: Offering different types of vanpool arrangements based on the size of the vanpool to better meet the needs of diverse user groups.
- Participant Support: Providing customer service that allows participants to report issues, suggest improvements, and feel valued as part of the program.
- Marketing and Outreach: Actively promoting the benefits of the vanpool program through various channels to help raise awareness and drive participation.

Accomplishment Goals

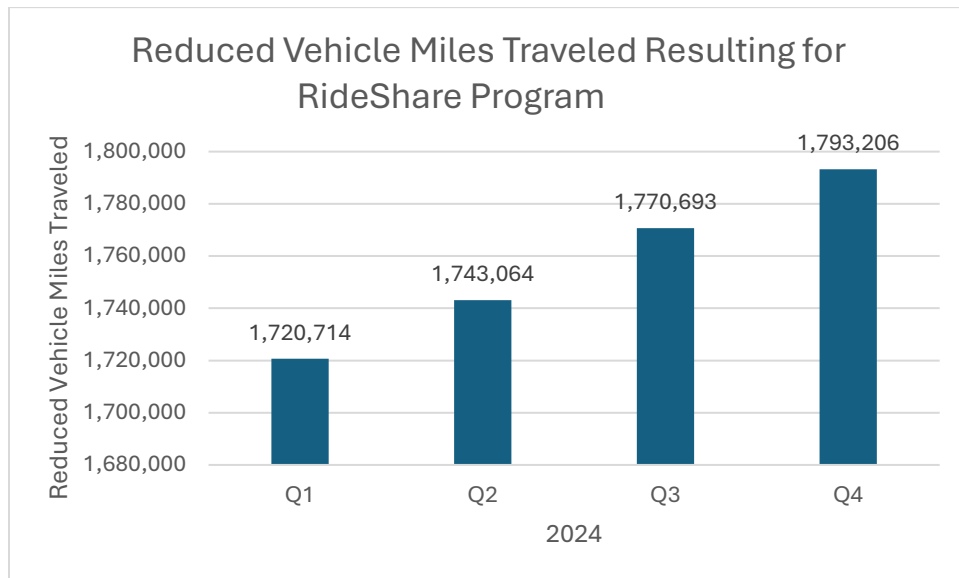
- Provide rideshare participation opportunities that support the maintenance of air quality and reduction of congestion in our community.
- Provide the RideShare program to support the maintenance of air quality in our community through reduced vehicle miles traveled (RVMT).

Performance Measures

Measure #19: Rideshare Participation



Measure #20: RideShare Reduction of Vehicle Miles Traveled



Vehicle Maintenance Division
Public Transportation Department
Anchorage: Performance. Value. Results

Purpose

Create a positive experience for public transportation users by maintaining safe, clean, and reliable transit buses.

Direct Services

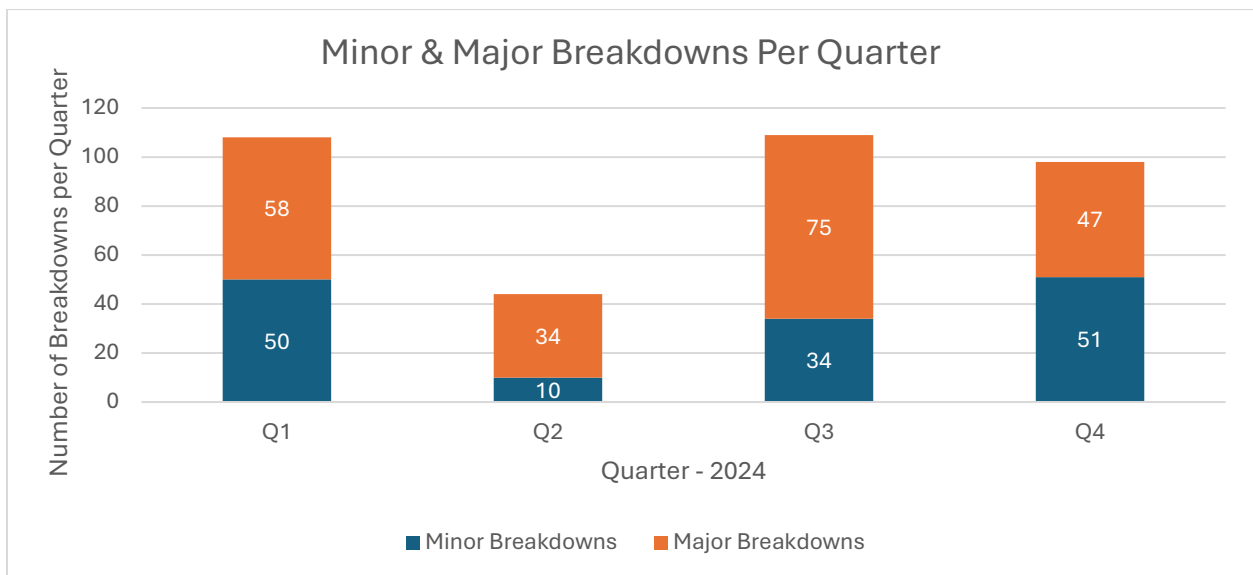
- Preventative maintenance, minor and major repairs to buses.
- Replacement of buses at their end of life.
- Scheduled detailing and daily cleaning of buses.

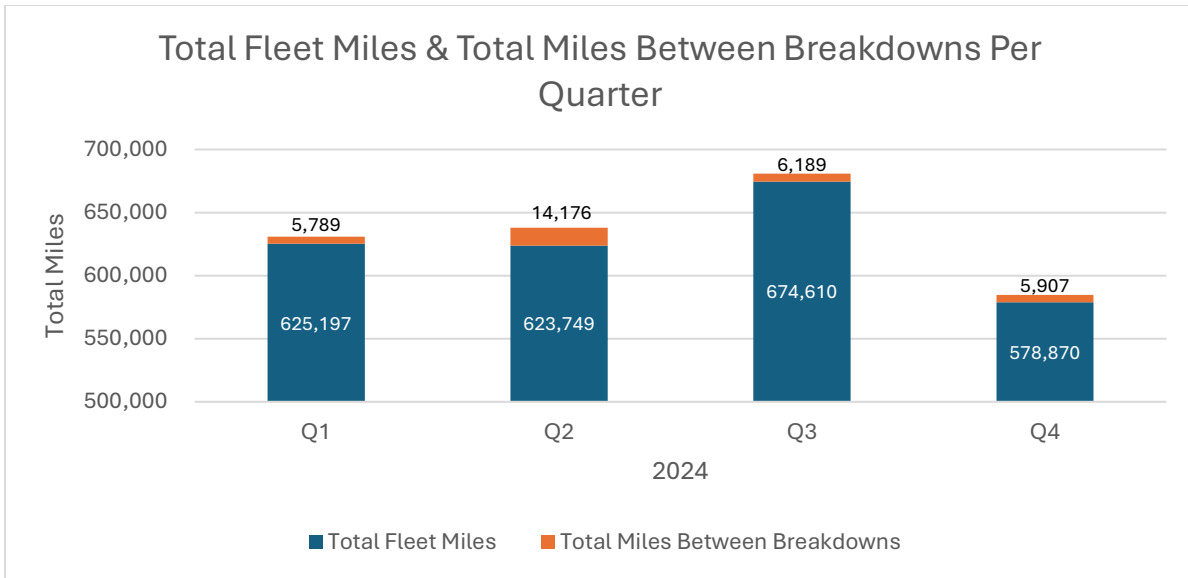
Accomplishment Goals

- Improve the reliability of the fleet, increase the mileage between breakdowns.
- Maintain a modern, efficient fleet by reducing the number of buses in the fleet that meet or exceed their useful life.
- Ensure that buses receive timely preventative maintenance to prevent breakdowns, extend their lifespan, and maintain safety standards.
- Reduce the number of days between a full detail service to each bus in the People Mover Fleet.

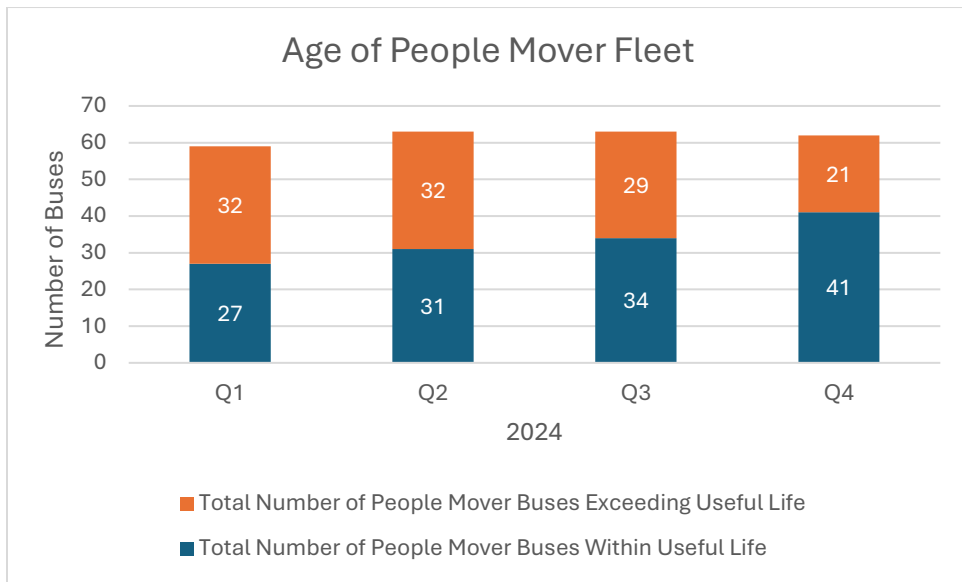
Performance Measures

Measure #21: Reliability and Condition of Fleet

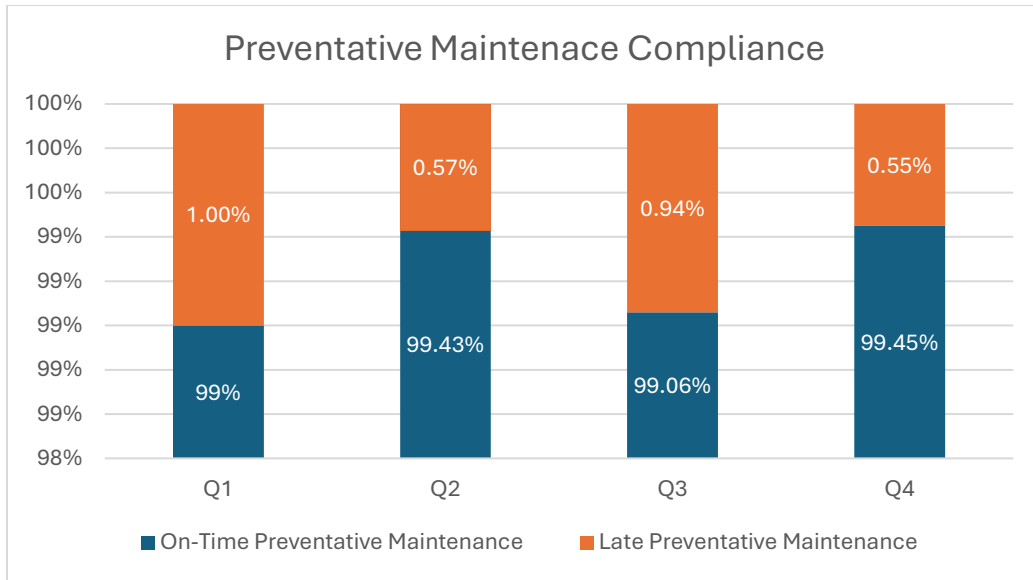




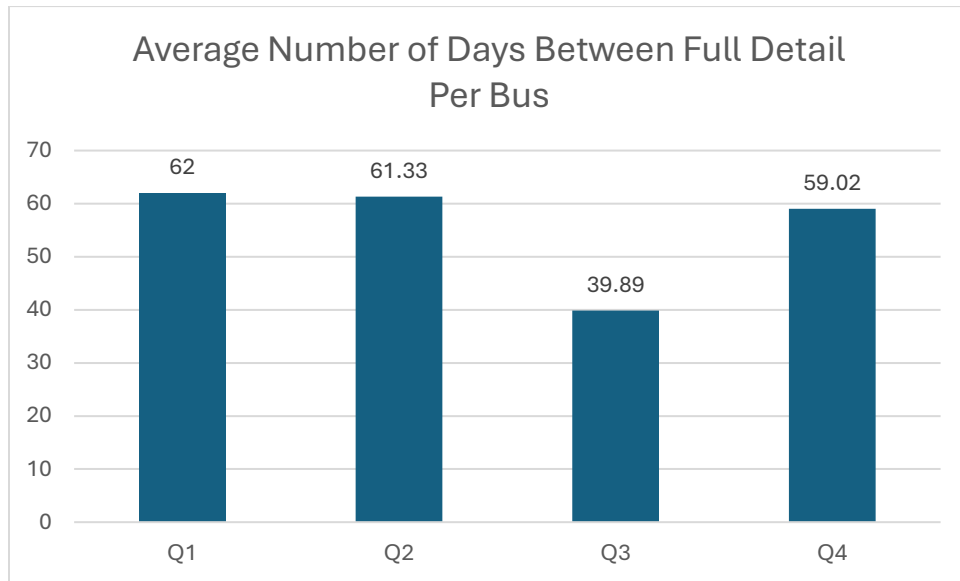
Measure #22: Age of the People Mover Fleet



Measure #23: People Mover On-Time Preventative Maintenance Compliance Rate



Measure #24: People Mover Fleet Full Detailing Frequency



Measure WC: Managing Workers' Compensation Claims

Reducing job-related injuries is a priority for the Administration by ensuring safe work conditions and safe practices. By instilling safe work practices, we ensure not only the safety of our employees but reduce the potential for injuries and property damage to the public. The Municipality is self-insured and every injury poses a financial burden on the public and the injured worker's family. It just makes good sense to WORK SAFE.

Results are tracked by monitoring monthly reports issued by the Risk Management Division.

