



SERVICE INCREASES MARK TRANSIT SUCCESS

In 2001 MV was selected by City of Show Low and Town of Pinetop-Lakeside, Ariz. to operate its deviated fixed route service - the Four Seasons Connection. Over the past decade of serving the community, MV has worked with its client to expand services to reach under served areas of the White Mountain region.

Challenge

The Four Seasons Connection's service boundaries comprise the City of Show Low, the town of Pinetop-Lakeside, the unincorporated Navajo County, and the Hon-Dah Resort and Conference Center. Integral to connecting the community with workplaces, shopping venues, and local services and amenities, the City is careful to balance its resources with service demand. MV has worked closely with the City to assist in appropriately managing system growth.

Solution

The City's small yet effective transit service caters to the transit needs of this developing area, providing a total of 61 stops across just two routes, which connect north and south at a central shopping plaza. A testament to its success, ridership on the Four Seasons Connection increased by 19.2 percent between 2007 and 2010. In 2009, the City and MV worked together to establish the White Mountain Connection, a regional service that connects Pinetop-Lakeside and Show Low with Taylor, Snowflake, and Holbrook - extending service approximately 49 miles north.

In 2010, MV recorded zero incidents, injuries, and accidents; additionally, its general manager, Mr. Tom Hakenewerth, was recognized as MV's Manager of the Year. The following year, ADOT awarded the City with the 2011 Excellence Award for Outstanding Transit Organization, at the 2011 AzTA conference.

This service participates in ADOT's 5311 program, which seeks beneficiaries that work to improve access to health care, shopping, education, employment, public services, and recreation and those who develop public transportation within rural locations. This funding was critical to the construction of the City's new transit facility, as well as the procurement of two new service vehicles.