

Town of Jerome Shuttle Policy

A. Purpose and Scope

The purpose of this policy is to ensure for the provision of safe and effective transit services for visitors and residents of the Town of Jerome. The goal of the Town shuttle system is to enhance visitor experience, improve the mobility of visitors and locals and help to reduce the number of vehicles on the roadways during peak visitor seasons, which will also reduce the number of vehicles seeking parking in specific limited areas.

This policy governs the use of the Jerome Town Shuttle by both residents and public and applies to all personnel involved in the operation of the shuttle service including but not limited to drivers, authorized operators, administrative staff and dispatchers where applicable.

B. Program

The Town of Jerome is committed to efforts aimed at relieving traffic congestion and travel for residents and visitors within town limits. The program is designed to provide intra-community transportation within Jerome town limits as well as to serve residents reaching limited destinations outside of Jerome. This is a non-emergency service and is not intended for use for emergency transportation. The program may include trips to select areas surrounding Jerome including areas of unincorporated Yavapai County, as well as trips facilitating the needs of our residents to other predetermined destinations within the surrounding communities, made by appointment.

1. Operation

The Town of Jerome operates a shuttle service with limited hours during the week, and weekend as determined by Council. The Town of Jerome shuttle service is intended for use by Jerome residents and visitors to the community. The weekday residential shuttle service is intended for resident use only. Weekday shuttle service by appointment may include travel to areas outside of Jerome town limits and is intended to increase mobility of town residents. The out-of-town shuttle service is scheduled by appointment with trips not limited to, but including medical appointments, pharmacy pick-ups, and grocery shopping, etc. Out-of-Town shuttle appointments are not available during normal weekend shuttle operation.

a. Days – The Town of Jerome Shuttle operates during weekends for public use within Jerome Town limits and other adjacent locations.

Resident only use – Designated weekday(s) and by appointment.

Public/Visitor Use – Friday; Saturday; Sunday; some Holidays

b. Time – The Town of Jerome Shuttle operates limited hours during the week with a set weekend schedule starting on Fridays. Shuttle hours may be changed as needed due to weather conditions, traffic conditions, breakdown, holiday schedules, or any other condition deemed necessary for public health and safety.

c. Other Requests – the Shuttle may in some instances be contracted by request. The choice to allow the use of the Town Shuttle for purposes other than the regular transportation of residents and visitors outside of normal operating hours shall remain the decision of the Town Council, Town Manager or their designee. Requests to contract the shuttle for use outside of normal operation should be directed to the Town Manager.

2. Signage, Designated Stops and Routes

Signs are present at each designated stop and reflect both the shuttle stop number as well as the phone number to contact the shuttle driver for pick-up. The locations are chosen by the Jerome Town Council and are subject to change at the Council's discretion based on input from staff, drivers, public safety information, etc.

There are no pre-established shuttle routes, or a specific frequency of operation. During normal operational hours, the shuttle driver reserves the right and ability to rearrange the order in which stops are made to accommodate all riders. Current stops and locations are:

a. 300 Level Parking Lot – Perkinsville Rd.

Shuttle stop number 1 is located in the 300-level parking lot on Perkinsville Road. There is a shade/shelter structure and benches available for use while waiting for the shuttle to arrive. The structure is located on the North side of the solar panel covered parking.

b. Jerome Historical Society Office – 407 Clark St.

Shuttle stop number 2 is located at 407 Clark Street just outside the Jerome Historical Society's offices, across the street from Haunted Hamburger. It is indicated by a loading zone with a yellow painted curb on the West side of Clark Street. There are no shade structures or benches present at this location. Riders waiting at this location are asked to not congregate or sit on the steps of the building at this location due to it serving as the offices for the Jerome Historical Society.

c. Turquoise Spider – 323 Main St.

Shuttle Stop 3 is located at the corner of 323 Main. The location is indicated by a sign posted on the corner of the building as well as a yellow striped loading zone on the roadway. There are benches present along the wall at this location; however, the location of the benches is on private property against the building. Should the building or property owner request an individual or other party vacate the use of those benches, that is within their legal right to do so.

d. Jerome Artist's Co-op - 502 Main St.

Shuttle stop number 4 is located at the Jerome Artist's Co-Op located at 502 Main St, in front of the building. There is currently no sign posted at this location; however, the loading zone is located in front of the building where there is also a bench present.

e. Jerome High School/Jerome Art Center – 885 Hampshire Ave

Shuttle stop number 5 is located in the only Industrial zone in town, on the property of the old High School at 885 Hampshire Avenue. This stop is in the parking lot located in front of the old Hospital building (C). It is indicated by a sign and there are no benches or shelters located at this stop. This is the only shuttle stop on the old school campus.

f. Jerome Historic State Park – 100 Douglas Rd.

Shuttle stop number 6 is located at the Historic State Park, also known as the Douglas Mansion. The stop is in the parking lot where there are many benches and shelters and or shaded areas available for public use. State Park gates are closed and locked at 5 p.m. and any visitors using this parking lot or shuttle stop should vacate the area prior to the State Park's closing hours.

g. Bobby D's BBQ – 119 Jerome Ave.

Shuttle stop number 7 is located directly across Jerome Avenue from Bobby D's BBQ at 119 Jerome Ave. The stop is marked by a sign as well as red striping on the roadway. At this stop there may be benches available in front of other businesses, however shade and/or shade structures are not present.

h. JHS New State Building – 110 Main St.

Shuttle stop number 8 is located in front of the top of the stairs to Jerome Historical Society's New State Building. Please note this stop location has a higher curb than some other areas of town. This is the area the Jerome Town Shuttle uses to load and unload the shuttle. It is marked with signage indicating shuttle loading and unloading as well as a painted yellow curb, and there are no benches or shade structures due to direct negative impact to pedestrian use of the sidewalk in the area.

i. Gold King Mine – 1000 Perkinsville Rd.

While the Gold King Mine is not an official stop for the Jerome Town Shuttle, it is a visitor destination. The Shuttle Driver reserves the right to refuse transit to or from Gold King Mine in the event of adverse weather or road conditions which may cause an increase in safety risk during travel to or from this location.

3. Local Resident Use

a. Designated weekday(s) Morning Local Run – At 9am the Town of Jerome offers a free trip from Jerome into the Cottonwood area to assist residents with access to grocery stores, banks, doctor appointments or other needs. The Shuttle can be boarded at 600 Clark St. at 9 a.m., unless prior pick-up arrangements have been made with the driver.

b. Designated weekdays(s) Afternoon by appointment – The Town of Jerome ceased its agreement with the CAT (Cottonwood Area Transit) program as of September 2024. With the end of the Thursday CAT program the Town of Jerome introduced an afternoon route to serve its residents. Afternoon shuttle operation occurs by appointment only and we encourage early notification when making an afternoon appointment. Please call or text the shuttle telephone to leave a message for the driver, including your name, contact number and your intended destination. If you are scheduling for a doctor's appointment, please also include the time of your appointment as well as any other information that may be pertinent or helpful to the driver when scheduling the afternoon shuttle route.

c. Residents are allowed and encouraged to continue the use of the Town Shuttle during normal weekend business hours. This helps to ease vehicular traffic congestion on the main commercial district roadways as well as alleviate out-of-town visitors from following residents down residential roadways where they may have no familiarity in navigating.

4. Visitor Usage

The shuttle driver retains the right to refuse service to individuals for reasons including, but not limited to, refusal to abide by driver instructions, visitors who are disruptive or vulgar, displaying threatening behavior, verbalizing threats of bodily harm to another individual, and/or who appear to be heavily intoxicated or under the influence of intoxicating substance(s). Large items or pets (not designated as a service animal) may not be permitted in the shuttle.

a. The Jerome Town Shuttle is intended to be used for travel within town limits from one shuttle stop to another. The shuttle may or may not function in a "loop" traveling from stop to stop in a specific order. The Shuttle Driver retains the right and ability to determine the best path of travel to their intended destination based on the requests and/or needs of riders to reach their destination.

b. The Jerome Town Shuttle may be used for other Town sponsored or co-sponsored events, outside of normal operating hours, pending the availability of the shuttle vehicle as well as an authorized driver/operator along with the approval of the Town Council or their designee.

c. Visitors using the town shuttle assume responsibility for their own belongings. Items left in the shuttle after departure should be turned over to Jerome Police Department as Lost & Found. Lost & Found items not claimed within 90 days may be considered abandoned property and disposed of in accordance with applicable law.

d. Passengers are not allowed to smoke, or vape, including the use of other smokeless tobacco, nicotine or marijuana products, or to consume alcohol or illegal substances while riding in the shuttle. Violations or refusal to exit the shuttle when asked to may result in suspension or permanent banning from use of the shuttle service.

5. Special Events

Special event permits are required for events meeting specific criteria as outlined in Town Code Article 10-3-2, unless otherwise exempted by sections 10-3-4 and 10-3-7. In the event of a special event permit, it is suggested that event organizers encourage event attendees to make use of the 300-level parking lot, located next to the Town Yard at 155 N. Perkinsville Rd. Parking in this lot consists of covered and uncovered parking for cars and certain SUVs and trucks, as well as RV & trailer parking. If an event does not require a special event permit issued by the Town of Jerome, event organizers and hosts are still encouraged to advertise and make use of the 300-level parking lot.

a. Special event organizers are encouraged to promote the use of the 300-level parking lot for their event attendees. Promotion of the use of this lot is intended to ease both vehicular traffic in the main commercial district of Town as well as provide safe transportation in and around key areas of interest for both residents and visitors of Town.

b. If a special event is planned during a routine shuttle operation day, the hours of shuttle operation will not change. Changes to operational hours must have prior authorization of the Town Manager. Any approval for a change in normal shuttle operation will be subject to the availability of both shuttle vehicle(s) and driver.

c. If the Jerome Town Council approve the use of the Town Shuttle outside of normal shuttle operating hours, in which the change of schedule is to facilitate a special event, event organizers shall reimburse the Town of Jerome for all costs associated with wages for driver(s) as well as any cost(s) for additional fuel outside of normal daily shuttle use. Invoicing for associated costs will take place after the event once records and receipts are provided by drivers and reconciled by Town Staff. Certain nonprofit, charitable and Town co-sponsored events may be exempt from charges.

d. Special Event Organizers and/or Applicants will assume all responsibility for the use of the shuttle during their events; this may include the completion of an additional hold harmless agreement and listing the Town as additional insured for use of the Town shuttle, in addition to any monetary reimbursement or other conditions set as part of approval from the Jerome Town Council.

6. Private Requests

The Town of Jerome Shuttle service is not intended for private use. Requests made to Jerome Town Council to use Shuttle services in a private capacity are allowed but not generally approved. Approval may also be subject to provisions or conditions as outlined by the Jerome Town Council. Private requests to use the Town of Jerome shuttle with a private driver/operator who is not an authorized operator, or a Town of Jerome employee or authorized driver/operator will be denied.

a. Town co-sponsored events may result in extended shuttle service hours, upon approval of the Town Council and subject to availability of a shuttle vehicle and authorized driver/operator.

b. 501(c)3 or government agencies in or around the Verde Valley may make a formal request for shuttle use. Some examples of use may be a tour of the Town of Jerome for employee training or educational purposes. All requests of this nature should be directed to the Town Manager at least 30 days in advance for approval or to be presented to the Town Council for further consideration and approval.

c. Other private requests are subject to Council approval, including all provisions or conditions set by the Council, and are subject to the availability of a shuttle vehicle and an authorized driver/operator.

C. Authorized Operators

Authorized operators must hold a valid Arizona driver's license, maintain a safe driving record and complete any required safety protocols or training. Authorized operators will ensure the security of the vehicle, equipment, supplies, and any other materials owned or leased by the Town of Jerome will be maintained in good condition. Automobile insurance necessary for the operation of the Jerome Town Shuttle is provided via the Town of Jerome appropriations. Standard practices for vehicle(s), up to and including the use of logs, maintenance or inspection records, and any other established procedures, rules or regulation(s) will be followed.

1. Authorized Operators

Authorized operators include but are not limited to the Shuttle Driver, Transportation Director, Public Works Director or other Public Works crew at the discretion of the Director, Town Manager or other Town designee as appointed by the Town Manager or Town Council.

2. Emergency Operators

Should an emergency arise, additional authorized operators include Jerome Police Department and Jerome Volunteer Fire Department Chiefs, Assistance Chiefs, Deputies or other department staff deemed fit by their respective Department Chief.

D. Procedures and Safety Compliance

1. Inspection

All vehicles must meet the Arizona safety standards and be inspected on a regular basis, with an in-depth inspection completed on an annual basis, at minimum. The annual inspection will include both internal and external safety inspections. Internal inspections should include checking safety features such as functionality of seat belts, GPS updates, and where applicable camera functionality. In addition to regular safety inspection the vehicle(s) must be cleaned and sanitized daily or after each use to maintain a safe and comfortable environment for operators and passengers. Daily inspections must be completed before and after each use, ensuring all safety restraints where applicable are functional, warning lights and signals are fully functional and operational and that no personal property has been left behind.

2. Travel Log

Travel logs will be completed and maintained by all drivers of the Town Shuttle. This may include but is not limited to the following information: driver, starting mileage, ending mileage, reason for trip, gas tank level, any observed issues during operation. Any malfunction or other fault while operating the shuttle should be immediately reported to the appropriate party to initiate necessary maintenance or repairs.

3. Rules of the Road

Staff are required to follow all laws and regulations as they pertain to the operation of a motor vehicle. This includes traffic laws, standards and regulations as set by the Federal Government, National Highway Traffic Safety Administration (NHTSA) and the State of Arizona, which includes but is not limited to safety standards, environmental regulations, and technological standards.

a. In accordance with state laws, anyone riding in a moving vehicle must wear seatbelts and/or child safety restraints when and where provided.

b. Staff are prohibited by law and will not make hand-held phone calls while transporting individuals. Staff will park the vehicle to talk on the phone or make use of hands-free communication devices, while the vehicle is not in motion, to talk on the phone.

c. Staff are prohibited by law to compose, send or read received electronic messages while operating a motor vehicle. An electronic message is defined as a self-contained piece of digital communication that is designed or intended to be transmitted between physical devices. An electronic message includes, but is not limited to, e-mail, a text message, an instant message, a command or request to access a web page, or other data that uses a commonly recognized

electronic communications protocol. An electronic message does not include voice or other data transmitted as a result of making a phone call, or data transmitted automatically by a wireless communications device without direct initiation by a person.

4. Defensive/Safe Driving

5. Emergencies

In case of an emergency all drivers are required to follow the established protocols and notify appropriate authorities promptly.

a. Emergency while driving

In the event of an emergency during shuttle operation, staff will follow emergency response procedures to ensure the safety of all individuals, both present in the vehicle as well as those that may be around or near the vehicle. This will include pulling the vehicle over and stopping in a safe area as quickly as possible. Staff will use a Town-issued cellphone or any available resource to contact "911" for help if needed.

b. Medical Emergency

In the event of a medical emergency, staff will follow emergency response protocols by calling "911" to request assistance. They will follow all first aid and/or CPR protocols according to their training, and/or the direction given by a dispatcher until such time that a first responder arrives at the scene of the emergency.

c. Physical Aggression

While transporting more than one individual served, and an individual-to-individual physical aggression occurs, staff will pull over and stop the vehicle in a safe area as quickly and safely as possible. Staff will redirect the individuals served as necessary and/or prohibit the continued use of shuttle services for the aggressor(s). If necessary, staff should attempt to contact another staff person, Jerome Police Department Dispatch or "911" for assistance. Passengers removed from the shuttle due to physical aggression will be suspended and may be banned from using shuttle services in the future.

E. Suspension of Service & Customer Complaints

1. Service Suspension

The shuttle may be temporarily suspended due to unforeseen circumstances, such as inclement weather, accidents, technical issues, etc. In such cases passengers will be notified as promptly as possible through the Town of Jerome website and social media page, as well as a pre-recorded voicemail message on the shuttle telephone.

Services may be suspended due to public health and safety at the request of authorized personnel, which may include Jerome Police Department officers and staff, the Public Works Director or their designee, the Town Manager, Town Council or their designee and/or the shuttle driver.

2. Customer Complaints and Feedback

Passengers may provide feedback or file complaints through the Town of Jerome website at www.jerome.az.gov. Via email at info@jerome.az.gov or via telephone at 928-634-7943.

Complainants may remain anonymous if they so choose. All complaints will be reviewed and addressed within 5 business days. Resolutions and follow-up on any complaints or feedback may be provided to the complainant, if they have provided contact information to receive such follow-up.

F. Service Evaluation and Improvement and Review and Amendments

1. Service Evaluation & Improvement

The shuttle service will undergo periodic evaluation to assess effectiveness in meeting community needs,

improving operational efficiency, and ensuring resident and visitor satisfaction. Key performance indicators may include but are not limited to:

- Performance and time monitoring.
- Ridership numbers
- Satisfaction and feedback surveys
- Safety incident reports.

2. Review and Amendment

This policy will be renewed annually. If changes are necessary, amendments will be made based on operational experience, customer feedback, changes in regulatory requirement, safety incident feedback, or other reasons found to be in the interest of public safety and safe public transportation around the Town of Jerome.