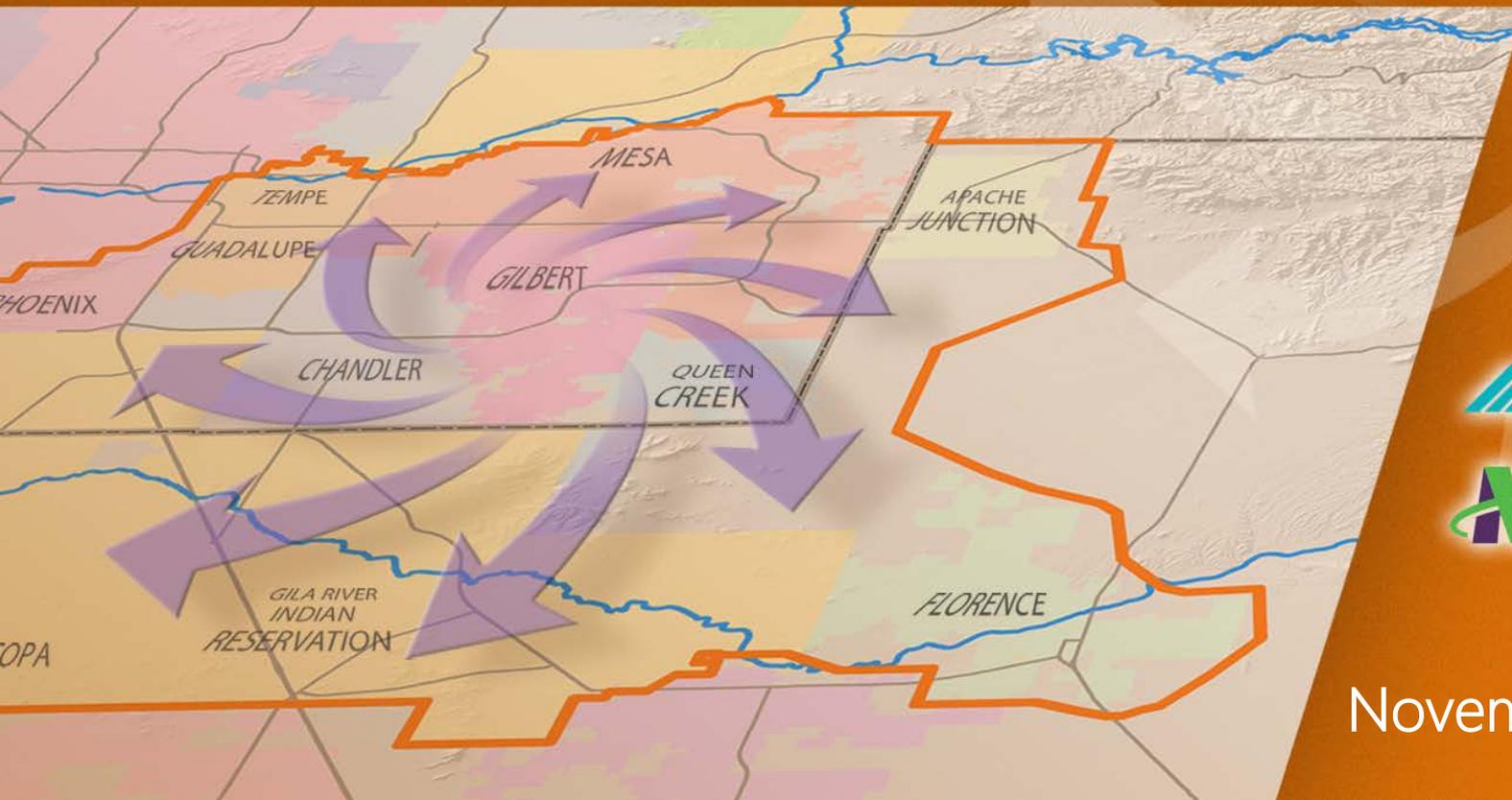


SOUTHEAST VALLEY TRANSIT SYSTEM STUDY



MAG Management Committee



November 5, 2014

Topics

- Study Purpose
- Community outreach
- Transit optimization task
- Travel patterns and markets
- Next steps

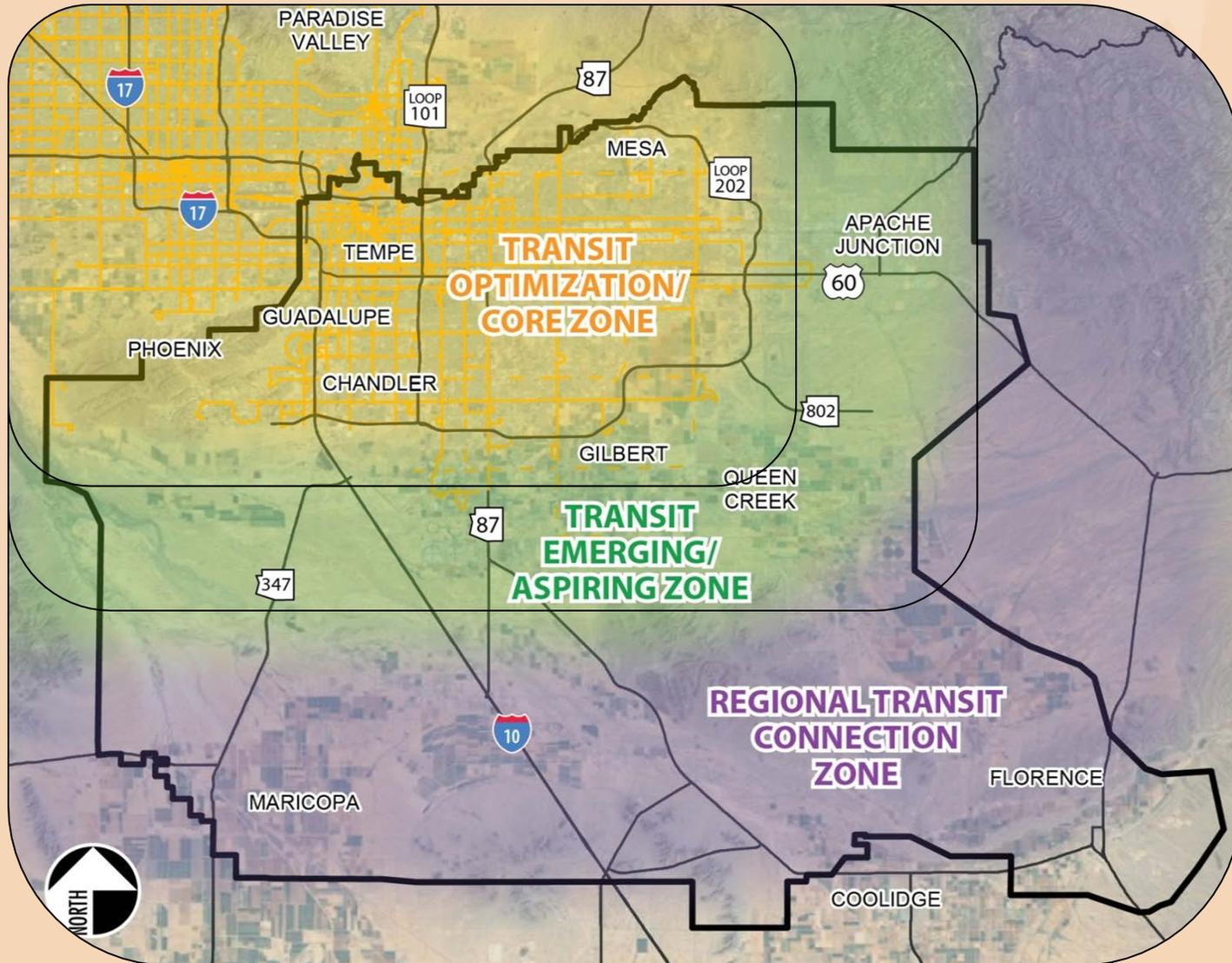


Study Purpose

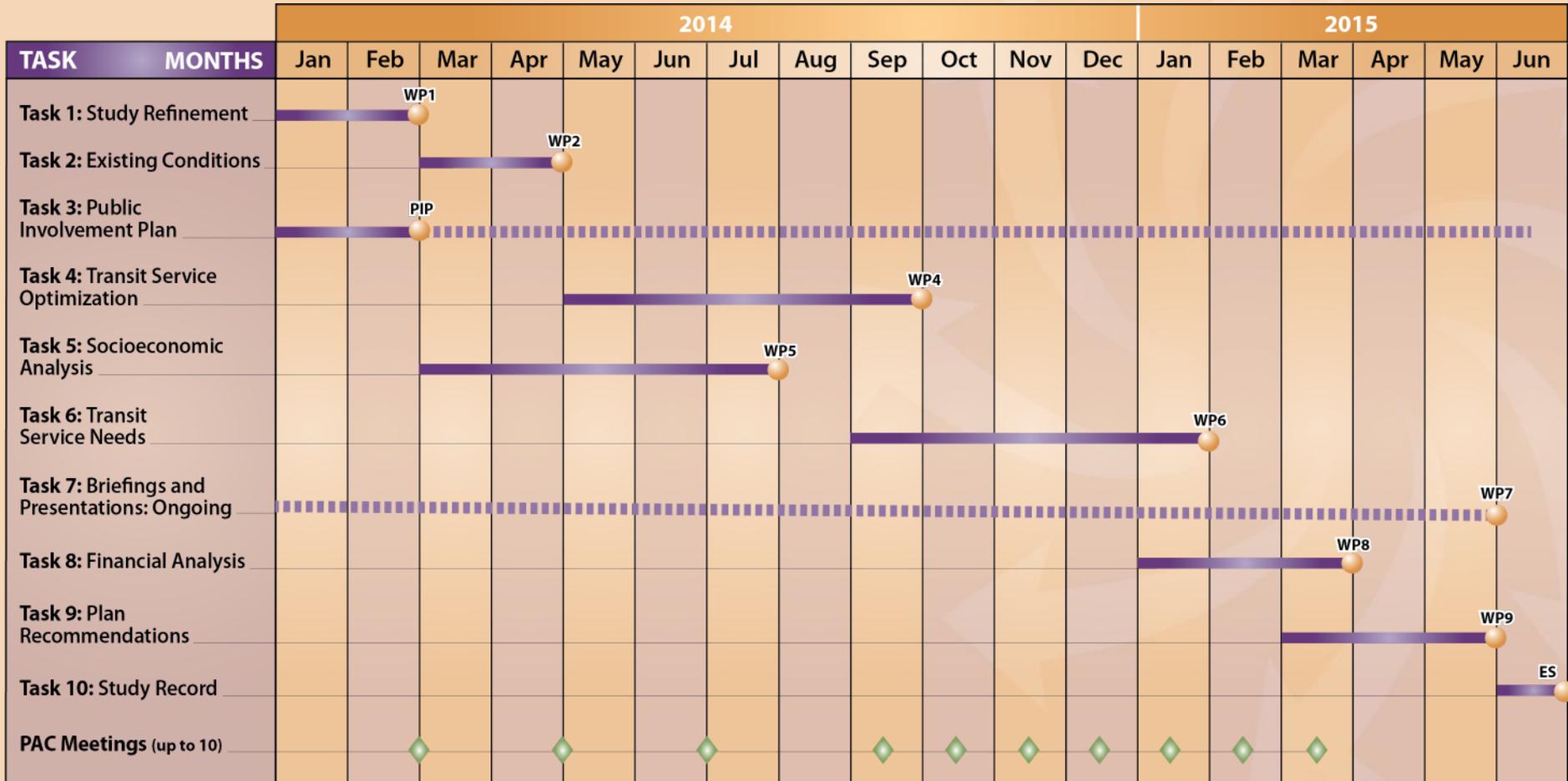
- Identify efficiencies and service gaps for existing and future transit services
 - Optimize
 - Identify unmet needs
 - Address changing area conditions
- Develop recommendations for addressing short-, mid-, and long-term transit needs
- Investigate funding strategies and partnership opportunities



Study and Services Area



Schedule



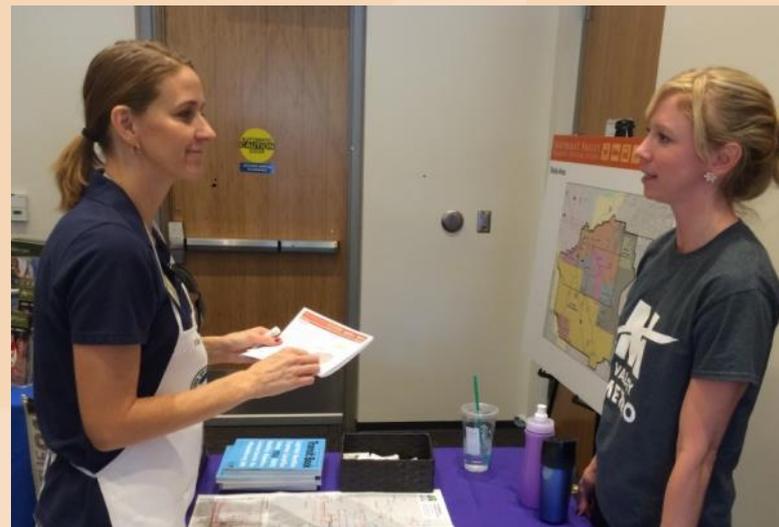
WP = Working Paper PIP = Public Involvement Plan ES = Executive Summary ● Deliverable



Community Outreach

Goals and Objectives

- Develop public understanding of the Study
- Obtain input from a variety of stakeholders
- Provide various opportunities for public comment
- Inform and involve media outlets to maximize stakeholder participation
- Assist Study Team with identifying short-, mid-, and long-term transit needs for the Southeast Valley



Queen Creek Ice Cream Social

Survey Results Summary

- Largest response from periphery communities
- More than 70% of responders do not work and live in same community
- Personal vehicle is the primary mode of transportation
- Majority of responders:
 - Do not use transit
 - Feel that current options **do not** meet their needs
- About half of responders would support a fare or tax increase to fund transit improvements
- Expanded service areas and hours would encourage use



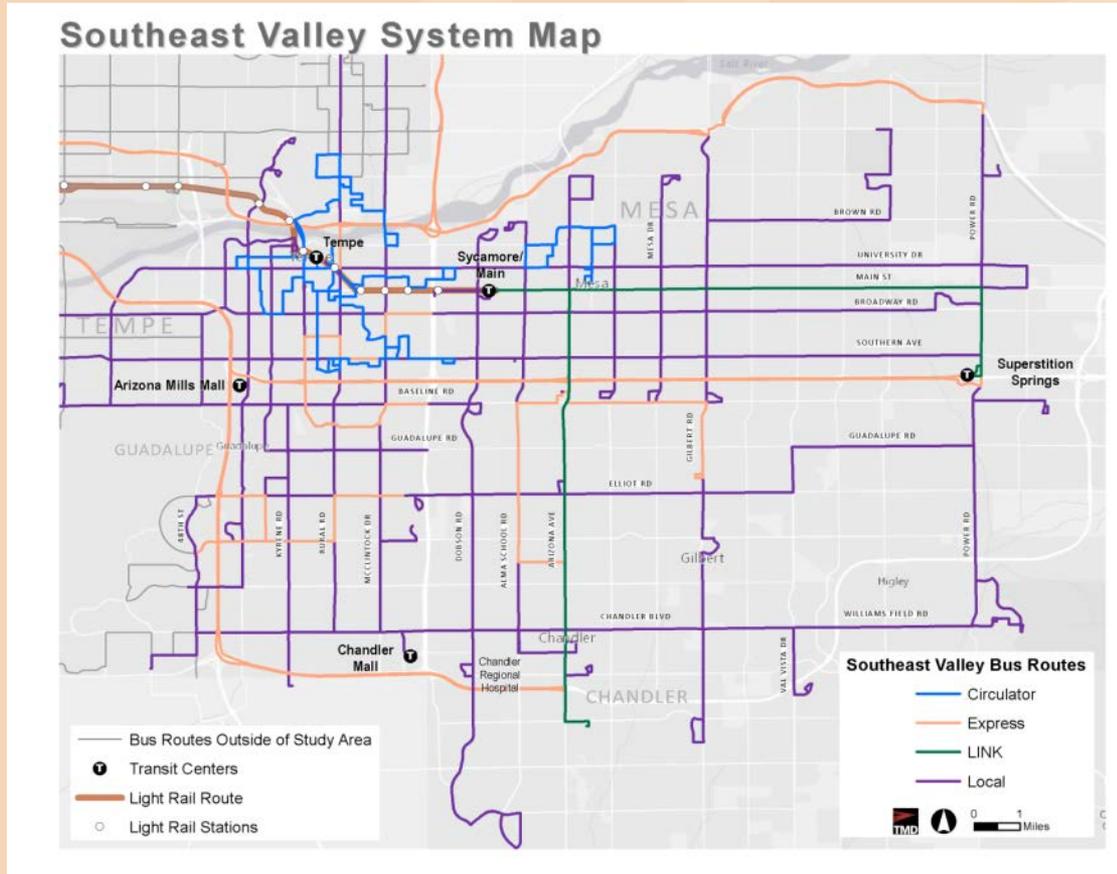
Transit Optimization Analysis (TOA)

- The TOA is a data-driven process that evaluates:
 - Current transit successes and challenges
 - Agency resource efficiencies
 - Potential service improvements
 - Ridership growth opportunities



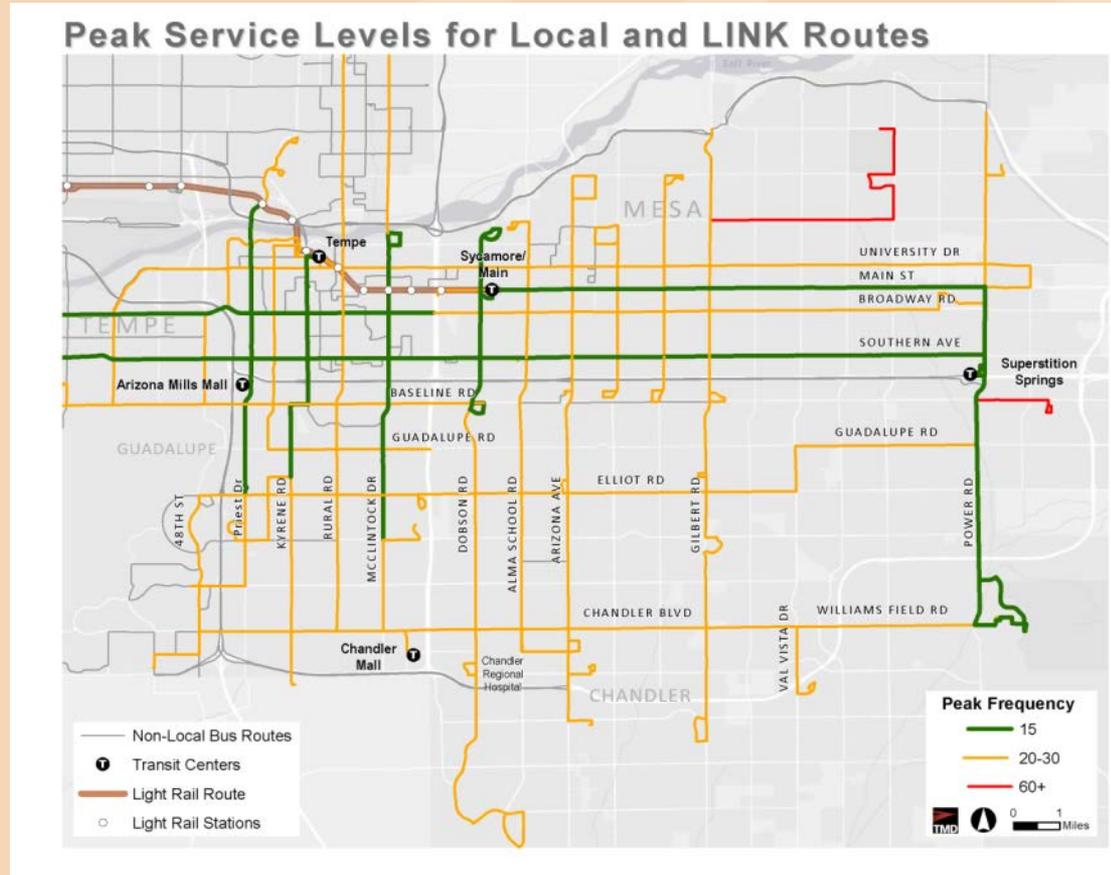
Southeast Valley Service Structure

- Grid network with strong connectivity to LRT
- Service types: Local, LINK, Circulator, Express, Rapid, Light Rail, Dial-a-Ride
- Fares are the same for Local, LINK, and Light Rail service; circulators free
- Ridership and performance indicate a commute (work/school) focused transit demand today
- Market conditions rather than transit network design are having the greatest impact on service performance (performance tied to pop. & emp. densities)



Frequency

- Most routes operate between 20 to 30 minute frequencies during the weekday with some 15 minute peak service levels
- Spontaneous-use frequency (15 minutes or better) support transit lifestyles and maximize benefits of a grid network



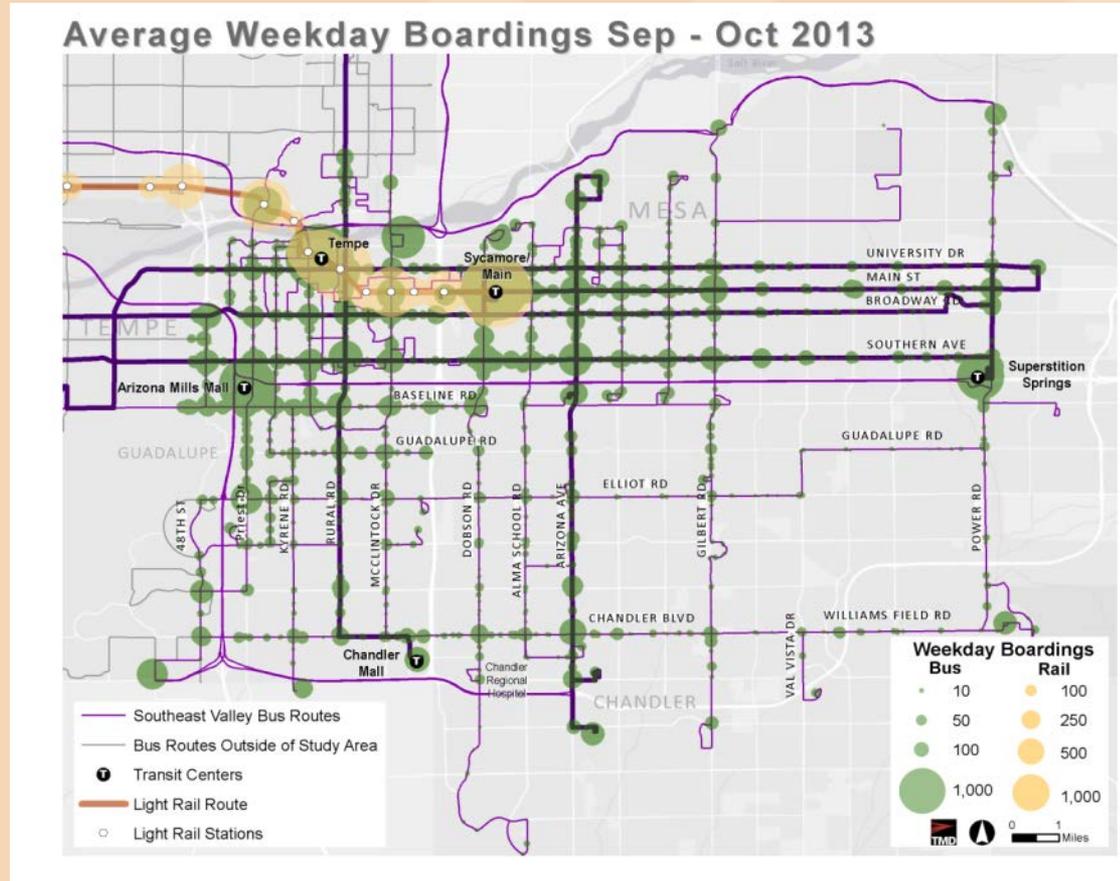
Ridership

- Average daily boardings for all services in the SE Valley:
 - 81,000 weekday
 - 43,000 Saturday
 - 27,000 Sunday

Current transit use tilted toward work and school commutes

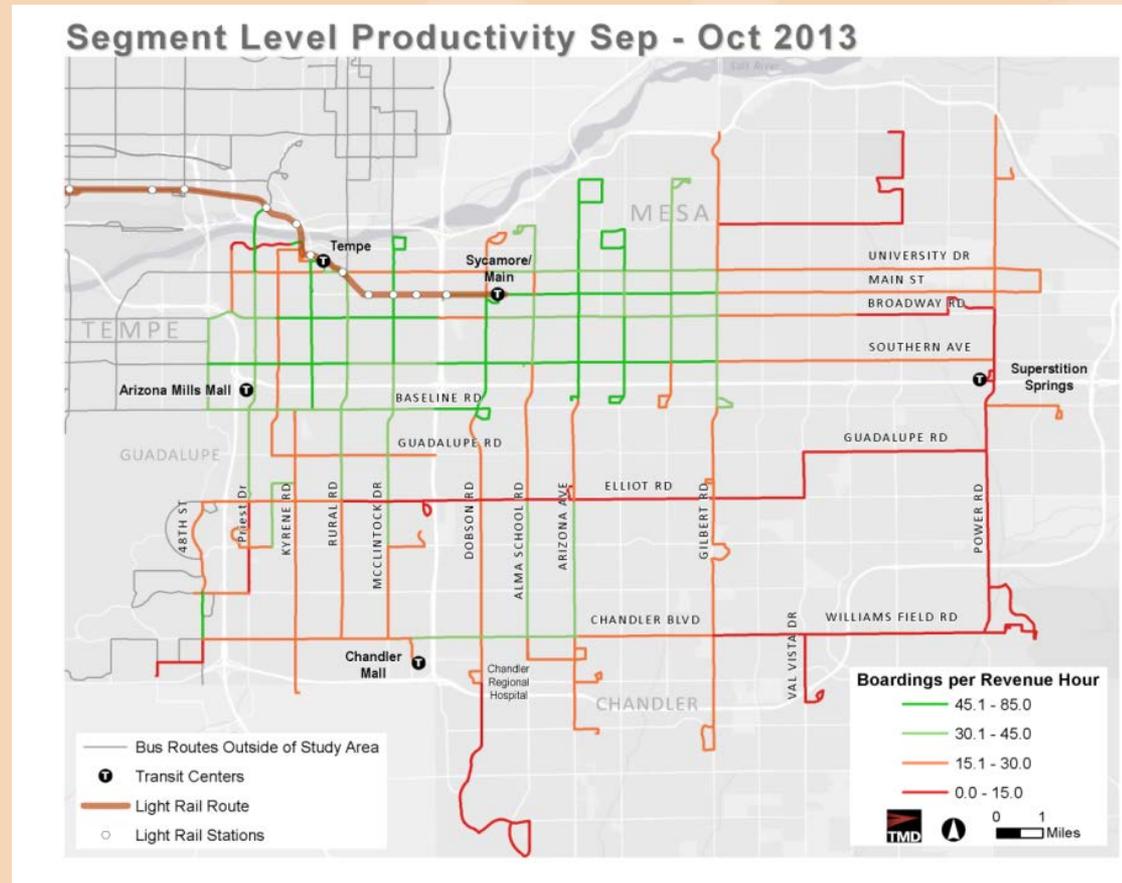
- Ridership is concentrated:
 - Top 4 routes (Routes 61,45,72,30) account for 33% of total boardings
 - Key corridors – Arizona Ave (ALNK,112) and Main St (MLNK,40) corridors account for 15% of weekday boardings

These six corridors carry 50% of all SE Valley bus ridership



Performance by Geographic Area

- Significant difference in performance in service by geographic area
- Highlights impact of local land use and development patterns on transit performance



System & Corridor Design - Observations

- A grid network design is appropriate for the Southeast Valley
 - Grid represents the optimal balance of effectiveness and efficiency for the prevailing road network and development patterns
 - Major transit corridors (fast, 10-min or better service) should be emphasized within the grid and targeted for linear TOD
 - Hub-based network elements are inefficient and ineffective and should be oriented to the periphery where service is infrequent
- Overall corridor design is sound
 - Deviations should be reconsidered based on value added impact to network – with a grid network structure demand should orient to corridors not the other way around
 - Duplication to connect to transit hubs should be limited to the infrequent periphery and the “hubs” should be located to the major spines



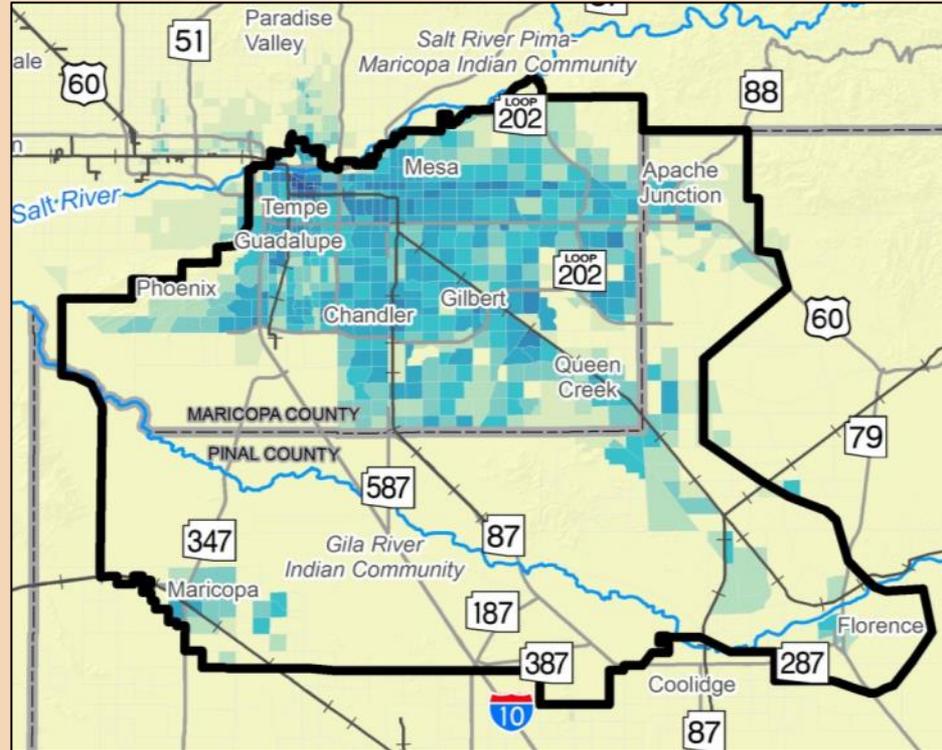
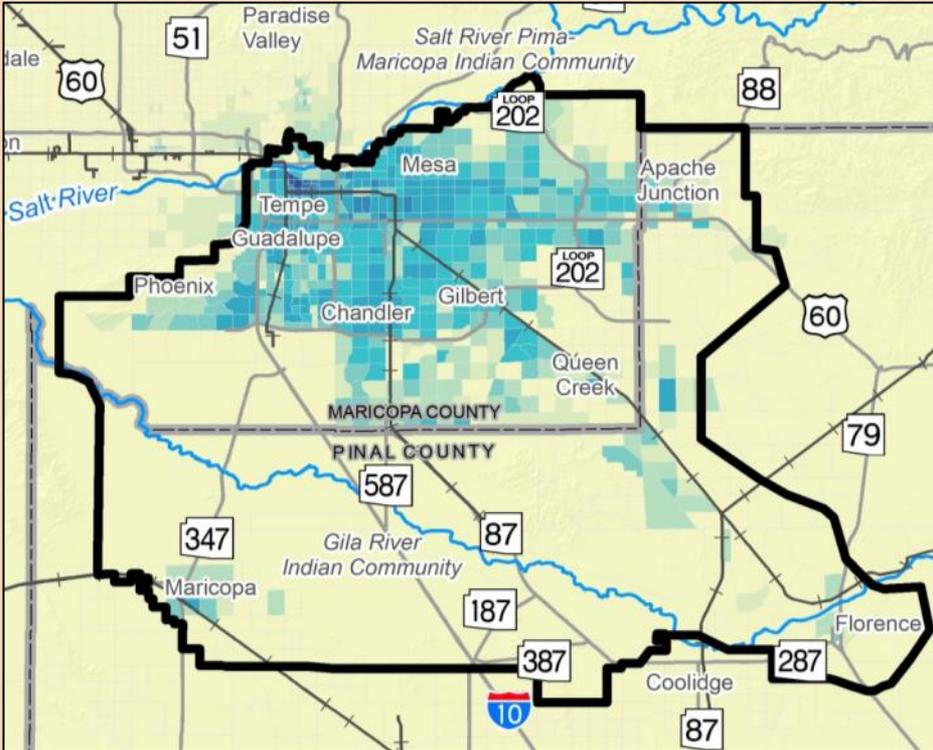
Trips Produced Anywhere to SEV Destinations

2012

5,987,000 Trips

2035

8,641,000 Trips



Model Trips per Square Mile	
0	15,001 - 20,000
1 - 2,500	20,001 - 30,000
2,501 - 5,000	30,001 - 50,000
5,001 - 10,000	50,001 - 100,000
10,001 - 15,000	100,001 - 500,000
	500,001 - 550,000

Model Trips per Square Mile	
0	15,001 - 20,000
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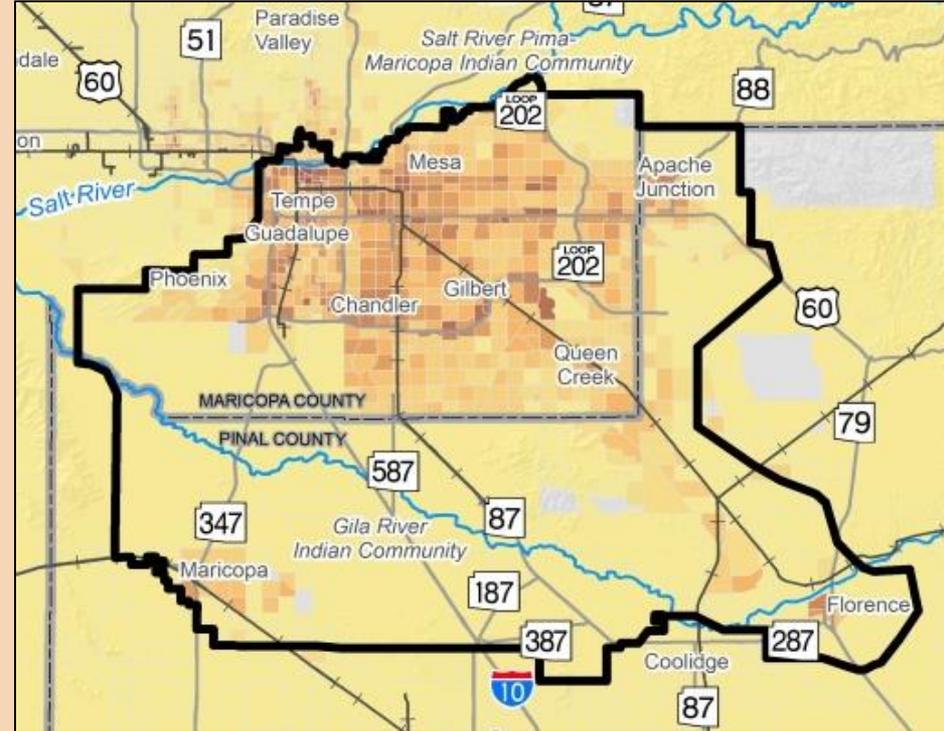
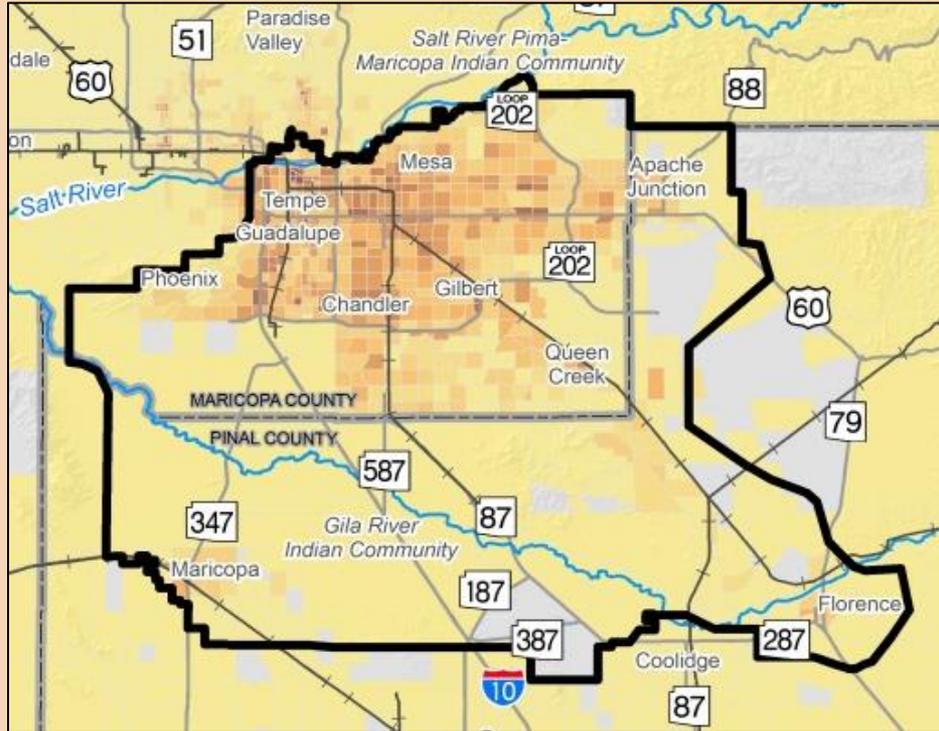
Trips Attracted Anywhere from SEV Origins

2012

5,979,000 Trips

2035

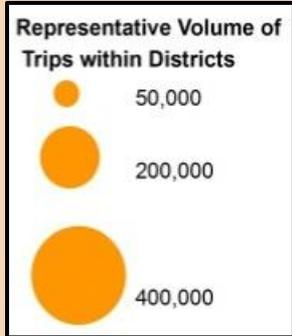
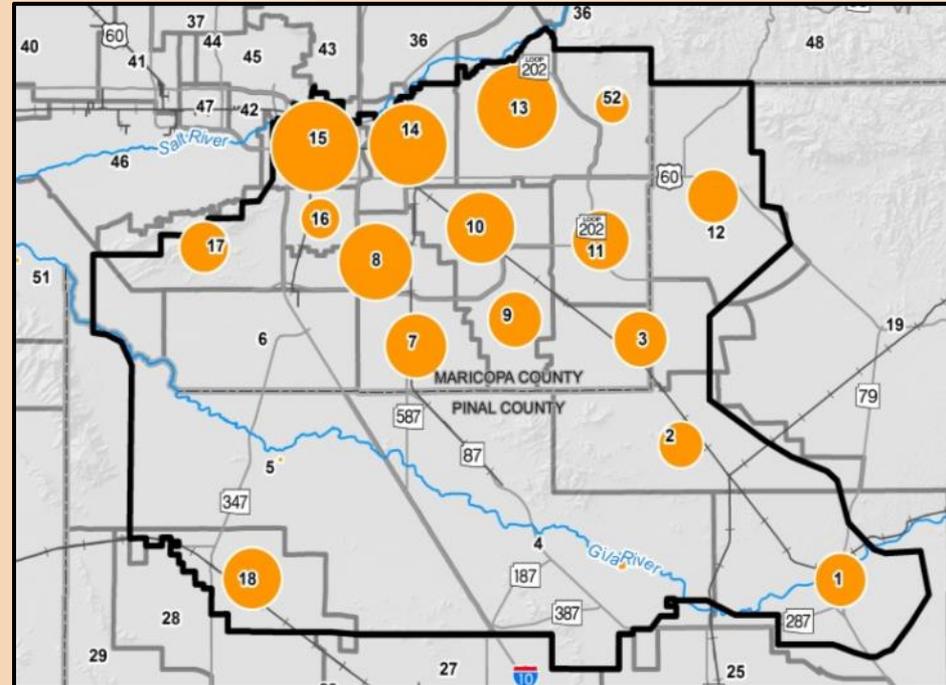
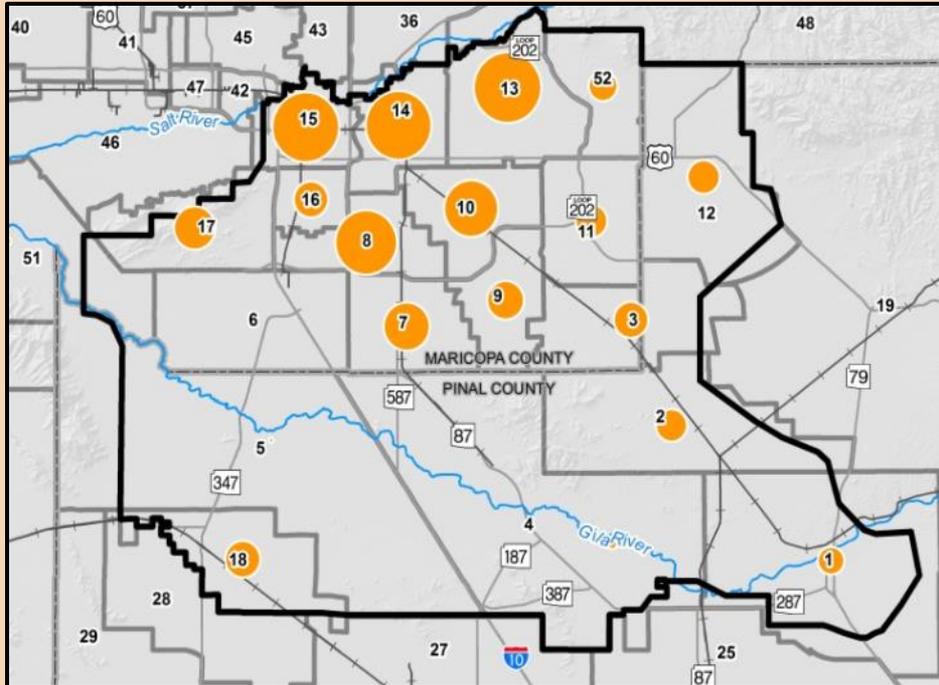
8,507,000 Trips



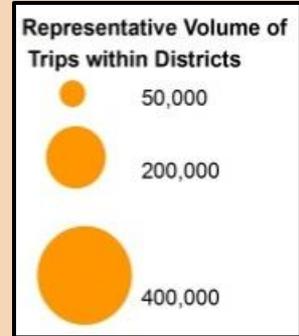
Intra-District Travel

2012

2035



Top 5 Intra-district trip generators include North Tempe, West Mesa, Central Mesa, North Chandler, and North Gilbert

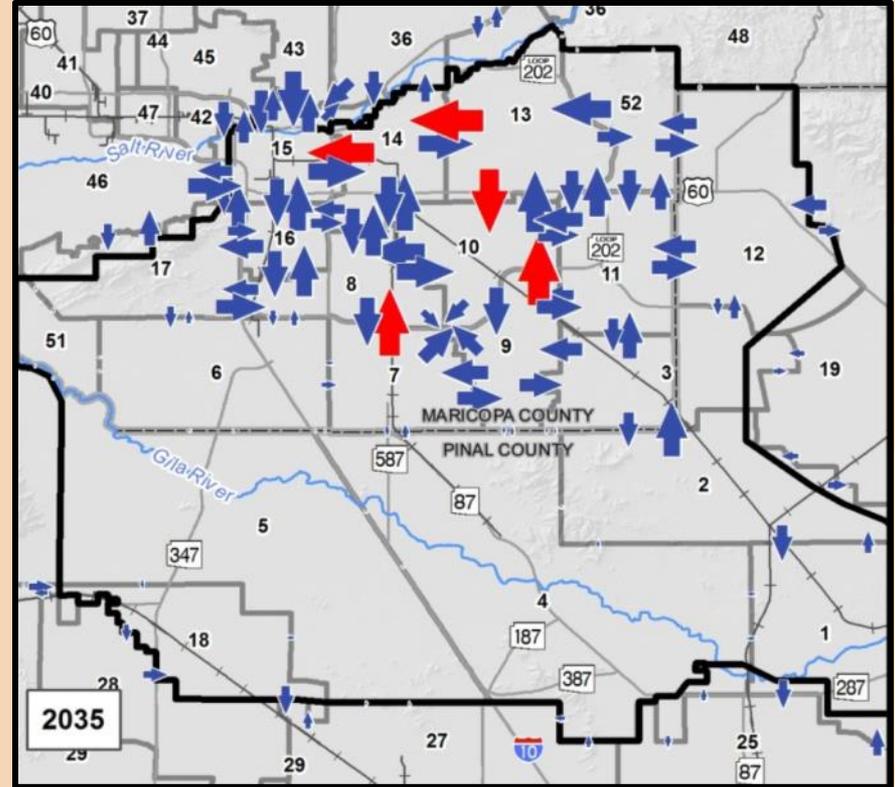
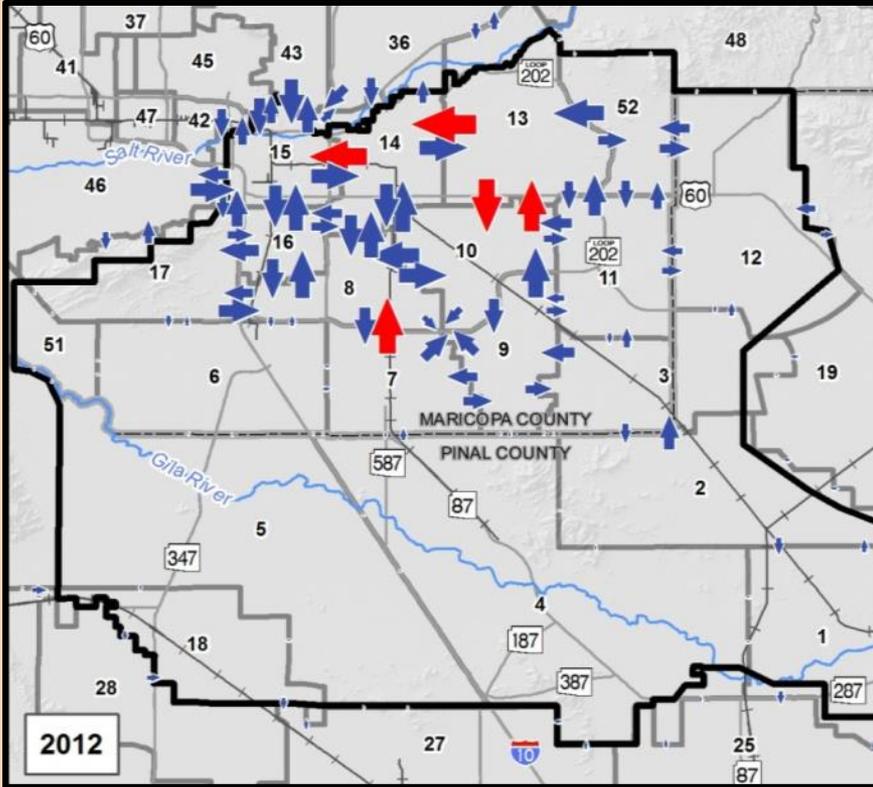


Top 5 Intra-district trip generators remain the same between 2012 and 2035

Inter-District Travel

2012

2035



Representative Volume of Trips between Districts

-  2,500
-  25,000
-  50,000

Representative Volume of Trips between Districts

-  2,500
-  25,000
-  50,000



Key Observations

- High % of study area trips are satisfied internally
- Study area has strong relationship to adjacent regional districts to the north
- By 2035 the study area will become more attraction-oriented overall
- The northern portion of the study area has districts with high inter- and intra-district travel patterns
- Intra-district trips will increase the most in periphery
- Mesa Gateway district will grow the most as a producer and attractor



Next Steps

- Continuing stakeholder briefings
- Transit Optimization Assessment
 - Incorporate stakeholder feedback into analysis
- Needs assessment for short- and longer term

Questions?



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