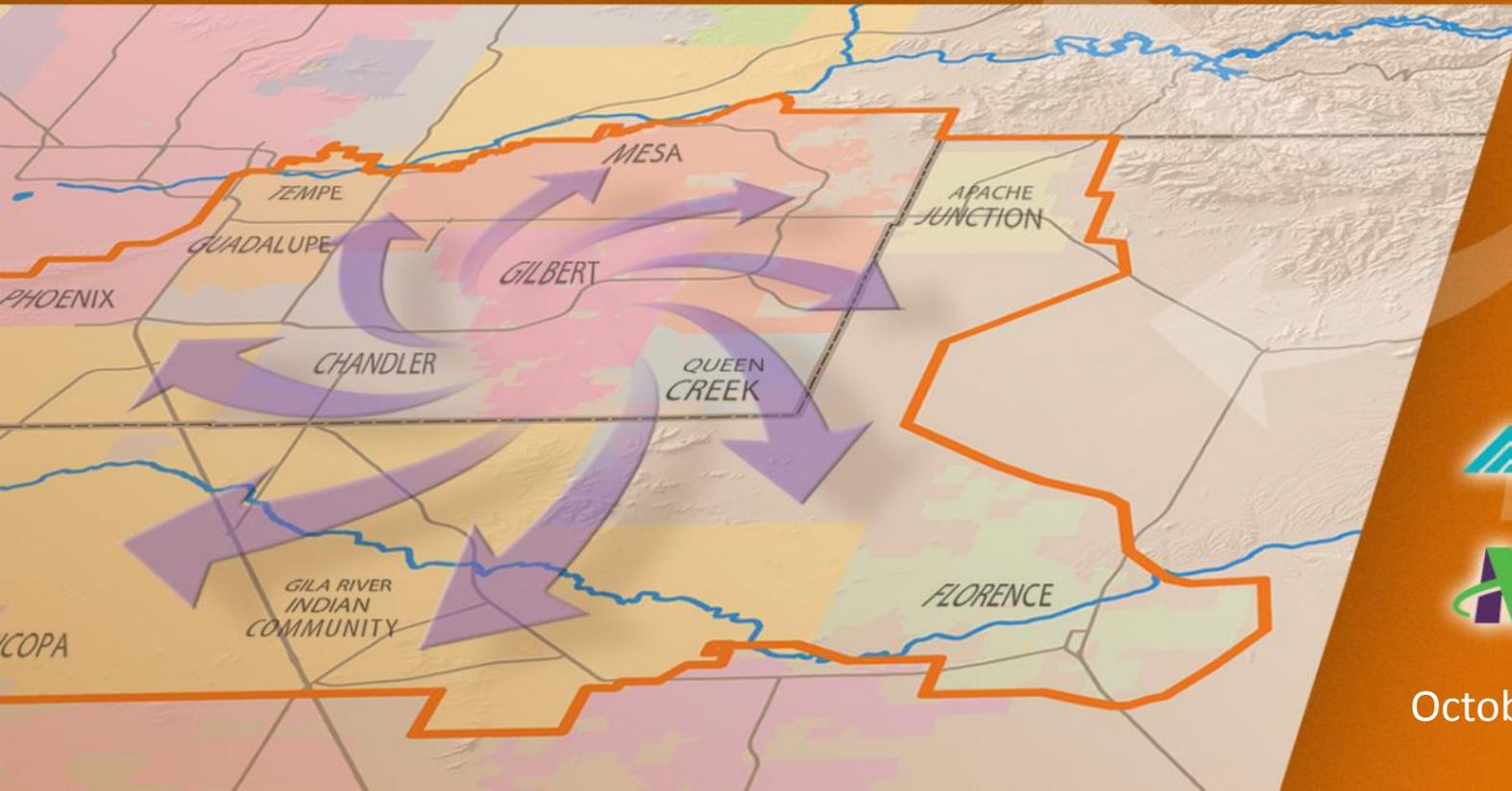


SOUTHEAST VALLEY TRANSIT SYSTEM STUDY



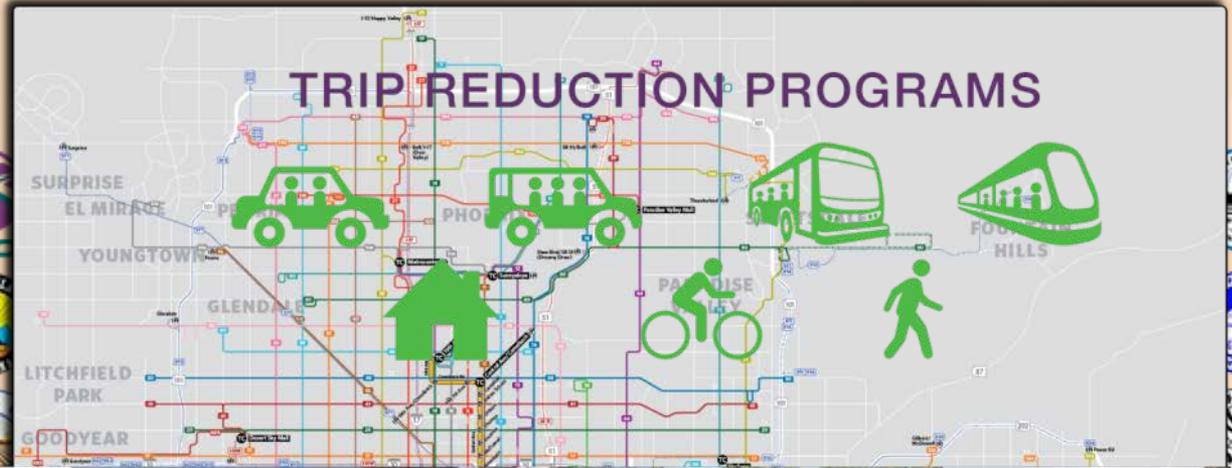
MAG Management Committee



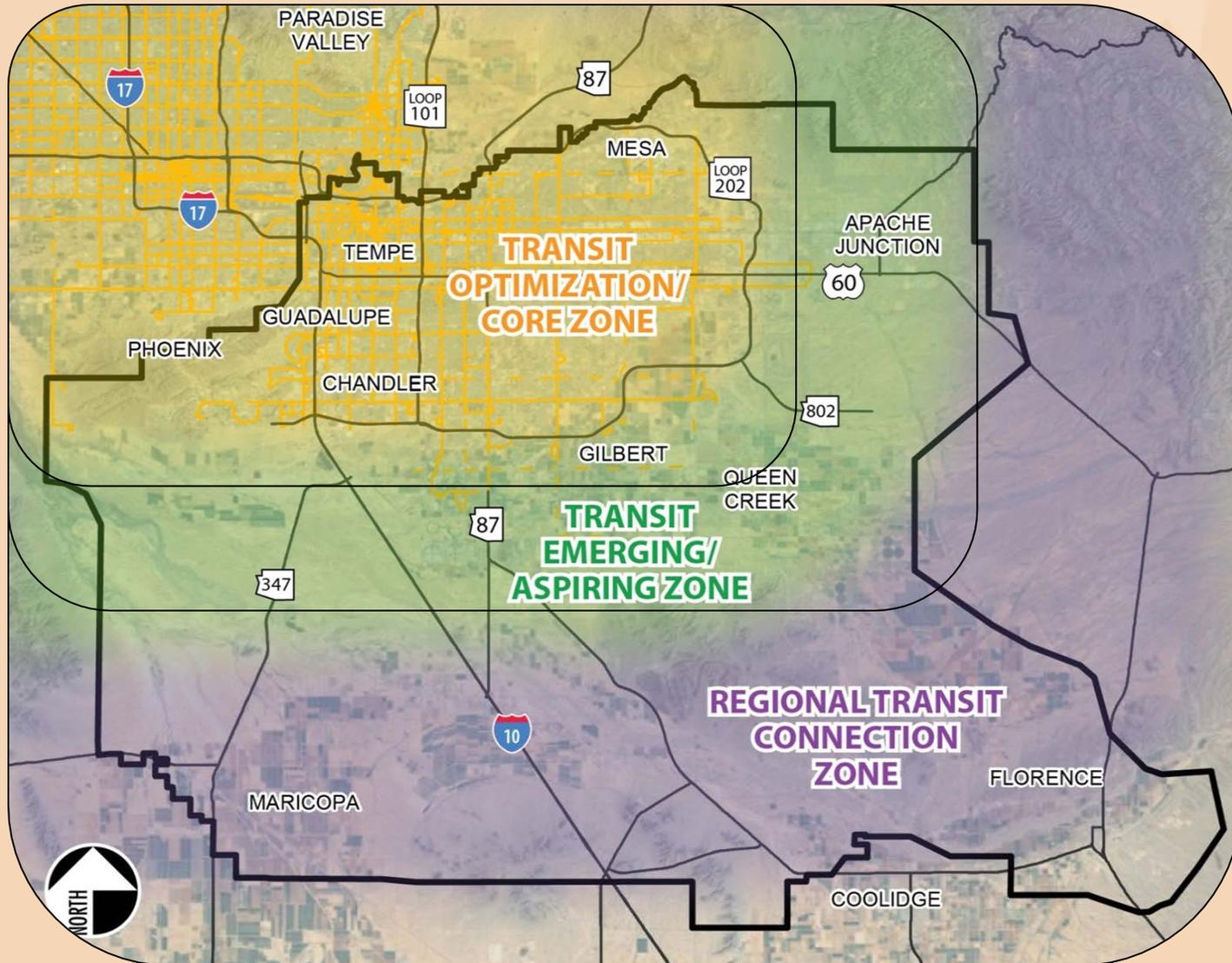
October 14, 2015

Overview

- **Partners**
- **Coverage Area**
- **Transit Routes**
- **Transit Stops**
- **Public Park-and-Ride
Transit Centers,
Maintenance Facilities**



Study and Services Area

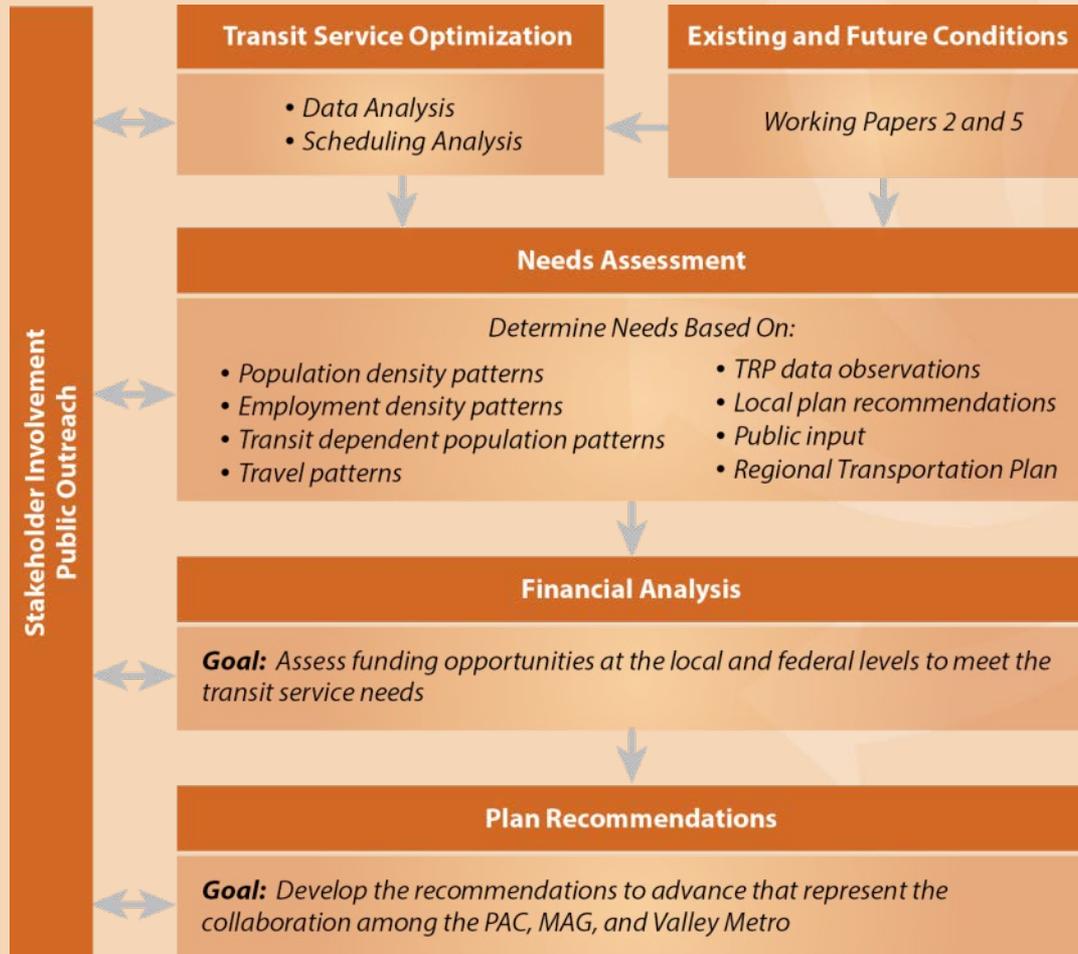


Purpose of this Study

- Identify concepts for optimizing existing transit services
- Develop recommended concepts for addressing mid-term (within 10 years) and long-term (beyond 10 years) transit needs



Study Tasks



Transit Optimization Analysis

- Initial approach was completely data-driven, final concepts were fine-tuned through PAC discussions
- Strengthen the Network
 - Maximize benefits of a grid network
 - Improve frequency where warranted
 - Use bus service to leverage rail investment
- Optimize Use of Resources
 - Streamline alignments to avoid deviations
 - Reduce route duplication
 - Match service investment to demand

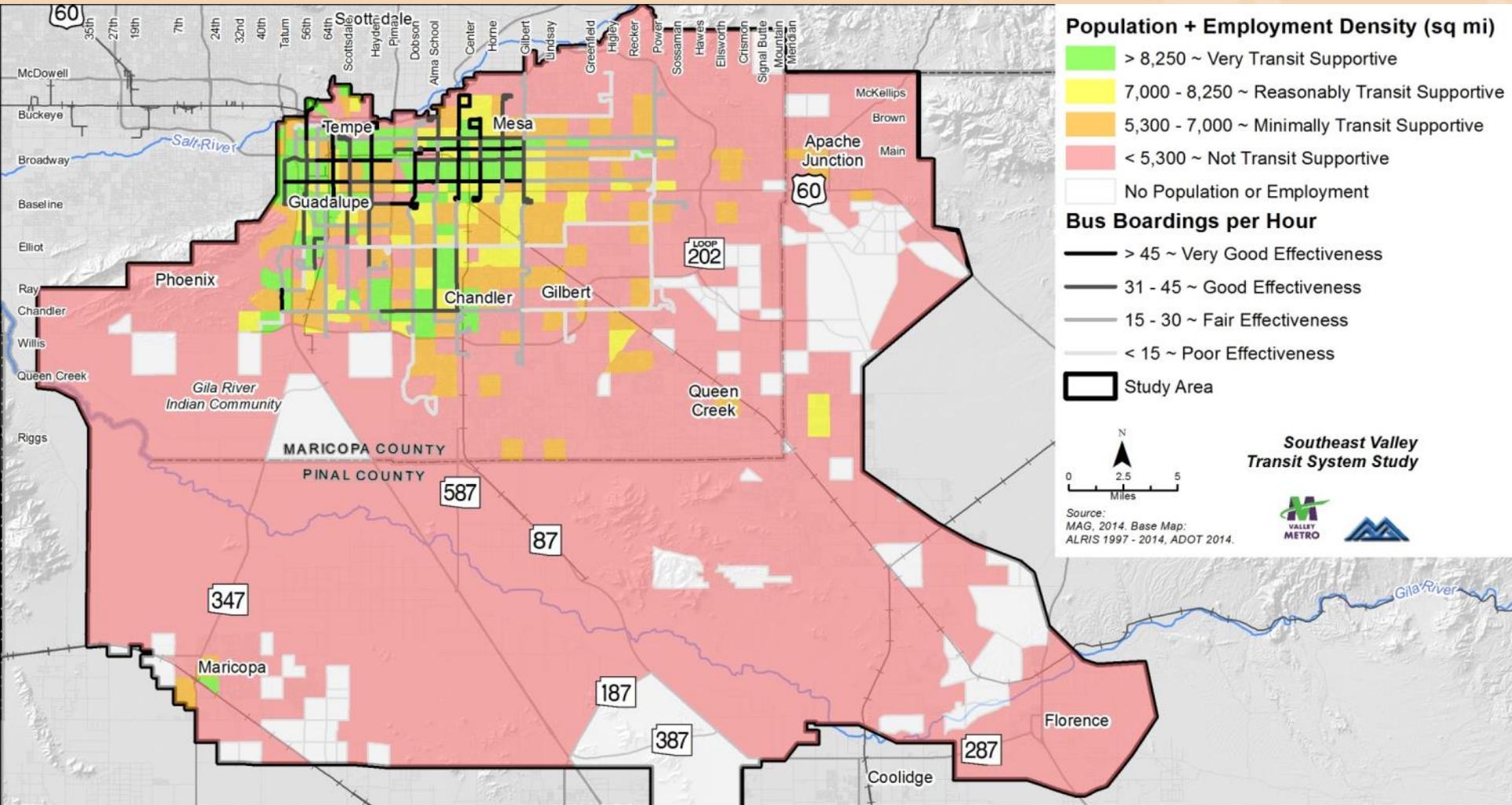


Needs Assessment

- Analyzed:
 - Population density
 - Employment density
 - Auto ownership/poverty/age
 - Inter and intra-regional travel patterns
- Needs Assessment recommendations focus on Mid- and Long-Term



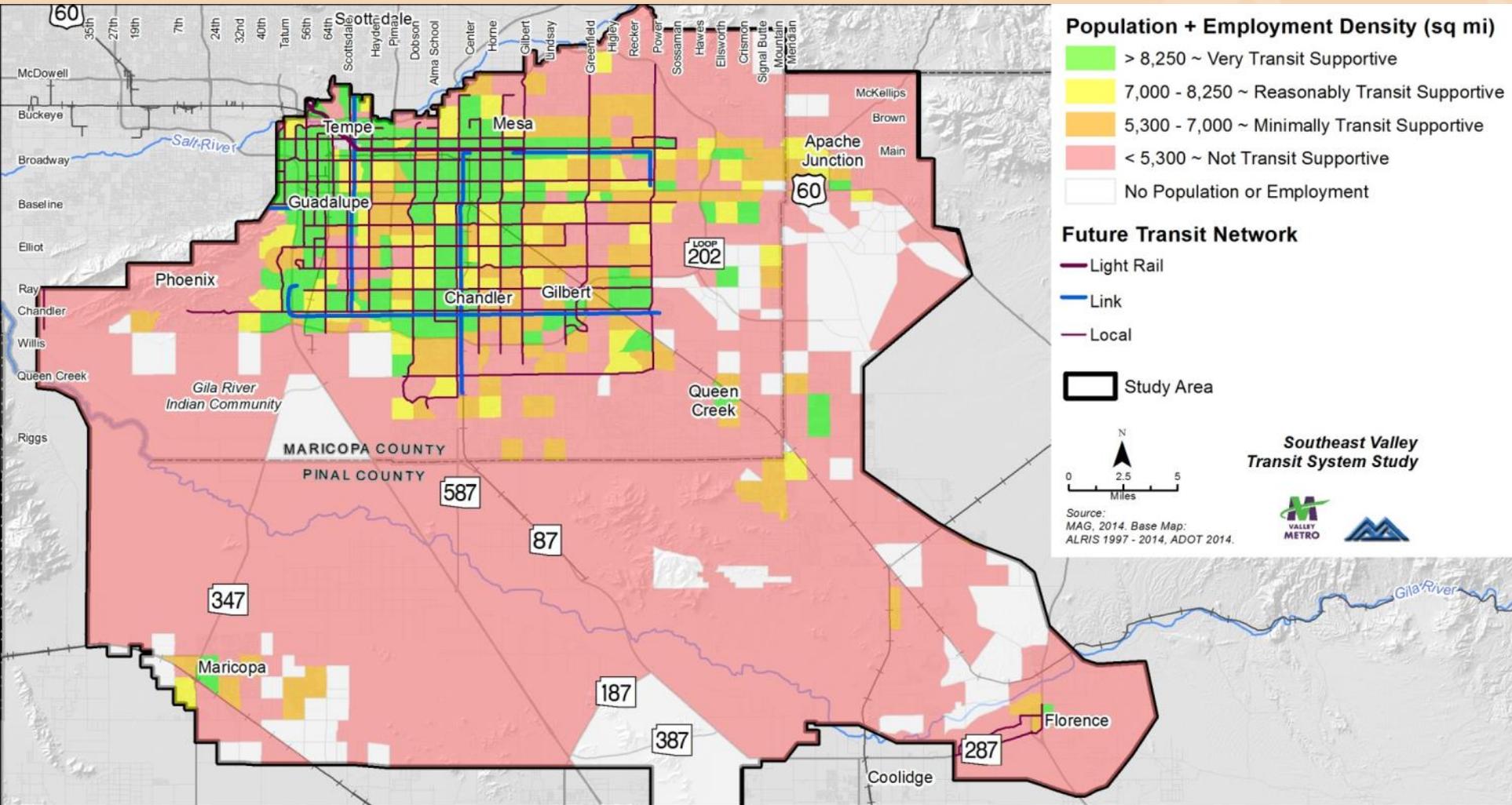
Population + Employment (2010)



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Population + Employment (2030)



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Needs Assessment Observations

- Current and planned transit network coverage areas seem reasonable
- Future land use and demographic conditions grow into coverage
- Several additional areas with potential unmet needs identified
- Heavy trip exchange in North Tempe/West Mesa
- Growing trips between Tempe/Mesa and Chandler/Gilbert

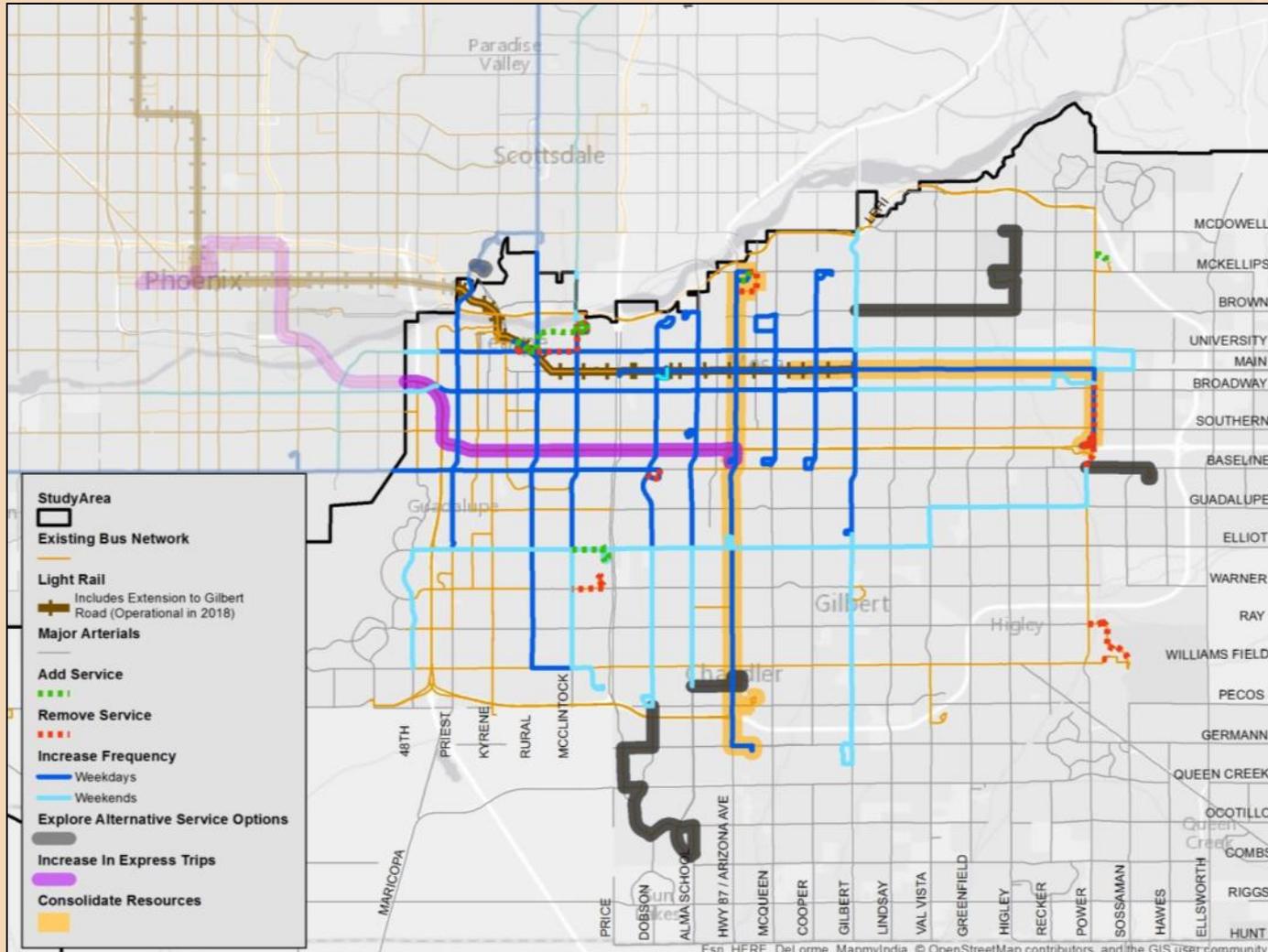


Study Recommendations

- Menu of service concepts developed for:
 - Optimizing the existing system
 - Mid-term (within 10 years)
 - Long-term (beyond 10 years)
- Specific concepts may be further developed and implemented through programming processes or area-specific implementation plans



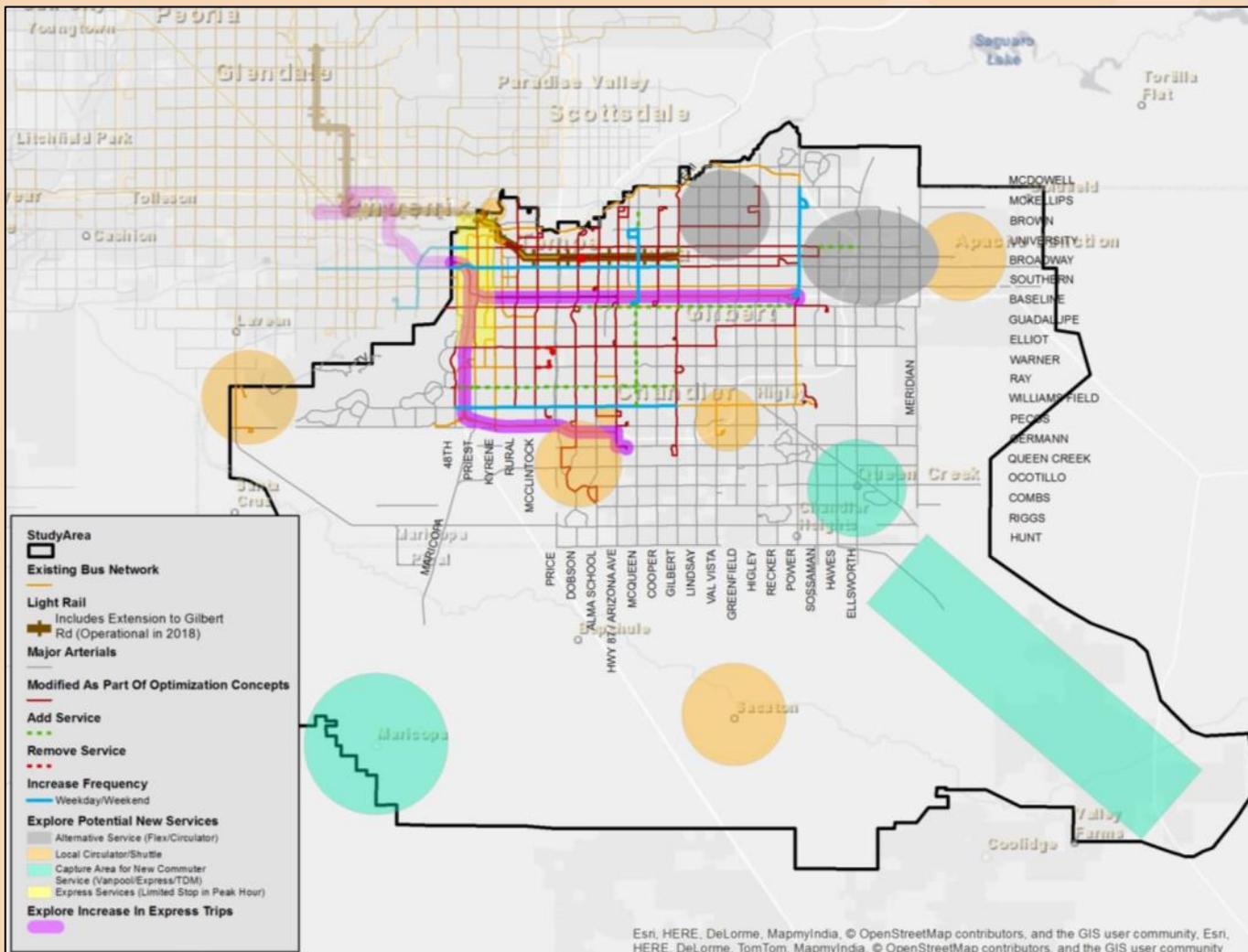
Optimization Concepts



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Mid-Term Concepts



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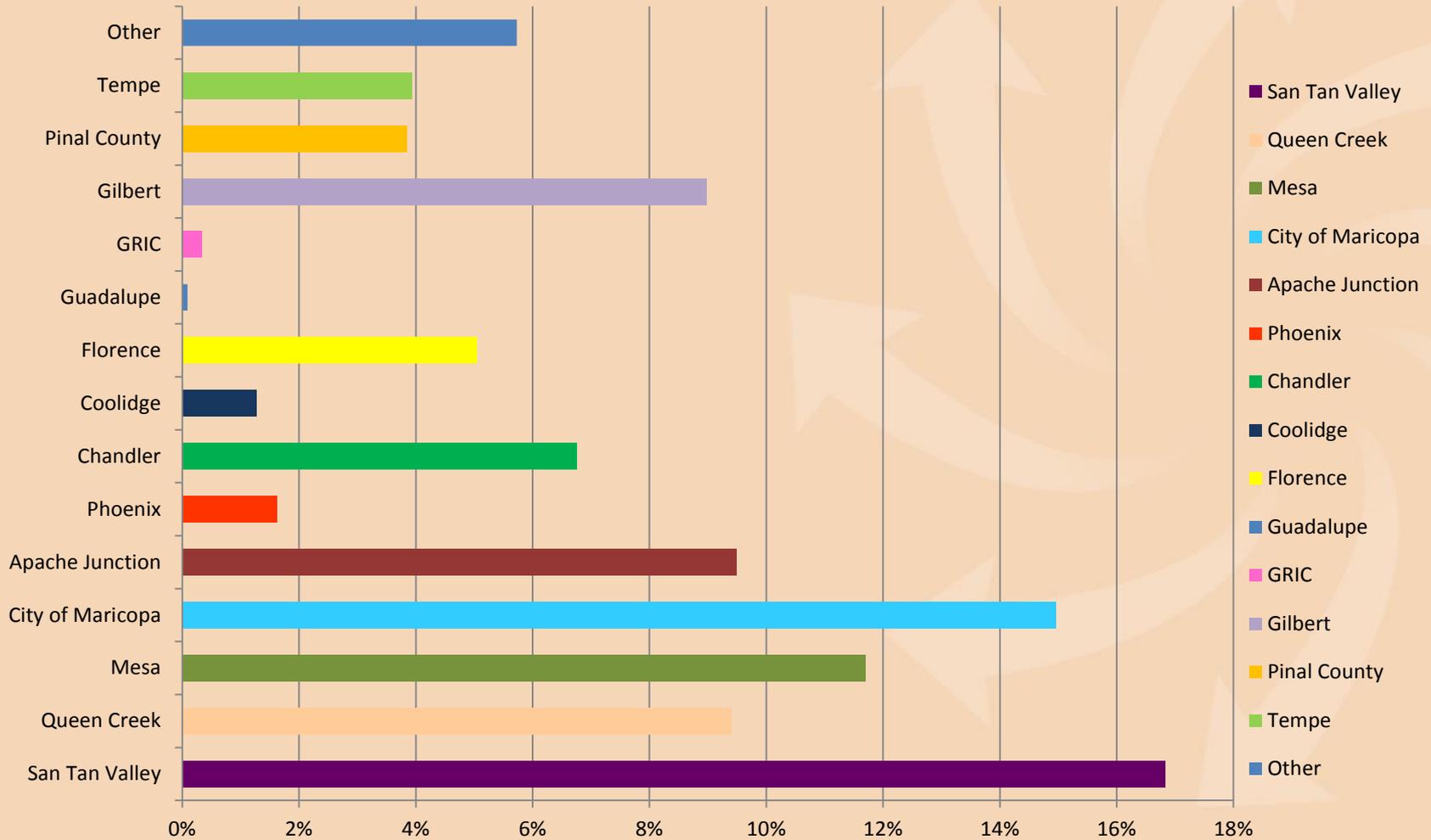
Phoenix, AZ 85003

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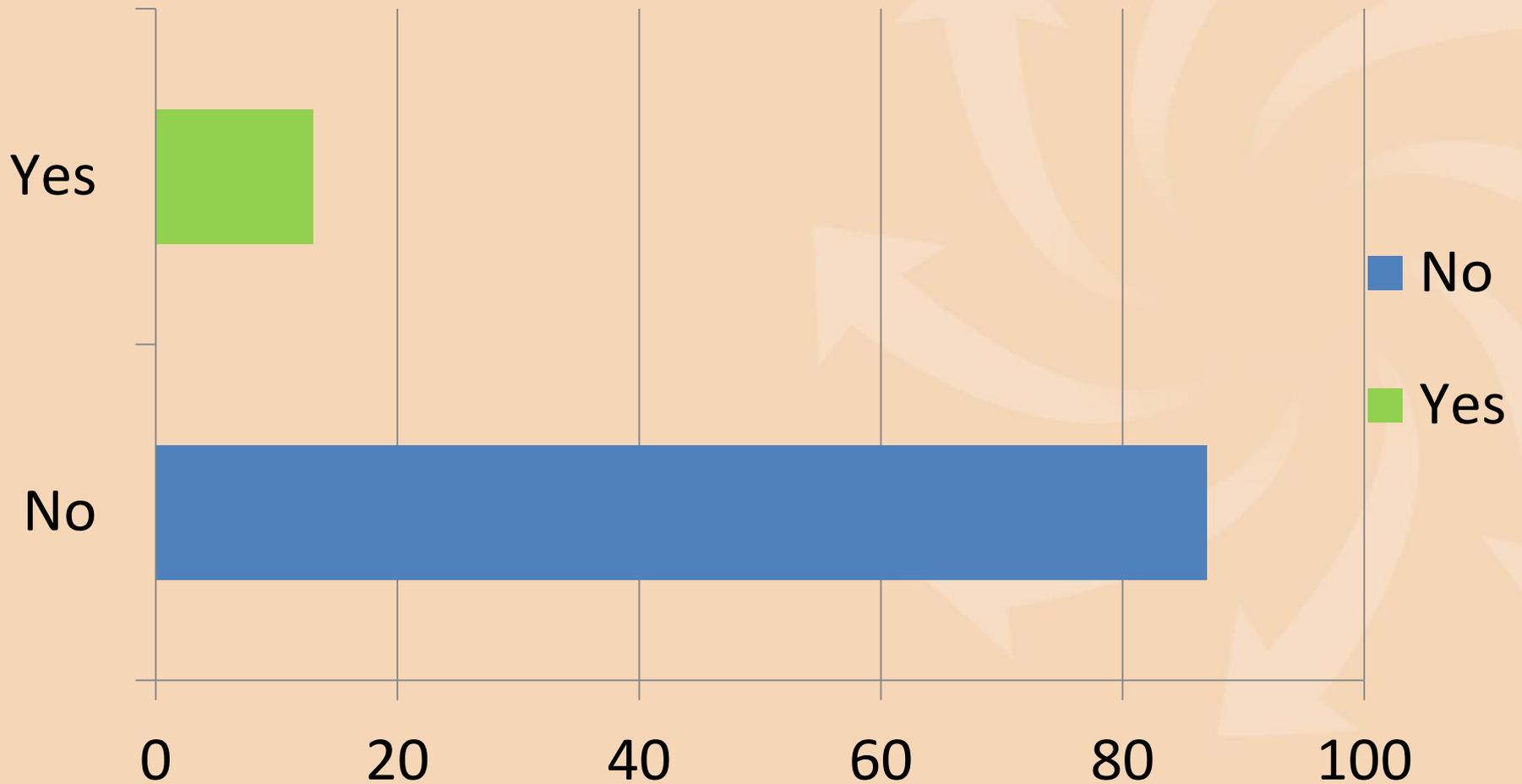
email: jluna@valleymetro.org



Survey Respondents



Do the public transportation options meet your needs?



What, if anything, would encourage you to use public transit?

Extend service (geographically, days and hours)	59%
Greater frequency	27%
Lower cost/ fare	12%
Service to new areas/ destinations	51%
Nothing	12%



- Would you support a fare (or bus pass) increase?

Yes	50%
No	11%
Not Sure	27%
Not Applicable	12%

- Would you support a tax increase to fund transit improvements?

Yes	49%
No	21%
Not Sure	27%
Not Applicable	2%

