

PRELIMINARY RECOMMENDATIONS: EL MIRAGE

Recommendation	Catalyst	Impact(s)	Priority
Creation of a local circulator	Focus groups	Access to local activity centers, connection to regional transit network	Near-term
Consolidate Valley Metro's Grand Avenue Limited and Express Route 571; increase span of service to cover mid-day hours	Community survey, focus groups	Improved access to downtown Phoenix	Near-term
Modify existing Glendale and Peoria transit routes to better align with consolidated express route	Consolidated express route recommendation	Improved access between Northwest Valley and regional transit network	Near-term
Divide proposed local circulator into two separate routes and increase each route's coverage area	Community survey, focus groups	Expanded service area, access to local activity centers, connection to regional transit network	Mid-term
Implement high capacity transit from Surprise to downtown Phoenix along Grand Avenue (multi-phased implementation starting in downtown Phoenix; part of larger regional high capacity transit; connect to light rail at Central Ave. and Van Buren)	Community survey	Improved access to downtown Phoenix and beyond; would ultimately replace consolidated Grand Avenue express route	Long-term
Consolidate Northwest Valley fixed-route and demand-response services under a single brand, locally administered	Community survey	Brand unity, improved service coordination, cost-effective service provision	Long-term

- Community survey respondents indicated El Mirage has the highest percentage of work-related trips, and residents use transit more than most of the other communities.
- Focus group participants indicated a demand for service to local destination, including shopping, healthcare, and educational facilities.
- Local circulator would most likely serve locations along or near Dysart Road and Waddell Road, including Walmart and Arizona Charter Academy.
- Access to downtown Phoenix would be via the Surprise Park-and-Ride rather than in El Mirage.

