



Southwest Valley Local Transit System Study

EXECUTIVE SUMMARY 2013

Avondale | Buckeye | Goodyear | Litchfield Park | Tolleson | West Phoenix | Maricopa County

The Maricopa Association of Governments (MAG) Southwest Valley Local Transit System Study (SWVLTSS) was conducted to assess the transit service needs within the Southwest Valley of the MAG region. The study area includes portions of the City of Phoenix, City of Avondale, City of Goodyear, City of Tolleson, City of Litchfield Park, Town of Buckeye, and unincorporated Maricopa County. These communities worked with MAG and Valley Metro to consider short-, mid-, and long-term strategies to improve local transit service cost-effectively within the Southwest Valley.

Local Transit Provides Options

Earlier this year residents were asked: if a fully funded local transit system is implemented in the Southwest Valley, how might it affect your life and how you get around your community?

Residents shared their visions...

- ▶ *After walking a short distance, I board a small bus which takes me to the store, library, city hall, medical appointment or school.*
- ▶ *Instead of being a carpool mom, my child rides the local bus to meet his friends at the park or movie theatre.*
- ▶ *During the week, I ride the local bus to a regional transit center where I transfer to a Valley Metro bus or ride the light rail to downtown Phoenix or other major employment centers.*



Residents Speak Out

During spring 2012, more than 2,100 residents listed their transportation needs and helped create a vision for a local transit system by participating in an online survey and a Southwest Valley Transit Summit.



Most of the participants agreed the Southwest Valley needed a local transit system which was:

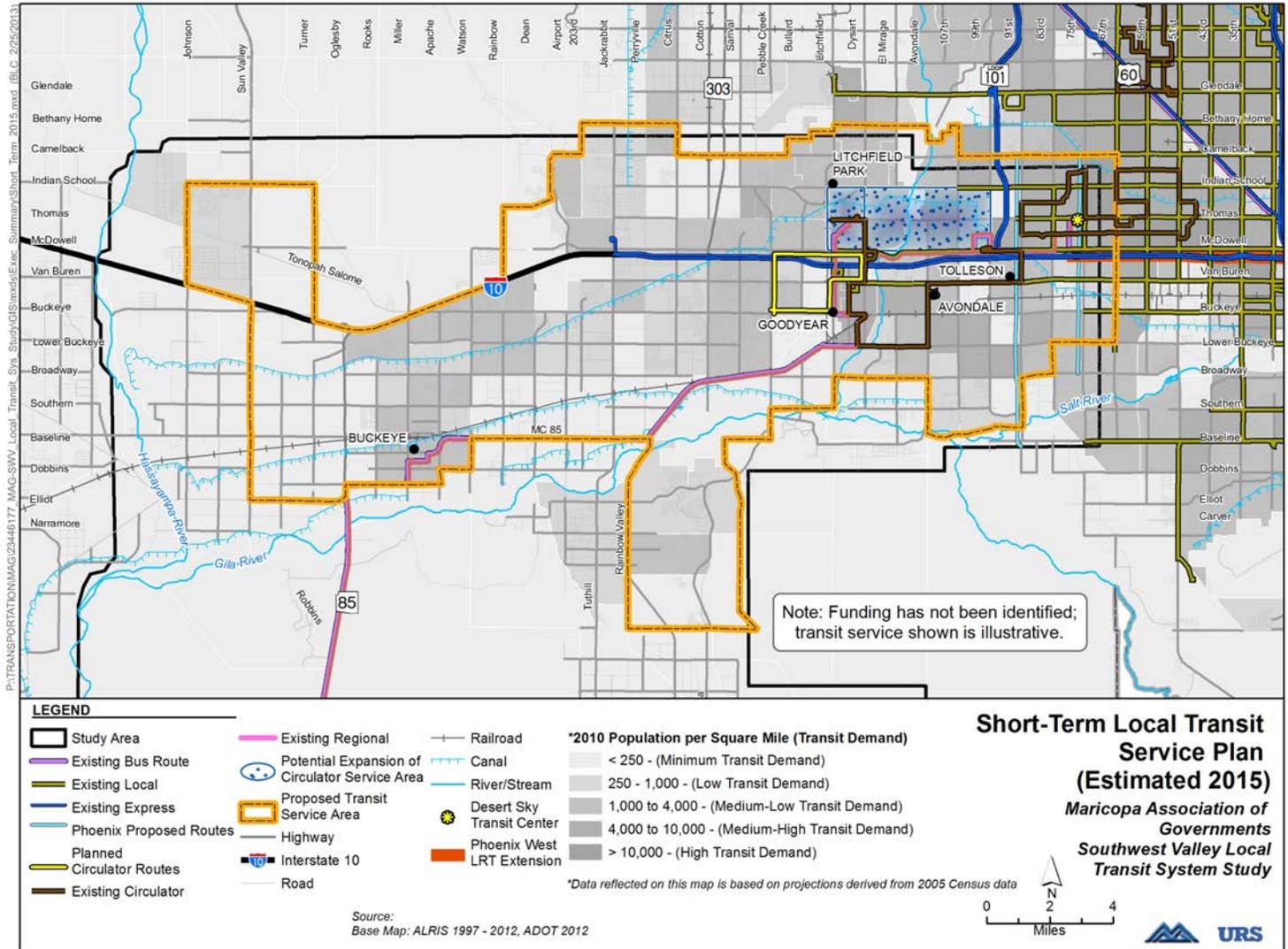
Accessible – easy-to-use route map and passenger information that are available to all generations.

Affordable – a simple, low-cost fare policy.

Convenient – frequent service, 7 days a week with service to key activity centers: downtowns, medical facilities, employment centers, shopping and schools.

Multi-modal – a total transit system which provides for transfers between local buses, regional buses, dial-a-ride, express buses and light rail.

Regional – easy transfers to Valley Metro buses, express buses, and light rail with service to major employment centers such downtown Phoenix, Luke Air Force Base and Palo Verde Nuclear Generating Station.

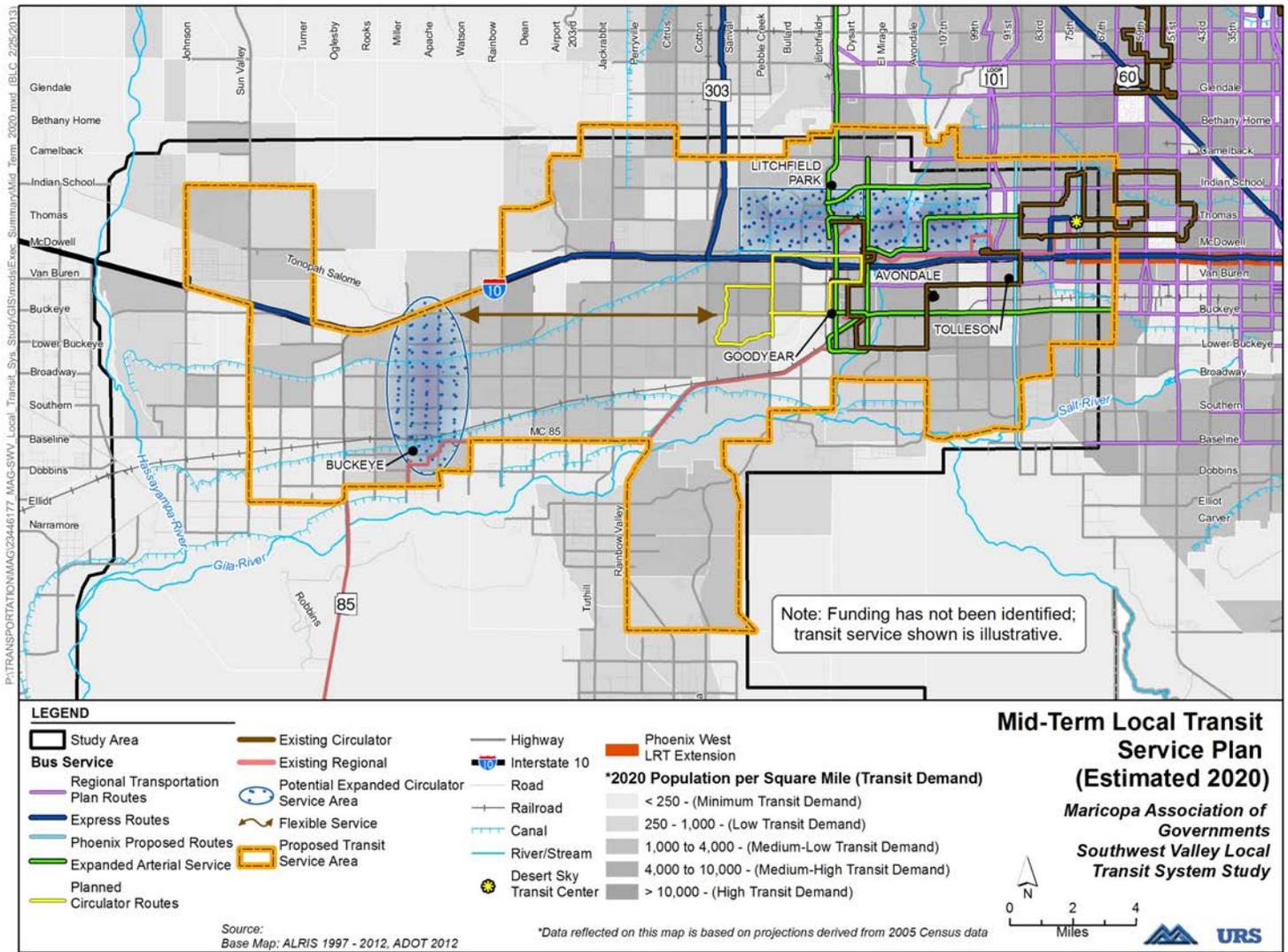


Short-Term Recommendations – What Can Be Done Now?

In advance of any major funding initiative, short-term recommendations focus on reducing travel times and expanding services to meet needs as well as building a collaborative foundation for longer term, subregional efforts like expanding the arterial grid system into the service area.

The short-term recommendations identified in this plan include:

- Improving service on existing arterial fixed route service (on McDowell and Van Buren) to 30 minute frequency, interlining, or providing expanded hours of service.
- Building on the success of the ZOOM circulator by increasing service area to the north and/or increasing capacity.
- Initiating the previously recommended circulator services in Goodyear
- Conducting a localized planning study to investigate a circulator service plan in Buckeye.
- Establishing an ongoing planning group or other institutional structure for continuing coordination among the jurisdictions who wish to advance the mid- and long-term implementation steps.
- Promoting transit through partnerships with local businesses and coordinated land use-transportation decision making.

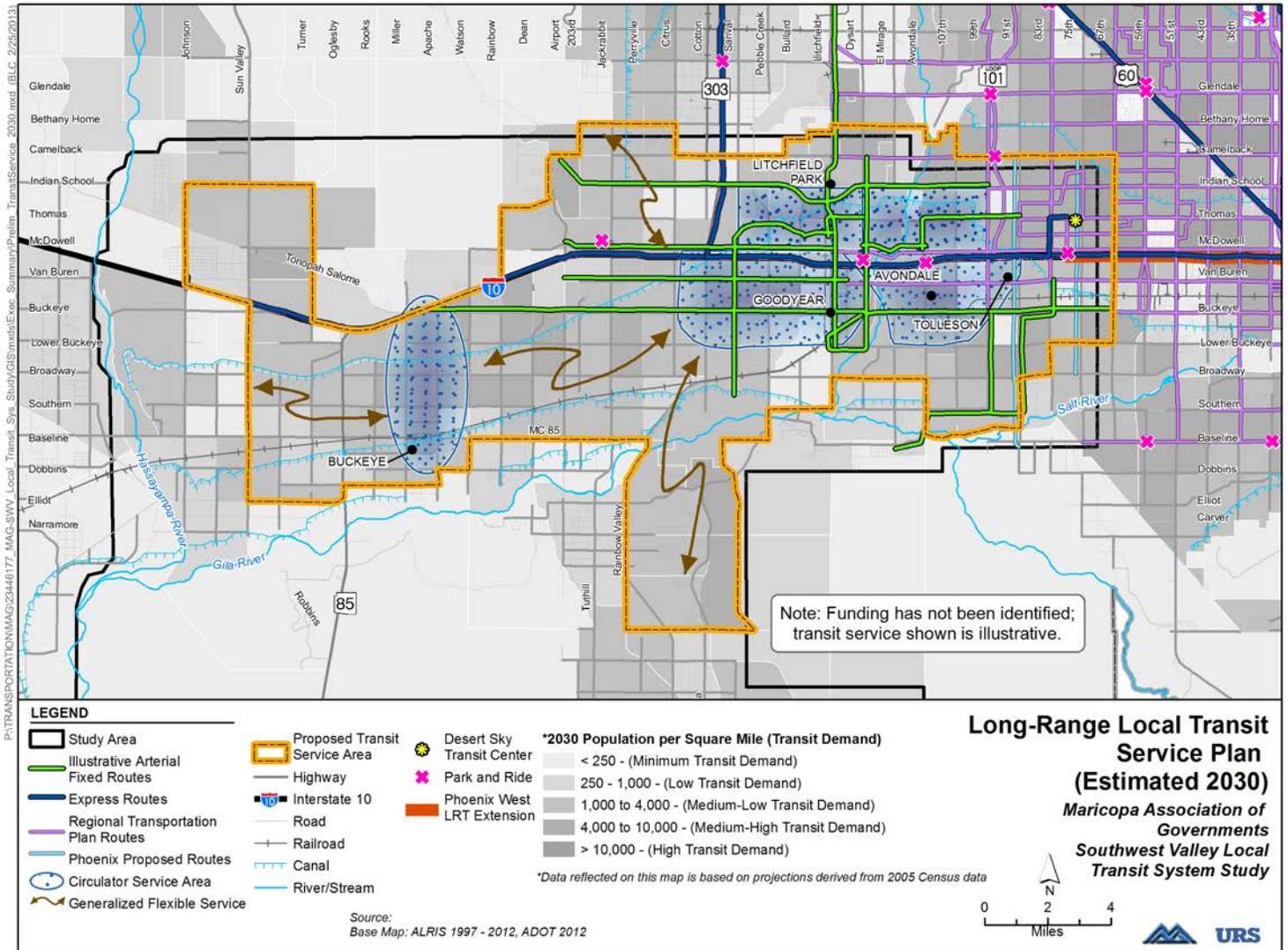


Mid-Term Recommendations – Expanding Service by 2020

The mid-term (2020) recommendations focus on areas that are projected to support productive transit at that time. It is also recommended that the performance of transit service be reviewed periodically to determine any modifications to respond to the actual pace and type of development that occurs.

The mid-term recommendations identified in this plan include:

- Expanding east-west fixed route bus service on major arterials west to Litchfield Road, providing 30 minute service or matching the connecting service levels.
- Introducing north-south fixed route service on a major arterials such as Litchfield and/or Dysart Roads.
- Expanding circulator service area in Goodyear, and modifying all continuing circulator services to respond to conditions.
- Initiating pilot circulator service in Buckeye.



Long-Term Recommendations – Advancing Transit in the Southwest Valley

Over the long-term, the transit system would need to be built out to levels that are projected to be transit-supportive based on current land use plans. The timing for long-term recommendations is contingent on funding and the realization of the projected pace of development. The implementation steps include expansion of more services into the central portion of the service area and continual refinements to service to meet or exceed transit service performance goals.

The long-term recommendations identified in this plan include:

- Expanding the service area for arterial fixed route transit service farther west.
- Improving service frequencies as appropriate on productive routes.
- Identifying opportunities for flexible service (such as route deviation or demand responsive, non-ADA service that is reservations-based or that serves specific activity centers).
- Continuing to modify circulator routes or operations to respond to changes in conditions.

Implementing and Funding New Transit Services

A key step in implementing new transit service is to obtain dedicated, sustainable funding for operating costs. Local transit services may be funded through a commitment of general funds, an existing or new transportation tax, and leveraging federal funds. In pursuing major investments like expanded arterial service, collaboration among communities will benefit services that cross city boundaries.