



SOUTHWEST VALLEY TRANSIT SUMMIT REPORT

SOUTHWEST VALLEY LOCAL TRANSIT SYSTEM STUDY

Prepared by



August 2012



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Thursday, April 5, 2012

**7:30 – 11:00 a.m., American Sports Centers
755 N 114th Avenue, Avondale**

Participants:

- Sean Banda, Town of Buckeye
- Louise Battaglia
- Twyana Blair, Arizona Public Service
- Stuart Boggs, Valley Metro RPTA
- Danielle Brown, Southwest Valley Chamber of Commerce
- Mike Cartsonis, Town of Litchfield Park
- Tony Del Sol, Maricopa County
- Jim Dickey, Arizona Transit Association
- Michelle Dionisio, Benevilla
- Matthew Dudley, City of Glendale
- Dennis Ellsworth, Maricopa Community Colleges
- DeDe Gaisthea, MAG
- Shirley Gunther, City of Avondale
- Chris Hagen, City of Tolleson
- Councilmember Craig Heustis, Town of Buckeye
- Sintra Hoffman, Arizona Department of Transportation
- Sharolyn Hohman, Southwest Valley Chamber of Commerce
- Carol Ketcherside, Valley Metro RPTA
- Kathy Knecht, Leadership West
- Steve Kramer, Blessings! For Seniors
- Mayor Marie Lopez Rogers, City of Avondale
- Andrew Marwick
- Reyes Medrano, City of Tolleson
- Deron Lozano, Metro Light Rail
- David Madrid, The Arizona Republic
- Vice Mayor Brian McAchran, Town of Buckeye
- Patrick McDermott, APS
- Councilmember Jim McDonald, City of Avondale
- Christine McMurdy, City of Goodyear
- Mayor Jackie Meck, Town of Buckeye
- Bonnie Miller
- Vice Mayor Joanne Osborne, City of Goodyear
- Councilmember Joe Pizzilla, City of Goodyear
- Connie Randall, City of Phoenix Public Transit Dept
- Geneva Rodriguez, Maricopa County Adult Probation
- Pat Rogers, HGH
- Councilmember Frank Scott, City of Avondale
- Kristen Sexton, City of Avondale
- Lorenzo Sierra, Sierra for Arizona
- Pier Simeri, City of Avondale
- Barbara Snyder, Arizona State University
- Jean Stahl
- Kelly Taft, Maricopa Association of Governments
- Woody Thomas, USDA/Farm Service Agency
- Mitch Wagner, Maricopa County
- Councilmember Ken Weise, City of Avondale
- Supervisor Mary Rose Wilcox, Maricopa County Board of Supervisors

Project Team:

Tyler Besch, URS Corporation
Rick Brammer, Applied Economics
Crystal Eastman, Gunn Communications, Inc.
Theresa Gunn, Gunn Communications, Inc.
Jorge Luna, Maricopa Association of Governments

Alan Maguire, The Maguire Company
Mark Peterson, Fehr and Peers
Jennifer Pyne, URS
Joe Racosky, URS
Bryan Scalzo, Gunn Communications, Inc.



Summary: Key Ideas Emerging from Summit

The Maricopa Association of Governments (MAG) convened a Transit Summit on April 5, 2012 in Avondale, Arizona to discuss the priorities for development of future local transit services in southwestern Maricopa County which also connect to the regional transit system. This Summit is part of a larger project, the Southwest Valley Local Transit System Study, charged with developing a comprehensive transit strategy for the area. Broad and diverse discussion occurred at the Summit, as described below. A summary of the key priorities for transit that emerged from the discussion includes:

- Serve key activity centers: downtowns, medical facilities, employment centers, schools.
- Link to external [to the study area] employment hubs such as the Palo Verde Nuclear Generation Station and Luke Air Force Base.
- Enhance multimodal connectivity – pursue a total transit system.
- Promote ease of use: simpler fare system, branding, understandable maps

The input received during the Summit will inform the goals and objectives for a Local Transit System Plan to serve the communities of Avondale, Tolleson, Goodyear, Buckeye, Litchfield Park, West Phoenix, and Maricopa County. Stakeholder input at the Summit is expected to confirm and supplement the results of the data analysis of transit needs in the area, and is expected to also contribute to the range of alternatives to be evaluated to address those needs.

The remainder of this report provides a detailed overview of the Summit agenda and discussion.

Summit Overview

The cities of Avondale, Goodyear and Tolleson provided a continental breakfast for the meeting participants.

Welcome and Introductions

Avondale Mayor Marie Lopez Rogers welcomed the participants and introduced the elected officials.



Southwest Valley Local Transit System Study Presentation

Jorge Luna, Maricopa Association of Governments' study project manager, reviewed the agenda and provided an overview of the study. Jennifer Pyne and Joe Racosky, URS, discussed the past and future population and employment growth in the Southwest Valley and trends in local travel patterns. Theresa Gunn, GCI, reviewed key findings of the online and in person survey. A copy of the presentation is included in the appendix.

What are the priority local transit needs?

The purpose of the retreat was to identify the local transit needs which are a priority to the summit participants. Each person was pre-assigned to tables to ensure a geographical mix for each group. For the remainder of the Summit, participants were asked to answer the following questions during a series of group exercises described below.

- *What is your ideal local transit system?*
- *Who and what should be served by the local transit system?*
- *What are the most important connections that need to be made?*

The participants began by visualizing and writing down their own "ideal" local transit system. After each individual shared their ideal transit system, the group identified and posted on flip charts the common elements they felt were important to include in future local transit services.

Seven groups participated in the exercise; and although each had unique features, there were several elements common to all of the groups. Most seem to desire a local transit system that is:

- **Accessible** - understandable and available to all generations
- **Affordable**
- **Comfortable** - amenities such as park-and-ride lots; Wi-Fi; shaded bus stops; bicycles on bus
- **Connectivity** - Southwest Valley transit service connects to other regional transit services
- **Convenient** - frequent service
- **Multi-modal** - different services for different travel needs

Other common comments included the need to serve all type of trips including work, shopping, education, medical and recreation. Several participants mentioned a regional dial-a-ride service and expanded express bus service. Reverse commute and special event service were also mentioned as key elements of the "ideal" transit system.



What are the connections which need to be served?

After identifying their “ideal” transit system, each group used maps of the study area to draw where people are coming from and where they need to go. Most of the groups focused on providing service along the I-10 corridor. Most groups drew lines on the map to indicate potential local routes serving primarily an east to west corridor with minimal connections to the south.

Several maps included a hub and spoke approach to providing services by identifying key activity centers in the study area which could be served by a circulator type of service and then linking these centers or hubs with a fixed route or other type of connecting bus service.

The participants discussed whether or not service needed to be provided to Palo Verde Nuclear Generating Station. Many felt this was a priority employment destination. Other priority destinations included major employers, Luke Air Force Base, Goodyear Airport, Estrella Community College and commercial areas.

Small Group Reports

Following is a list of the elements from the participants’ individual transit system descriptions and the notes from the group flip charts. Copies of the maps on which groups sketched key connections, activity centers, or other transit considerations are also included for each group.



Small Group #1

Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none"> • Multi-modal • Bus – frequent service • Regional in practice • Bus paths with access to service • Park-and-rides to access the regional • Accessible • Safe/secure • Affordable • Frequent • Safe and secure • Clean • Sustainable • Single regional transit authority – total transit system • Convenient – frequent time, stops, cost, accessible • Designated funding source • Clean, efficient buses • All modes of transportation • Lots of small buses • More electric vehicles (bus and cars) • Dial-a-ride • Smaller areas • Train • Light rail with train • Regional transit • Cost • Regional Transit Center – I-10 and Avondale Blvd • El Mirage interchange at I-10 • Accessible to all customers • Efficient travel times • Easy to understand • Provides transportation access throughout the region • Parallel alternative service for those who need it (Dial-a-ride, cab programs, volunteer driver programs) • Park-and- Rides • Designated funding source • Single regional authority • More electric vehicles • Dial a ride buses • Accessible 	<ul style="list-style-type: none"> • Serve medical [trips] • Serve nontraditional trips • Destination focused • Everything supports regional rail • Clean • Dial a ride, taxi mileage reimburse • Alternative modes • Use incentives • Match road w/transit • Strong park and ride system • Efficient travel times • User friendly, understandable <p><i>Who Should be Served by Transit?</i></p> <ul style="list-style-type: none"> • Everyone • Provide choices for everyone • Workers love transit • Key is Park n Ride • School systems • Serve outlying areas to glean support for a tax • Shoppers • Entertainment



Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none">• Sustainable• Safe/secure• Designated funding source• Many small buses• Multimodal• Convenient frequency span of day• Geographic span cost affordable	



Avondale Mayor Marie Lopez Rogers reported the small group #1 discussions to the full group.

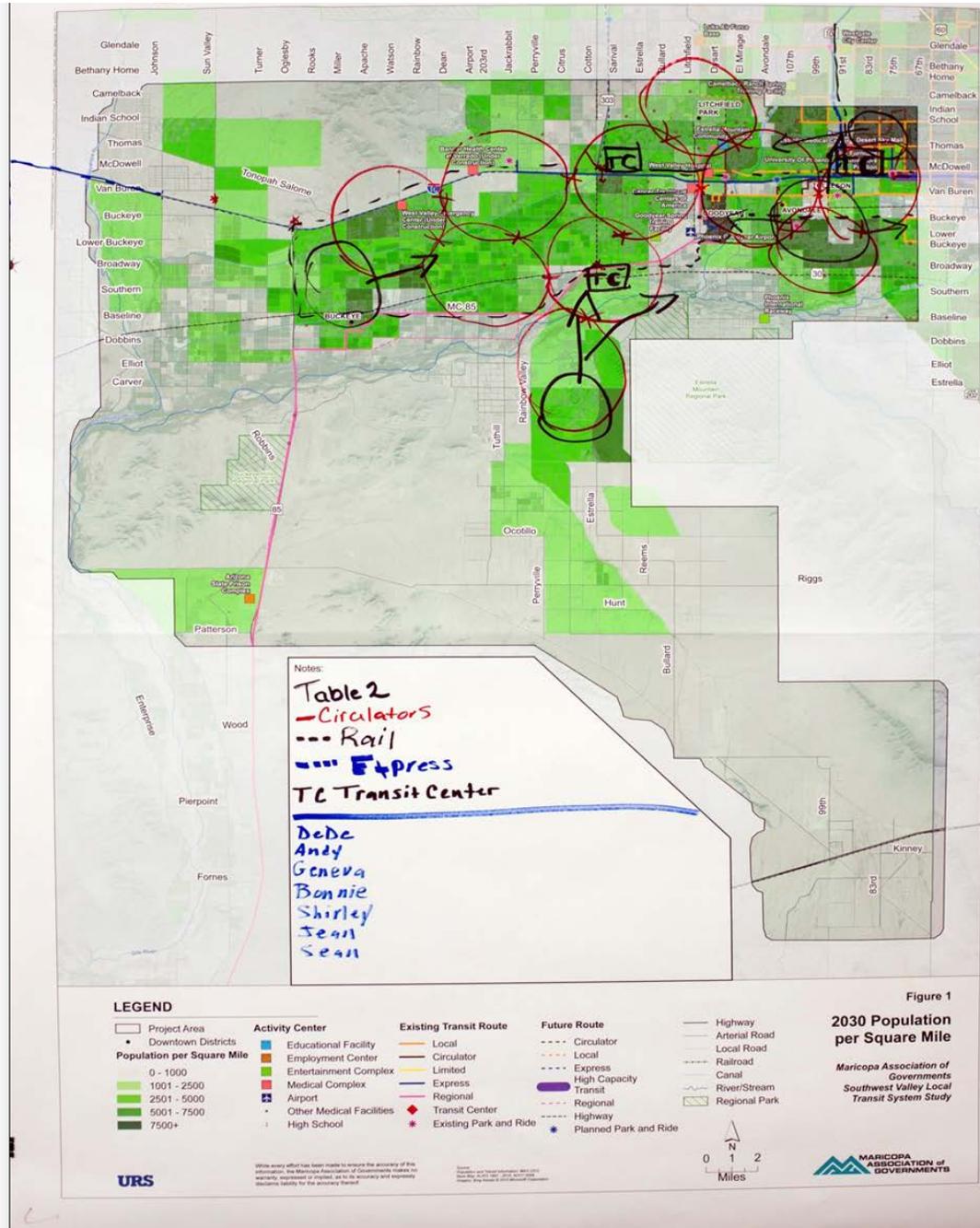


Small Group #2

Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none"> • Rail system/fast convenient/cost • Shuttles for elder and handicap (on call or demand) • Circulators • Convenient • Rail connectivity • More frequent service • More destinations to schools and shopping • Clean and safe bus stops • WIFI on buses • Park and rides • Universities • High speed rail to LA • Rail • Park and Ride • Zoom • Government locations – library, city hall • Shopping • Medical • Parks and Rec • Safe • Long distance – downtown express, games, marketing • Accessible transportation • Affordable • Inter/intra connection • Multimodal – fitting differing needs • Multigenerational use • High speed rail gateway to LA/Vegas • Express bus to – Phoenix/Scottsdale/ASU/Camelback • Commuter rail to Phoenix/Tempe/Mesa/Tucson • Special event – Diamondbacks/Cardinals/Suns • Focus high density development near I-10/UP • More park/rides/transit hub 	<ul style="list-style-type: none"> • Rail • Express (game/sporting events) • Circulators • Park and Rides/Bike Route <p><i>Density Planning:</i></p> <ul style="list-style-type: none"> • Safety • Convenience • Multigenerational use • Connectivity <p><i>Destinations:</i></p> <ul style="list-style-type: none"> • Parks and recreation • Government facilities • Shopping • Schools/colleges • Employment • Medical <p><i>Marketing:</i></p> <ul style="list-style-type: none"> • Users of system • Work force • Shoppers/entertainment



Figure 2 - Small Group # 2 Map





(NOTE: Small group #3 was combined with small group #5. No small group #3 notes.)

Small Group #4

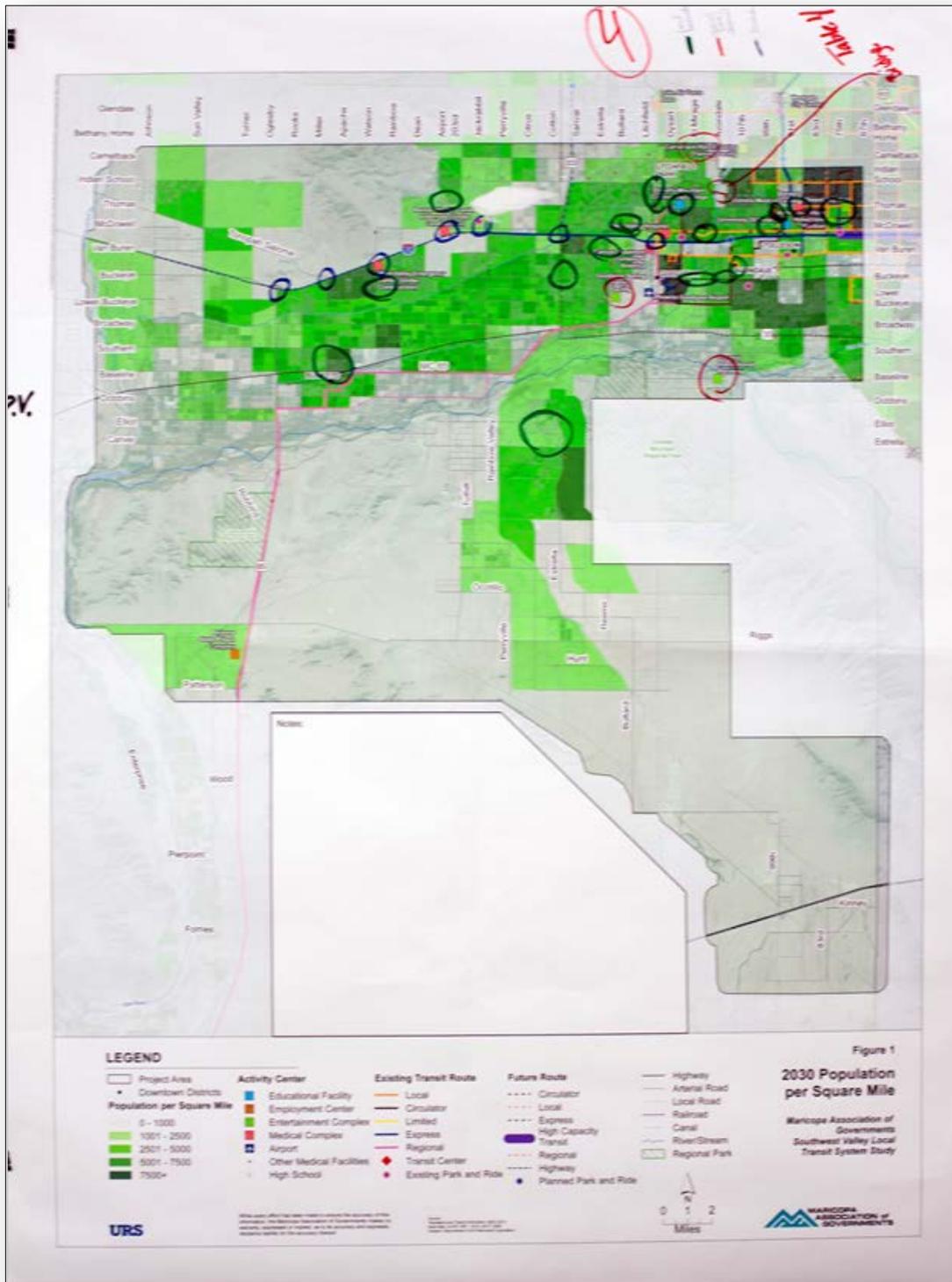
Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none"> • Considers complete system – pedestrian, bicycle, bus – local, commuter trips and auto, no gaps; ADA accessible routes, bike lanes and facilities; PNR, transit centers • Frequencies – 10 minutes – 5 minutes during peak travel times • Shaded transit stops w/next bus info (or convenient access to real-time info) • Local LRT along populated routes with access to shopping, entertainment, recreating and living (homes) ; maximize opportunities for economic development (Thomas Rd) • ID multiple and serve multiple employment centers • Flexible system with ability to respond to special events • One fare system – a ride is a ride is a ride; frustrating to navigate connections if you have to juggle multiple fares, bus passes, etc. • Local connections – circulator service connecting neighborhoods to each other and community points of interest – park, library, shop services • Commuter rail • Dedicated travel lanes for bus • Bridge Agua Fria River at Thomas Road – regional need (would support extending Rt 29 to EMCC; YMCA; 303, etc. or event; BRT/LRT that connects West Valley to East Valley with tons of residential, recreation, shopping services and future economic development opportunities) • Circulator routes connecting employment hubs • Express system connecting our region to other regions (NW or West downtown or Pinal county) • Light/commuter rail and/or BRT connecting to downtown • More roadway options – most transit travels on roads • SW Paratransit (DAR) • Additional park and rides • Larger express buses based on demand • Bike facilities – complete streets for on-road and canals for off-road • Base DAR system (general public) • Local circulators connecting activity and population centers • Fixed-route bus system in transit supportive land use areas • Commuter rail to connect to central CBD 	<ul style="list-style-type: none"> • Extend express – other areas besides Phoenix, based on demand, large busses • Cities running own service with each city • Regional DAR • Regional circulator • Expand PNR • Light rail to 101 or further • Door to door service • More roadways • Bike facilities • Connections • More fixed route • Complete system • Close gaps • Shorter headways • Shaded transit stops • Take advantage of current popular routes and economic development • Special event transit • ROW protection for future <p>Who should be served?</p> <ul style="list-style-type: none"> • Everyone! • Medical • Grocery store • Employment <p>Highest Priority Destination</p> <ul style="list-style-type: none"> • Downtown Phoenix for employment • Corridor 99th to Estrella Parkway • IS to Buckeye



Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none"> • Bike lanes and connected bike lane network • Express bus service and park and rides (designated) • ROW protection for future need (light rail) • Transit supportive land planning in areas • Vanpool use • Education and marketing • HOV lanes • Complete streets and walkable communities • Circulator buses • Dial a ride (regional that crosses city boundaries) • ADA • Expanded larger buses express bus service (# of buses, hours of operation; E-W into Phoenix) • Senior services – door to door service • Light rail extension to 101; then bus service west • Expanded fixed routes • Bike • Expand park and ride • Employment/education/shopping/medical • Light rail/commuter rail • East West downtown to? as needed • Jackrabbit now – extend to Miller Road first! • East West Yuma/Van Buren to down town • Cities and towns provide inside local service • Dial a ride • Regional Dial a ride system that crosses city boundaries • Goodyear circulator or SW regional system • Expand routes from park-and-rides – different destinations or connections • Extend light rail to the west to Loop 101! Beyond? North along 101? • Specialized door to door service with trained staff to work with the elderly and disabled • Routes that include major employers in SW 	



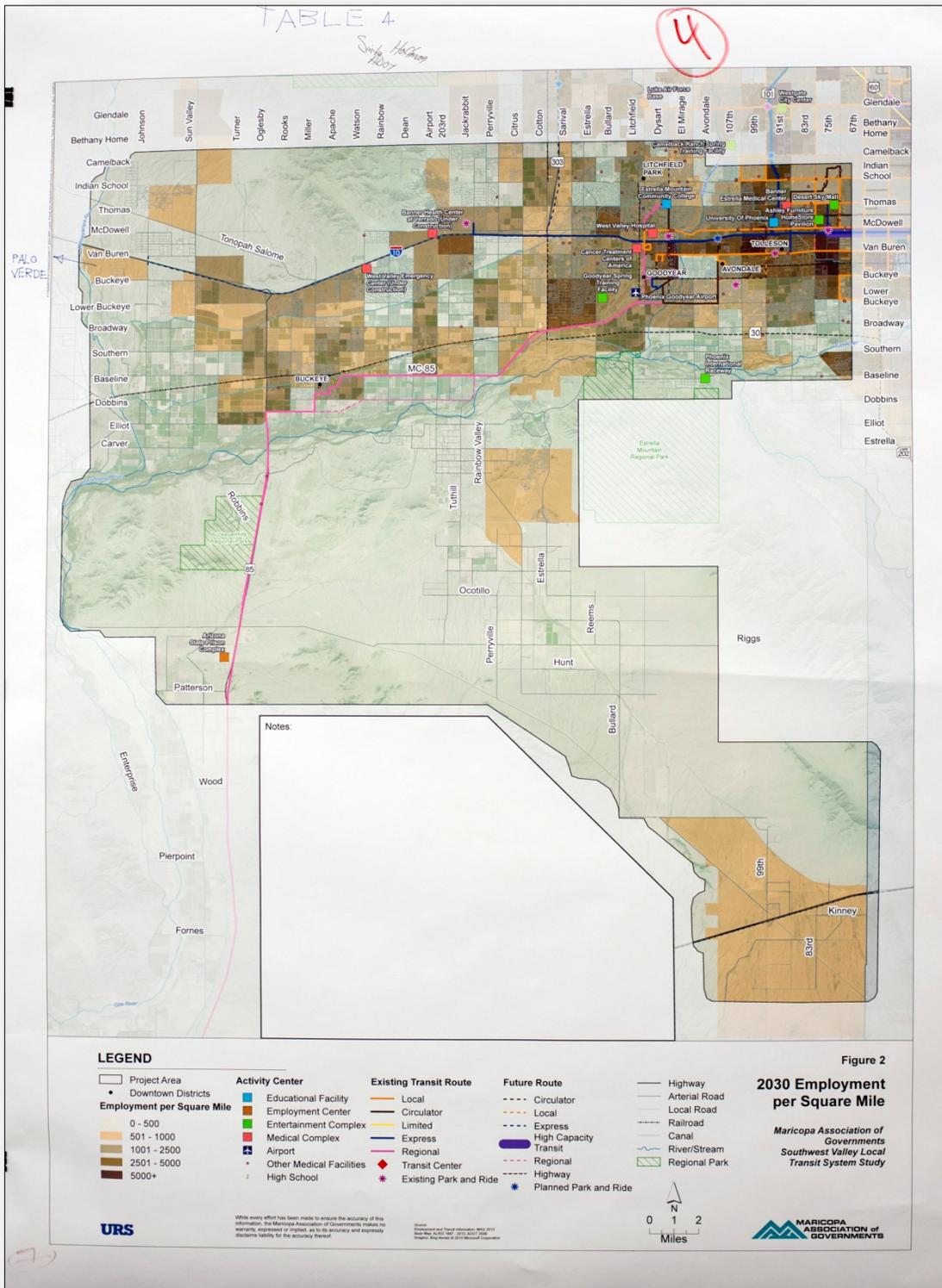
Figure 3 - Small Group #4 Map (1)





Southwest Valley Local Transit System Study

Figure 4 - Small Group #4 Map (2)





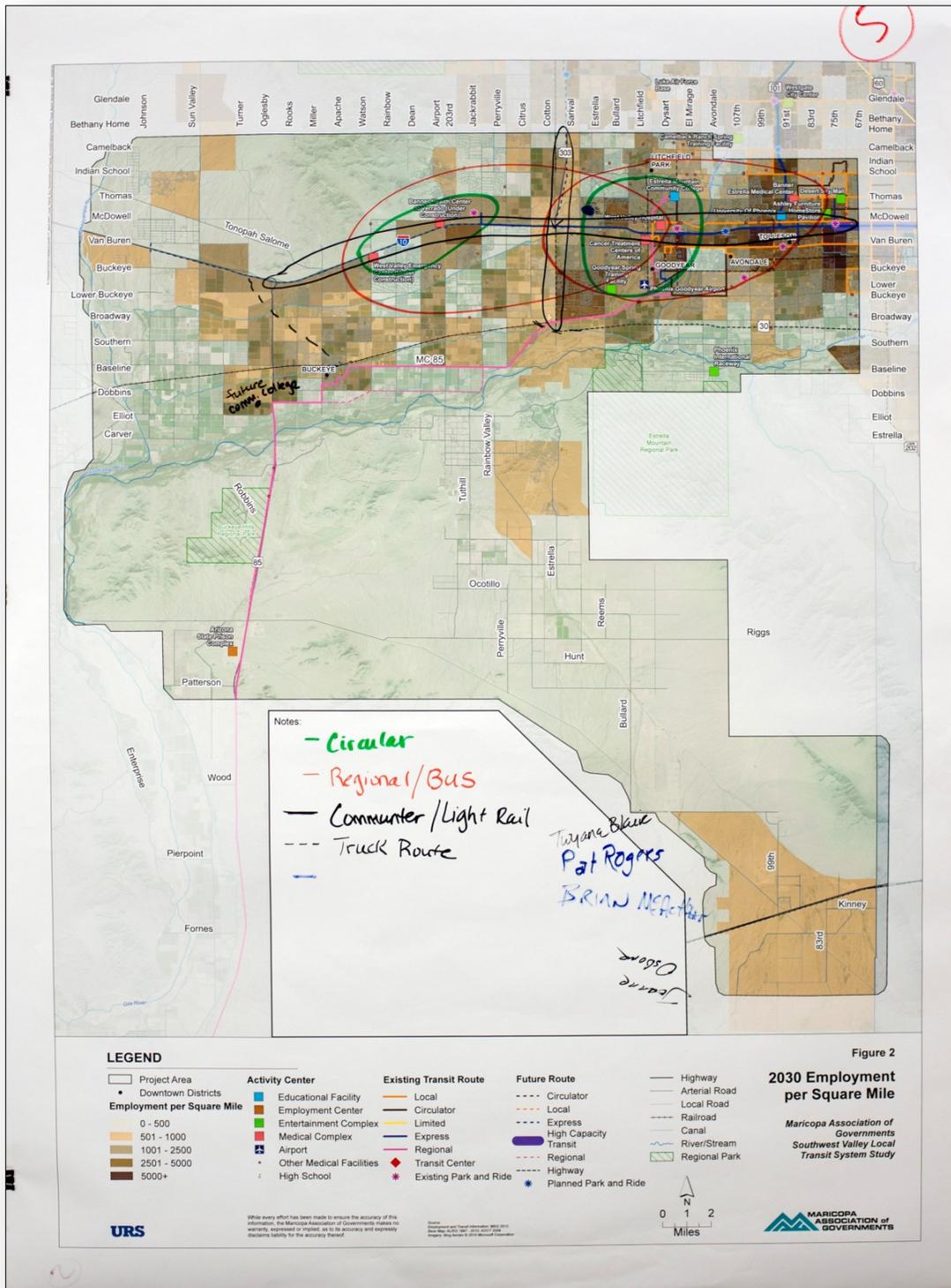
Small Group #5

Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none"> • Connectivity – light rail, train, bus • Population density • Demand generators • Right of way set for future • How will we pay for all this? • Convenient, seamlessness • Need, demand and decisive • High speed, commuter, light rail • Bus, neighborhood/molly trolley • Car • Bike and walk • Age, healthcare, education regional • Hubs/centers • Park-and-rides by hubs of density • Access to health care • Access to education • Better service availability • \$\$\$\$\$\$ • Prioritization • Convenient • Locate to population centers • Environmentally prudent, biofuel LEED • Destination vs. outbound • Bike access (look at Denver program) – Toronto • Pedestrian friendly • Education, Healthcare access 	<ul style="list-style-type: none"> • Seamless, convenient, connectivity • Focus on pedestrians via bike, walk, trolley or circular, bus, or light rail • Consider AZ average population age and demand and desires to travel in region • Affordability • Attractive • Right of ways set for future • Evening/weekend access • Shopping • Healthcare • Employment Centers • Education • Entertainment • Centers of Worship



Southwest Valley Local Transit System Study

Figure 5 - Small Group #5 Map





Small Group #6

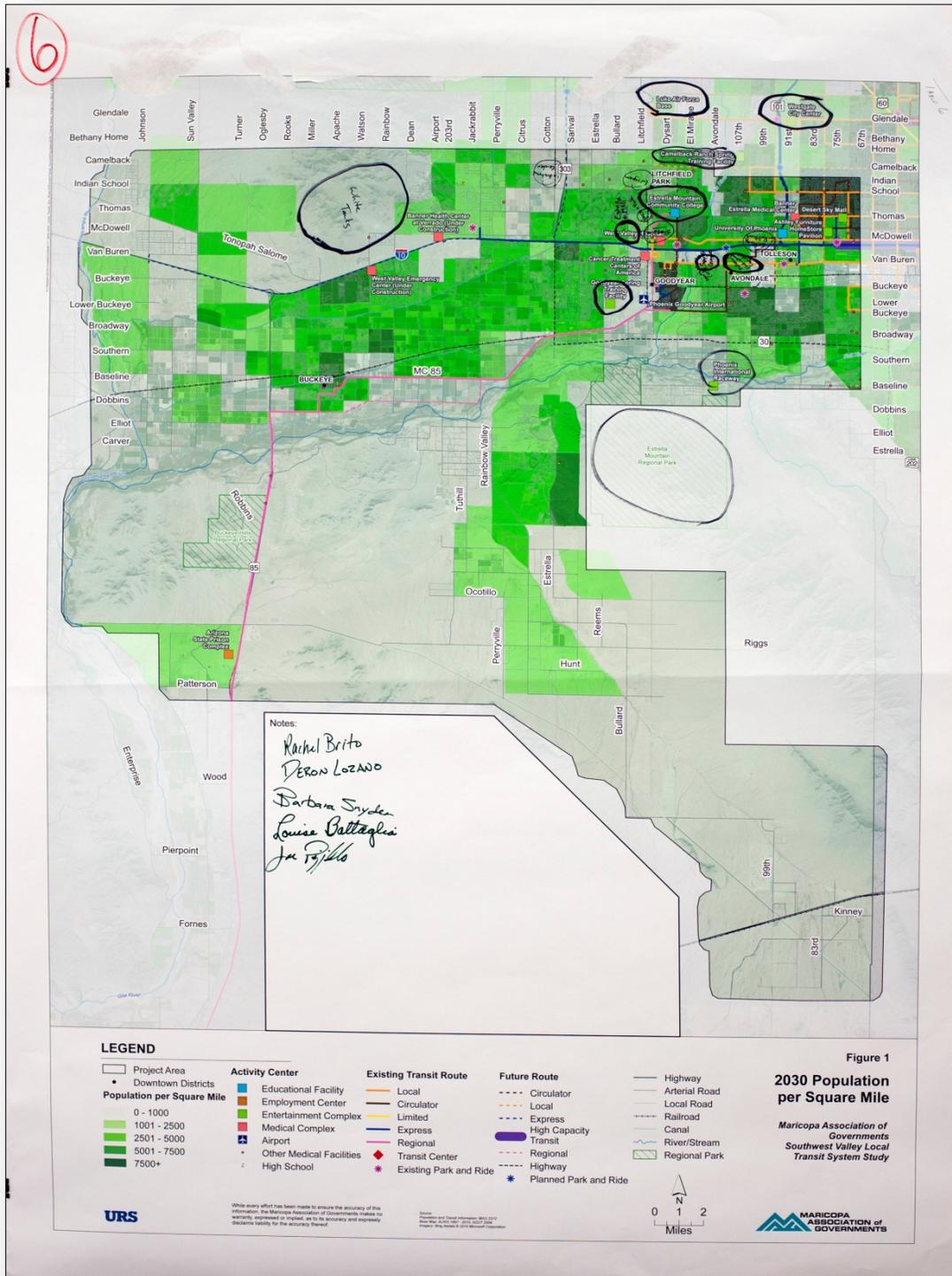
Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<i>(Papers were not left on the table)</i>	<ul style="list-style-type: none">• Special Event buses• Dedicated funding source• Bus accessibility<ul style="list-style-type: none">○ Community/neighborhood○ Actually getting on the bus w/groceries, etc.• Reverse commute<ul style="list-style-type: none">○ SW Valley as destination○ Estrella CC, ballpark, Avondale Sports○ Shopping○ Luke○ Special events○ Zoo○ White Tanks, Estrella Mountains• Well marked bus stops – covered, clean, safe



Small group #6 reports to the full group.



Figure 6 - Small Group #6 Map





Small Group #7

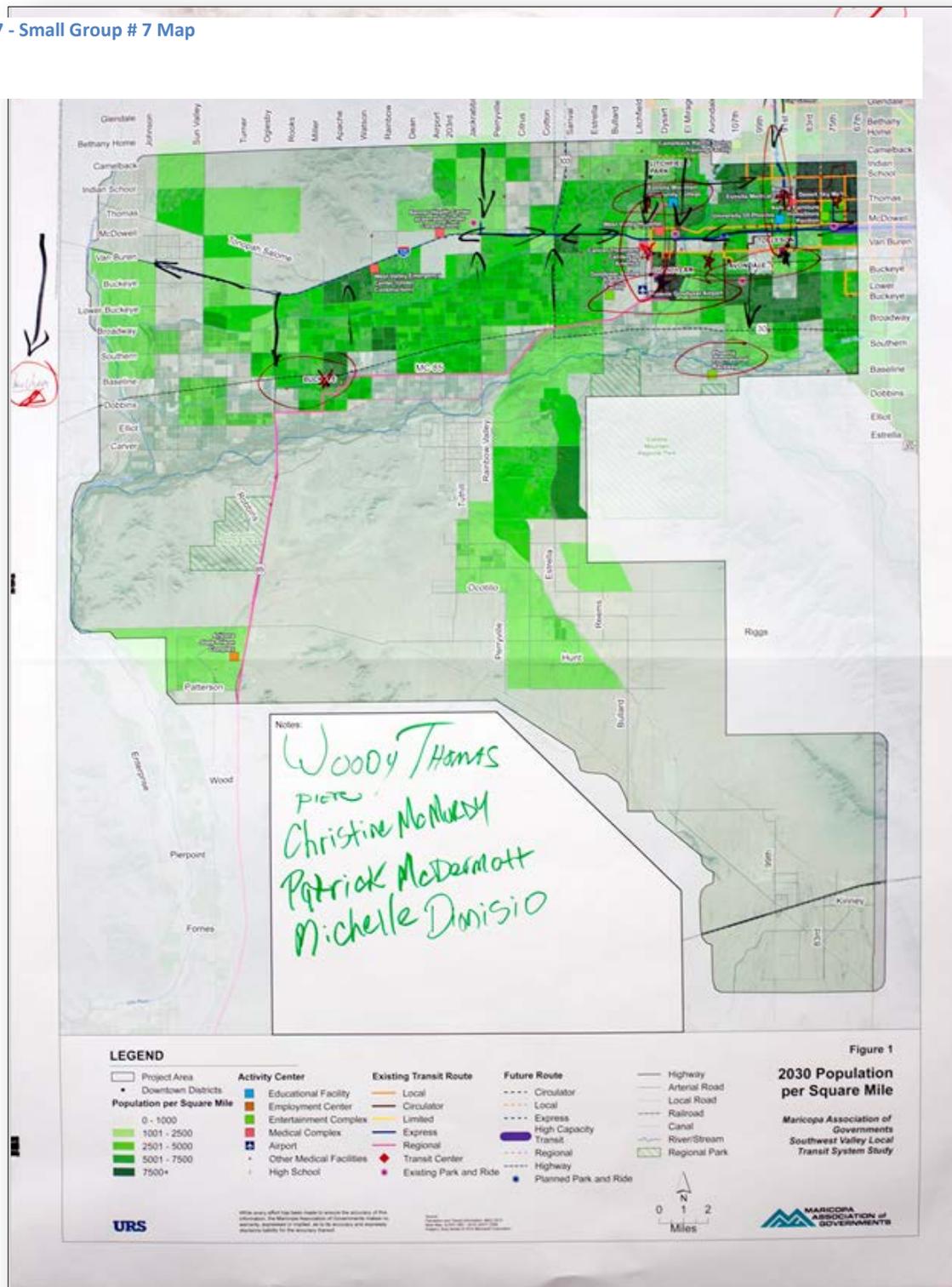
Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none"> • Flexibility, accountability, dissemination of information, toll roads • Palo Verde included; bus routes are complicated, too many bus changes • Extend bus routes • SR30/303/MC85 – tallest stack • I-11 west of Hassayampa River to Wickenburg • BANANA – Build Absolutely Nothing Anywhere Near Anything • Multimodal – rail, high speed, commuter, light rail, buses • Inter-operability • Flexibility • Wi-Fi • Door to Door service for seniors • Continuity of service – off peak, on peak • Vehicle should match the service – large=on peak; smaller=off peak • Shelter – directly related to proximity of service • Young, elderly and poor are most in need • Needs to be a layered system • Need a system that’s efficient • Telecommuting • Door to door service for those who need it but during different times – elderly and people with special needs • Resources for smaller vehicles • Cab services • Connect up northwest valley to the southwest valley • We need to change dynamic where transit is such a big part of our budget • Dichotomy of freedom that transit offers our youth • Bike racks • From Central City to Litchfield Park Road and then a circulator to Estrella College – Wigwam; Local restaurants/coffee shop and back to Central City • I’ll walk up to one mile (like the exercise) • Clean bathrooms around • Up to 15 minute wait (no longer!) • Shade for waiting • JARC – Job Access Reverse Commute 	<ul style="list-style-type: none"> • Proximity of stops to destinations • Layered system • 12% of our budget is on transportation • BANANA • Focus – young, elderly and those in need • WIFI • Scheduling – address peak and off hours • Take transit for recreation avoid DUI • Types of trips it should serve – recreation • Important connections – future land use; Goodyear airport; rail lines – corridors for employment • • Highest Priority Destination • Employment Centers – reduce family budget impact of gas prices; build local city economy • Shopping – keep dollars local in region • Medical – support local medical facilities; tender/sensitive population; prefer being close to home • Recreation – improve quality of life; creates youth independence; promotes wellness • Education -grow our local assets to become employed locally; gives lifelong learning opportunities to older population



Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none"> • System that offers reasonable headways – 10-15 minutes • Transit stops have safe, pedestrian/bike friendly access • Services major destinations in the southwest valley • Bicycle sharing initiative • Promote the transit system to residents – appeal to more riders • Make sure bus stops have shade • Work on local policies that promote transit – supportive land uses • Comfortable bus stops – seating, locating, next ride • Dedicated funding source to support transit • Park and rides in Avondale • Connection to light rail or Express service • Covered, safer, well-marked bus stops • Weekend service – Zoom • More north-south connections in southwest • Park and Ride stations – including local areas • Express Bus running frequently • Neighborhood – Zoom servicing more areas • Event bus stops to major sport events – spring training, Cardinals Stadium, Wildlife Zoo, PIR • Senior Transit • Covered bus wait stops • Timely – reasonable to get to destination • Costs – reasonable • Seamless – Easy to transfer to get to ultimate destination • State funding source to enhance transportation • Light rail to destination points such as LA or Vegas • Transportation system to broaden economic development opportunities • Set and timely routes to medical facilities • Special Events bus 	



Figure 7 - Small Group # 7 Map





Small Group #8

Ideal Transit System Characteristics (Individual Notes)	Notes from the Overall Group
<ul style="list-style-type: none">• Make SW a destination• Litchfield Park Road and 101• Special event bus• Seniors – aging• Accessibility to the transit service• System for all• Verify SR30 in SWV• I-11 on map Live, work, and play	<ul style="list-style-type: none">• Extend bus routes (less changes to get to destination)• Palo Verde needs to be included• Bus stop design – take heat into consideration• Elevated light rail• Direct routes• Synchronized lights for buses• Direct transportation to sporting events• Better signage around current light rail downtown• Better education of new drivers in regards to signage, construction• Trip Priorities: work, sports/entertainment, ADA riders, students

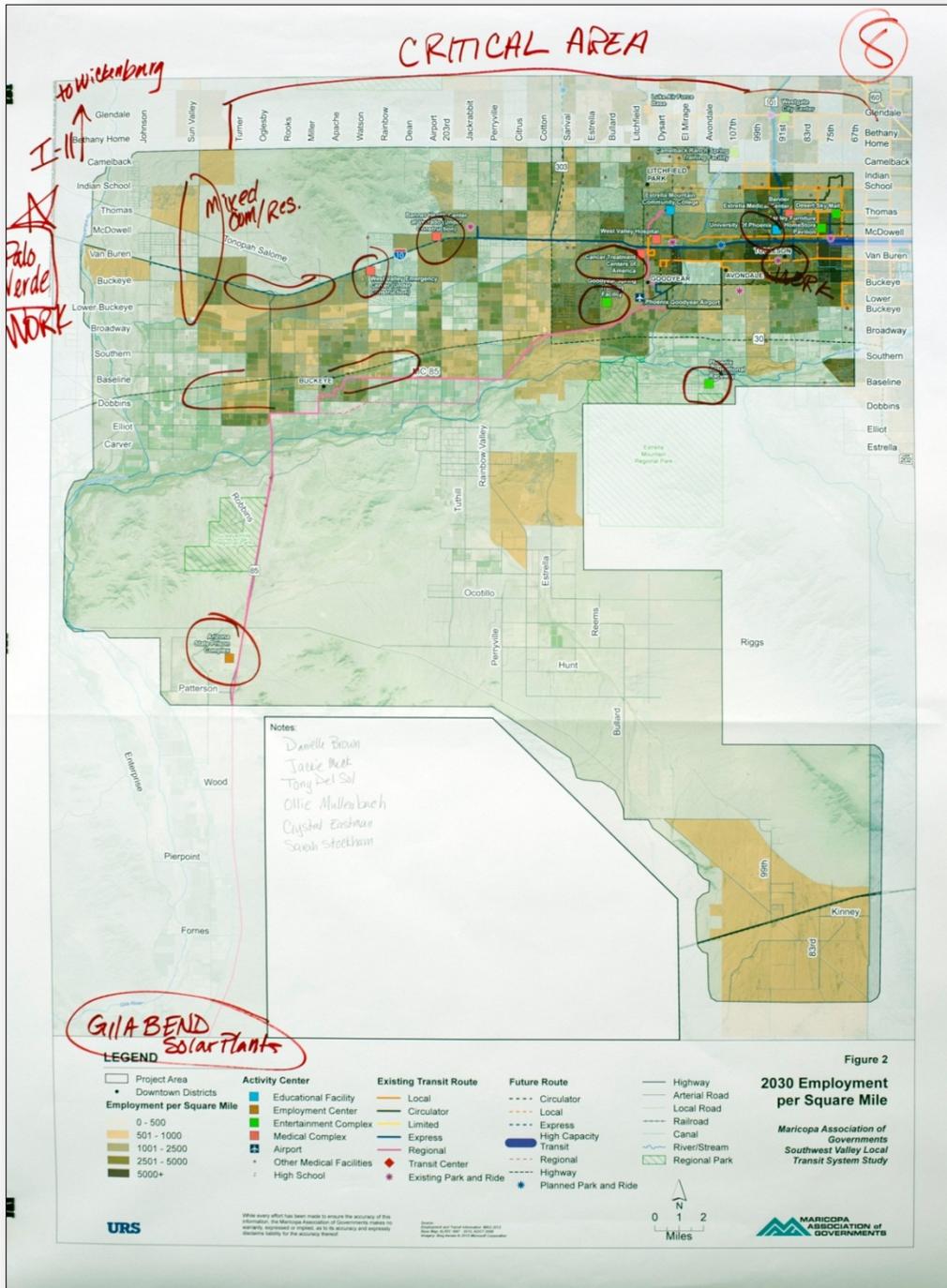


Buckeye Mayor Jackie Meck reports the small group #8 notes to the full group.



Southwest Valley Local Transit System Study

Figure 8 - Small Group #8 Map





Next Steps

Following the group reports, Jorge Luna reviewed some of the highlights of the discussion and key elements he felt were important to the participants. These included the following:

- Layers of services are needed, from high capacity to local transit
- Focus on services within the study area
- Interest in hubs of transit centers and park and rides
- Consider special events services
- Many groups talked about being able to live, work and play within the study area
- Need to create a culture of transit use
- Promote internal connectivity but connect to the rest of the region
- Provide a varied supply of transit including user amenities, more routes, span of service and approachability (enhance the customer experience)
- Consider economic and livability impact
- Need cost effective transportation
- Consider the character of the surrounding land use
- Build partnerships with local jurisdictions and employers
- Focus on east to west connectivity along the I-10 corridor with less emphasis on the north to south connections

Meeting Evaluation

Before leaving participants were asked to complete a meeting evaluation and state how they heard about the summit.

How did you hear about the Summit?

- Newspaper article in West Valley View - 0
- Newspaper article in Arizona Republic - 0
- Newspaper advertising in West Valley View- 0
- City/Town/Agency website - 6
- City Town/Agency Facebook, Twitter
- Email – specify organization
 - None specified - 6
 - City of Litchfield Park
 - MAG - 6
 - City of Goodyear – 2
 - SW Valley Chamber - 5
 - City of Avondale staff
 - Leadership West
 - Mayor Rogers
 - Avondale
 - Town
- Other – please specify
 - Staff
 - City Representative



Please rate each of the elements below:

Category	Excellent	Good	Neutral	Fair	Poor	N/A
Presentation Quality	9	21	2	0	0	0
Quality of Presenters	11	19	2	0	0	0
Summit Purpose	23	10	0	0	0	0
Effectiveness of Group Exercise	20	10	2	0	0	0
Ability to Participate	21	9	2	0	0	0
Feel Input will Make a Difference	12	13	5	2	0	0
Staff and Table Moderators	16	12	2	0	0	0
Food and Facility	8	17	4	1	1	0
Overall Event	16	16	0	0	0	0

Other Comments:

- 25Municipalities: Each wants a stadium, airport, community college, regional shopping center. Result: chaos – When will MAG get into regional planning to put things where they best serve everyone – not one town?
- Thanks for the invite
- Very informative
- Excellent way to offer input; get more citizens involved
- Let’s stop planning and start doing
- Open up meeting to working people (nights, weekends)
- The room is FREEZING!
- The bathrooms need to be cleaned
- Most speakers great
- Not a fan of having slides read to me (survey results)
- Need to follow-up and bring more people together to discuss fiscal realities and prioritize needs/wants
- Disappointed more residents/current/potential transit users were not in attendance. Number of elected officials stifled a lot of conversation as ideas and big dreams were “shot down” because “can’t do it,” who’s going to pay for it,” “ADOT already ‘screwed’ us,” etc.
- Should have been evening or Saturday event

Closing Remarks

Supervisor Mary Rose Wilcox thanked the participants for coming and adjourned the meeting.



Appendix

Invitation

Agenda

Group Exercise Instructions

Meeting Evaluation Form

Presentation



Summit Invitation

SOUTHWEST VALLEY LOCAL TRANSIT SUMMIT

Collaborative Solutions for Growing Communities

Hosted by Southwest Valley Rail Partnership
& Southwest Chamber of Commerce



April 5, 2012

7:30 a.m. - 11:00 a.m.

Continental breakfast will be available at 7:00 a.m.

American Sports Centers | **755 N. 114th Avenue** | **Avondale, AZ**
(Randall McDaniel Sports Complex)

[Click here for map and directions](#)

Join Southwest Valley community leaders and residents to identify local transit needs and connections to help people get where they want to go. Learn about the current and future growth in the region and where people are going today. Hear about local transit services and programs which could be implemented. Discuss in small groups options for local transit service in the Southwest Valley.

Register today at <http://southwestvalleytransitsummit.eventbrite.com>

For more information about the project, check out our website at www.azmag.gov/Projects/Project.asp?CMSID=4173.

Questions or comments? Call **Jorge Luna**, Transit Planner, Maricopa Association of Governments at 602.254.6300 or e-mail jluna@azmag.gov.



Summit Agenda



Southwest Valley Transit Summit

Thursday, April 5, 2012

7:30 – 11:00 a.m.

American Sports Centers
755 N 114th Avenue, Avondale

7:00 a.m.	Continental Breakfast	
7:30 a.m.	Welcome	Avondale Mayor Marie Lopez Rogers
	Introductions and Review Agenda	Theresa Gunn, Gunn Communications Inc.
	Southwest Valley Local Transit System Study	Jorge Luna Maricopa Association of Governments
	What do we know so far?	Jennifer, Pyne, URS Joe Racosky, URS
	What have we heard?	Theresa Gunn, Gunn Communications Inc.
	What do you think is most important?	Participants
8:30 a.m.	What are the priority local transit needs? <i>(See back of agenda for instructions)</i>	Participants
10:30 a.m.	Next Steps	Jorge Luna Maricopa Association of Governments
	Closing Remarks	
11:00 a.m.	Adjourn	



Group Exercise Instructions



Southwest Valley Transit Summit

What are the priority local transit needs?

8:30 a.m. What is your ideal local transit system?

1. Select a table leader and recorder.
2. Take a few minutes, individually, to think about your ideal local transit system. On the paper provided, write down the key elements of your ideal system.
3. Share your ideal local transit system with the others at your table and tell “why” your system is ideal.
4. Table recorder will list the reasons “why” on the flip chart.

8:50 a.m. Who should be served by the local transit system?

5. As a group, consider the types of trips and identify those you feel are most important to serve with transit. For example, work/commute trips, shopping and entertainment, medical or trips to school or college.

9:00 a.m. What are the most important connections that need to be made?

6. Review the map on the table.
7. Circle the destinations your group wants to serve with local transit service.
8. Draw arrows indicating where people are coming from when traveling to your destinations.
9. Indicate which destinations are the highest priorities to serve and list “why” on the flip chart or map.

9:30 a.m.

10. Each table reports to the full group



Southwest Valley Transit Summit

My ideal local transit system!

Take a few minutes to think about your ideal local transit system for the Southwest Valley. List the key elements of your ideal system below.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

PLEASE LEAVE THIS SHEET ON THE TABLE WHEN YOU LEAVE.



Meeting Evaluation Form



Southwest Valley Transit Summit

MEETING EVALUATION FORM

Thank you for attending the Southwest Valley Transit Summit! Before you leave, please take a few minutes to evaluate today's meeting.

Please rate each of the elements below:	Excellent	Good	Neutral	Fair	Poor	Not Applicable
Presentation Quality	<input type="radio"/>					
Quality of Presenters	<input type="radio"/>					
Summit Purpose	<input type="radio"/>					
Effectiveness of Group Exercise	<input type="radio"/>					
Ability to Participate	<input type="radio"/>					
Feel Input will Make a Difference	<input type="radio"/>					
Staff and Table Moderators	<input type="radio"/>					
Food and Facility	<input type="radio"/>					
Overall Event	<input type="radio"/>					

How did you hear about the Summit? (Check all that apply)

- Newspaper article in West Valley View
- Newspaper article in Arizona Republic
- Newspaper advertising in West Valley View
- City/Town/Agency website
- City/Town/Agency Facebook, Twitter
- Email – Specify which organization sent the email _____
- Other – Please specify: _____

Other Comments:



Summit Presentation

Southwest Valley Local Transit System Study

Transit Summit Preparation

April 5, 2012
v6-20120402

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

Thank You Breakfast Sponsors

Avondale City of
Goodyear
URS
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Thank You Team!

AZTA Arizona Transit Association
Friends of TRANSIT
City of Phoenix
TOLLESON
Avondale City of
CITY OF LITCHFIELD PARK
METRO
VALLEY METRO
LEADERSHIP WEST
SOUTHWEST VALLEY CHAMBER OF COMMERCE
MCDOT
Goodyear
SOUTHWEST VALLEY RAIL PARTNERSHIP

Agenda

- Presentations on the study
 - Study goals and the purpose of Summit
 - Data collected on transportation in the SW Valley
 - Public input to date
- Identify local transit needs and priorities
- Reconvene large group
 - Report out/reflect on discussions
 - Next steps in the study

Study Area

LEGEND

Activity Centers
Maricopa Association of Governments
Southwest Valley Local Transit System Study

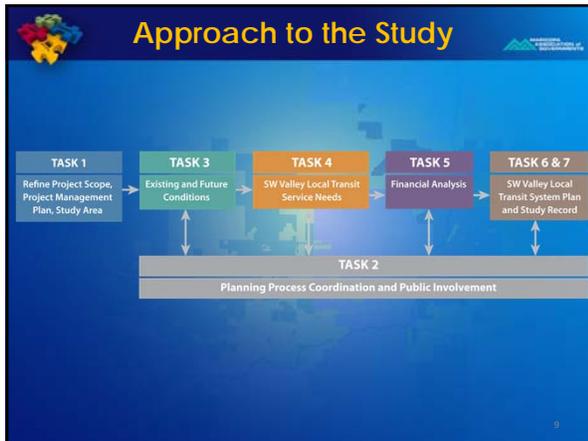
Study Goals

- Provide transit service options that suit the specific characteristics and travel needs in the Southwest Valley
- Develop a transit service network that complements and supports regional transit improvements



Transit Tools

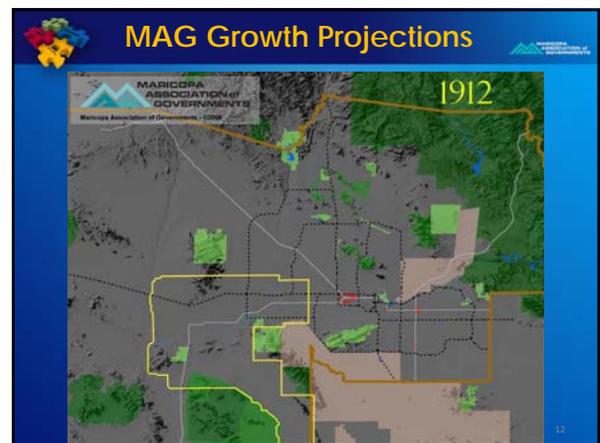
- Facilities
 - Bus stops, Shelters, Bike racks
 - Transit Centers
 - Park and Rides
- Technology
 - Web/mobile tools
 - NextRide

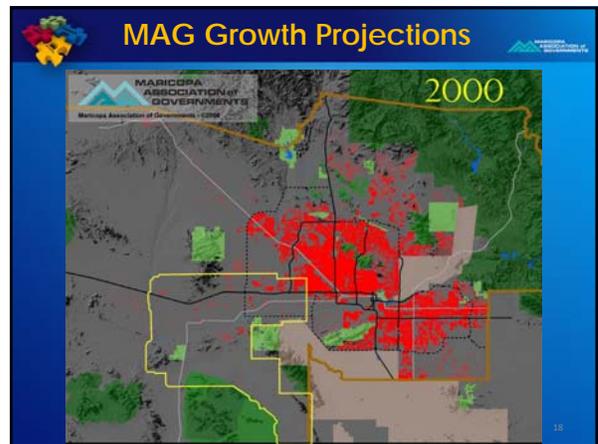
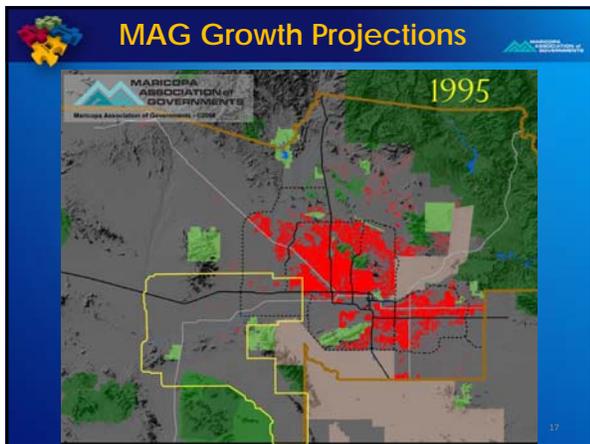
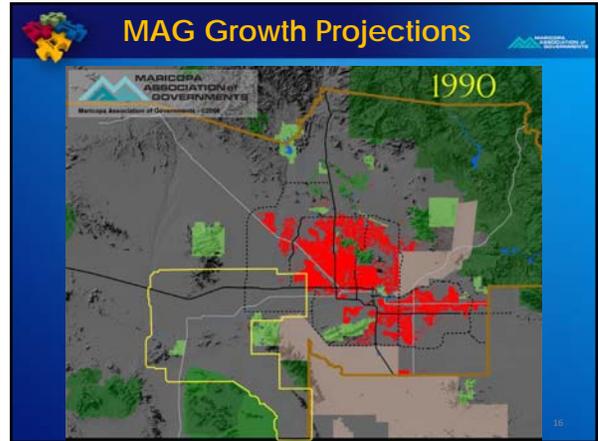
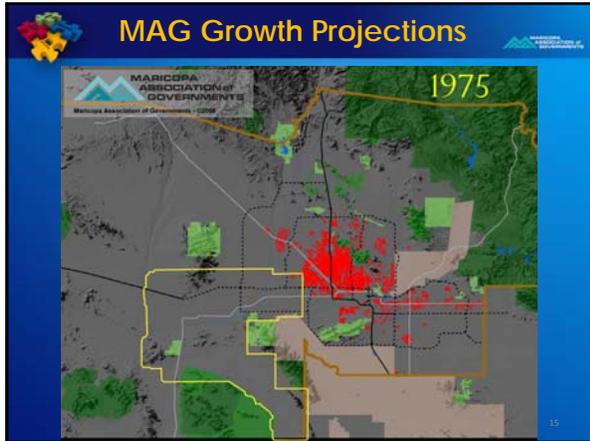
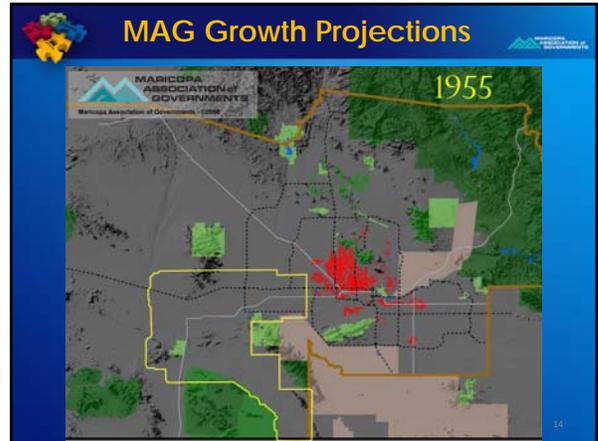
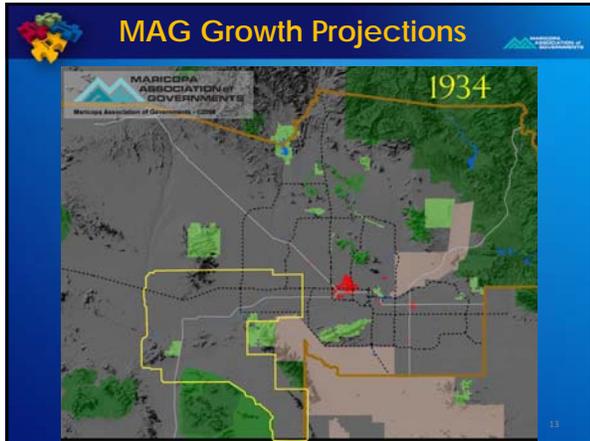


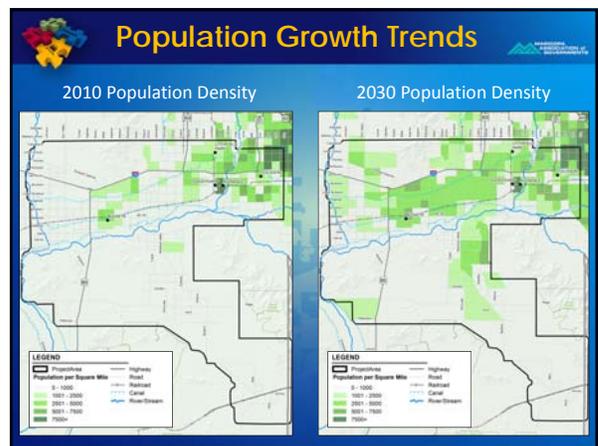
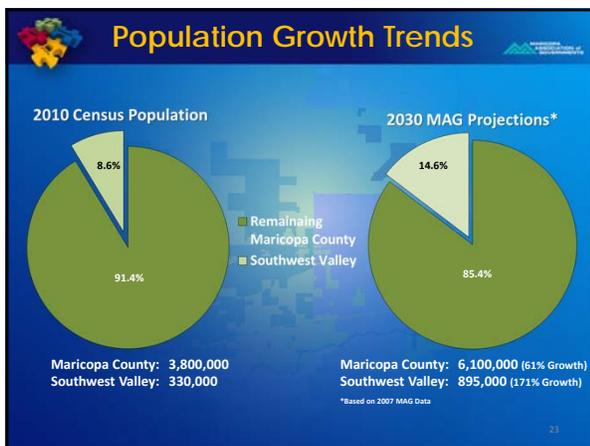
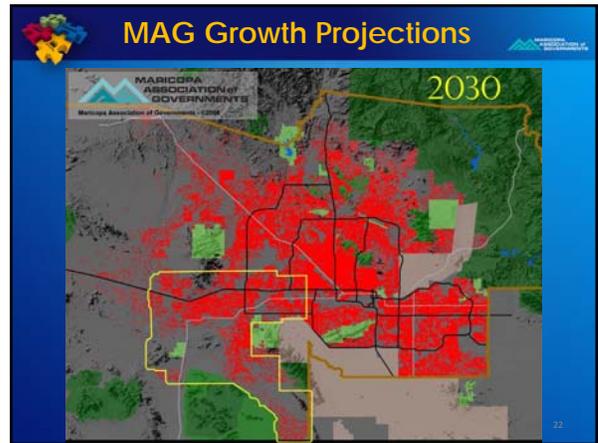
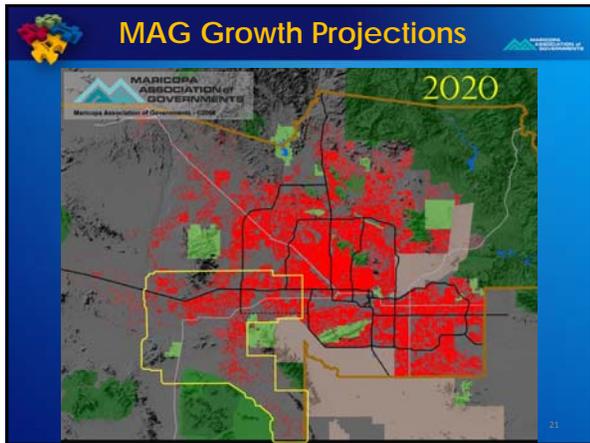
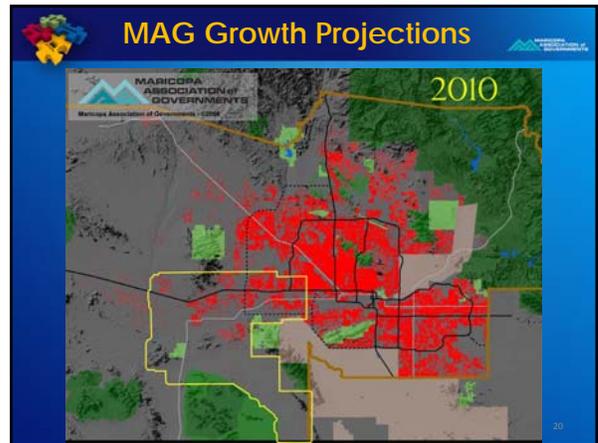
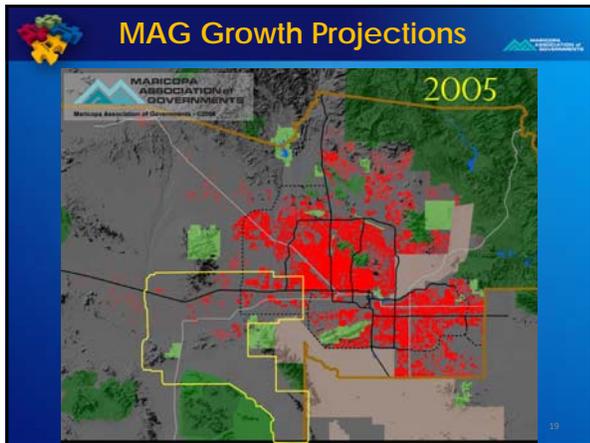
Study Outcome

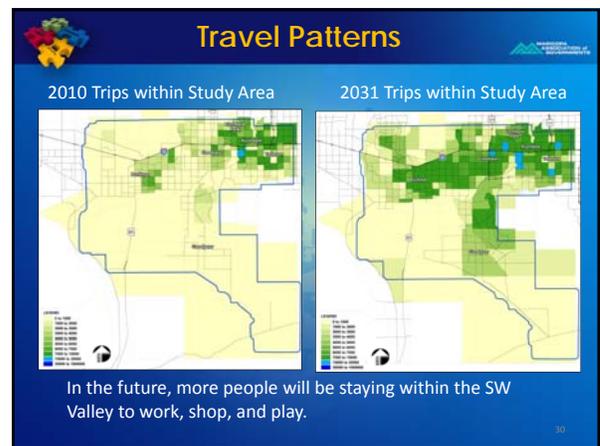
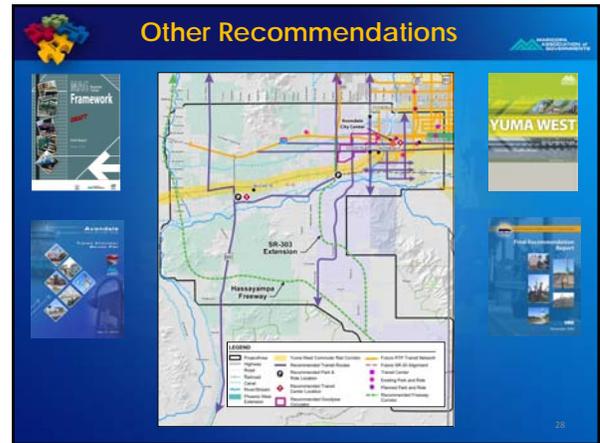
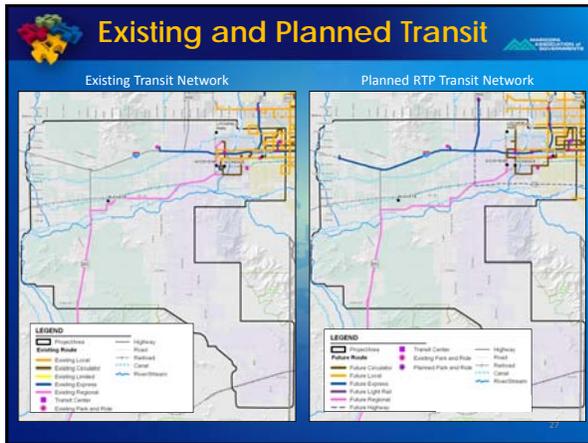
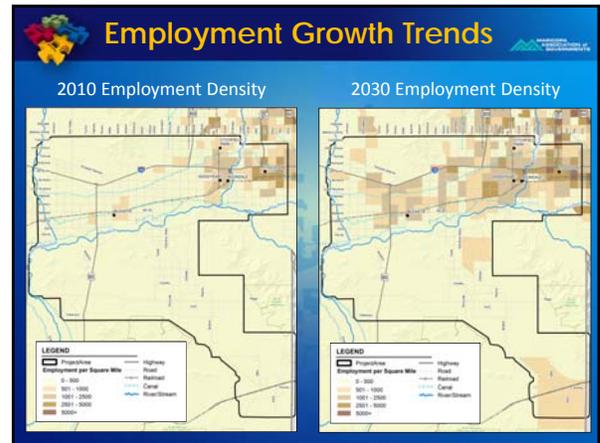
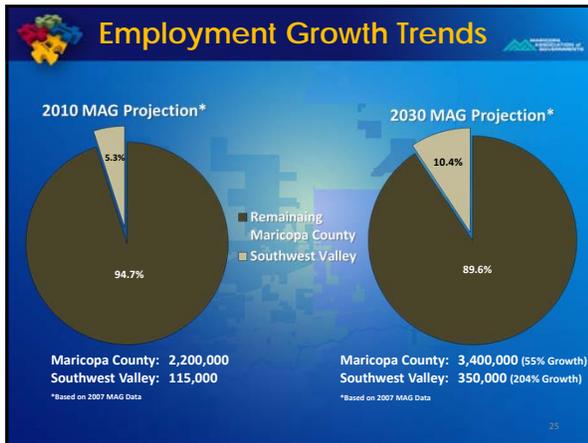
A Local Transit System Plan for the SW Valley:
Strategies for implementing transit service over the short-, mid-, and long-term

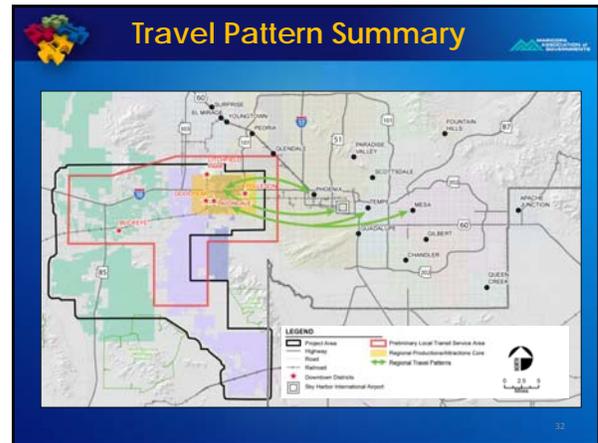
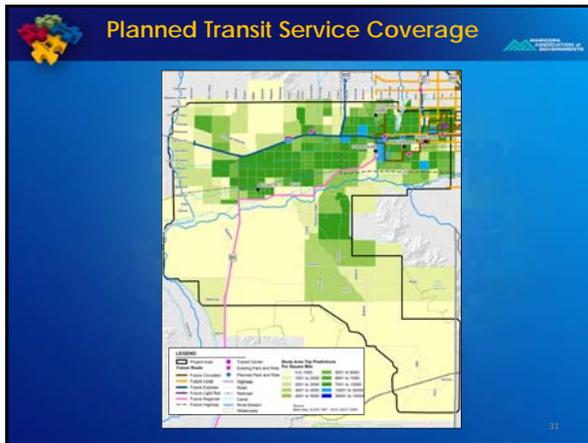
SHORT-TERM	MID-TERM	LONG-TERM
EFFICIENCY	GROWTH	SUSTAINABILITY











- ### Public Input to Date
- Online Survey – 2,092 Responses
 - February 25 – March 23
 - Self-selected survey – not statistically valid
 - Information posted on local and regional websites
 - 20,000 emails sent by local cities, towns, community organizations and regional agencies
 - In person interviews at 8 locations
 - Collection boxes at local libraries
- Self-selected survey sample. Not statistically valid.

Preliminary Survey Results

What type of trips are residents making?

Types of Trips	Frequency – How often do you make this type of trip?
Work Commute	<ul style="list-style-type: none"> • 69% - at least once per week • 62% - 4+ times per week
Shopping	<ul style="list-style-type: none"> • 96% - at least once per week • 51% - 2-3 times per week
Medical	<ul style="list-style-type: none"> • 58% - at least once per week • 11% - 2+ times per week
Social, entertainment, recreation	<ul style="list-style-type: none"> • 75-86% - at least once per week • 27-36% - 2-3 times per week

Self-selected survey sample. Not statistically valid.

- ### Preliminary Survey Results
- #### How are people getting around?
- More than 60% drive alone for all trips
 - Bus use highest for work, high school, college and recreation trips
 - Most likely to carpool for school, recreation, social, shopping and entertainment trips
 - Most likely to walk to elementary and high schools
- Self-selected survey sample. Not statistically valid.

- ### Preliminary Survey Results
- #### Transit Usage
- 8% currently use transit
 - 44% use daily
 - 34% rate current transit service as Good
 - 27% rate current service as Poor
 - Most important improvements
 - Service later at night and on weekends
 - More frequent bus service
 - Buses go to more places
- Self-selected survey sample. Not statistically valid.

Preliminary Survey Results

Why people don't use the bus?

- Don't use bus
 - No bus service in area (33%)
 - Doesn't go where I want to go (29%)
 - Takes too long (23%)
- 70% would use transit if convenient

Self-selected survey sample. Not statistically valid.

Preliminary Survey Results

What type of service is convenient?

- Bus stop within ¼ - ½ mile
- Wait on bus 10 minutes
- Park-and-ride available
- 44% want to spend less than 30 minutes on bus
- 51% willing to spend 30-60 minutes on bus

Self-selected survey sample. Not statistically valid.

Questions

- *What is your ideal local transit system?*
- *Who and what should be served by the local transit system?*
- *What are the most important connections that need to be made?*

Ideal Transit System?

- Select table leader & recorder
- Write key elements of ideal system
- Discuss ideal system with others

Who Should Be Served?

- Identify types of trips that are most important
 - Work?
 - School?
 - Shopping?
 - Entertainment?
 - Medical?
 - Other?

Most Important Connections?

- Review maps
- Circle key destinations
- Draw arrows from travel origins to key destinations
- Prioritize destinations and "why"