

# Northwest Valley Local Transit System Study



**MAG TRC – Transportation Review Committee  
September 26, 2013**



**EXECUTIVE SUMMARY**  
JUNE 2013

Northwest Valley  
Local Transit System Study

MARICOPA ASSOCIATION OF GOVERNMENTS  
NORTHWEST VALLEY LOCAL TRANSIT SYSTEM STUDY  
DRAFT FINAL REPORT  
JUNE 2013

MARICOPA ASSOCIATION of GOVERNMENTS

the MAG commissioned the study to assess mobility needs within the Northwest Valley (including the communities of a County), Sun City Festival in Phoenix, Sun City West, and Sun City Central. Collectively, these communities have experienced significant growth across the past decade and the communities worked with the Valley to develop practical recommendations to address the study's findings.

The recommendations described on the following pages were developed to most effectively address the needs identified during the public involvement process while working within the framework of existing and/or proposed funding. With an eye toward the future, the recommended improvements are proposed to occur in phased near-, mid-, and long-term time frames.

more than 100 people participated in these sessions throughout the Northwest Valley as recorders and facilitators.

with the support of the Valley Metro.

[www.transit.maricopa.gov](http://www.transit.maricopa.gov)

**ADDRESSING IDENTIFIED NEEDS**

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# Goals and Purpose

The Maricopa Association of Governments (MAG) commissioned the Northwest Valley Local Transit System Study to assess mobility needs within and around the Northwest Valley. The study area included the communities of El Mirage, Glendale, Peoria, Sun City (Maricopa County), Sun City Festival (in the Town of Buckeye), Sun City Grand (in the City of Surprise), Sun City West (Maricopa County), Surprise, and Youngtown. Collectively, these communities have experienced significant population growth across the past decade and are now home to more than **600,000 residents**.

Project Goals	Purpose
Evaluate current service offerings	Identify pros and cons of various service offerings
Engage the community	Define a system which reflects the needs and expectations of the NW Valley
Identify practical recommendations	Maximize efficiency within the framework of funding realities
Base future service on market-driven needs	Craft strategies that will be sustainable

# *What We Asked*

- What should transit look like in the NW Valley?
- What is demand likely to be?
- What services are most important to you?
- What level of service can the NW Valley afford?
- Which locations should be served?
- Who should manage the program/services?

# *Methodology*

- Developed through multiple outreach efforts:
  - PMT guidance and assistance
  - Four-phase community outreach
  - Focus groups
  - Stakeholder input
- Customized for each community in the study area
- Include near-, mid-, and long-term recommendations

# *Public Involvement*

Between September 2012 and May 2013, more than:

- 2,600 online and mail-in surveys were collected from residents across the study area.
- 32 community meetings held throughout the Northwest Valley for focus groups that allowed MAG and its partners to provide project details to attendees as well as record feedback.
- 10 meetings input meetings from city staff, management and councils along with television interviews and media releases
- Field surveys / personal intercepts with stakeholders at centers and area destinations

# Project Timeline

## Public Involvement



Community Outreach 1



Existing service enhancements



Community-specific recommendations



Community Involvement Plan



Stakeholder Input



Community Outreach: 2 and 3



Final Report

# 2013 Study Timeline

Finalize service  
recommendations  
(January)

Develop  
Financial  
and Capital  
Plans  
(February)

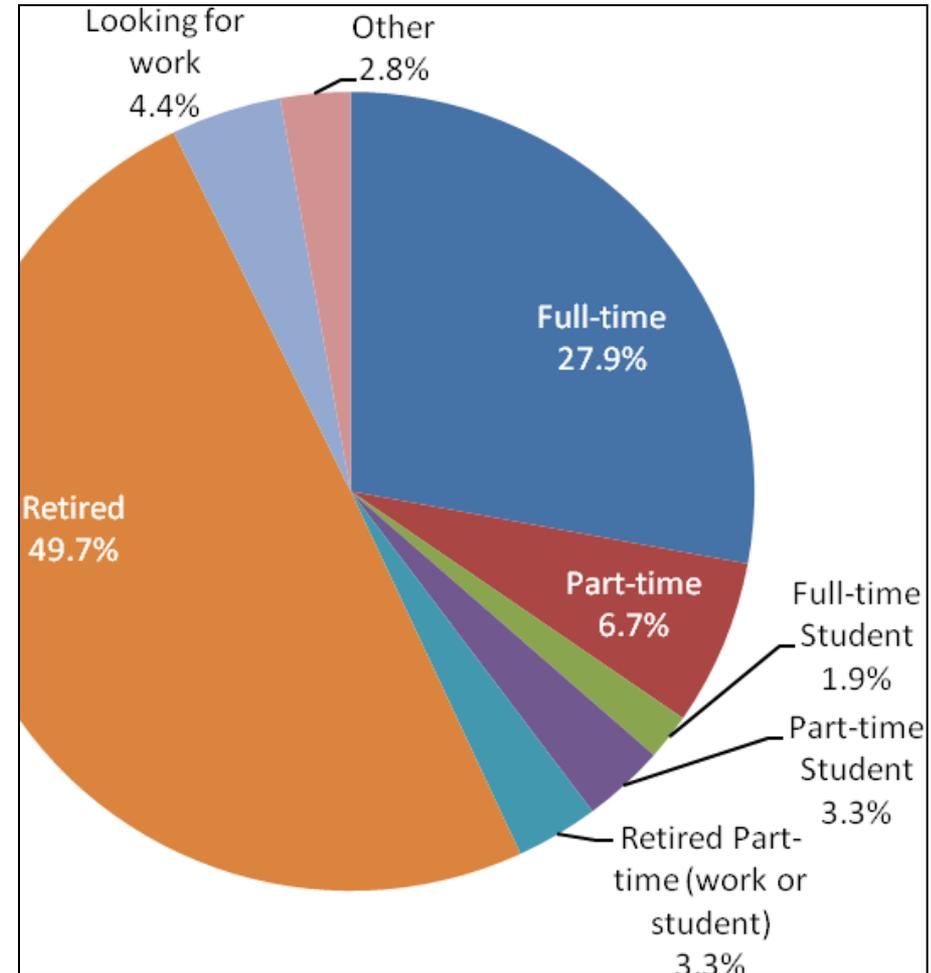
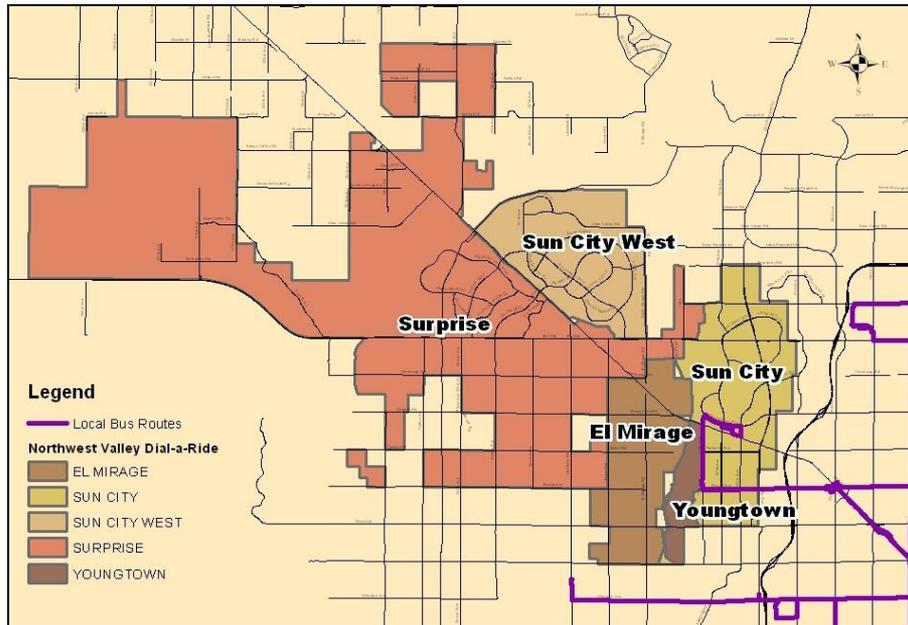
Develop  
Implementation  
Plan  
(February-  
March)

Draft Study  
Report and  
PMT  
review  
(March)

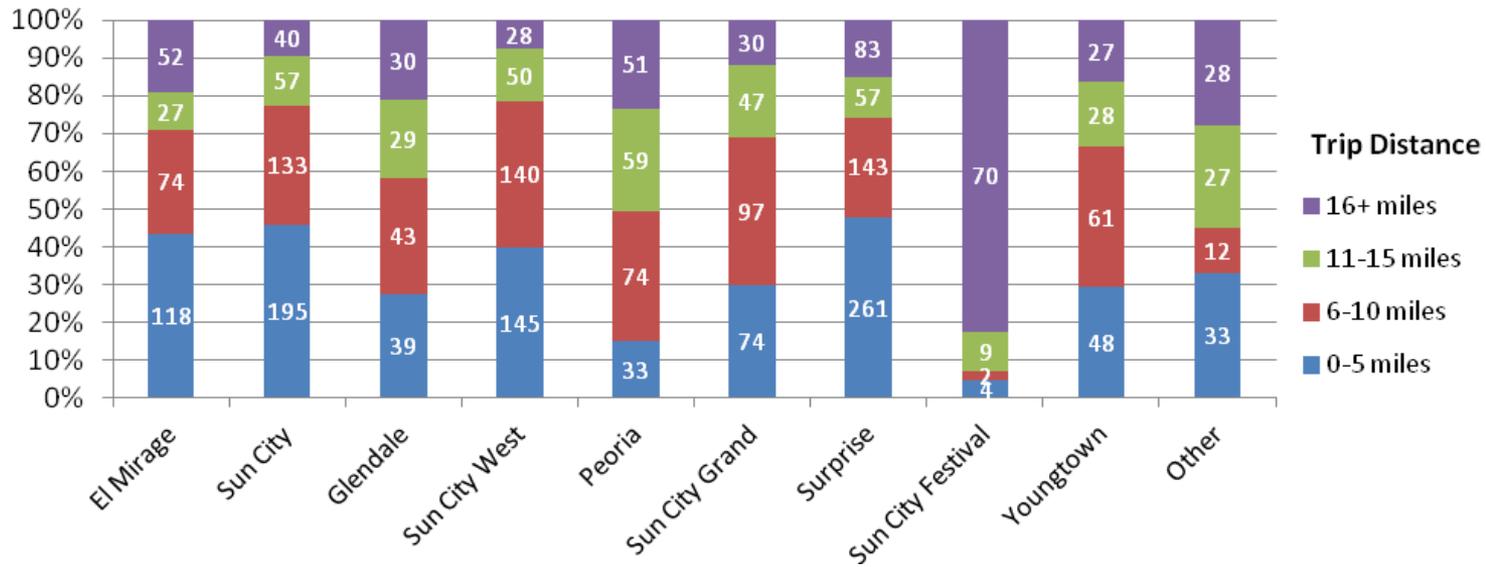
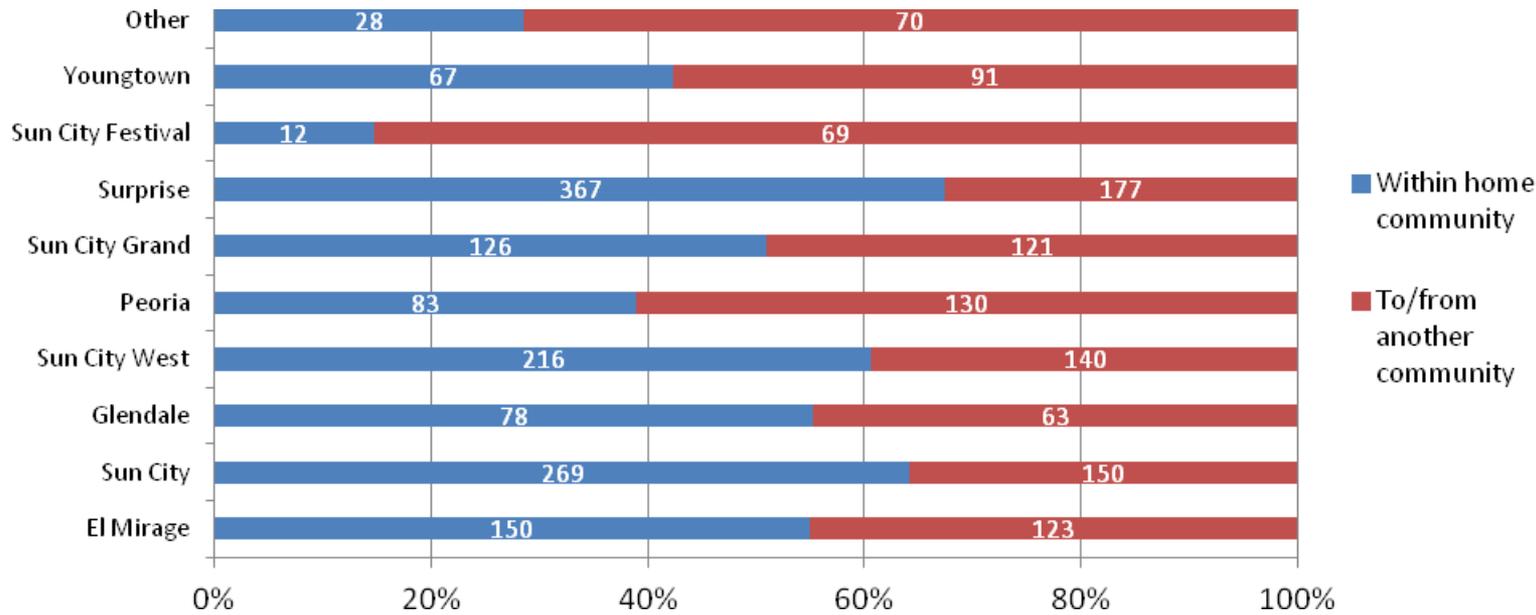
Present  
final  
results to  
the  
community  
councils  
(April-May)

Finalize Study  
Report and  
Implementation  
Plan  
(June/July)

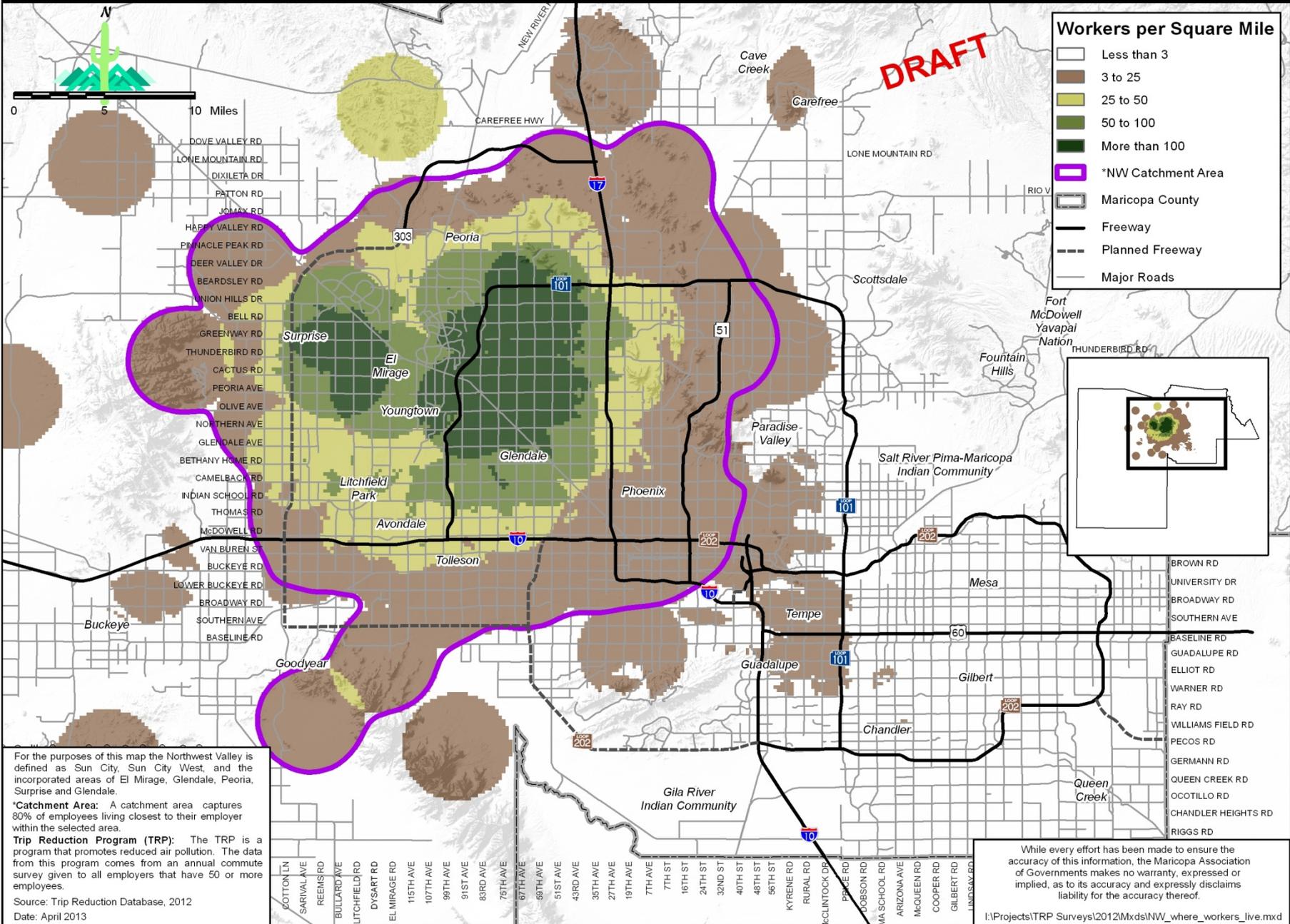
# *Transit: Know your demographic*



# Transit: Local and out of community trips



# Where Northwest Valley Workers Live



**DRAFT**

**Workers per Square Mile**

- Less than 3
- 3 to 25
- 25 to 50
- 50 to 100
- More than 100
- \*NW Catchment Area
- Maricopa County
- Freeway
- Planned Freeway
- Major Roads

For the purposes of this map the Northwest Valley is defined as Sun City, Sun City West, and the incorporated areas of El Mirage, Glendale, Peoria, Surprise and Glendale.

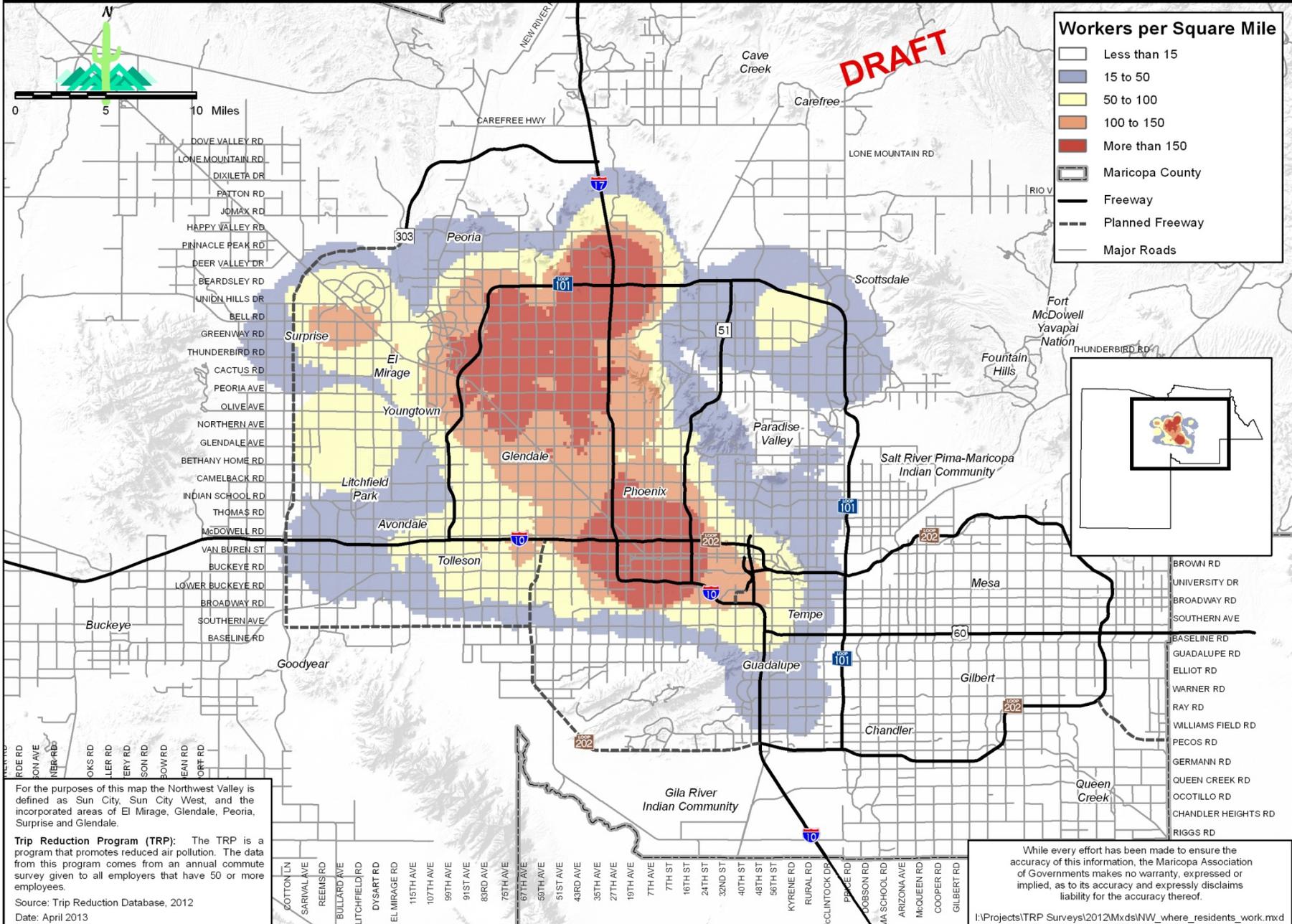
**\*Catchment Area:** A catchment area captures 80% of employees living closest to their employer within the selected area.

**Trip Reduction Program (TRP):** The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers that have 50 or more employees.

Source: Trip Reduction Database, 2012  
Date: April 2013

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.

# Where Northwest Valley Residents Work



For the purposes of this map the Northwest Valley is defined as Sun City, Sun City West, and the incorporated areas of El Mirage, Glendale, Peoria, Surprise and Glendale.

**Trip Reduction Program (TRP):** The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers that have 50 or more employees.

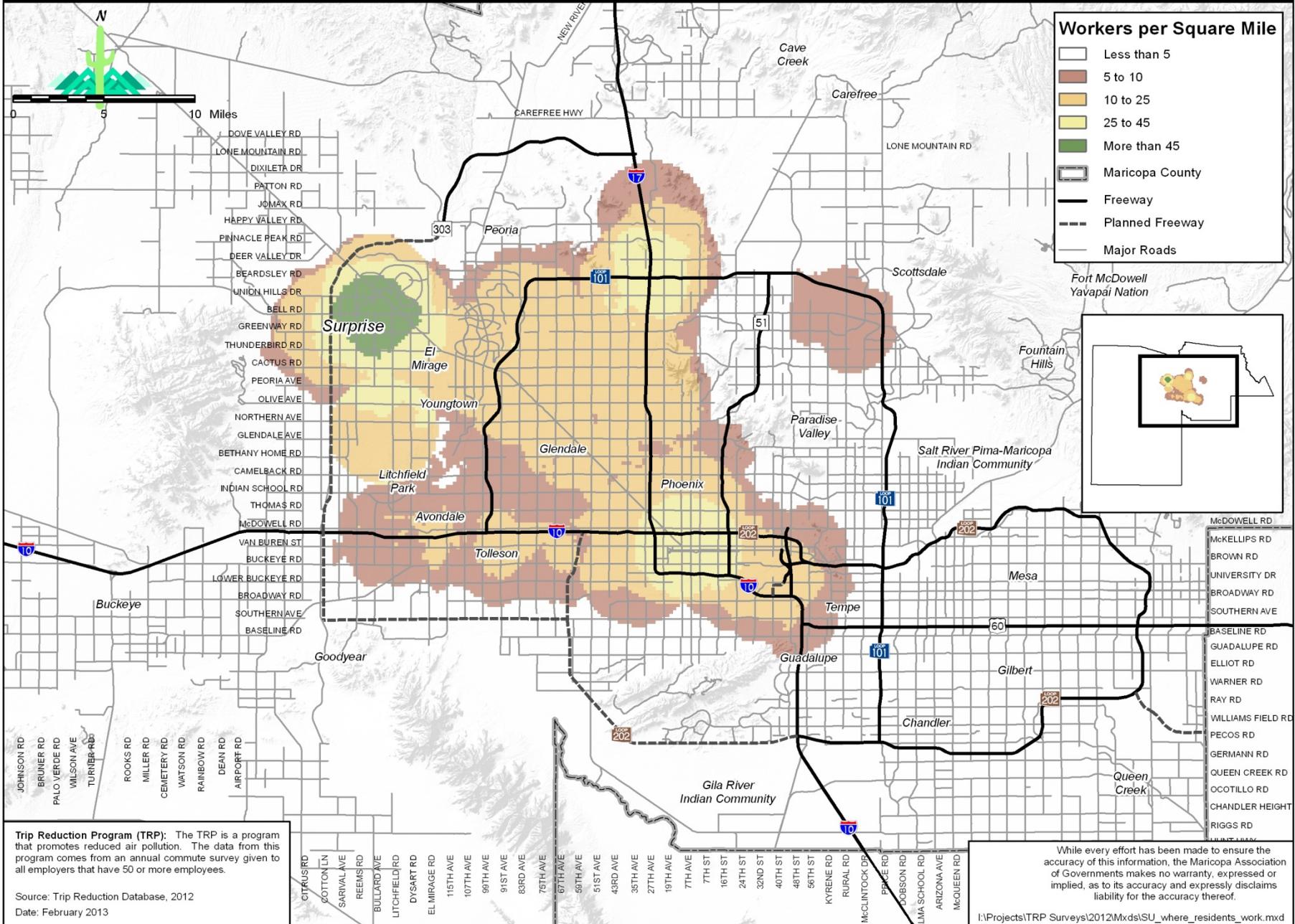
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# Where Surprise Residents Work

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**Trip Reduction Program (TRP):** The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers that have 50 or more employees.

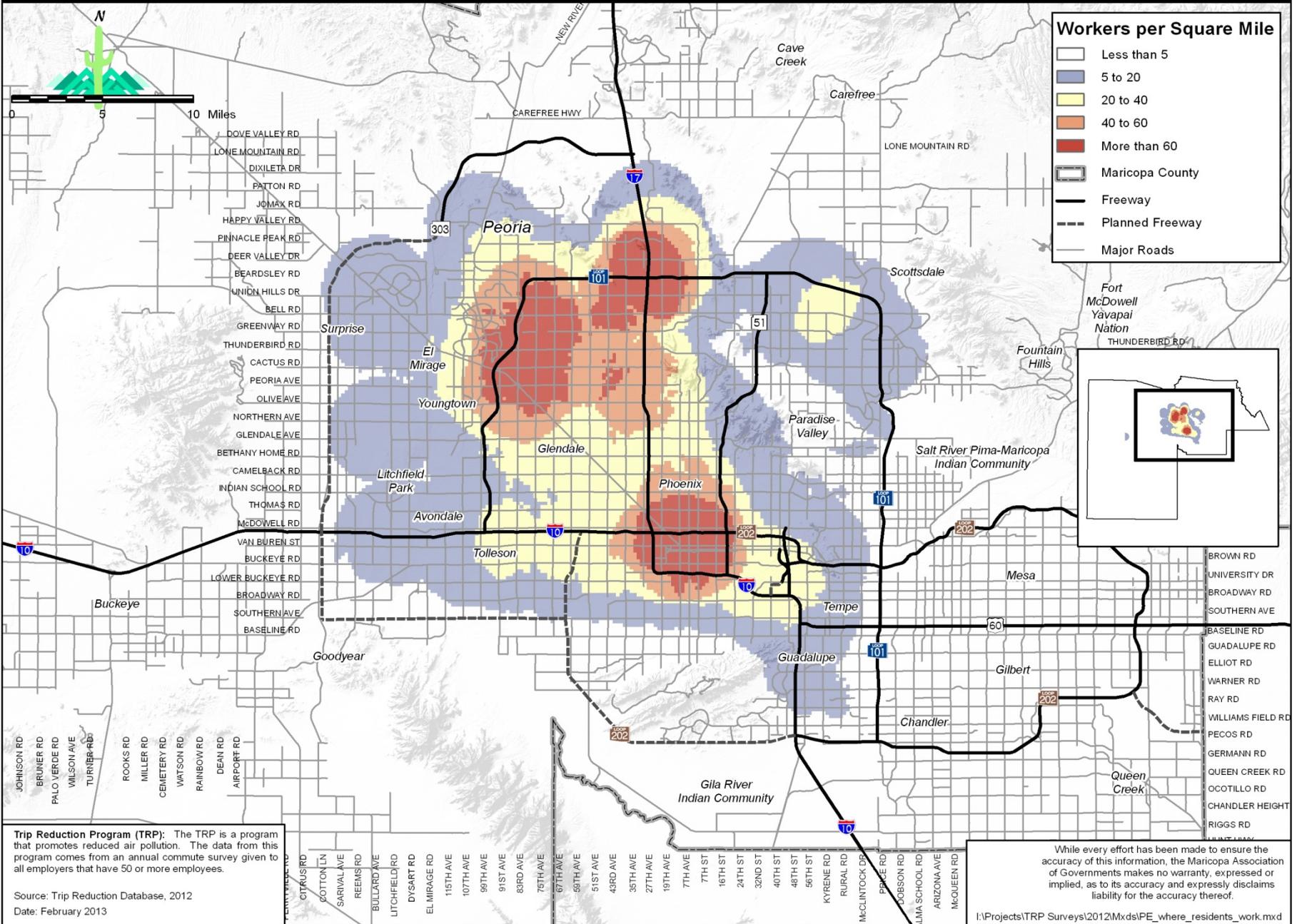
Source: Trip Reduction Database, 2012  
Date: February 2013

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# Where Peoria Residents Work

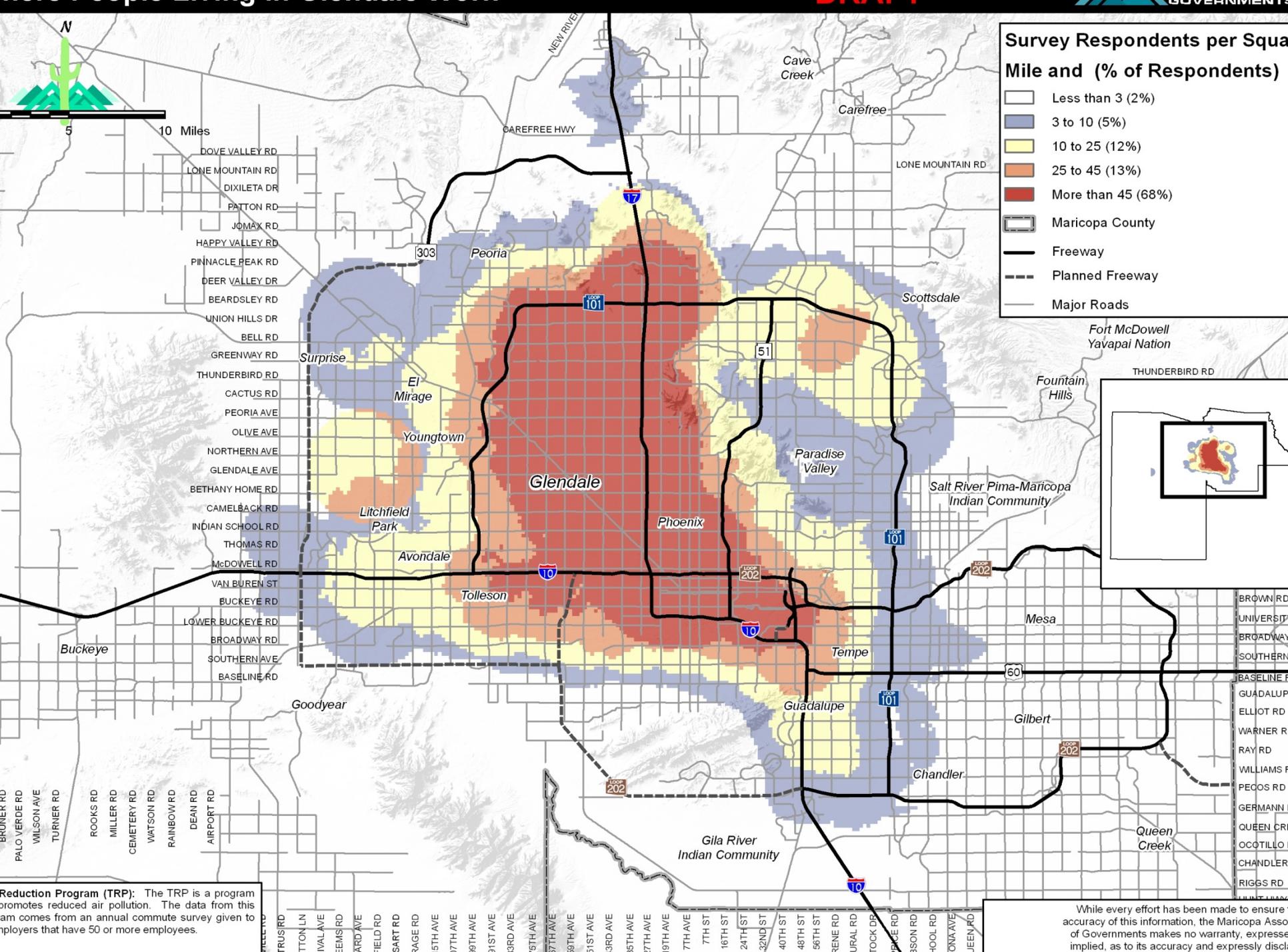
**DRAFT**



**Trip Reduction Program (TRP):** The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers that have 50 or more employees.

Source: Trip Reduction Database, 2012  
Date: February 2013

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### Survey Respondents per Square Mile and (% of Respondents)

- Less than 3 (2%)
- 3 to 10 (5%)
- 10 to 25 (12%)
- 25 to 45 (13%)
- More than 45 (68%)

- Maricopa County
- Freeway
- Planned Freeway
- Major Roads

**Reduction Program (TRP):** The TRP is a program that promotes reduced air pollution. The data from this map comes from an annual commute survey given to employers that have 50 or more employees.

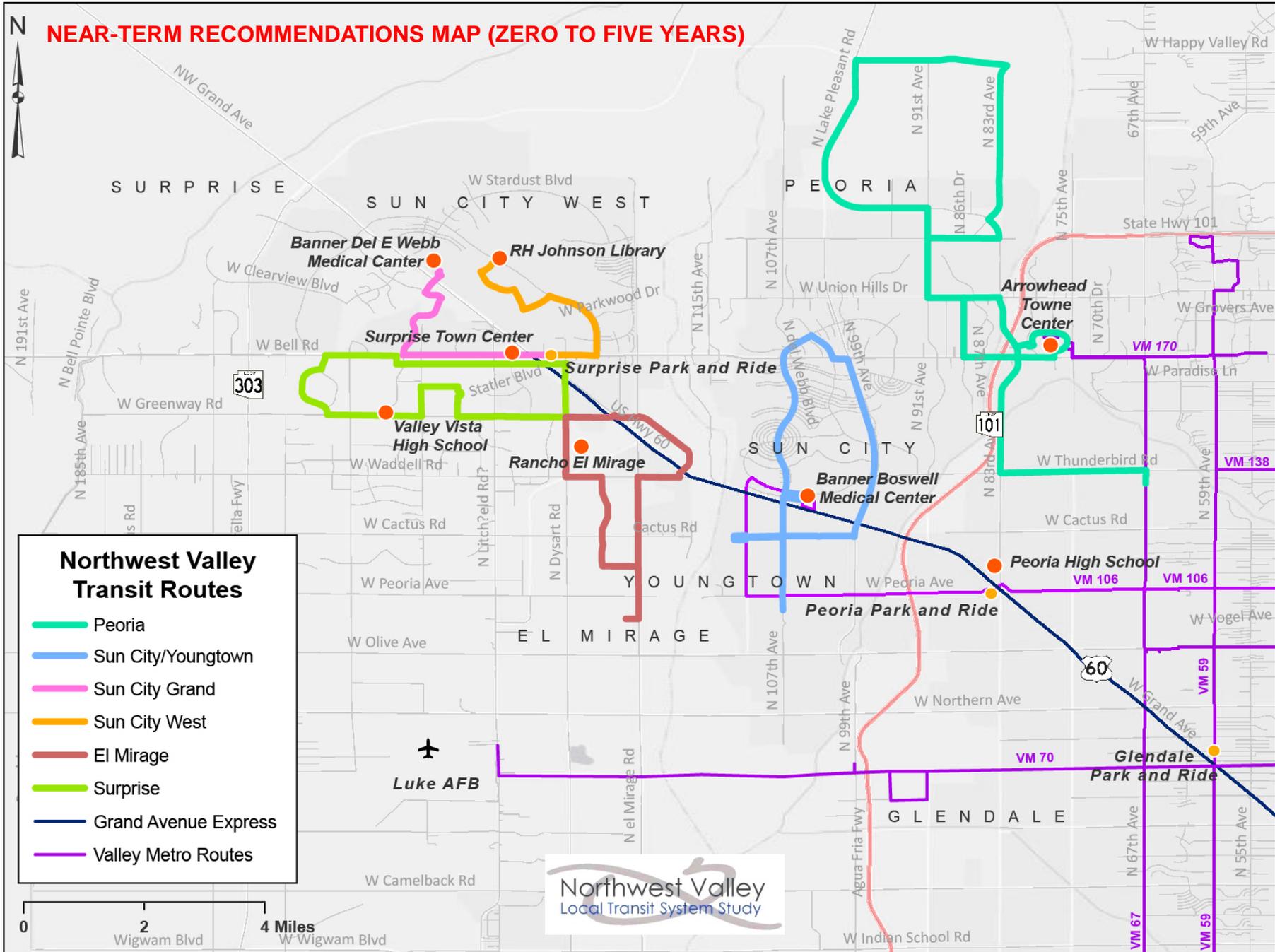
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## **NEAR-TERM RECOMMENDATIONS**

*Our near-term recommendations provide relatively inexpensive and easily-implementable tactics to enhance transit service within the Northwest Valley across the next five years. These recommendations include:*

- **Create six local circulators that serve existing trip generators within the Northwest Valley.**
- **Establish an Intergovernmental Cooperative Agreement among the communities of El Mirage, Glendale, Peoria, Surprise/Sun City Grand, Sun City, Sun City West, Sun City Festival (in the Town of Buckeye), and Youngtown to address administrative and funding activities for enhancing local transit service throughout the Northwest Valley.**
- **Combine Express Routes 571 and Grand Avenue Limited into a single route, while also increasing its span-of-service to include mid-day hours.**
- **Continue the Northwest Valley Dial-A-Ride (DAR) program and adjust specific services where needed.**

# NEAR-TERM RECOMMENDATIONS MAP (ZERO TO FIVE YEARS)



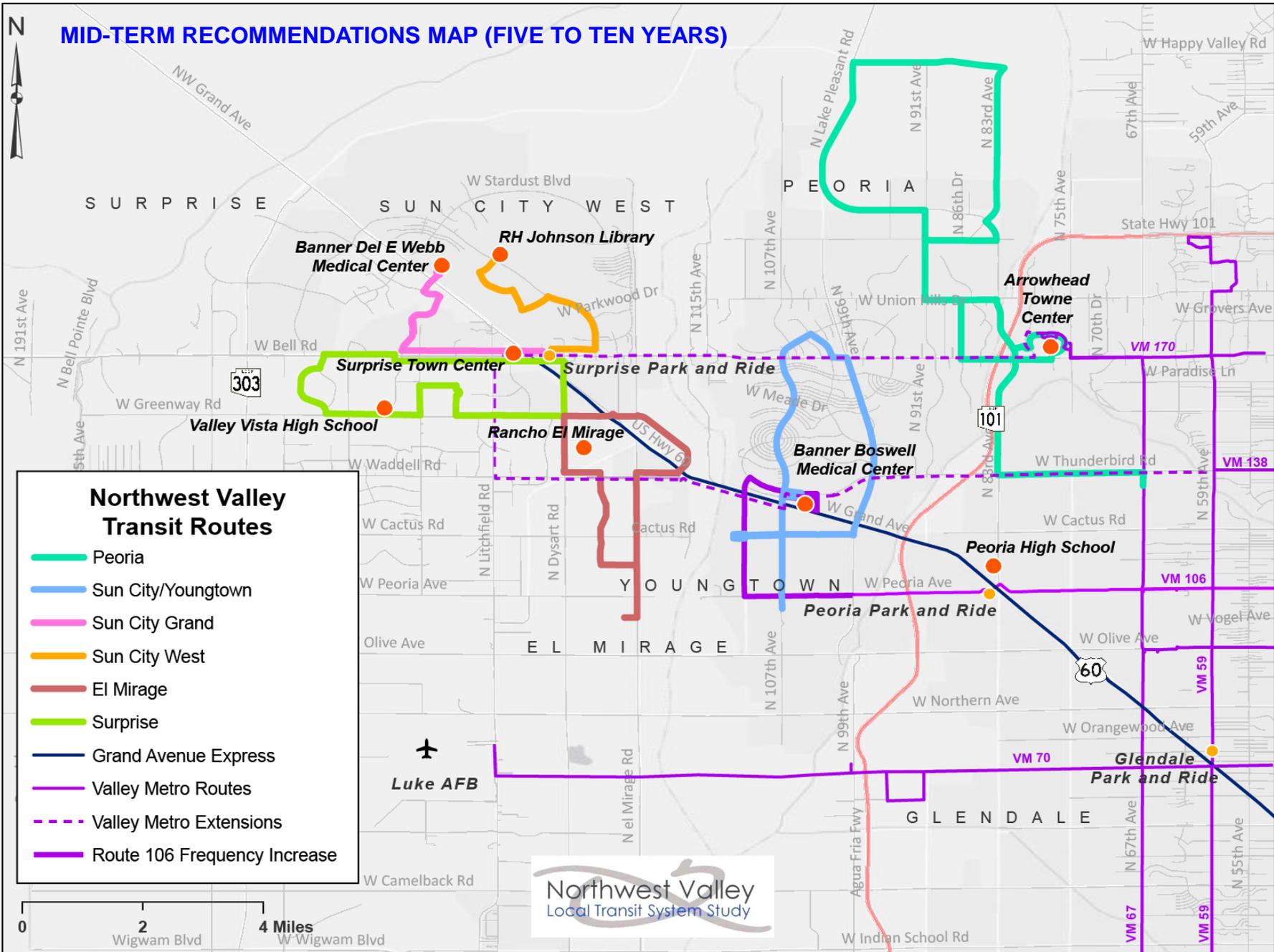
## **MID-TERM RECOMMENDATIONS**

*The mid-term recommendations listed below are intended to build upon the near-term service improvements, and would be implemented within the next five to ten years. In addition to possible demand-based increases in circulator service, mid-term recommendations include extensions of key Valley Metro routes into the Northwest Valley to increase transit connectivity Metro Phoenix area.*

*Specific mid-term recommendations include:*

- **Extend Valley Metro Route 138 to Surprise via Thunderbird Road, Waddell Road, and Litchfield Road.**
- **Extend Valley Metro Route 170 to Surprise via Bell Road.**
- **Increase service to Banner-Boswell Medical Center on Route 106 to provide 30-minute service frequencies.**
- **Increase service on the six community circulators as future demand and funding warrant.**

# MID-TERM RECOMMENDATIONS MAP (FIVE TO TEN YEARS)



## Northwest Valley Transit Routes

- Peoria
- Sun City/Youngtown
- Sun City Grand
- Sun City West
- El Mirage
- Surprise
- Grand Avenue Express
- Valley Metro Routes
- Valley Metro Extensions
- Route 106 Frequency Increase



# Draft Service Recommendations

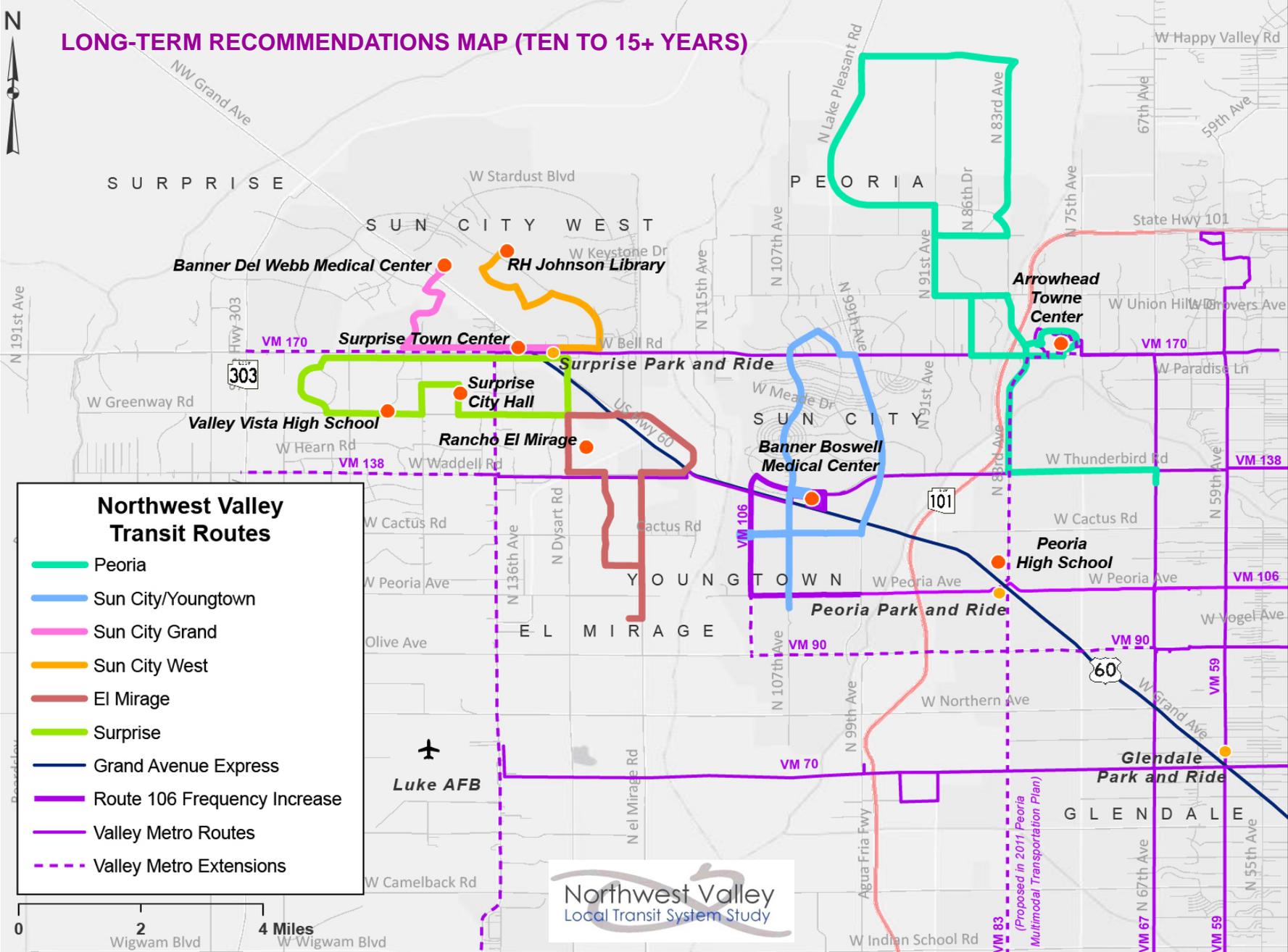
## LONG-TERM RECOMMENDATIONS

*Over time, population density, employment density, and transit-dependent populations are expected to increase in the Northwest Valley. The long-term recommendations are intended to address this growth, while also complementing other transportation plans developed by communities in and near the Northwest Valley. Therefore, the long-term recommendations would allow transit in the Northwest Valley to both continue to meet expected demand as well as reflect other future improvements to the regional transportation network.*

*Specific long-term recommendations include:*

- **Support eventual implementation of high-capacity transit service from Surprise to Downtown Phoenix along Grand Avenue.**
- **Extend the proposed Valley Metro route along Litchfield Road north to Surprise.**
- **Establish Valley Metro service along 83rd Avenue through Peoria to the Arrowhead Town Center.**
- **Extend Valley Metro Route 90 west along Olive Avenue and north along 111th Avenue to the intersection with Peoria Avenue.**
- **Extend Valley Metro Route 138 west along Thunderbird Road to Loop 303.**
- **Extend Valley Metro Route 170 west along Bell Road to Loop 303.**
- **Transition the Sun City Festival volunteer driver program to a limited express service to Surprise.**

# LONG-TERM RECOMMENDATIONS MAP (TEN TO 15+ YEARS)



### Northwest Valley Transit Routes

- Peoria
- Sun City/Youngtown
- Sun City Grand
- Sun City West
- El Mirage
- Surprise
- Grand Avenue Express
- Route 106 Frequency Increase
- Valley Metro Routes
- Valley Metro Extensions



(Proposed in 2011, Peoria Multimodal Transportation Plan)

# *Next Steps*

- Benevilla: A Grassroots Effort from 2010 to present:  
NWV Transportation Stakeholders group  
continues to move forward for action!

**CONNECT60+** [www.connect60plus.com](http://www.connect60plus.com)

*Benevilla & Sun Health*

- MAG staff briefs each city and Maricopa County  
on the results and recommendations of the study.
  - Guiding Principles for NWV Transit Services  
with each NWV agency.

# *Thank You!*



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