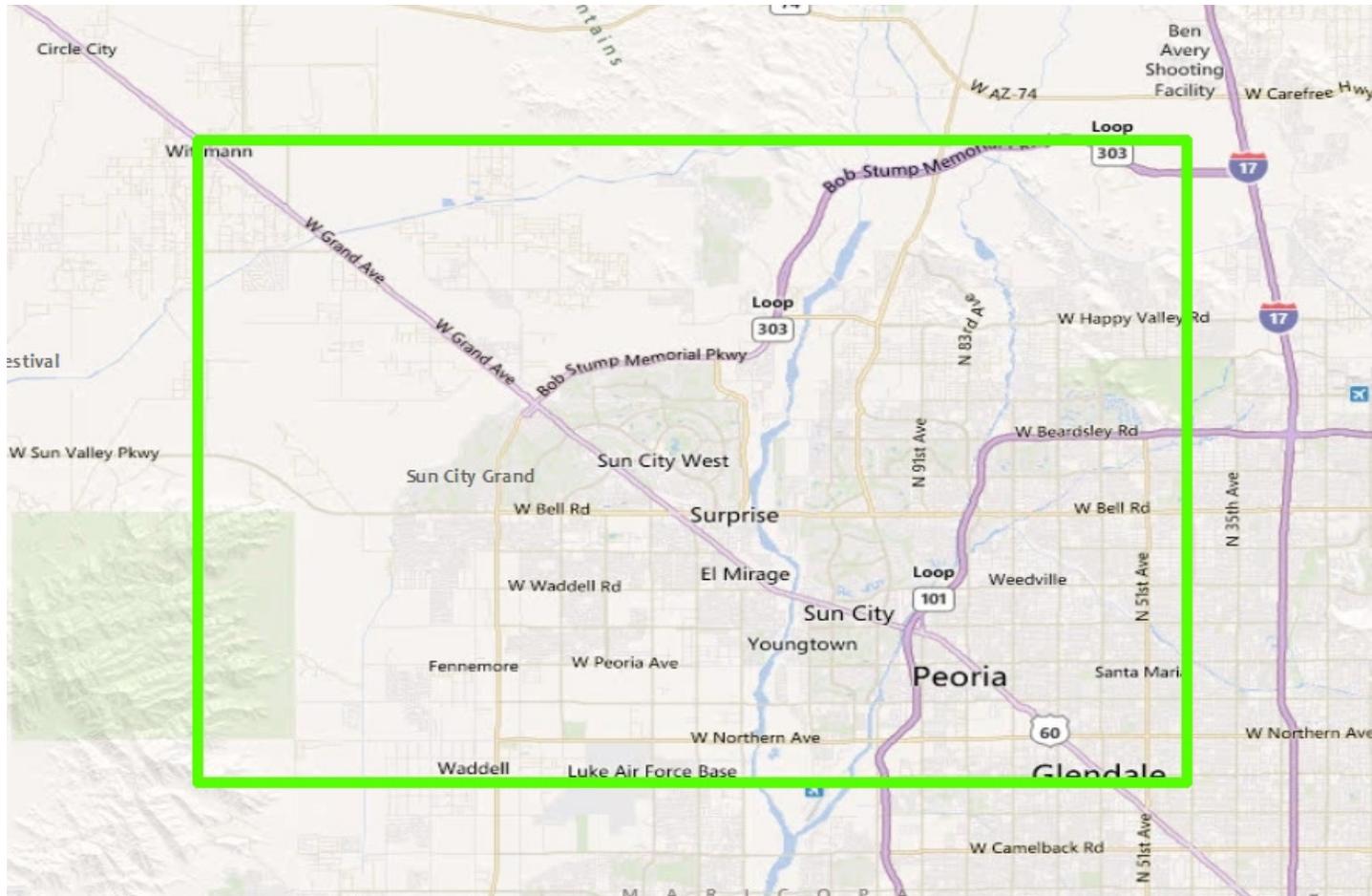


# *Northwest Valley Local Transit Study*

*Sun City   Sun City Festival   Sun City Grand   Sun City West*



# Project Area

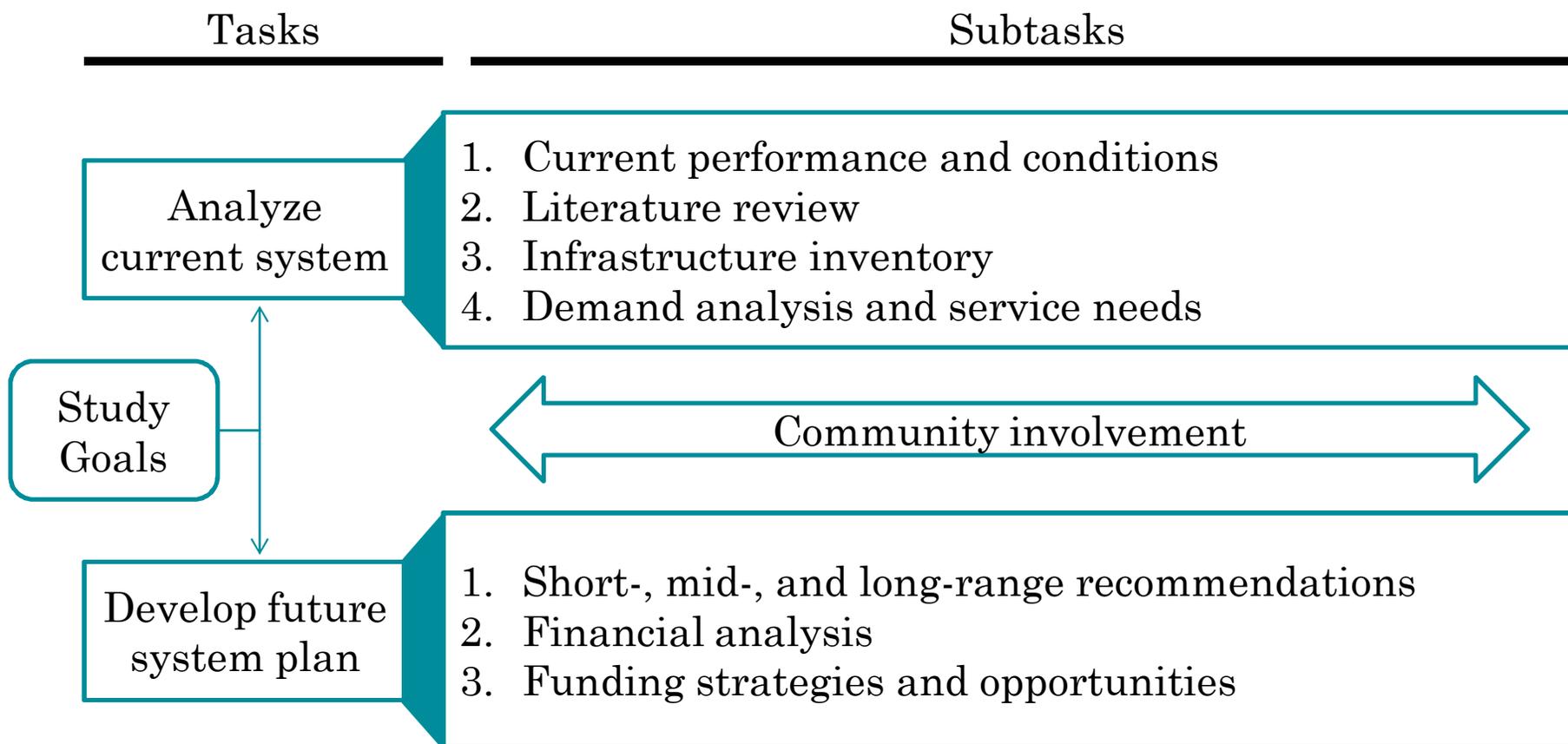


# *Introduction*

## Northwest Valley Local Transit Study

Project Goals	Purpose
Evaluate current service offerings	Identify pros and cons of current service in order to establish what works
Engage the community	Recommended system should meet the needs and expectations of the local community
Identify practical recommendations	Recommendations need to maximize efficiency considering the current economic realities
Base future service on market-driven needs	Market research and techniques will give the study recommendations the greatest chance to succeed

# Study Components



# Project Timeline – Prior Efforts



Literature review



Review existing services



Community Involvement Plan



Consultant selection



Data gathering



Community outreach



# *Focus Group Goals*

## SHARING

<i>We...</i>	<i>You...</i>
Will share the preliminary community survey results	Can provide additional detailed insight
Would like to hear your opinion	Are encouraged to ask questions
Are committed to crafting a plan that is supported by residents	Know what is best for your community
Will discuss the next steps of the project	Can remain informed through our bi-weekly website updates (nwwtransit.azmag.gov)

# *Focus Group Goals*

## VISIONING

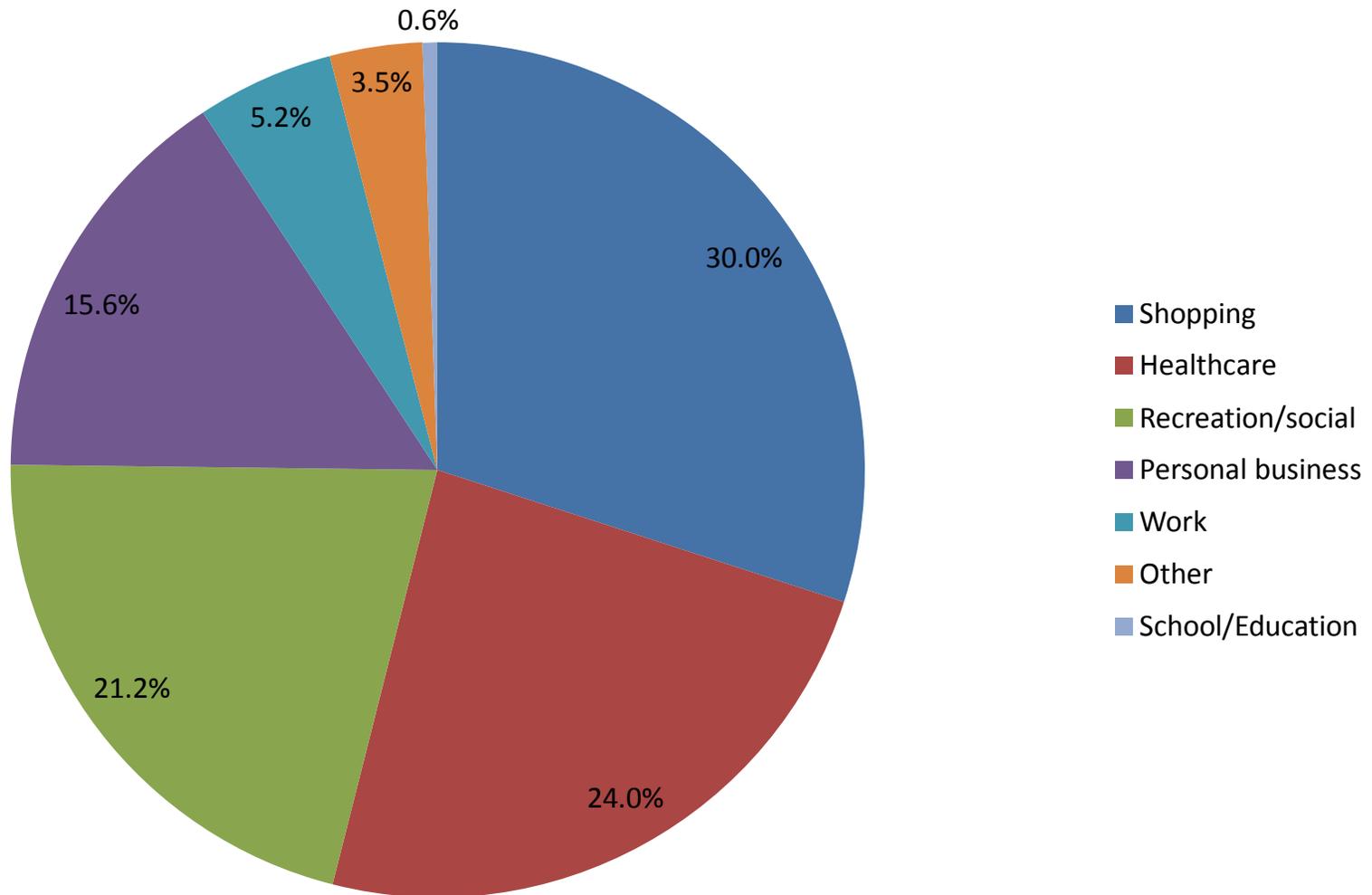
- What should transit look like in the NW Valley?
- What is demand likely to be?
- What services are most important to you?
- What level of service can the NW Valley afford?
- Which locations should be served?
- Who should manage the program/services?

# *Community Survey Results*

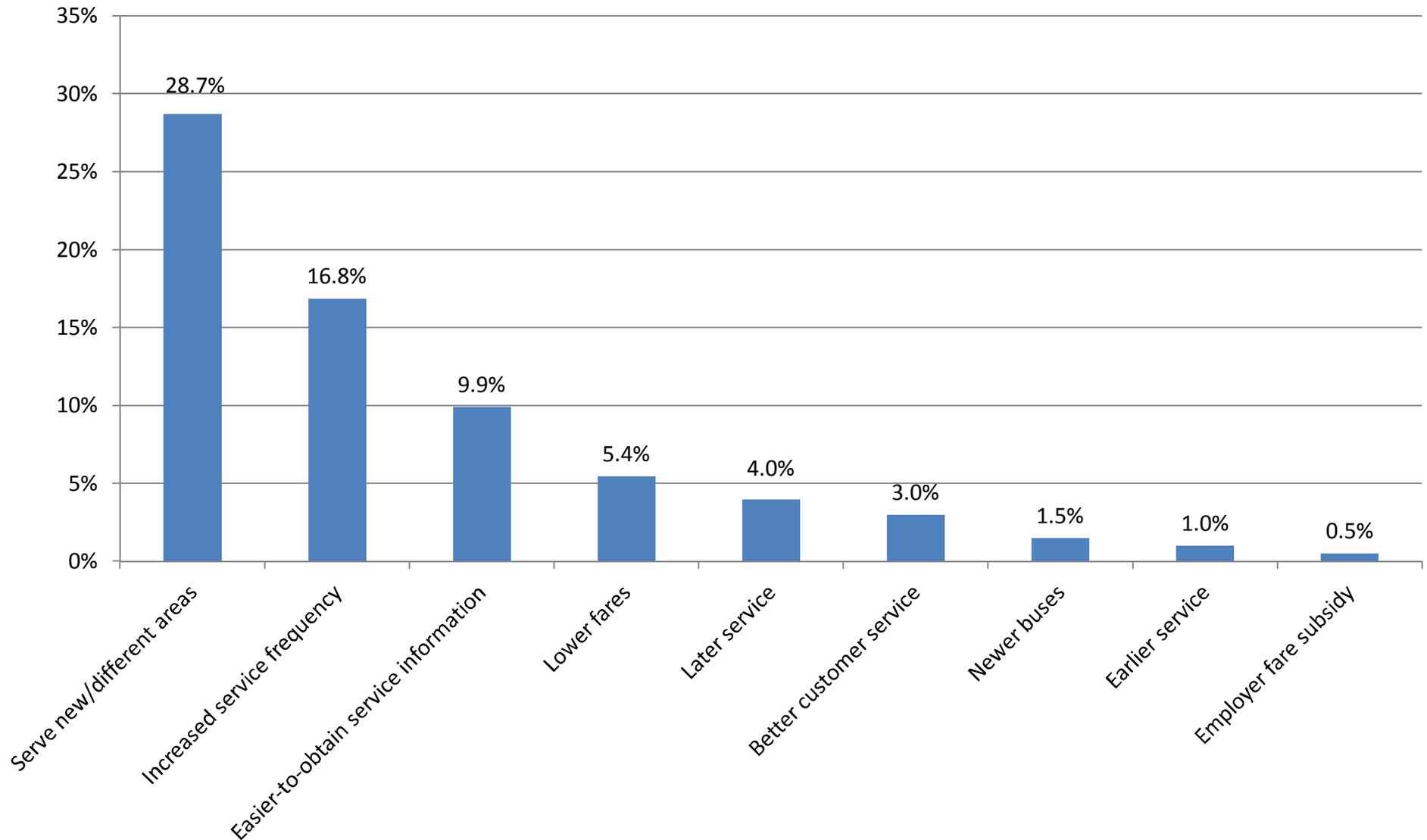
## SURVEY OVERVIEW

- Purpose is to obtain large number of first-hand observations.
- Questions covered mobility and accessibility trends throughout the NW Valley.
- Conducted via mail, online, and in-person at locations throughout the NW Valley.
- Preliminary data includes nearly 2,000 responses, including approximately 875 from the Sun City communities thus far.

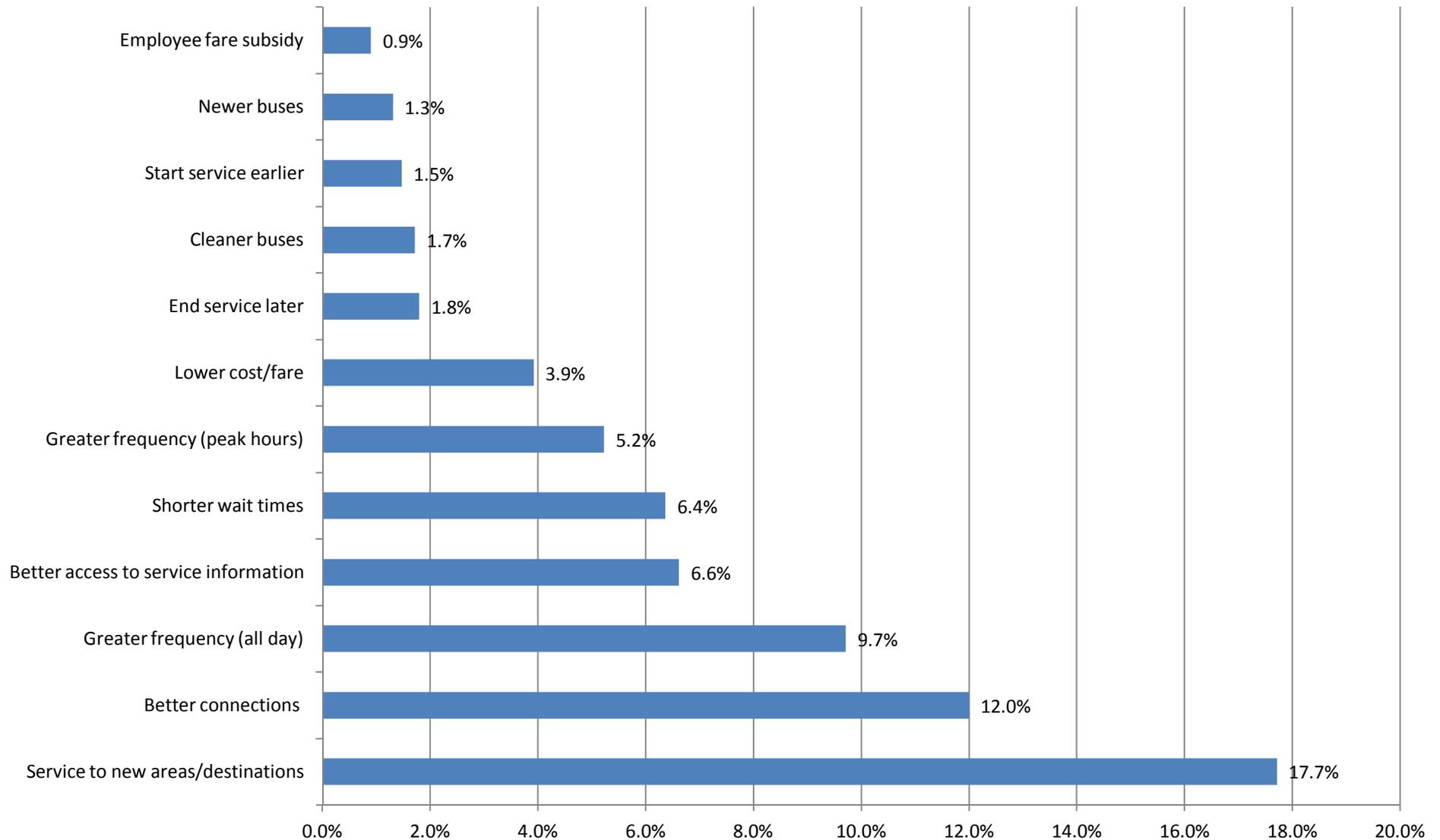
# *Travel Purpose*



# *Preferred Improvements – Transit Riders*



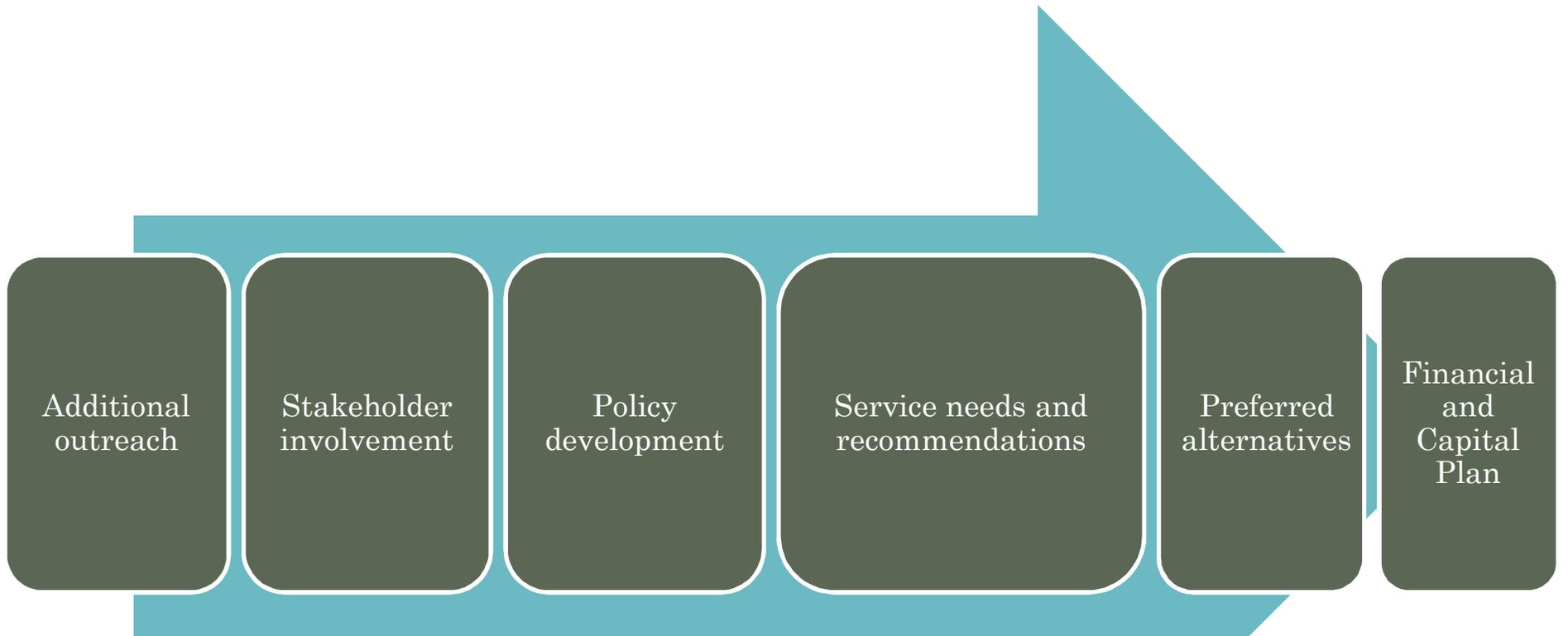
# *Preferred Improvements – Non Riders*



# *Discussion*

- Experiences using existing services.
- Current and future mobility needs.
- What is most important for your community?
  - Fixed-route vs. demand-response?
  - Intra-Valley vs. regional?
  - Frequency vs. coverage?
  - Other ideas?

# *Study Timeline – Next Steps*



*Thank You!*