



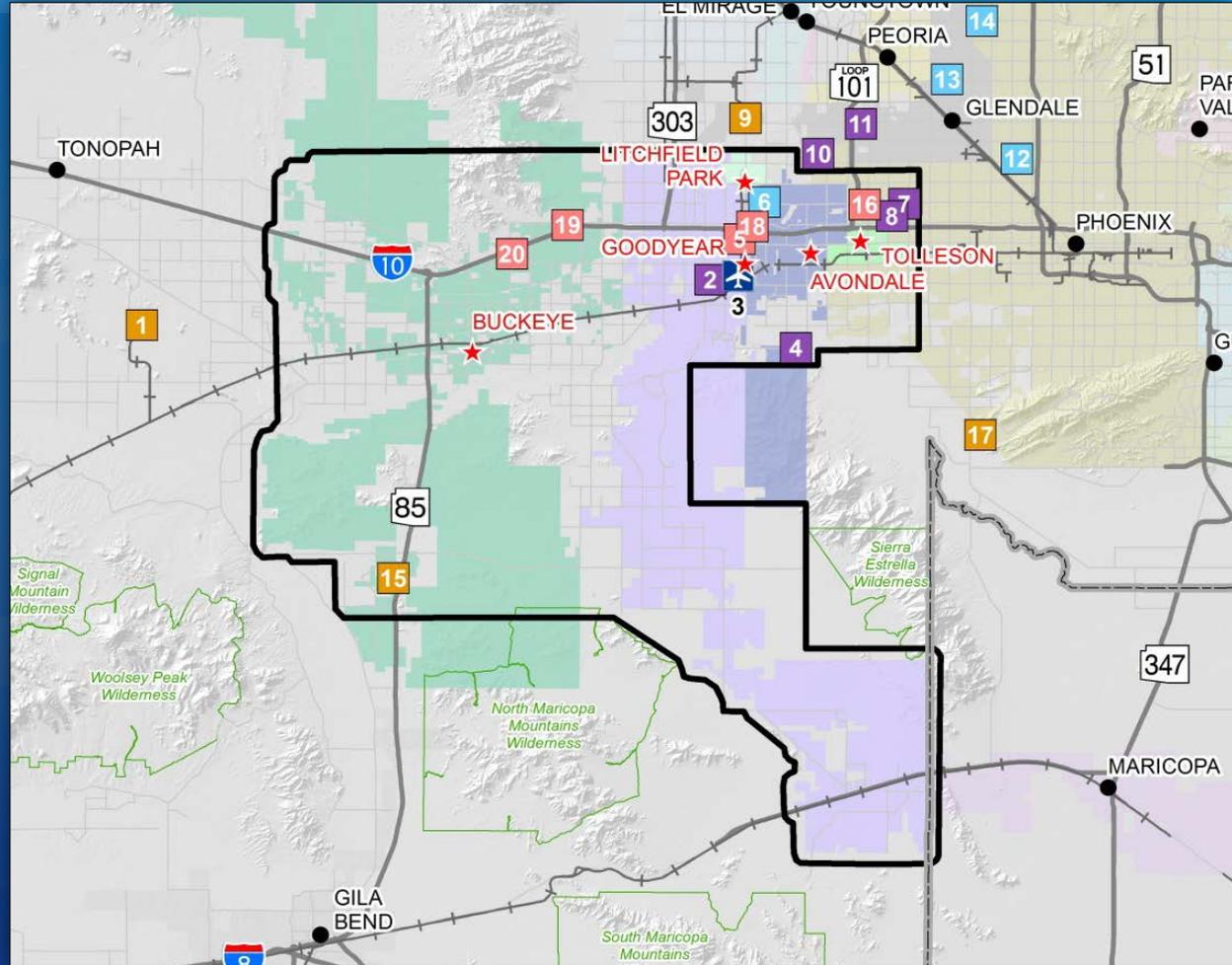
Southwest Valley Local Transit System Study

Presentation before the
MAG Transit Committee

June 14, 2012



Study Area





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

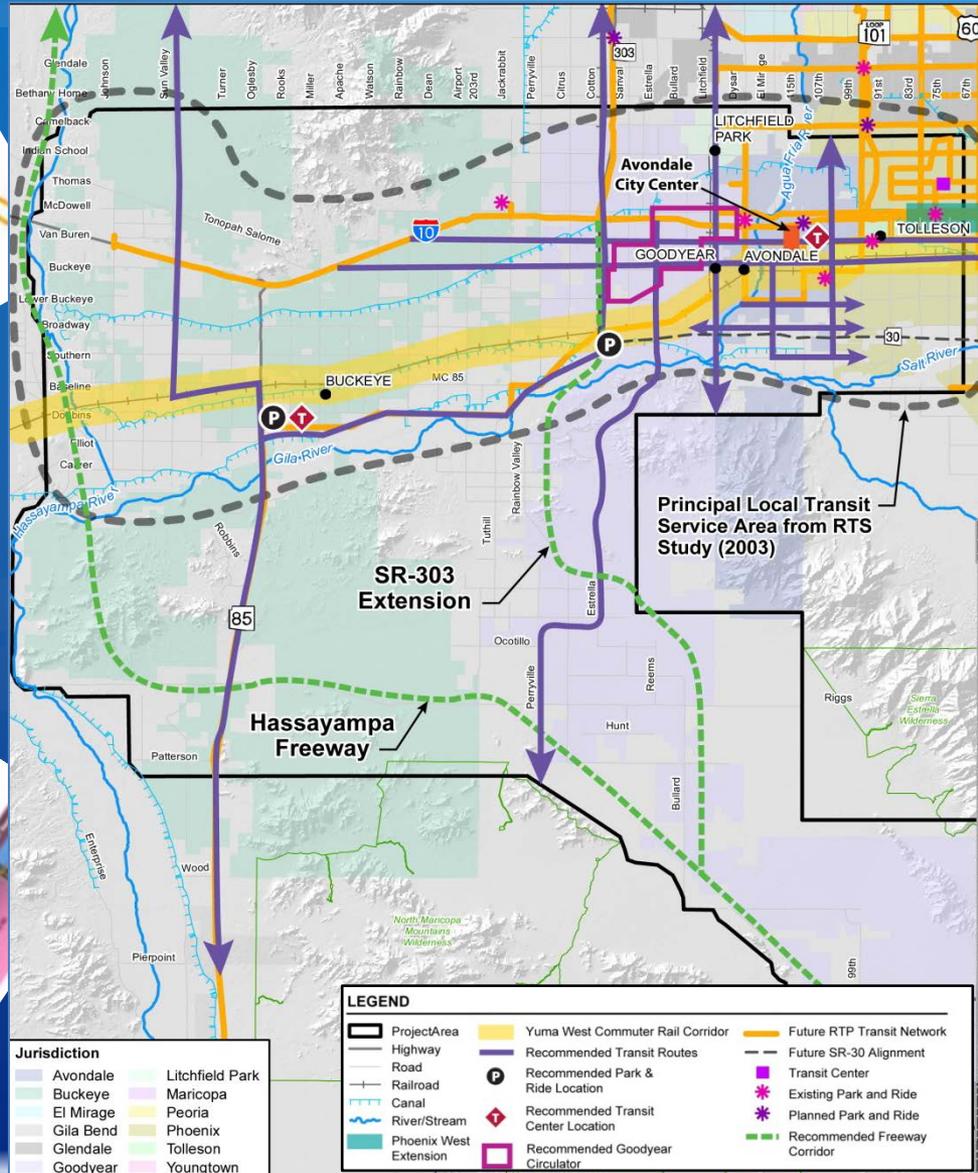


Completed to Date

- **Data Collection and Analysis**
- **Public Involvement**
- **Preliminary Needs Assessment**



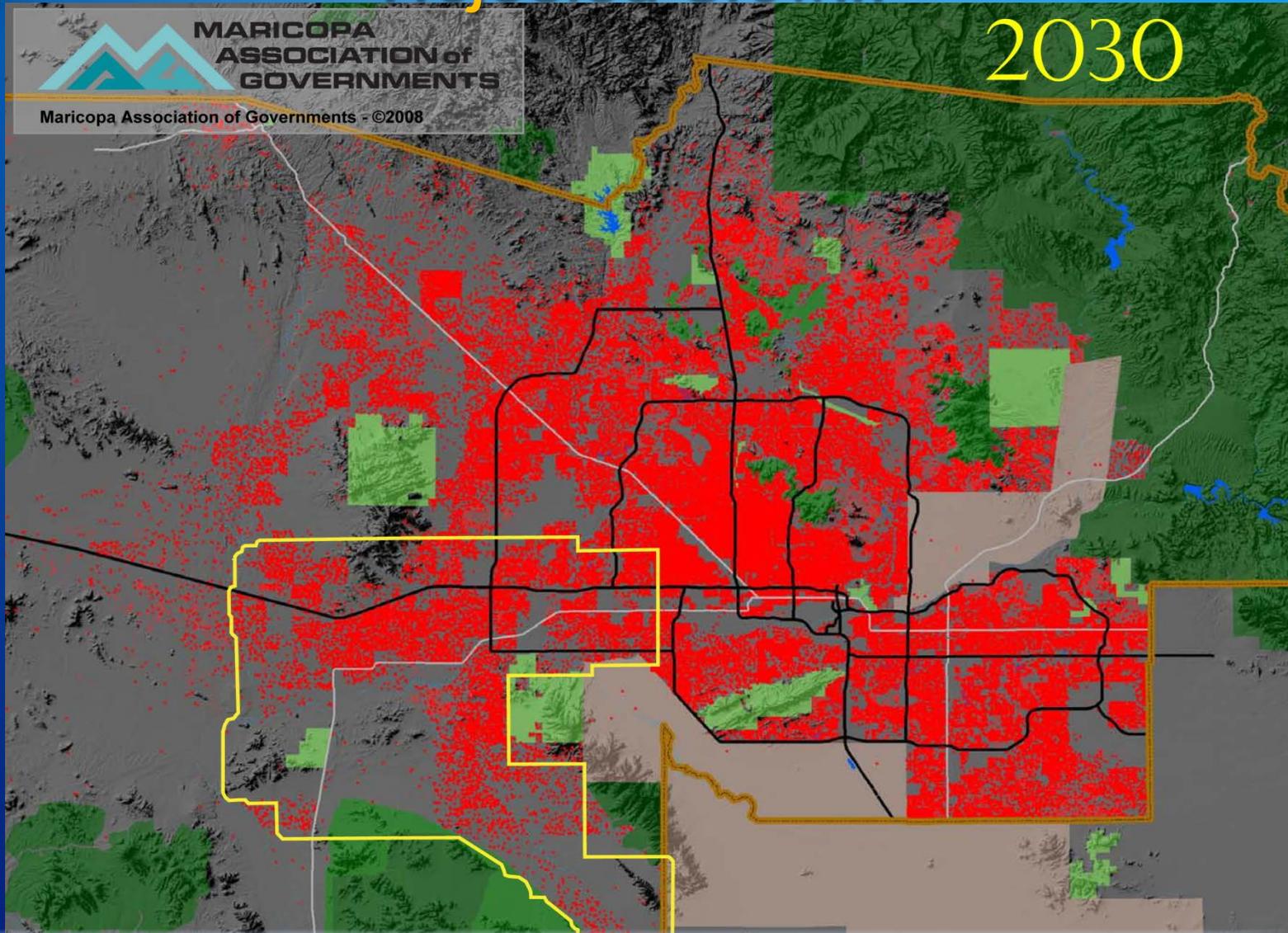
Document Review





Data Gathering & Analysis

Projected Growth



Data Collection & Analysis

Public Involvement

Preliminary Needs Assessment

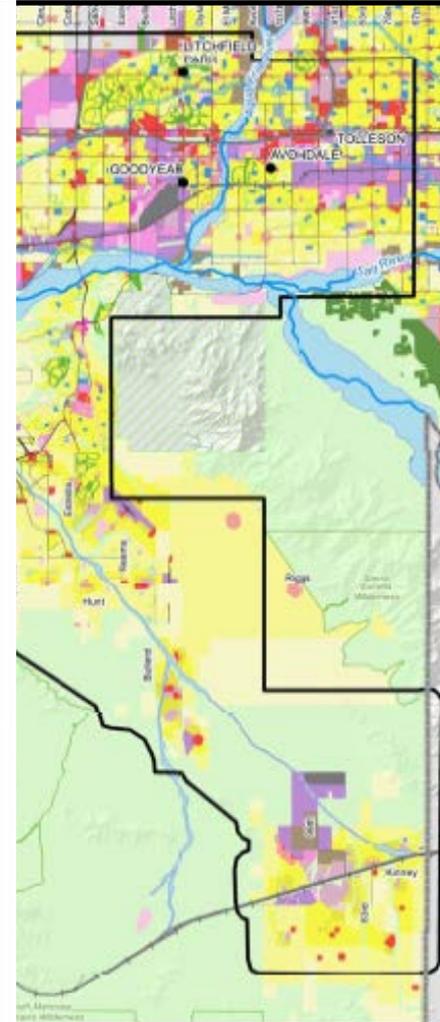
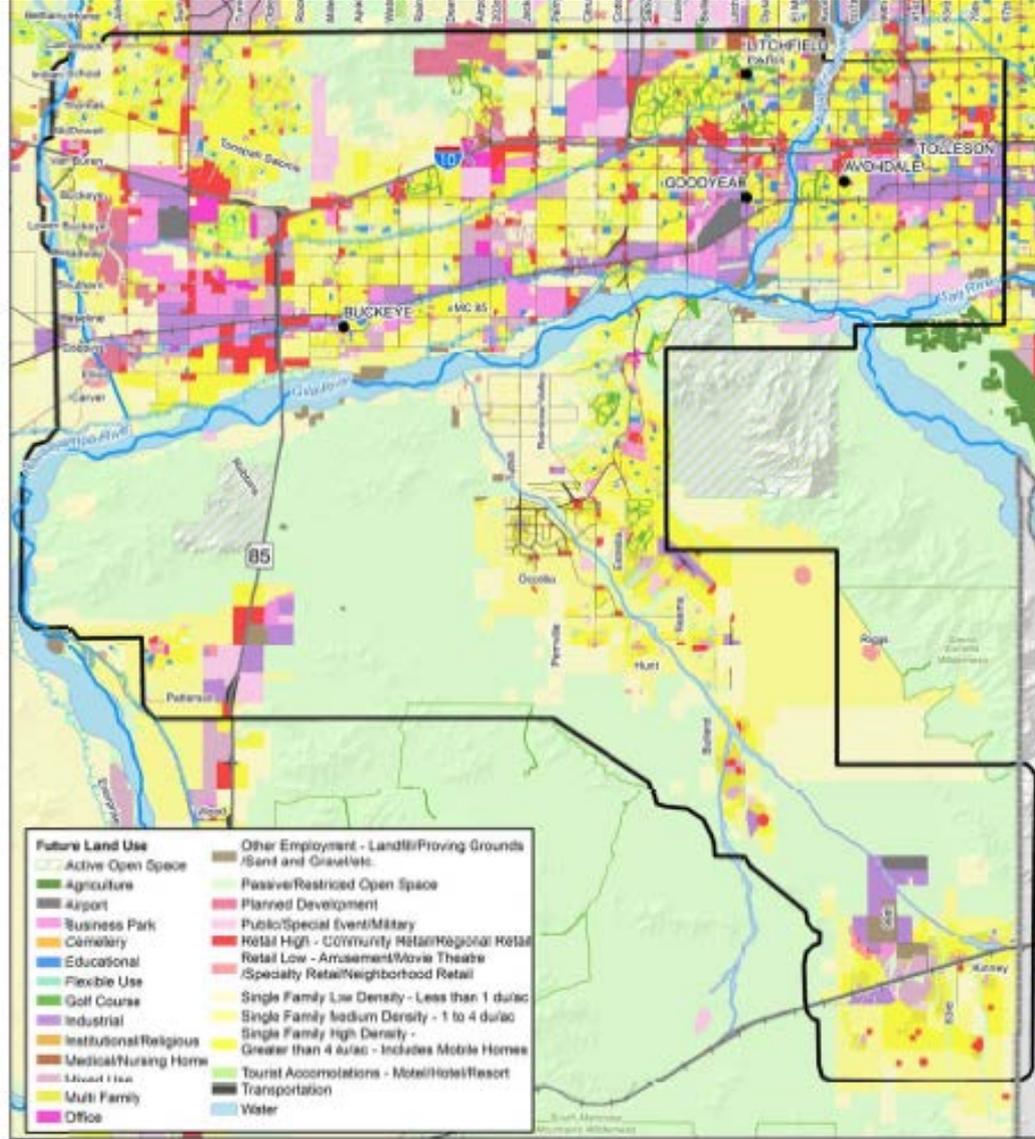


Existing & Future Land Uses

Existing Land Uses

Future Land Uses

Land Uses



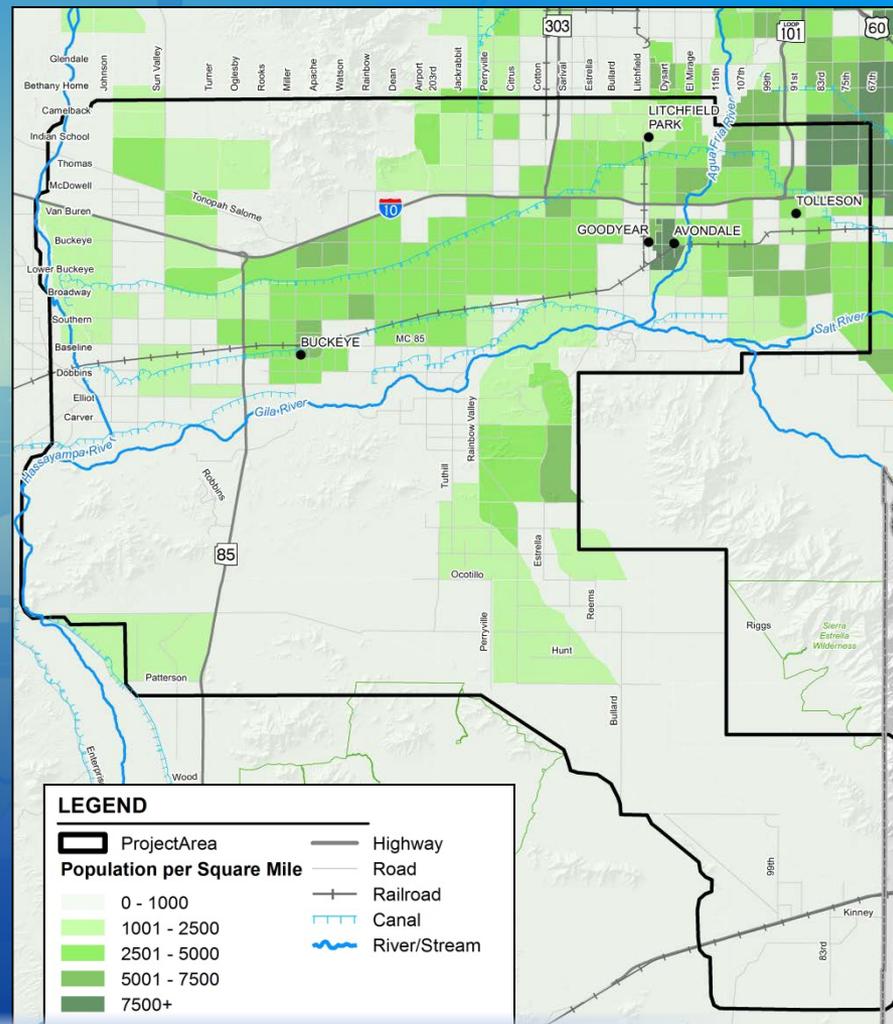
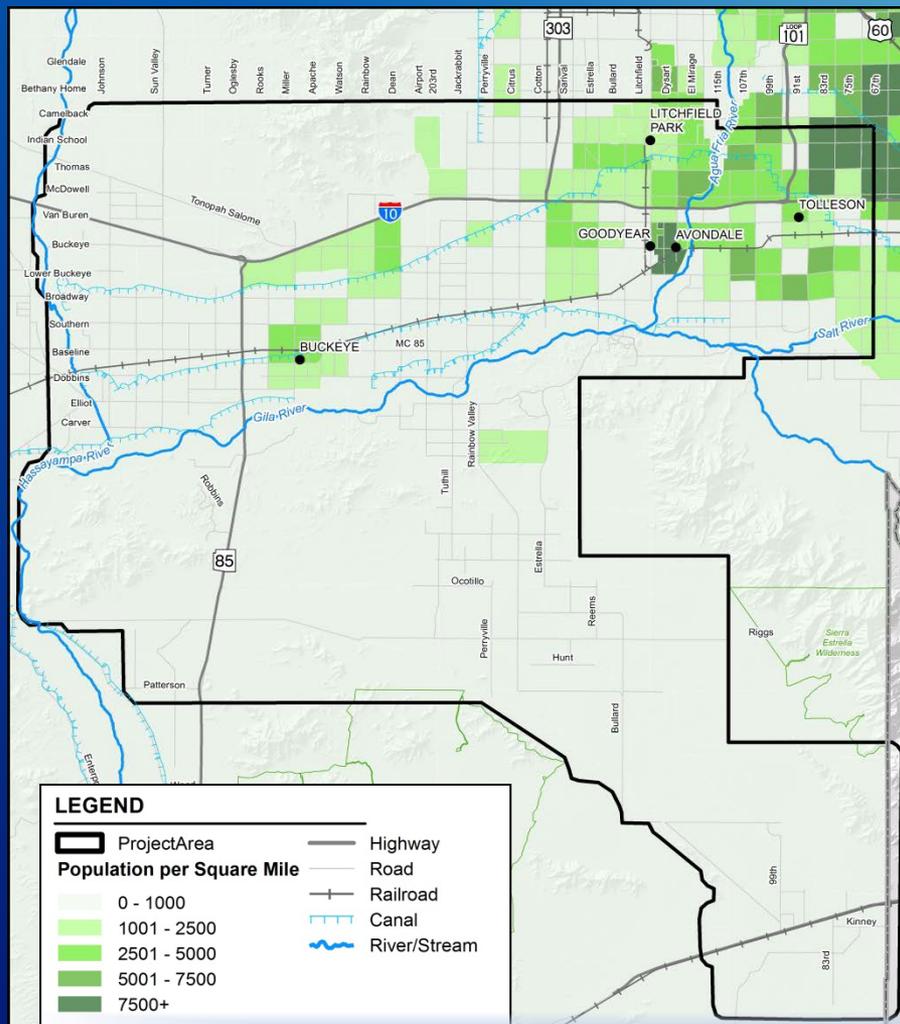


Data Gathering & Analysis

Growth Trends

2010 Population Density

2030 Population Density



Data Collection & Analysis

Public Involvement

Preliminary Needs Assessment

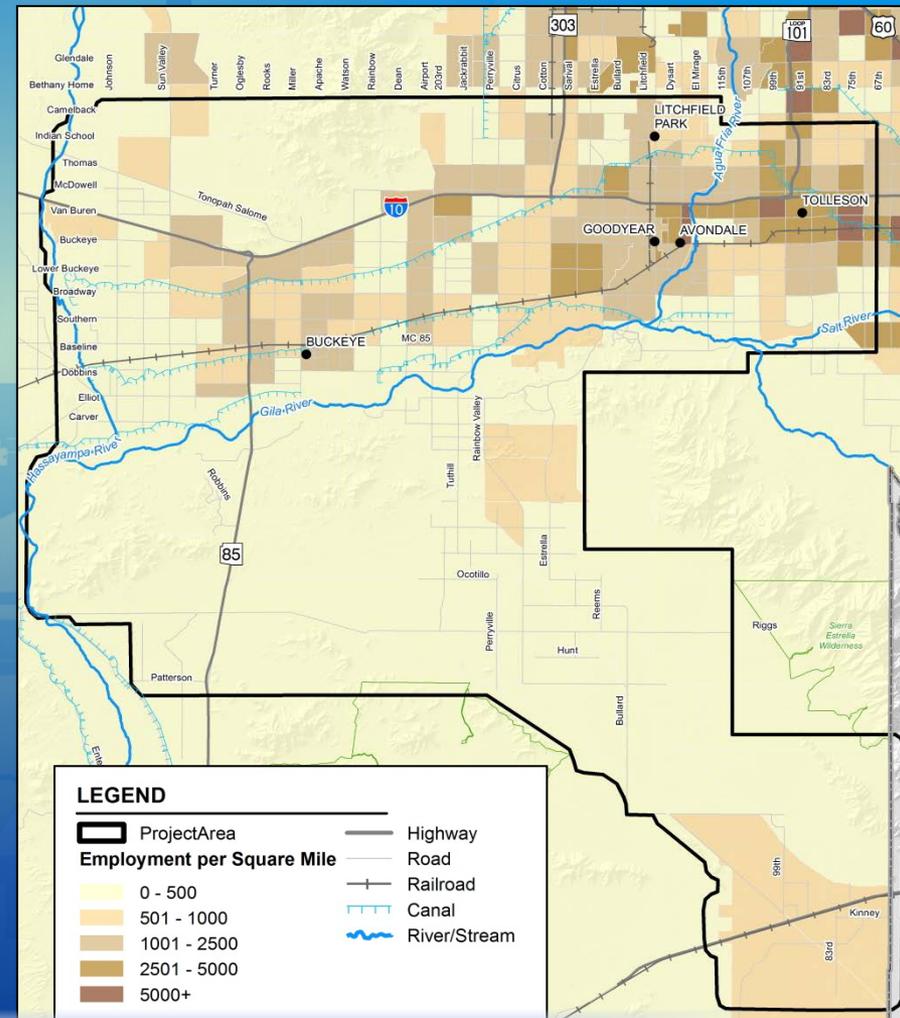
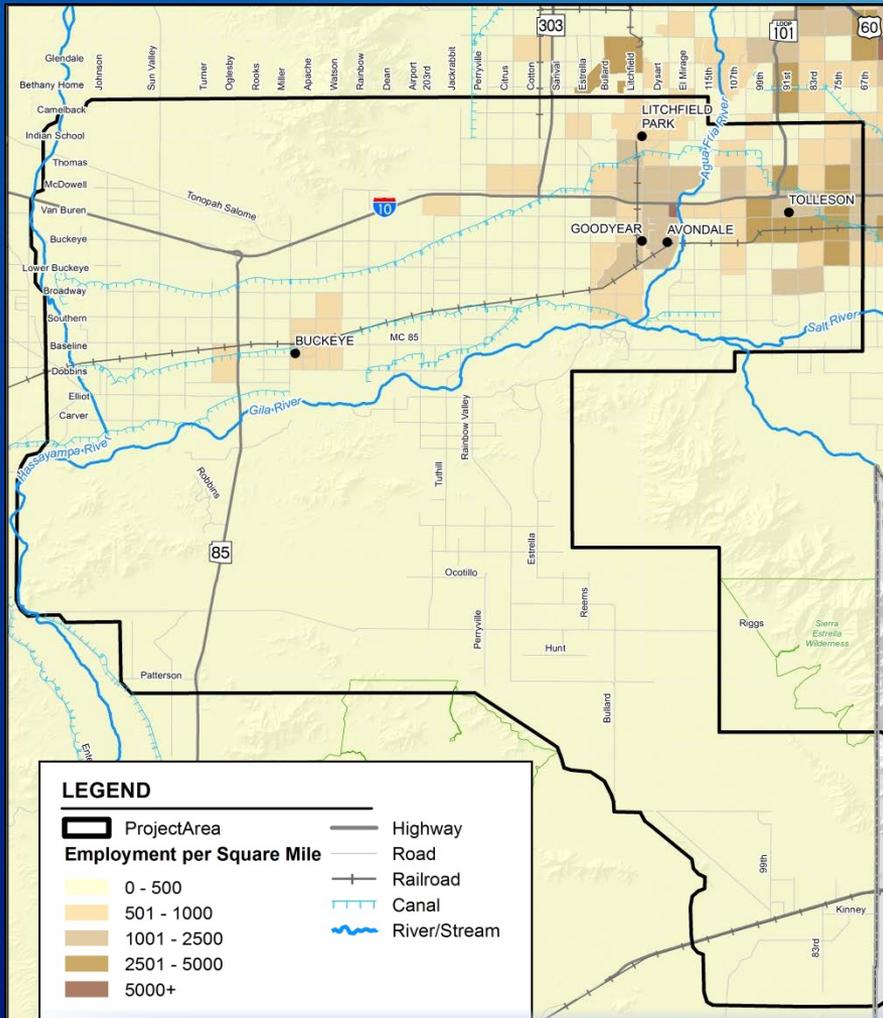
Data Gathering & Analysis

Employment Growth Trends



2010 Employment Density

2030 Employment Density



Data Collection & Analysis

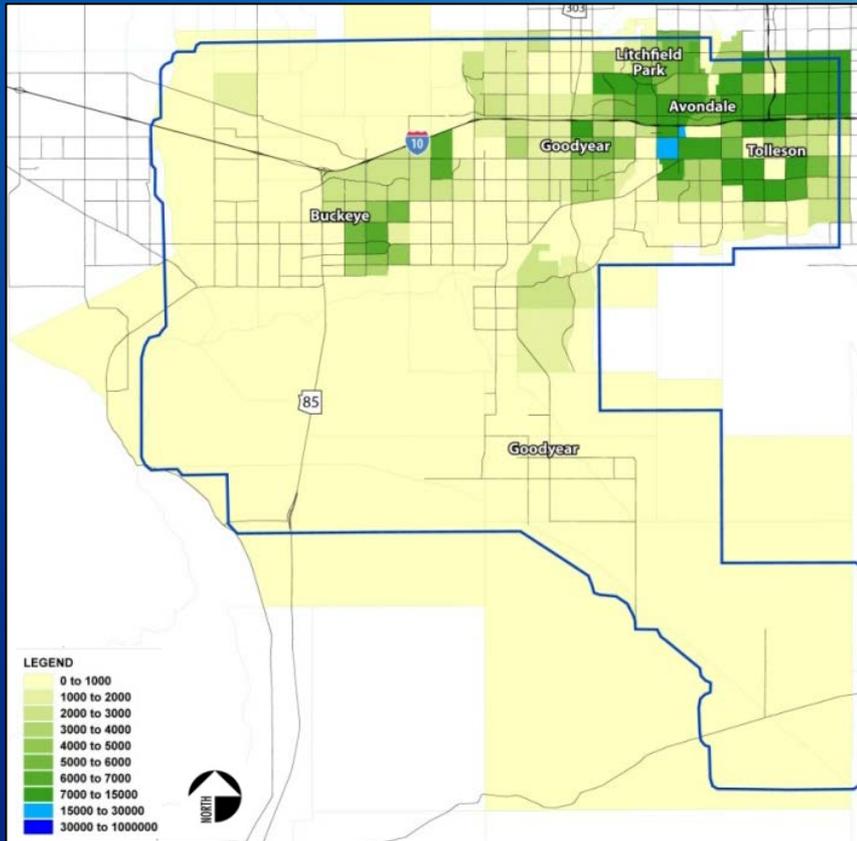
Public Involvement

Preliminary Needs Assessment

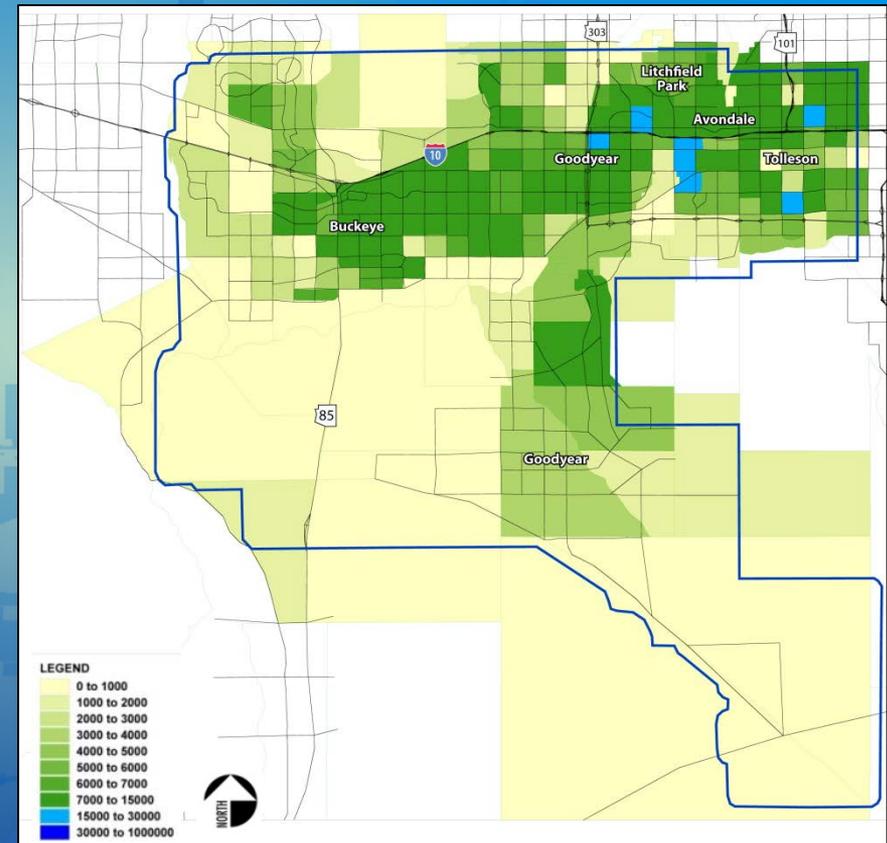


Data Gathering & Analysis Travel Patterns

2010 Trips within Study Area



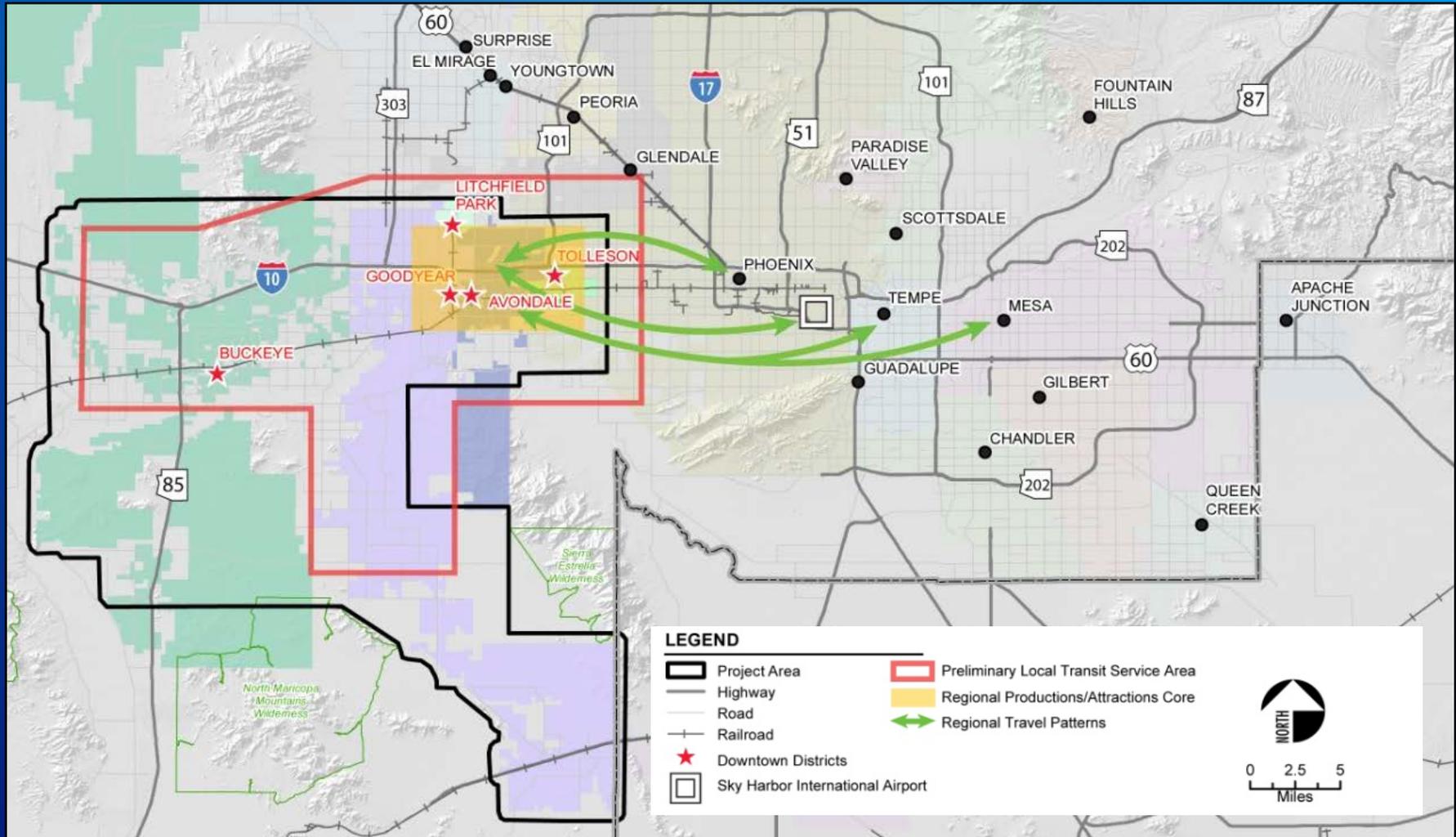
2031 Trips within Study Area



In the future, more people will be staying within the SW Valley to work, shop, and play.

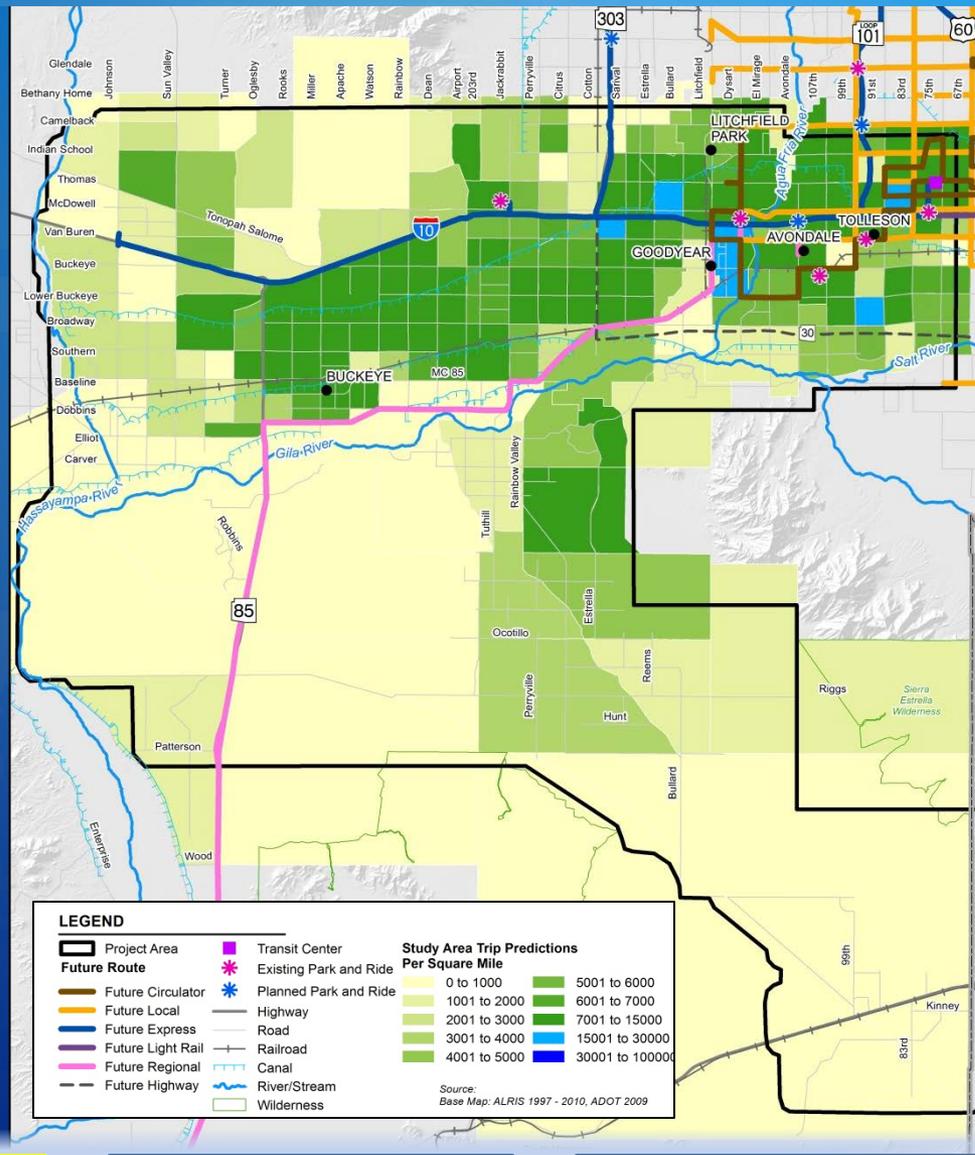


Data Gathering & Analysis Travel Pattern Summary





Data Gathering & Analysis Planned Transit Service Coverage





Public Input to Date

- 2,092 Responses to Online Survey
 - Postings 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.



Transit Usage

- 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
- 70% would use transit if convenient

Self-selected survey sample. Not statistically valid.



What type of service is convenient?

- Bus stop within $\frac{1}{4}$ - $\frac{1}{2}$ mile
- Wait for 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.



Transit Summit

- **Get Input from the Southwest Valley**
 - *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?*



Transit Tools



PARK N RIDE



RAPID



CIRCULATOR



LOCAL



COMMUTER RAIL



LOCAL



TECHNOLOGY



BRT



STOP



Data Collection & Analysis

Public Involvement

Preliminary Needs Assessment



Summit Participation





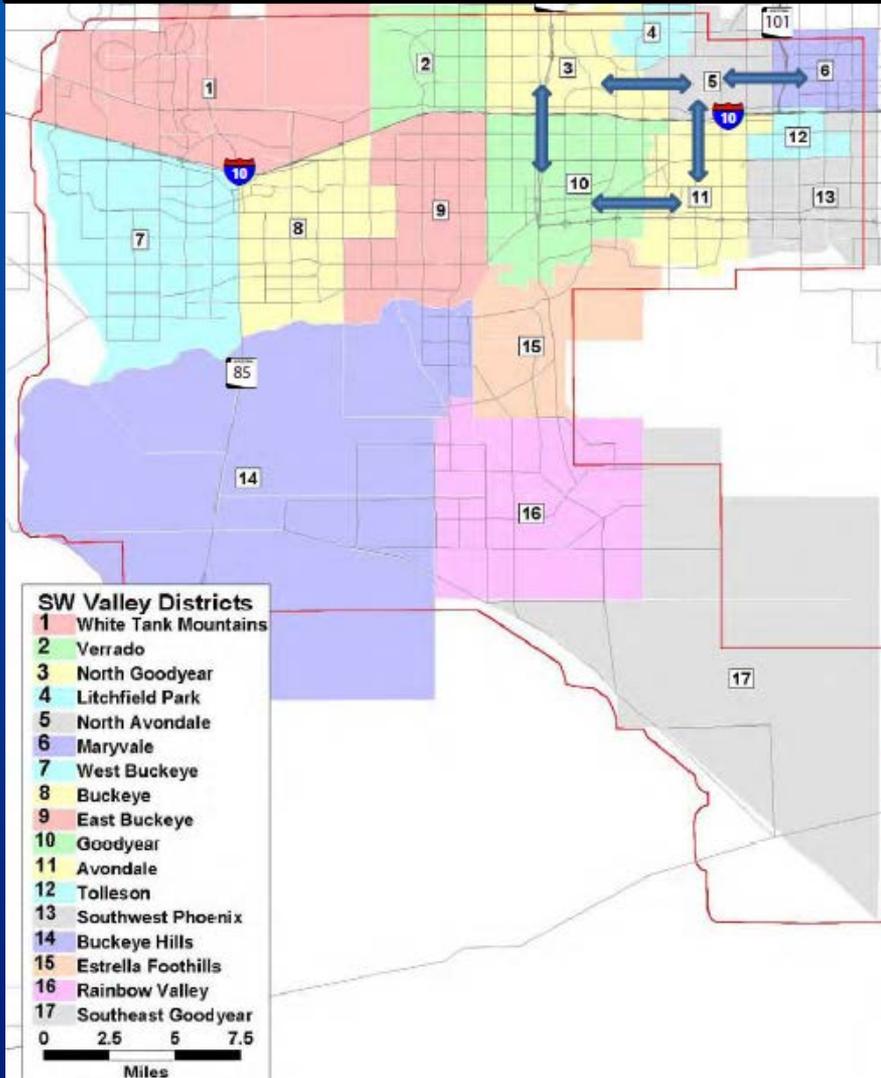
Preliminary Needs Assessment

- **Looked at Current and Future:**
 - Population, Employment and Population/Employment density thresholds
 - Income
 - Zero Vehicle Household
 - Youth
 - Elderly
 - Trip Ends (total and home based work)
 - Southwest Valley Districts

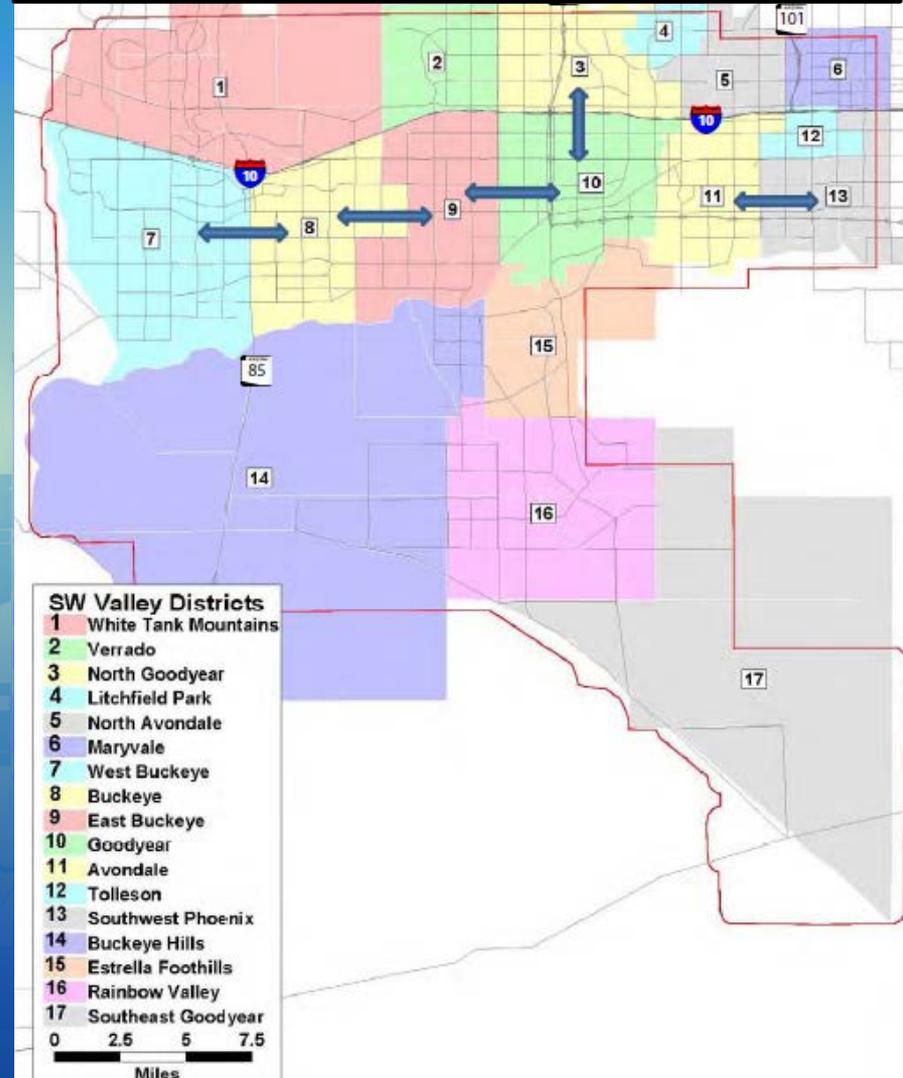


Top Five Total Trip Interchanges

2010



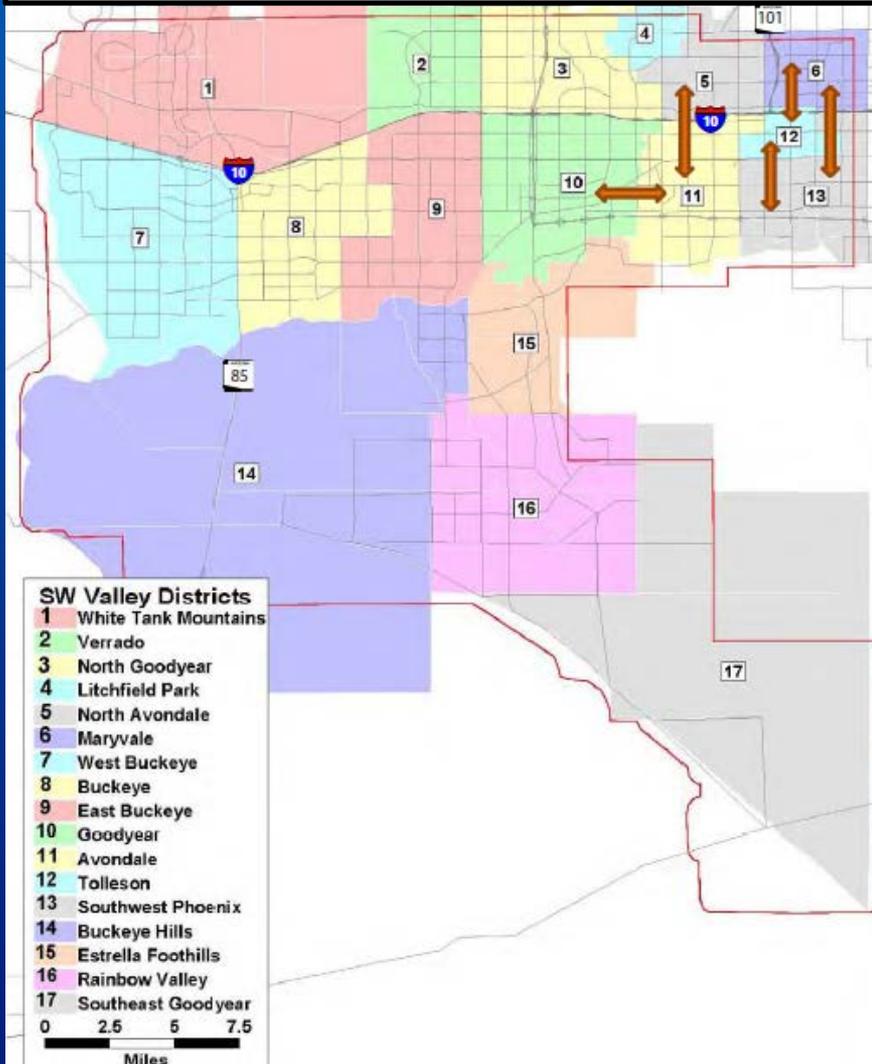
2031



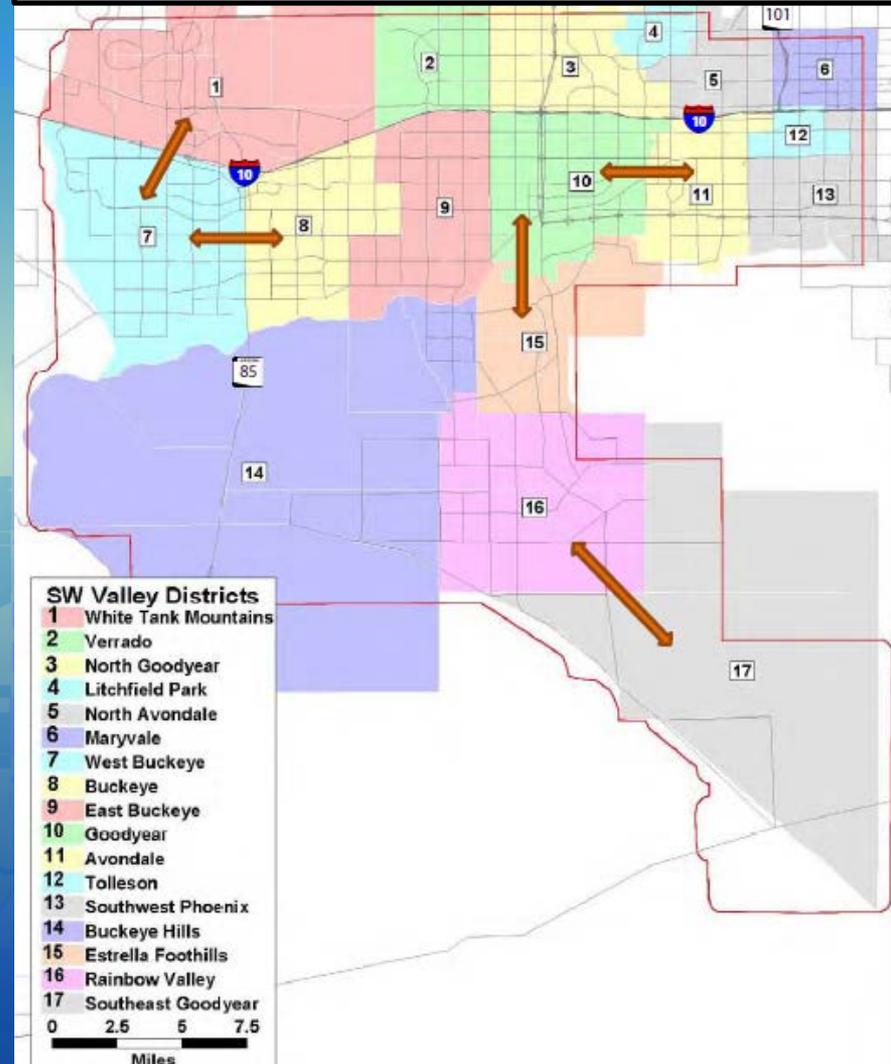


Top Five Home Based Trips

2010

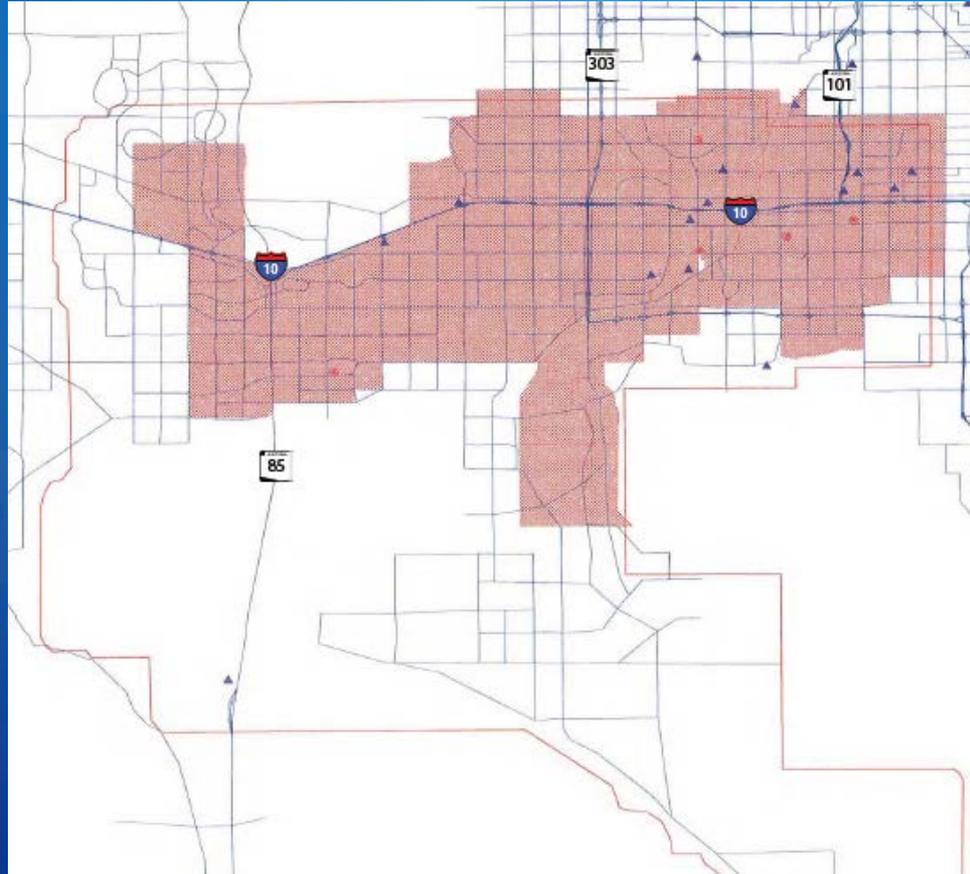


2031





Preliminary Results





Next Steps

- Continue outreach
- Finalize survey analysis
- Scenario modeling
- Develop service alternatives
- Financial analysis
- Draft and final plan



Southwest Valley Local Transit System Study

MAG Transit Committee

June 14, 2012

Questions?