

CITY OF MARICOPA EXPRESS TRANSIT (COMET) UPDATE AND VISION

Presented To The
Maricopa Association of Governments
Transit Committee

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Background and Demographics

- ▣ Population was 1,040 in 2000 U.S. Census
- ▣ Population today is approximately 46,000
- ▣ Educational levels
 - High School Graduate: 98%
 - Some college: 23%
 - Associate's Degree: 14%
 - Bachelor's Degree or higher: 46%
 - Master's Degree or Doctorate: 20%

Background and Demographics

- ▣ The mean household income is \$68,226
- ▣ Highest percentage of population works in professional services, manufacturing or healthcare
- ▣ 79% work outside of Maricopa

Implications of Demographics

- ▣ Lower Propensity to use public transportation
- ▣ Tendency for less community support for public transportation (except commuter)
- ▣ Heavy reliance on Valley Metro Vanpools to commute to Phoenix Metro area jobs

Existing Service

- ▣ Operating on FTA Section 5311 funding
- ▣ Demand Response Monday –Friday 9-5
- ▣ Operate using contract service
- ▣ Tuesdays: Service to Chandler Regional Hospital
- ▣ Thursdays: Service to Casa Grande Regional Medical Center
- ▣ No local service on those days
- ▣ Fares: Local Service: \$1 One Way
Regional Service: \$3 Round Trip

Existing Ridership

- ▣ Small cadre of loyal riders who ride often
- ▣ Mostly retirees, disabled or medical patients
- ▣ Today not capturing the college student rider market – hours don't work
- ▣ Also not capturing the job commuter market – hours don't work
- ▣ In 2013 we provided 2,695 trips, locally and regionally

New Transit Demand

- ▣ Central Arizona College – New Maricopa campus
 - 475 students currently enrolled
 - Capacity to expand to 900 students
- ▣ Pinal County Public Health – Maricopa Clinic
 - Recorded 2,147 visits from Maricopa residents in 2013
 - High propensity to use public transportation
 - Additional clinic services planned

New Transit Demand

- ▣ New Maricopa MultiGenerational Center
 - Built south of the Union Pacific Railroad (UPR) tracks
 - Majority of residential neighborhoods are north of the UPR tracks
- ▣ New Demand from Aggressive Marketing
 - Doing virtually no marketing today

Proposed New Services

- ▣ Requesting three minivans in FY14/15 5311 budget
- ▣ Minivans more efficient for one-two passenger trips
- ▣ Requesting funding for two additional part time drivers
- ▣ Introducing fixed route five days per week, two hours in a.m., two hours in the p.m.
- ▣ Targeting college student and job commuter markets

Proposed New Services

- ▣ Introducing local service on Tuesdays and Thursdays
- ▣ Introducing shuttle service to and from the new Maricopa MultiGenerational Center in June and July
- ▣ All services remain open to the general public
- ▣ Fixed route will have $\frac{1}{4}$ mile deviations

Philosophy of Changes

- ▣ Need to transition to more cost-efficient fixed route....BUT....
- ▣ Bus Stop infrastructure not yet in place, AND our population is accustomed to curbside service...immediately changing to fixed route may be too drastic
- ▣ The limited fixed route will begin the population's orientation toward fixed route service

Long Term Improvements

- ▣ Establish connection to the Central Arizona Regional Transit System (CART)
 - Would effectively connect Maricopa to most of west-central Pinal County
- ▣ Results of the MAG Southeast Valley Transit Study will provide further data on the feasibility of connection to the Valley Metro System.

Note: All improvements are subject to approval of the Maricopa City Council

Questions??

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