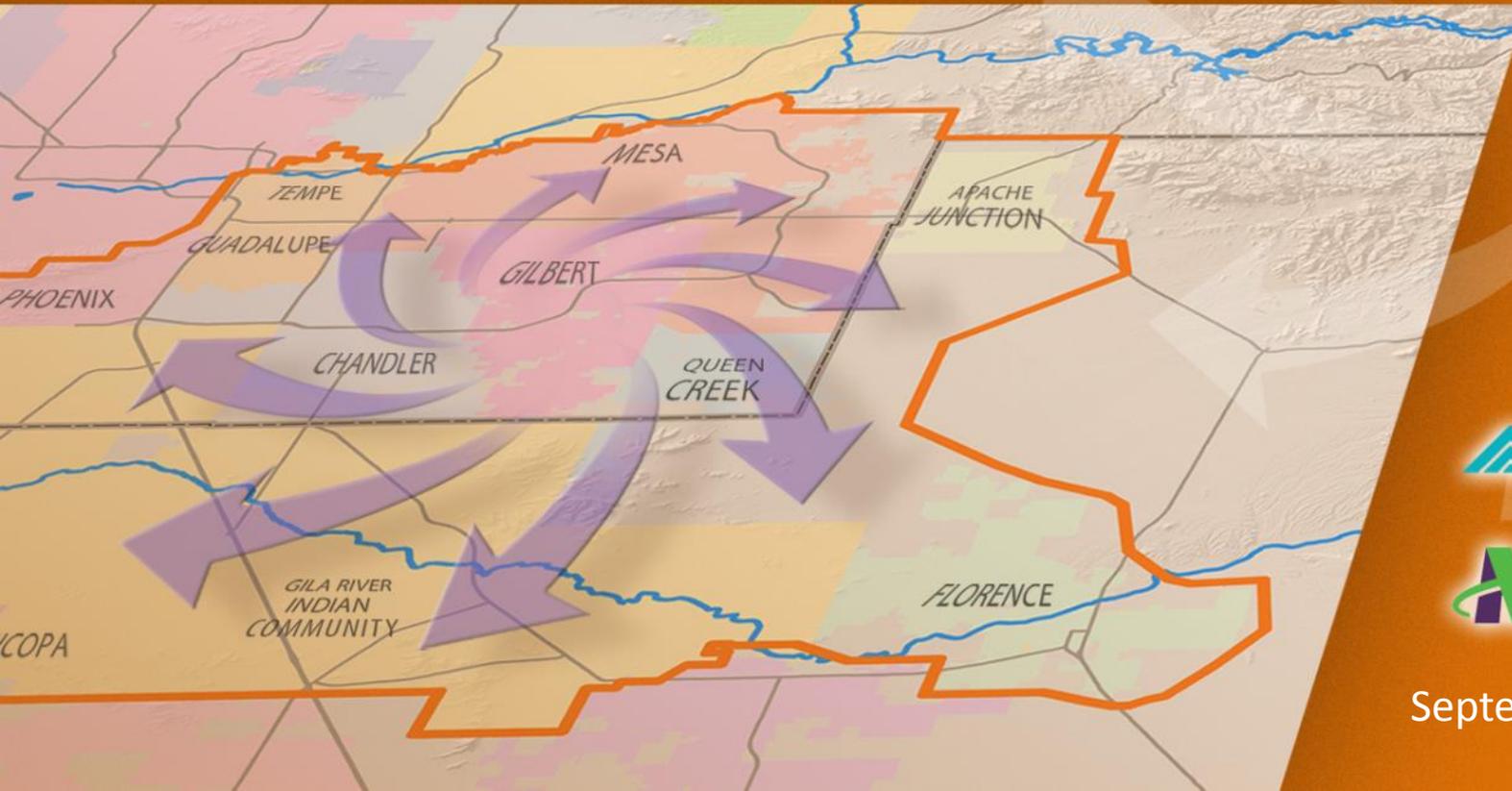


SOUTHEAST VALLEY TRANSIT SYSTEM STUDY



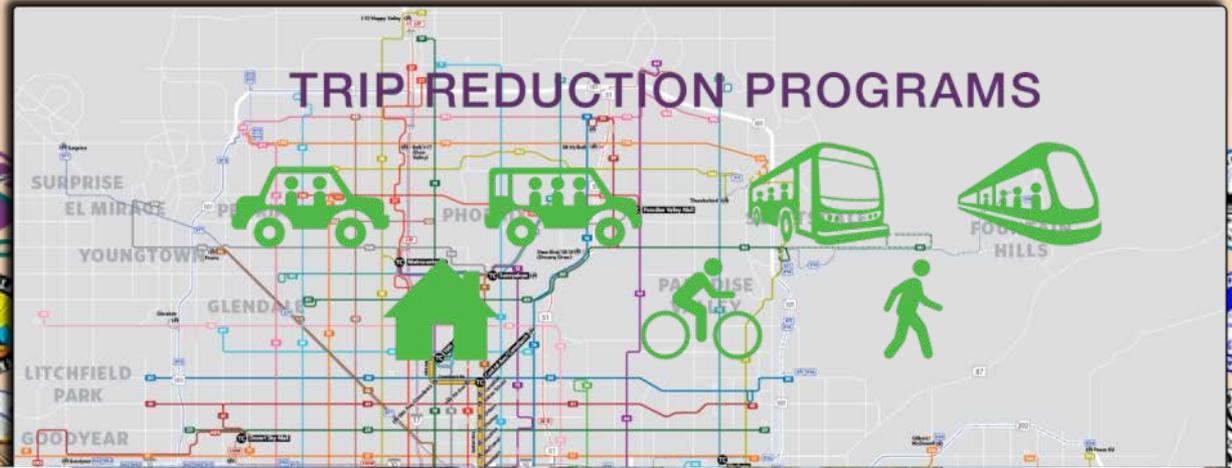
MAG Transit Committee



September 10, 2015

Overview

- **Partners**
- **Coverage Area**
- **Transit Routes**
- **Transit Stops**
- **Public Park-and-Ride
Transit Centers,
Maintenance Facilities**



Benefits of Transit



ECONOMIC DEVELOPMENT

- Creates Jobs
- Job Access
- Economic Competitiveness



ENVIRONMENTAL

- Reduce Congestion
- Energy Conservation
- Cleaner Air



SOCIAL BENEFITS

- Mobility
- Independence
- Quality of Life



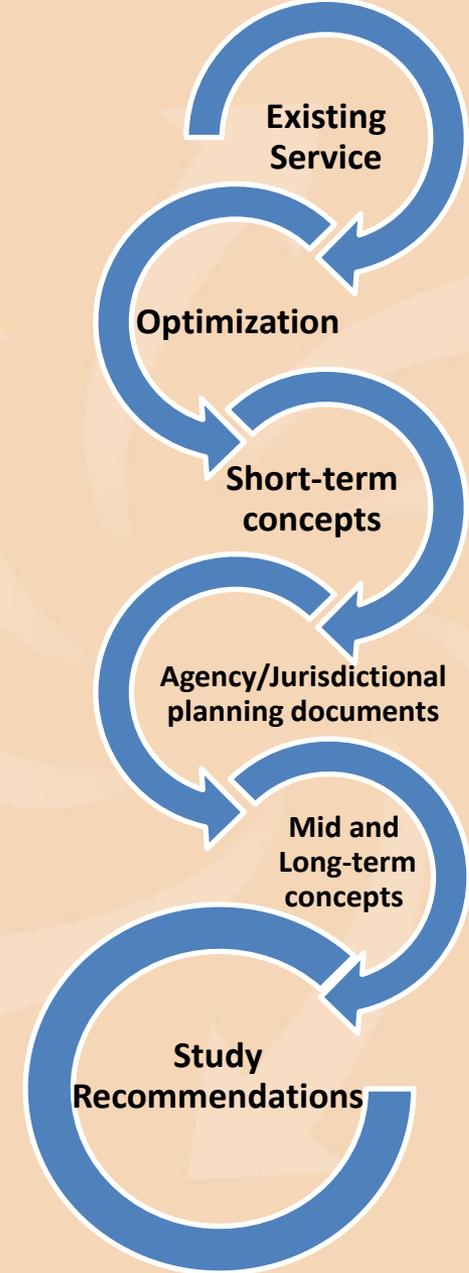
Purpose of this Study

- Identify concepts for optimizing existing transit services
 - Improve efficiencies and align investment with demand
- Develop recommended concepts for addressing mid-term (within 10 years) and long-term (beyond 10 years) transit needs
 - Address unmet needs
 - Respond to growth and changing conditions
 - Develop performance-based transit system



How will results be used?

- Provide a menu of concepts to inform future programming processes and plans

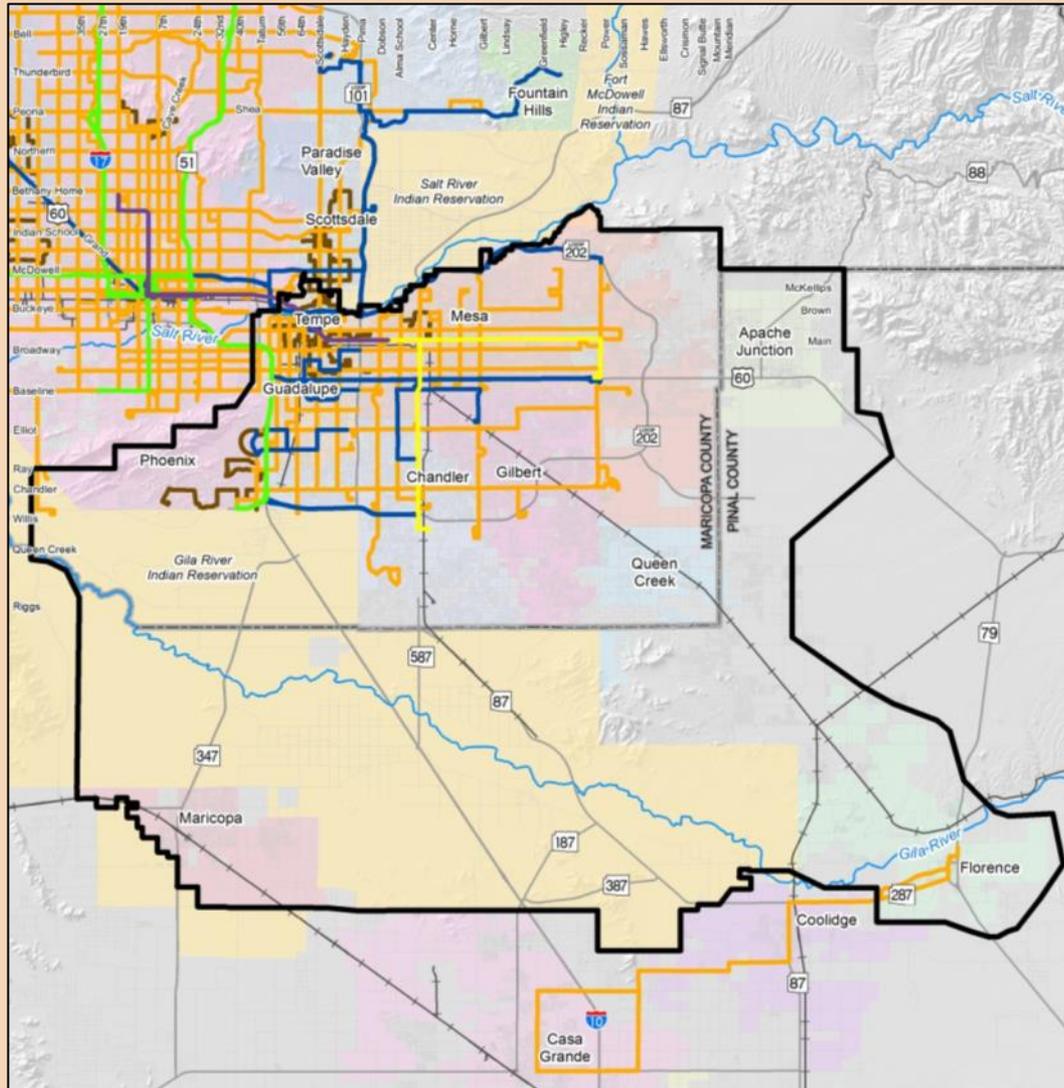


Public Input

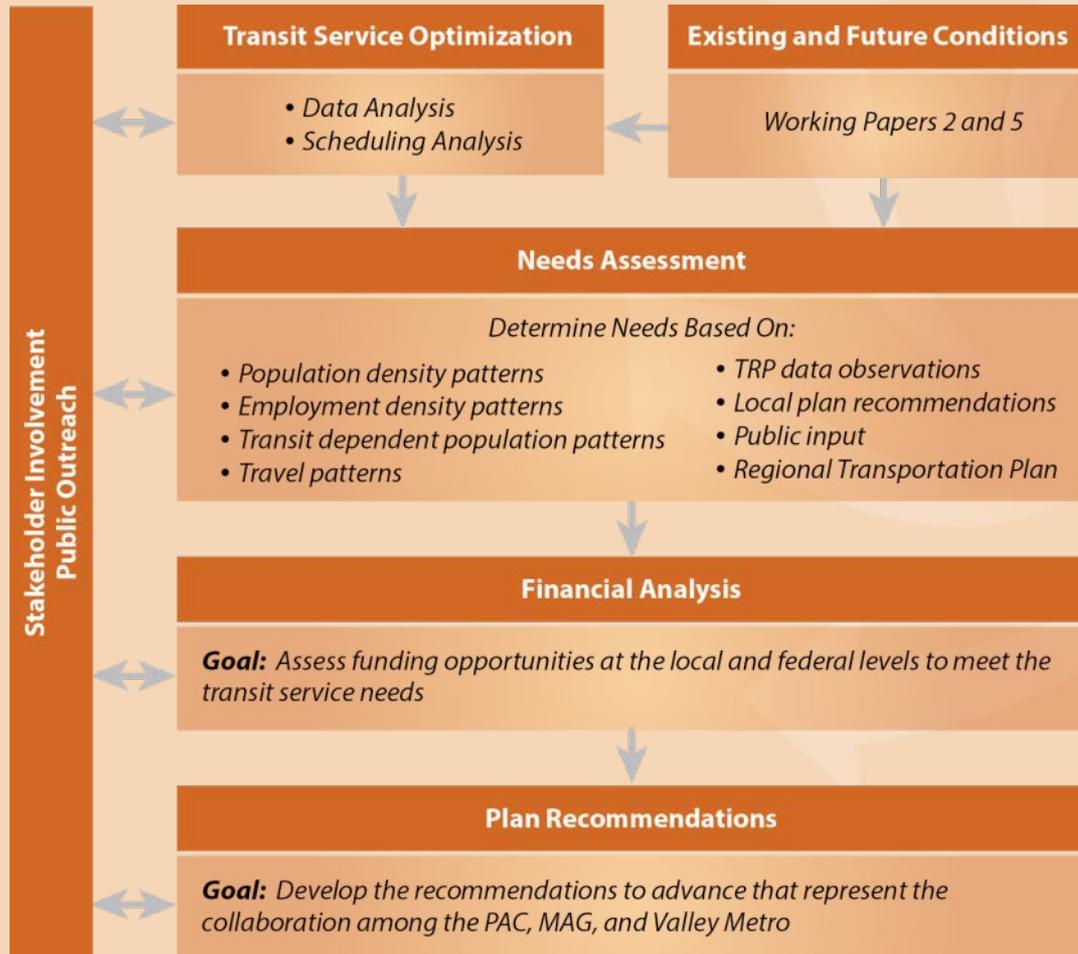
- Online survey conducted Summer 2014
- Outreach at community events
- Input received help to shape overall recommendations
- Continuing participation in community events and presentations in Summer and Fall 2015



Study Area & Existing Transit Network



Study Tasks



Transit Optimization Analysis

- Initial approach was completely data-driven, final concepts were fine-tuned through PAC discussions
- Strengthen the Network
 - Maximize benefits of a grid network
 - Improve frequency where warranted
 - Use bus service to leverage rail investment
- Optimize Use of Resources
 - Streamline alignments to avoid deviations e
 - Reduce route duplication
 - Match service investment to demand

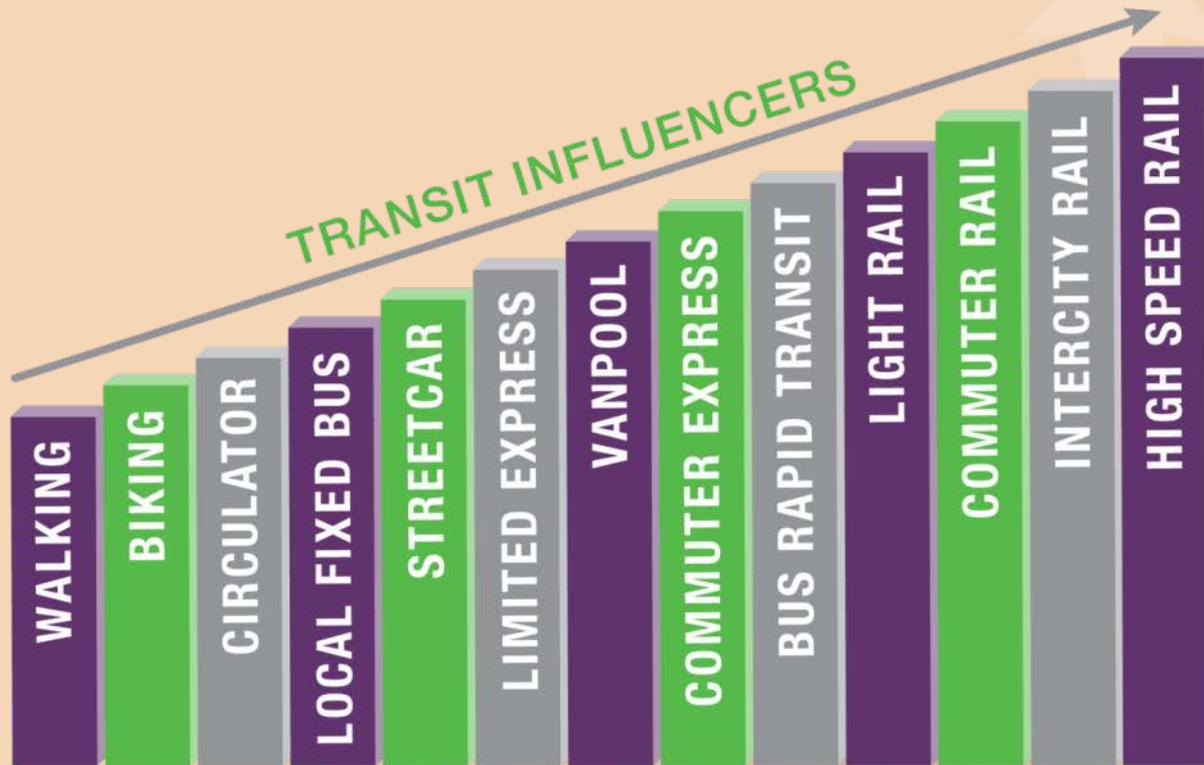


Needs Assessment

- **Definition of a Need:** an area that has or is projected to have a set of conditions that may be supportive for effective and productive transit
- **Conditions** are based on:
 - Population density
 - Employment density
 - Auto ownership/poverty/age
 - Travel patterns
- Recommendations from the Needs Assessment focused in the Mid- and Long-Term



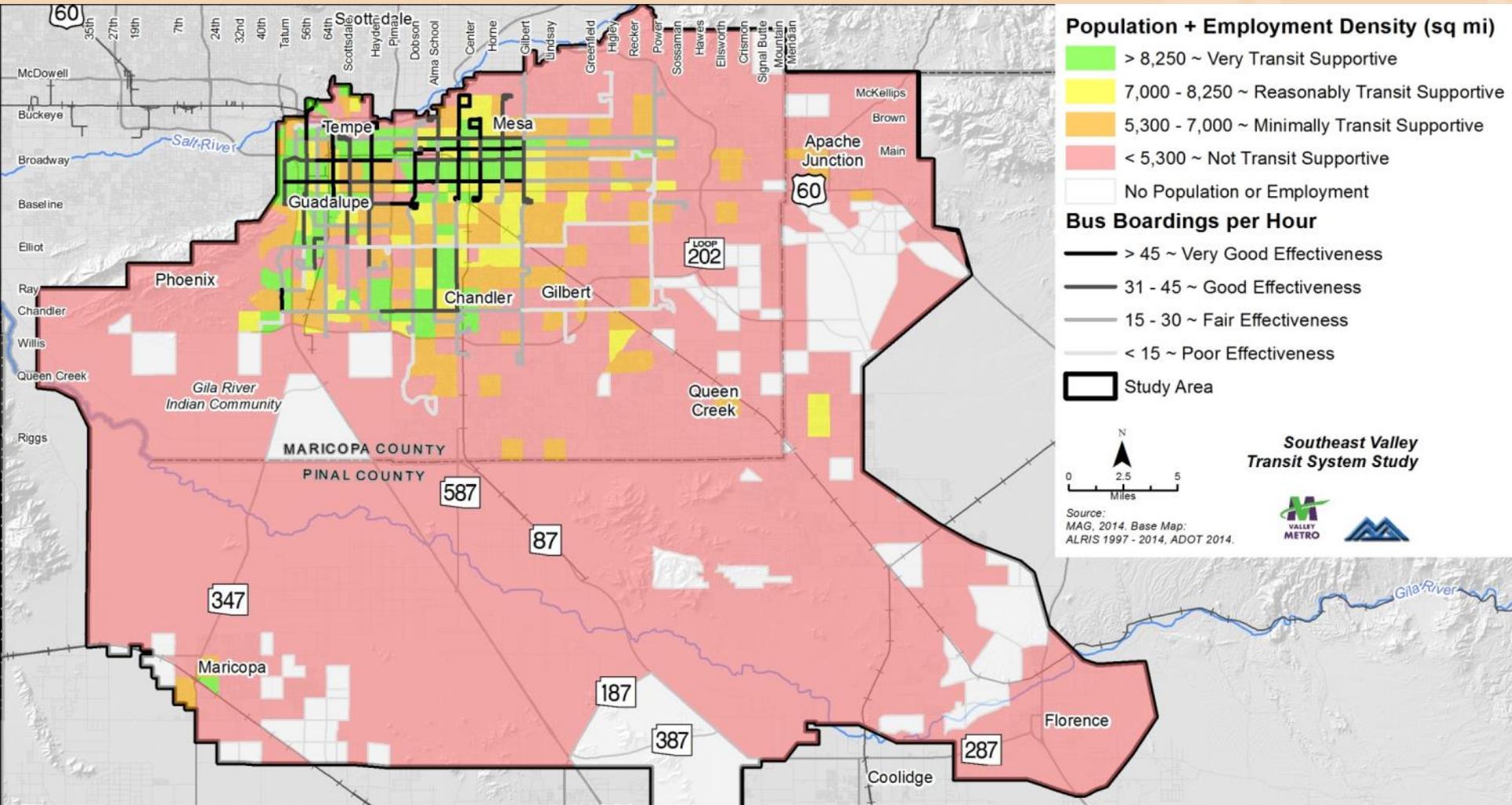
Transit Continuum & Influencers



- Connectivity & Accessibility
- Land Use
- Neighborhood Design
- Quality of Service
- Gas Prices
- Cultural Shifts
- Density
- Availability of Travel Choices
- Rider Market
- TDM Strategies
- Destinations
- Federal Regulations
- Frequency and Service Speed



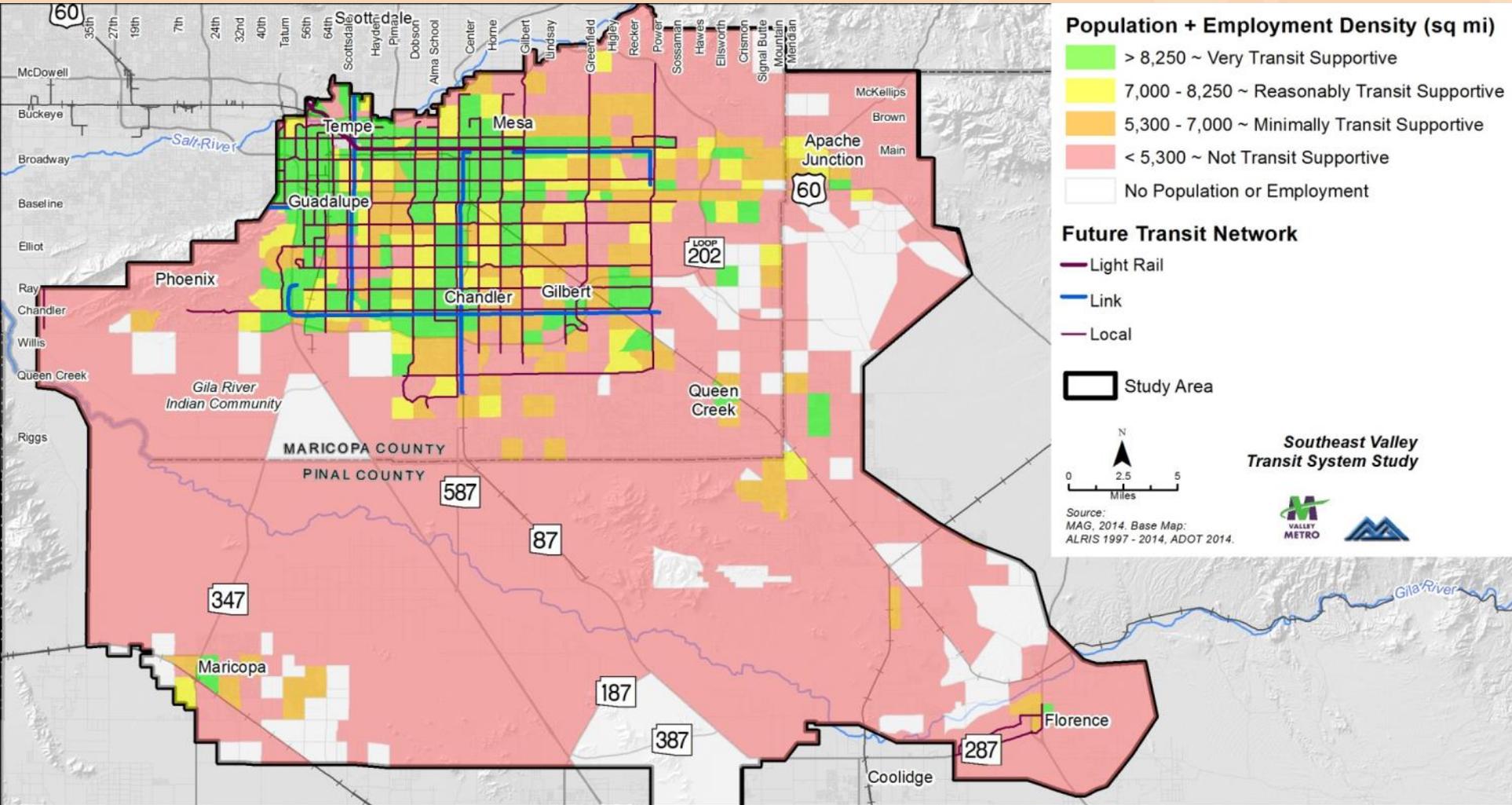
Population + Employment (2010)



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Population + Employment (2030)



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Needs Assessment Observations

- Current and planned transit network coverage areas seem reasonable
- Future land use and demographic conditions grow into coverage
- Several additional areas with potential unmet needs identified
- Heavy trip exchange in North Tempe/West Mesa
- Growing trips between Tempe/Mesa and Chandler/Gilbert

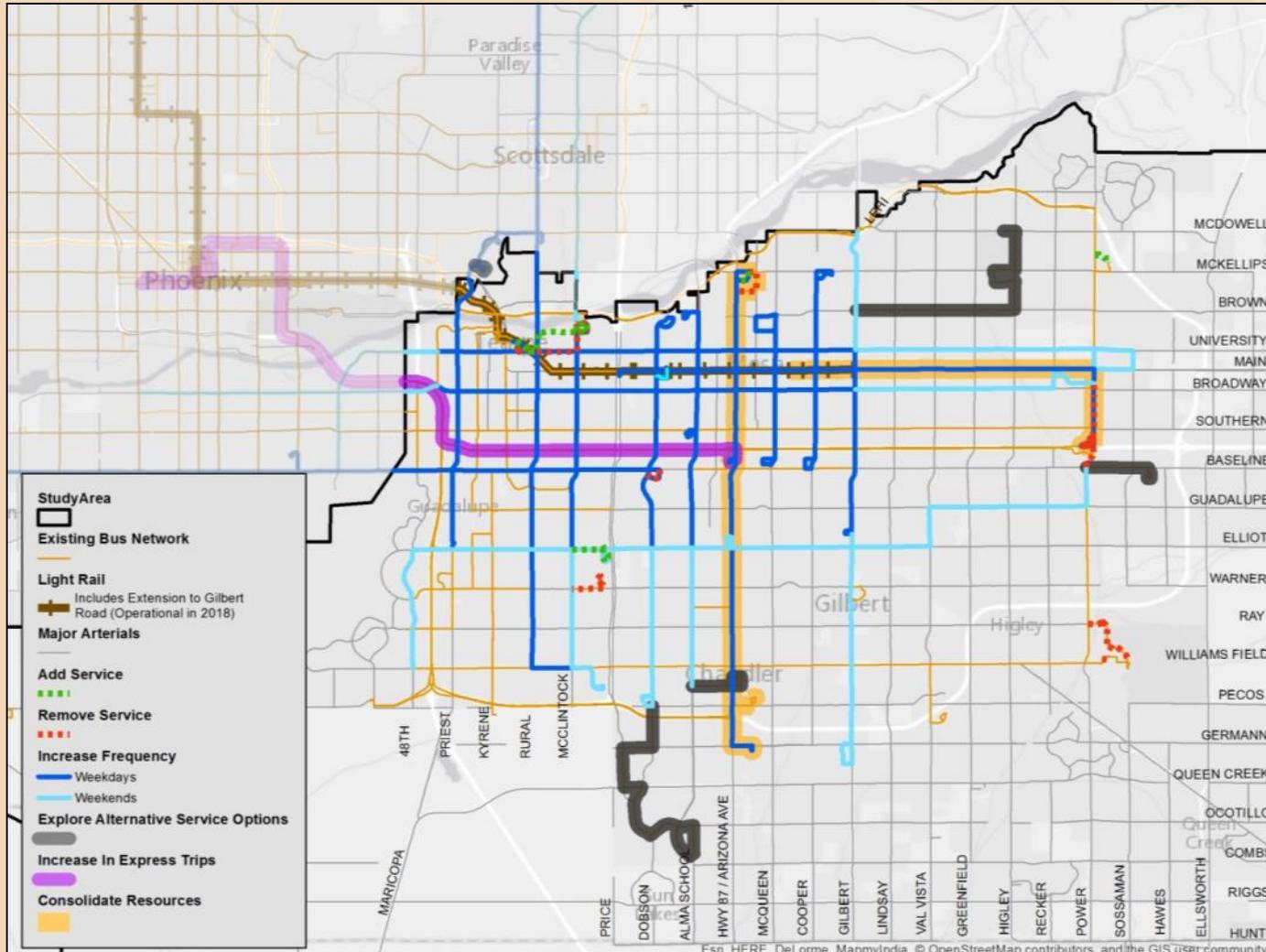


Study Recommendations

- Menu of concepts for modifications or additions to the transit system for:
 - Optimization of existing system
 - Mid-term (within 10 years)
 - Long-term (beyond 10 years)
- Specific concepts may be further developed and implemented through programming processes (TLCP, SRTP) or area-specific implementation plans



Optimization Concepts



From HERE, Delorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

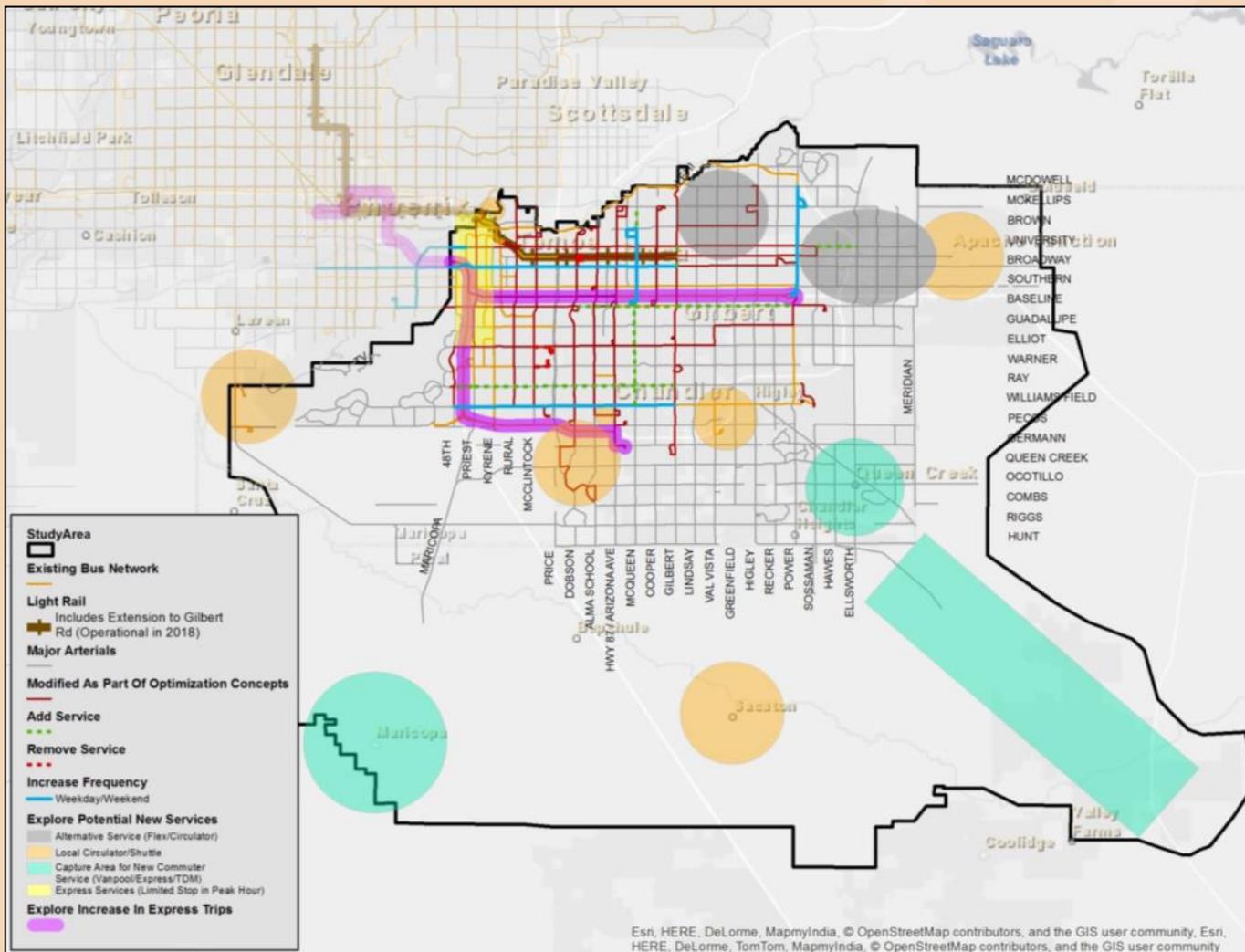


Key Optimization Concepts

- Consolidate resources invested in Arizona Ave. and Main St. into one high frequency service
- Explore alternative service types to more efficiently serve lower-productivity route segments
- Obtain minimum 30 minute all-day service across the Southeast Valley
- As possible, improve frequencies on high ridership routes



Mid-Term Concepts



Key Mid-Term Concepts (within 10 years)

- Increase service frequency on productive routes
- Explore new service types as a way to more efficiently provide service in low-ridership areas, or as a lower cost way to expand service to new areas
- Expand service to the east and south as population, employment, and transit demand grow



Key Long-Term Concepts (beyond 10 years)

- Fill in the grid to maximize connectivity
- Expand service to the east and southeast as population, employment, and transit demand grow
- New express and other commuter services to meet demand



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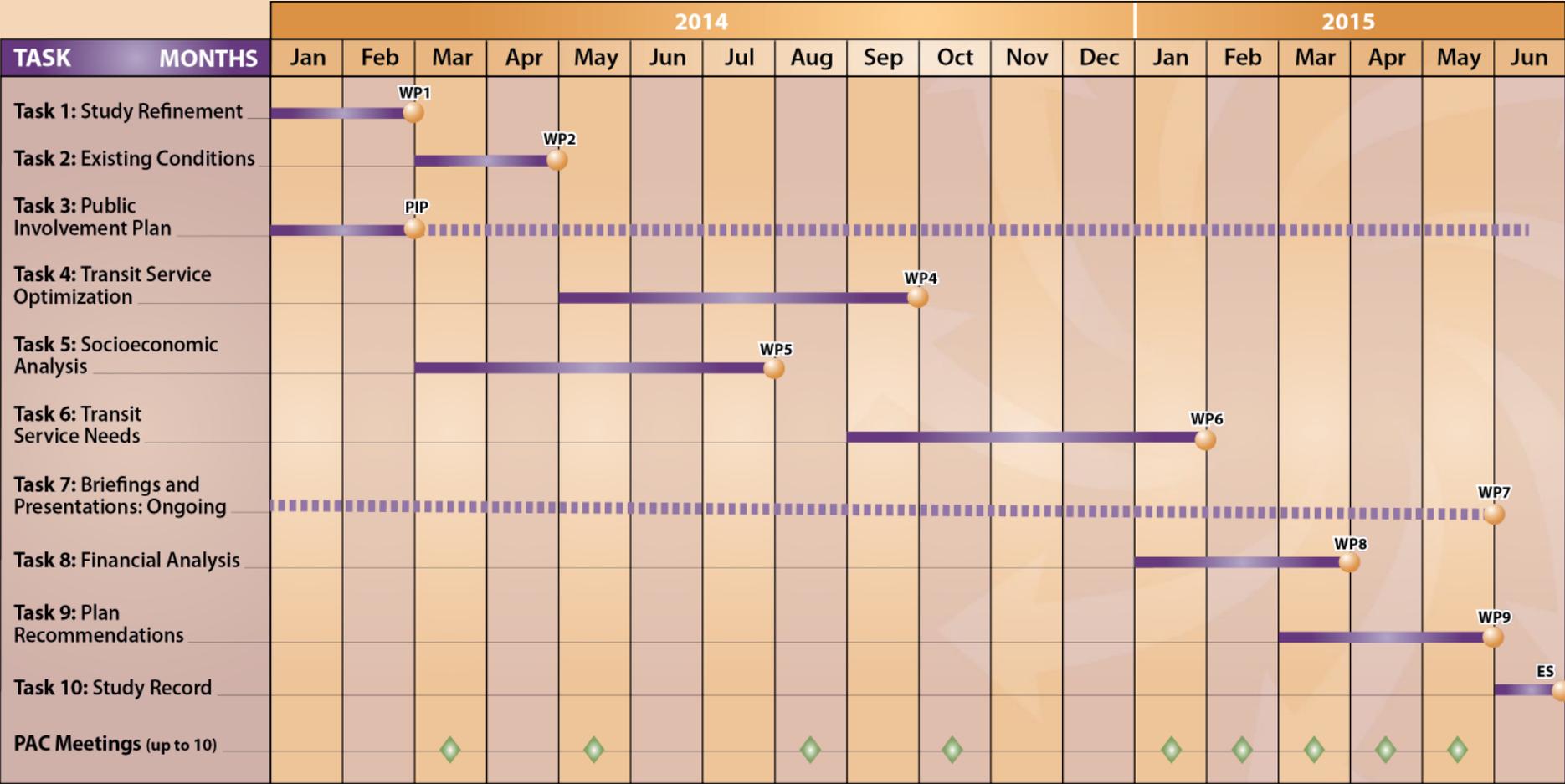
Phoenix, AZ 85003

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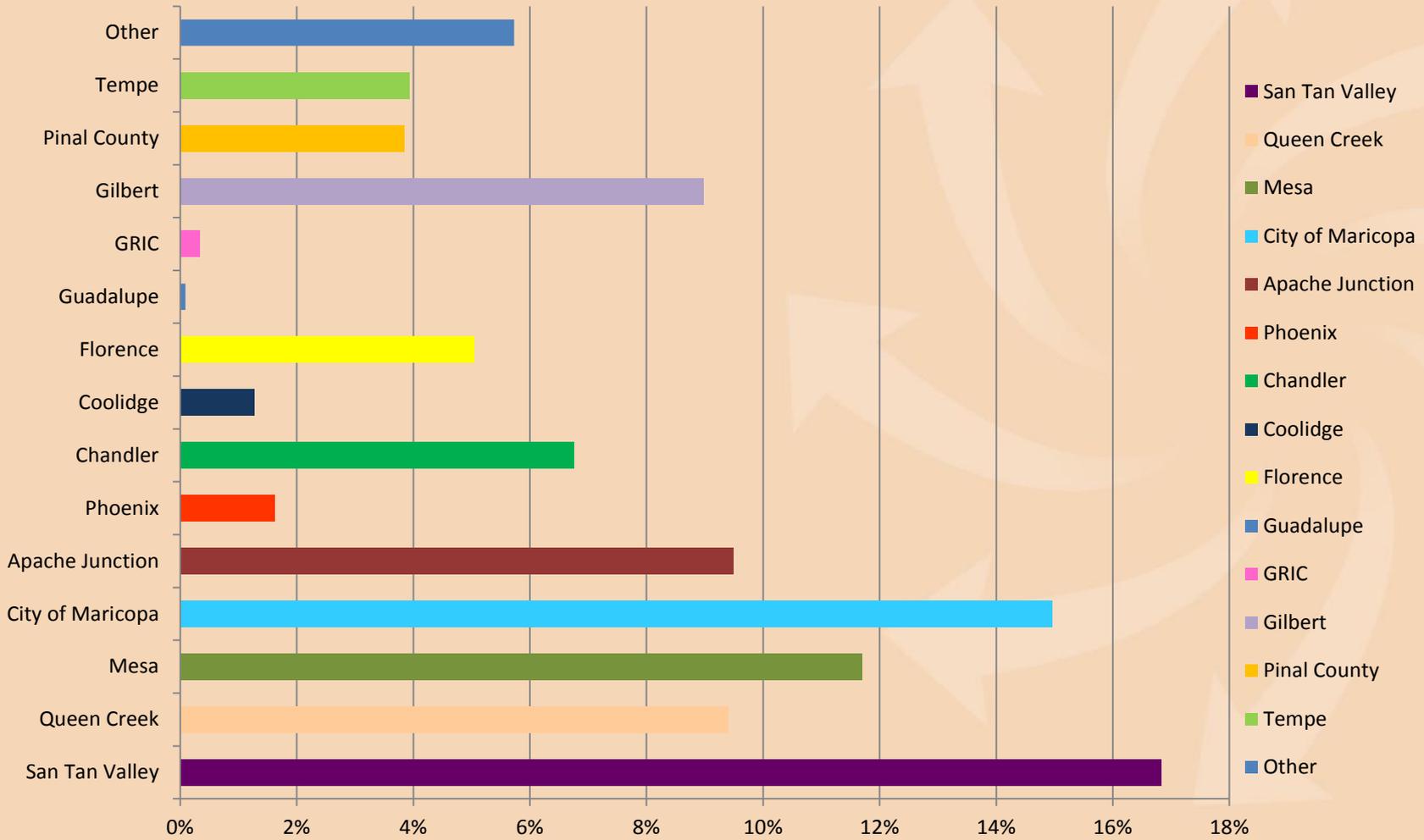
Schedule



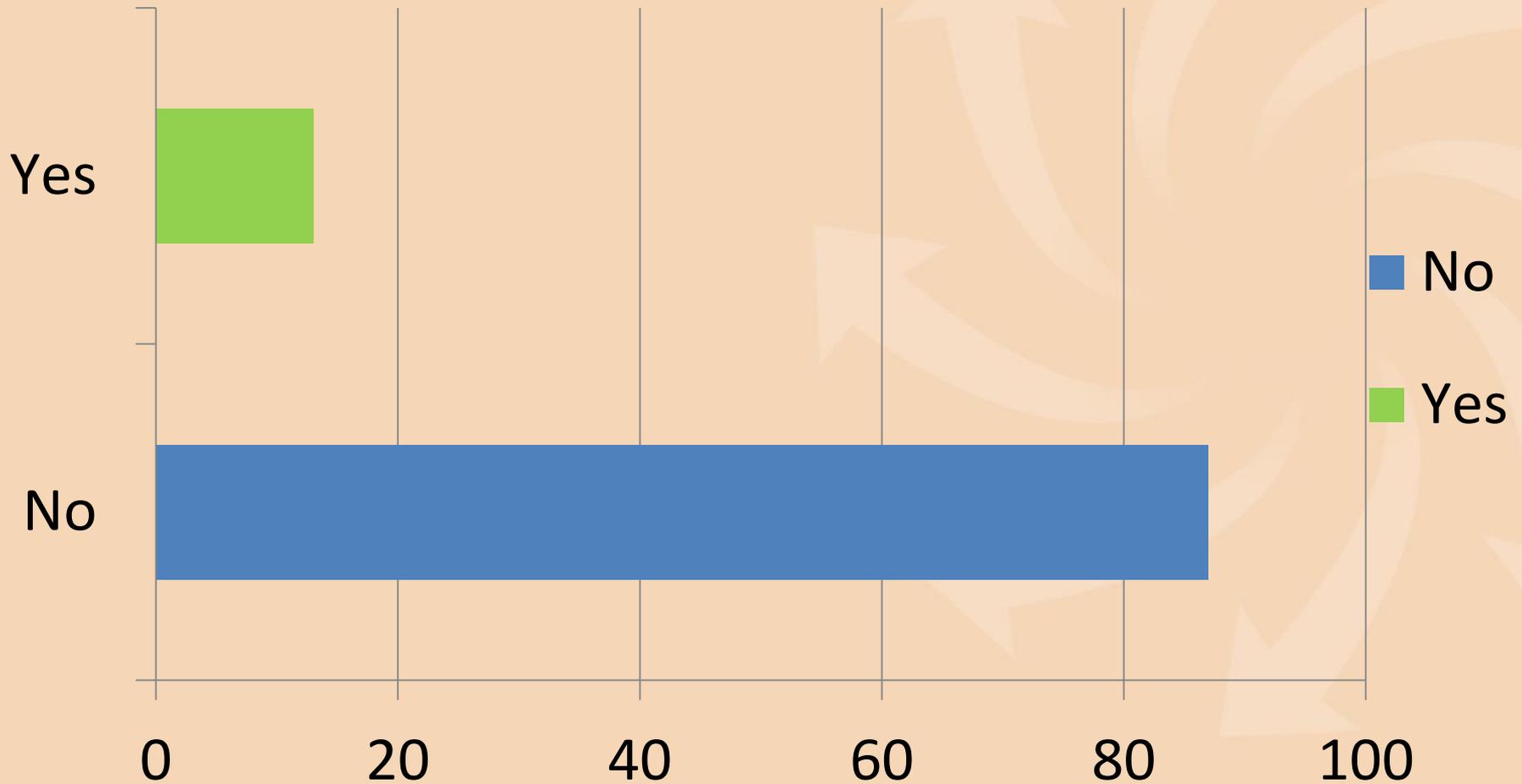
WP = Working Paper PIP = Public Involvement Plan ES = Executive Summary ● Deliverable



Survey Respondents



Do the public transportation options meet your needs?



- Would you support a fare (or bus pass) increase?

Yes	50%
No	11%
Not Sure	27%
Not Applicable	12%

- Would you support a tax increase to fund transit improvements?

Yes	49%
No	21%
Not Sure	27%
Not Applicable	2%



What, if anything, would encourage you to use public transit?

Extend service (geographically, days and hours)	59%
Greater frequency	27%
Lower cost/ fare	12%
Service to new areas/ destinations	51%
Nothing	12%

