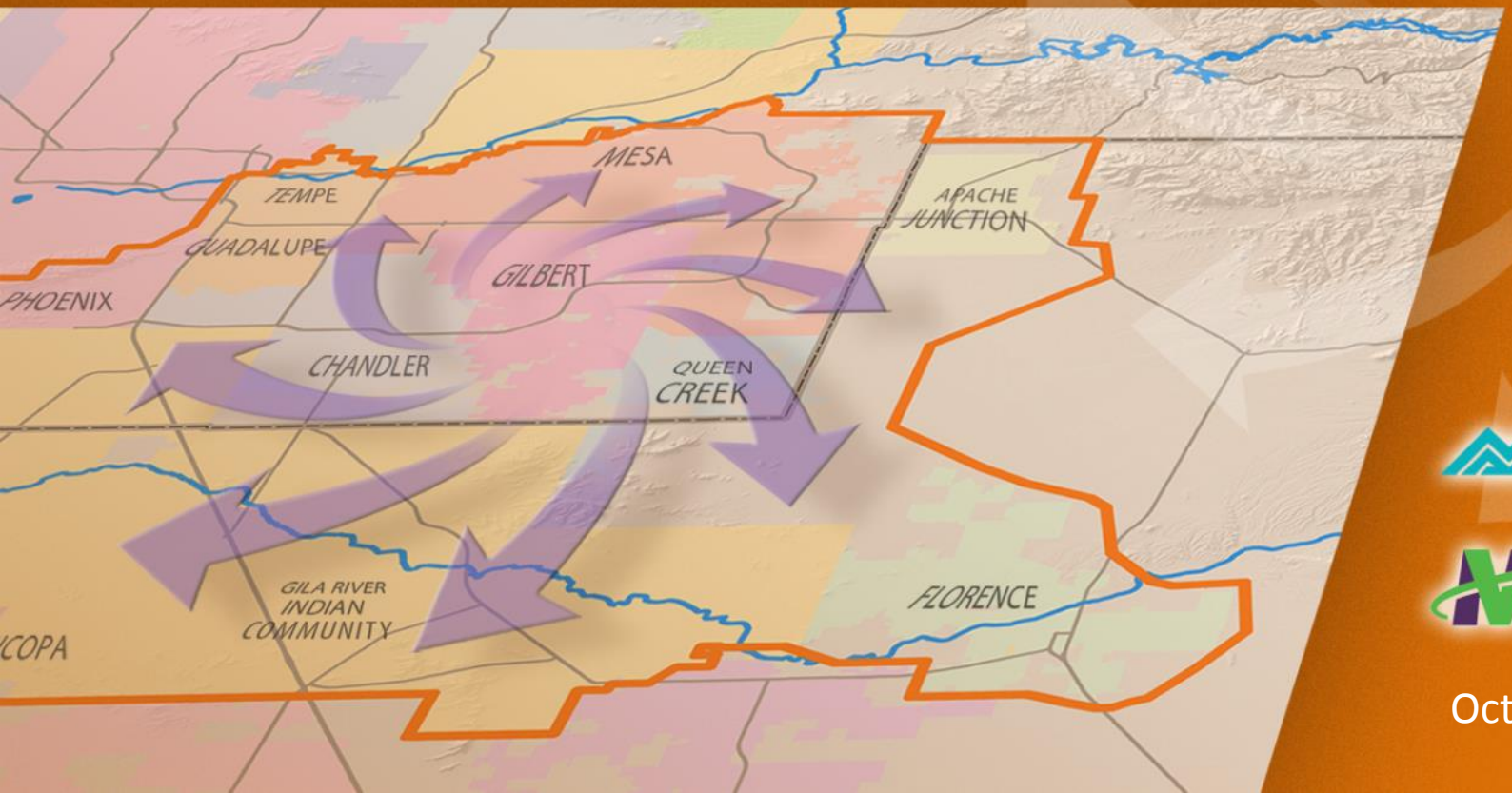
SOUTHEAST VALLEY
TRANSIT SYSTEM STUDY

MAG Transportation Review Committee (TRC)



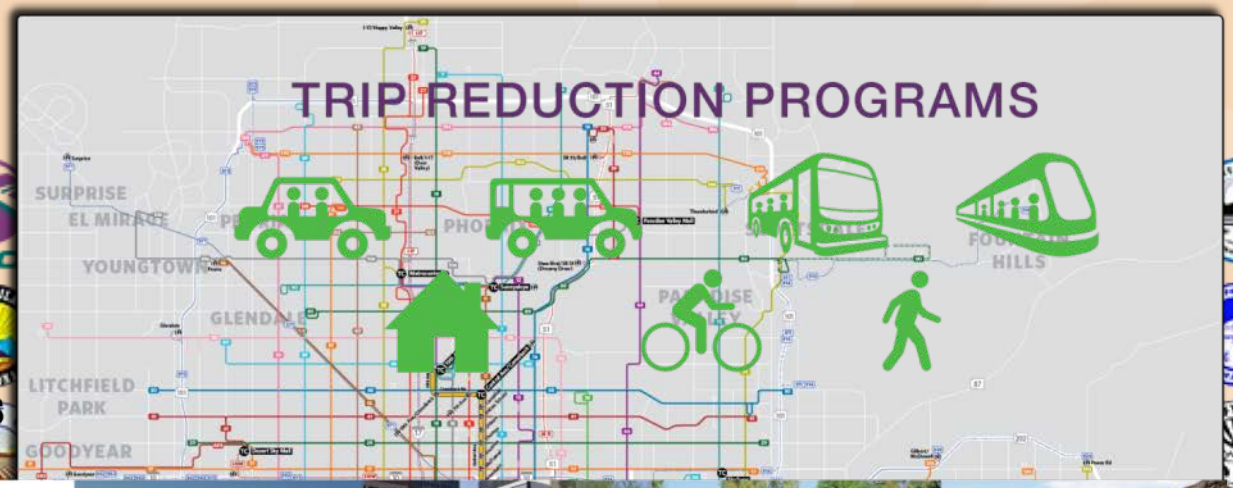
MARICOPA ASSOCIATION of GOVERNMENTS

VALLEY METRO

October 1, 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

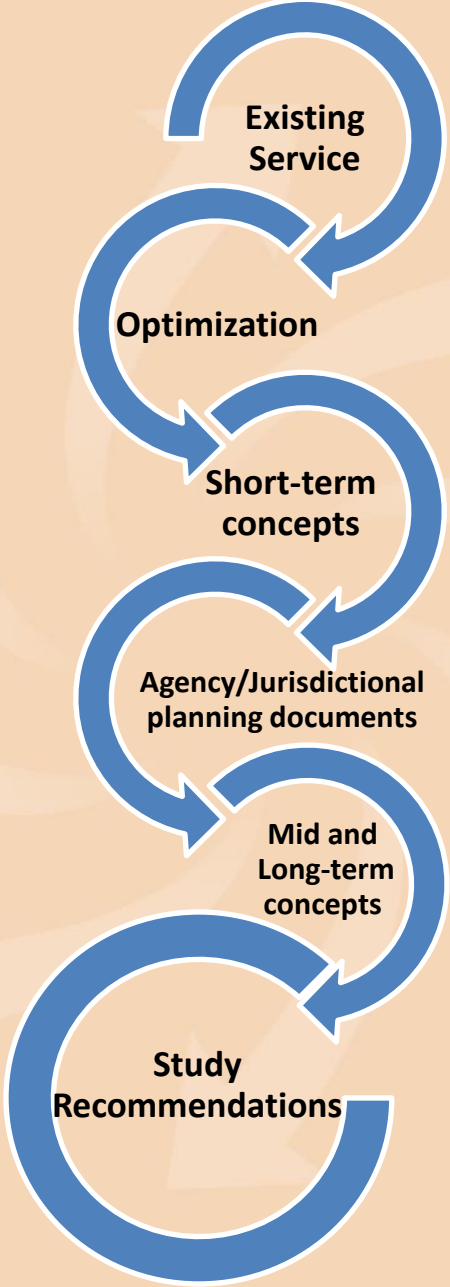
SOCIAL BENEFITS
- Mobility
- Independence
- Quality of Life

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?

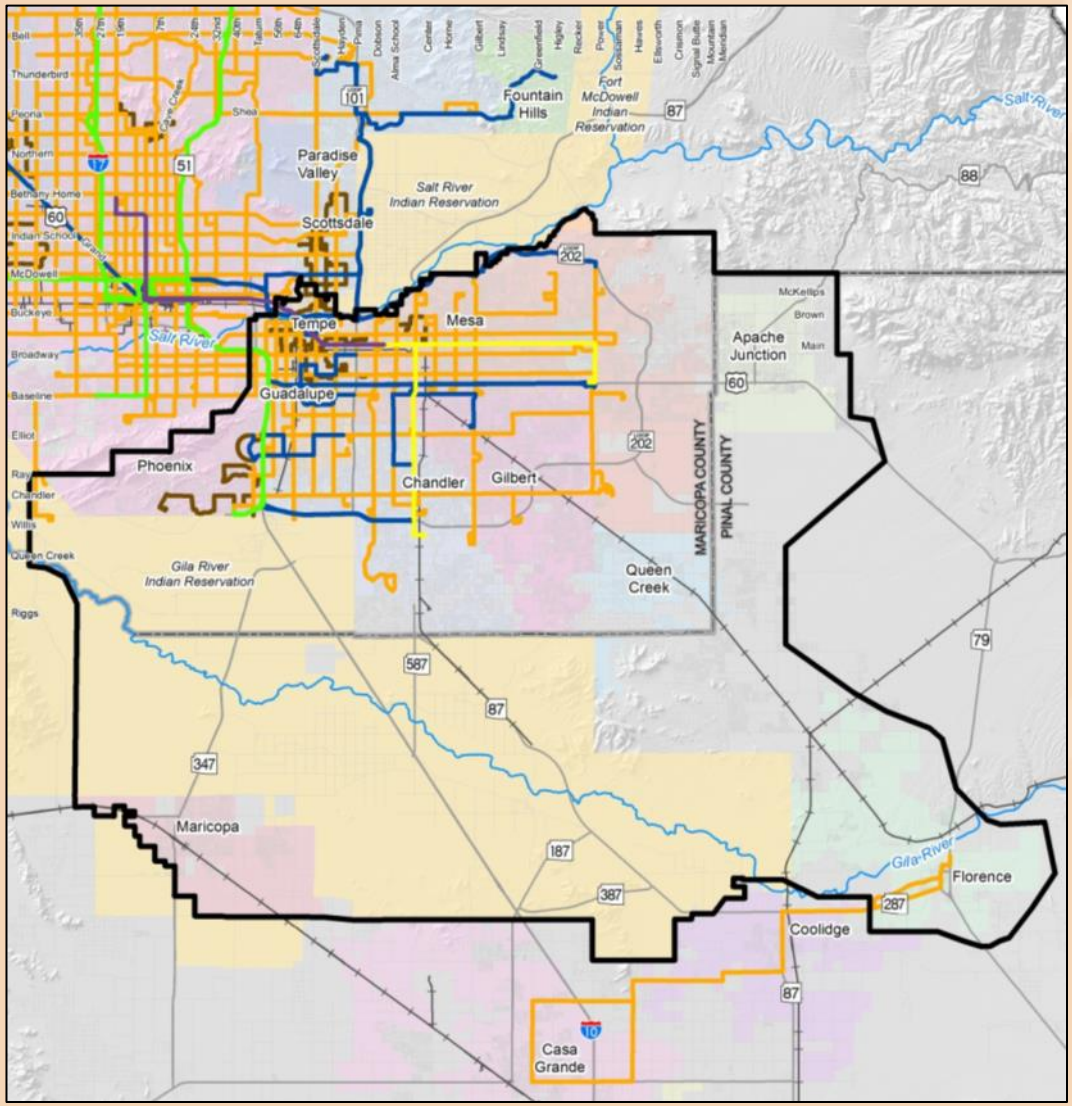
- Provide a menu of concepts to inform future programming processes and plans



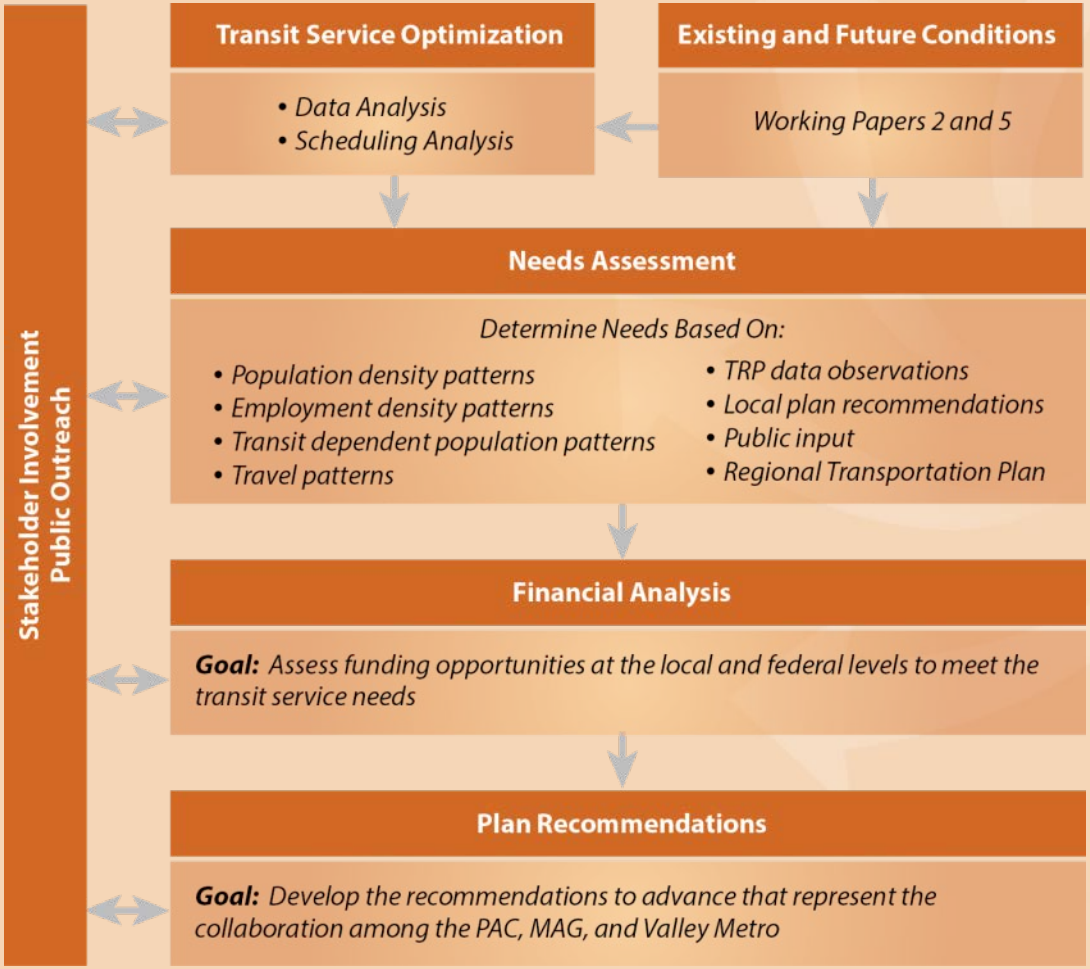
Public Input

- 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


Stakeholder Involvement
Public Outreach
Transit Service Optimization
• Data Analysis
• Scheduling Analysis
Existing and Future Conditions
Working Papers 2 and 5
Needs Assessment
Determine Needs Based On:
• Population density patterns
• Employment density patterns
• Transit dependent population patterns
• Travel patterns
• TRP data observations
• Local plan recommendations
• Public input
• Regional Transportation Plan
Financial Analysis
Goal: Assess funding opportunities at the local and federal levels to meet the transit service needs
Plan Recommendations
Goal: Develop the recommendations to advance that represent the collaboration among the PAC, MAG, and Valley Metro

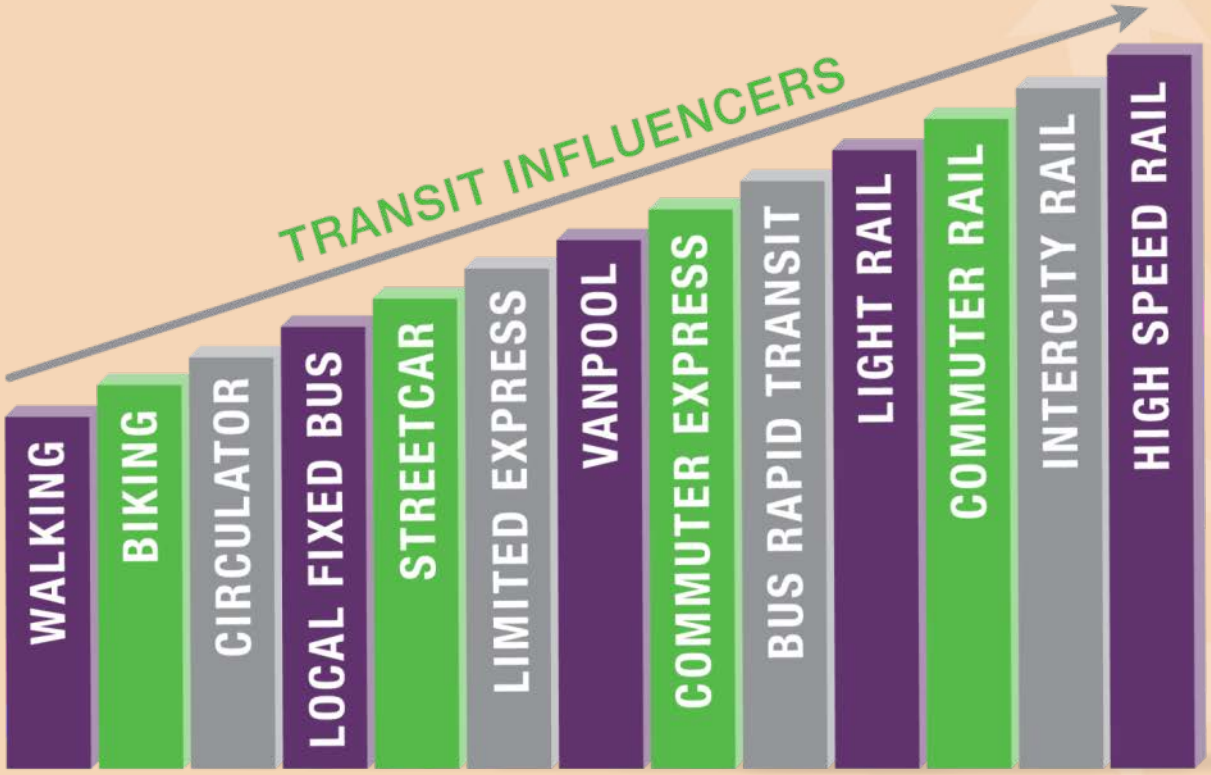
Transit Optimization Analysis

- 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

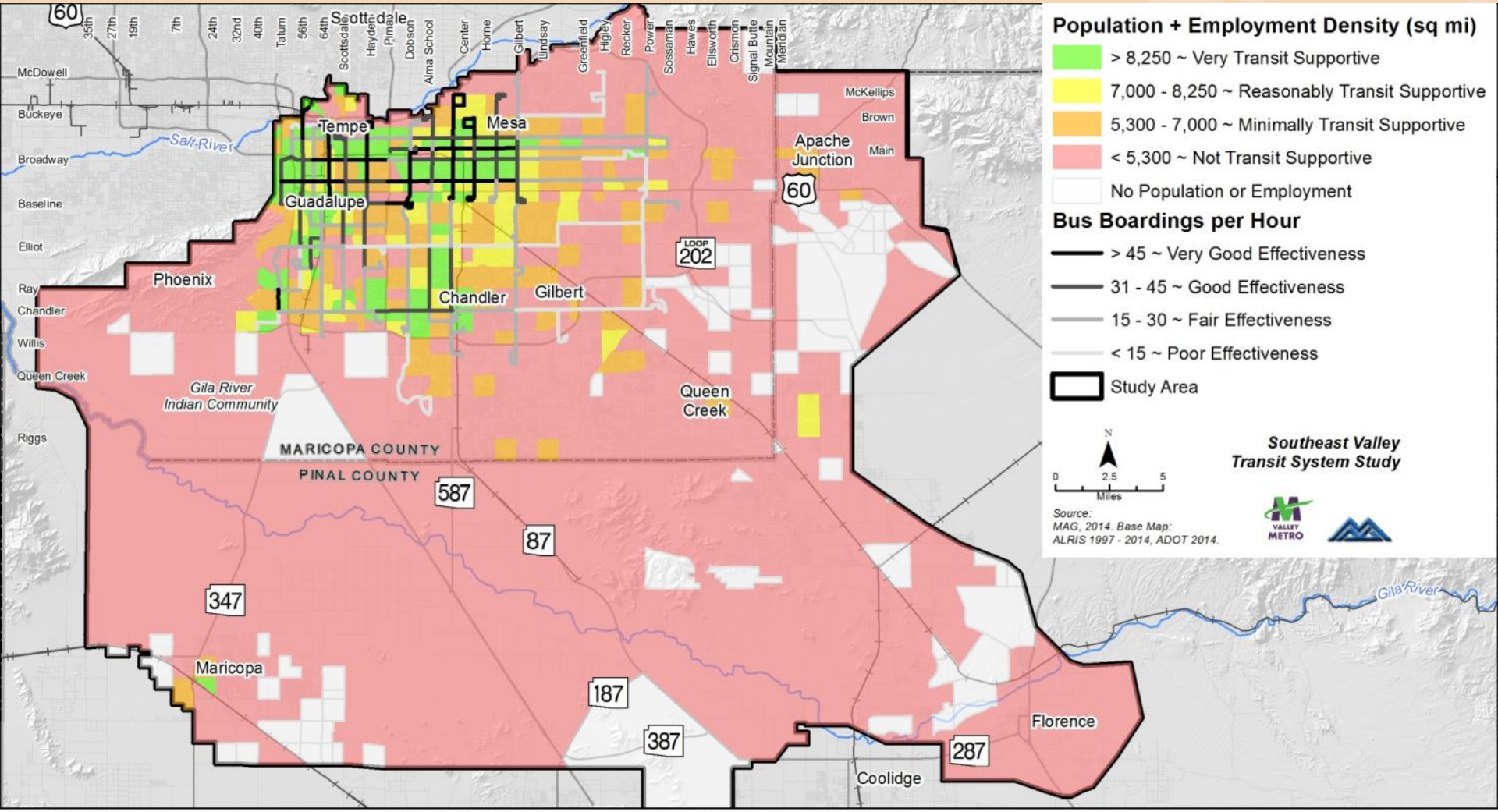
- **Definition of a Need:** an area that has or is projected to have a set of conditions that may be supportive for effective and productive transit
- **Conditions** are based on:
  - Population density
  - Employment density
  - Auto ownership/poverty/age
  - Travel patterns
- Recommendations from the 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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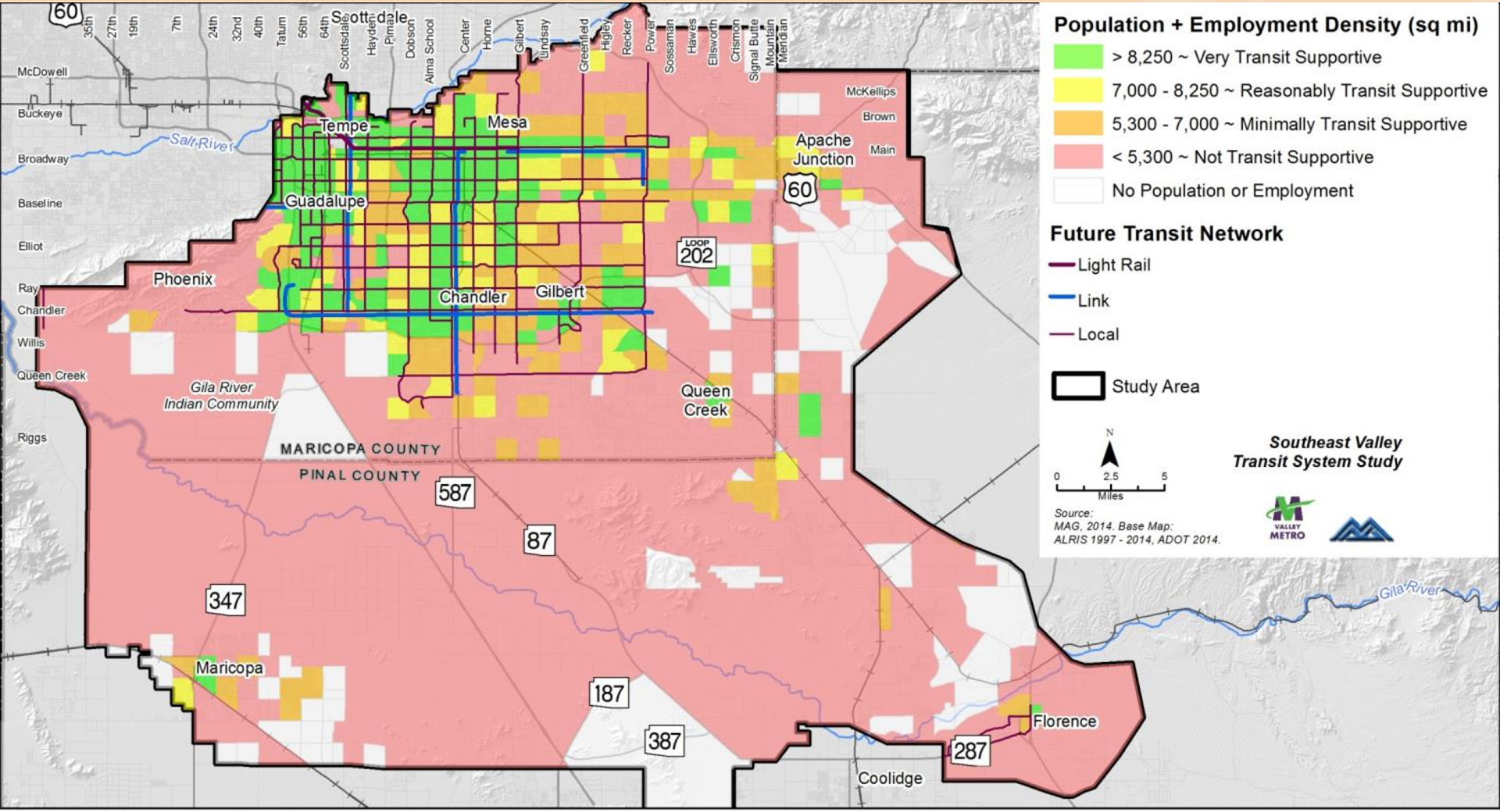
Population + Employment (2030)



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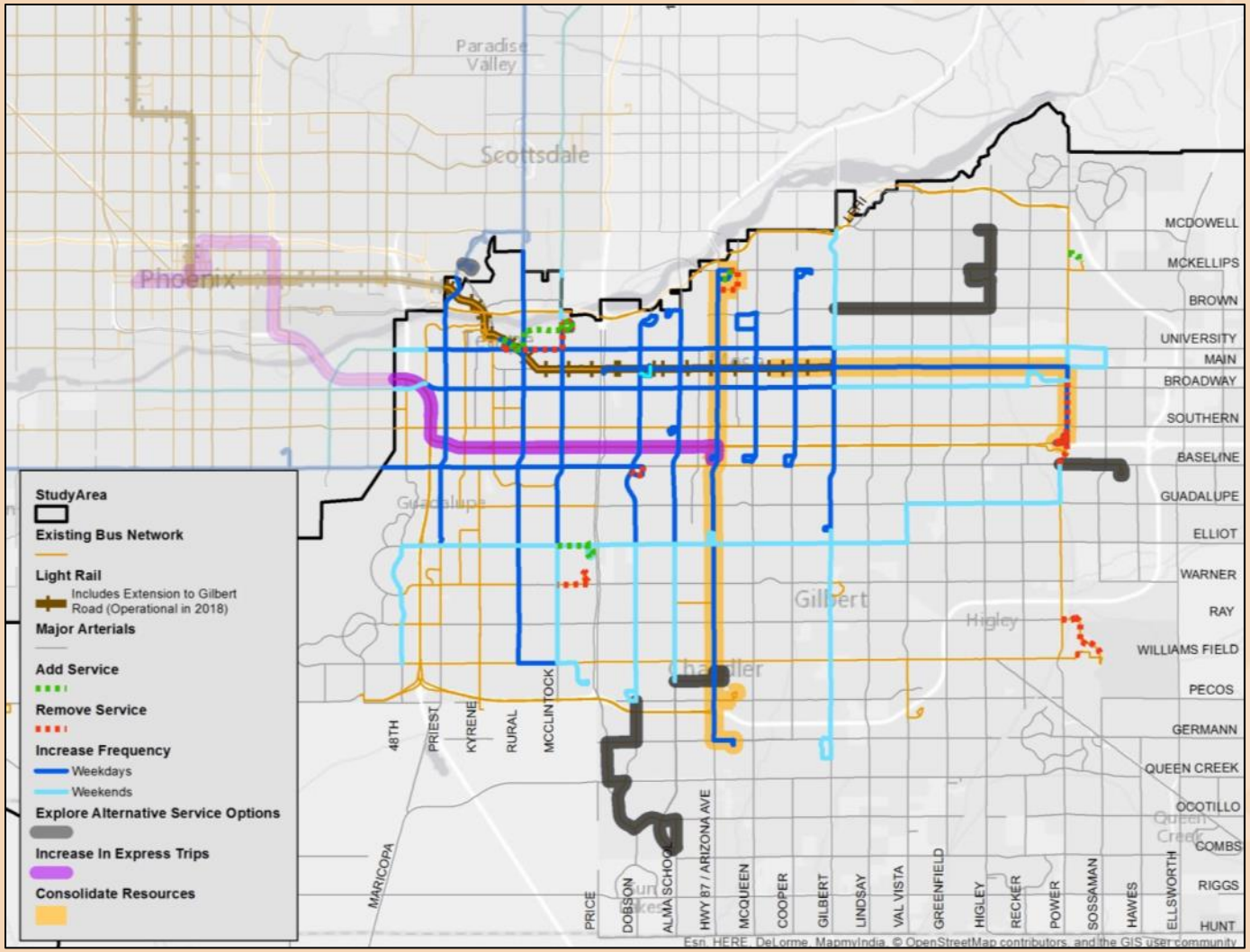
Needs Assessment Observations

- 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

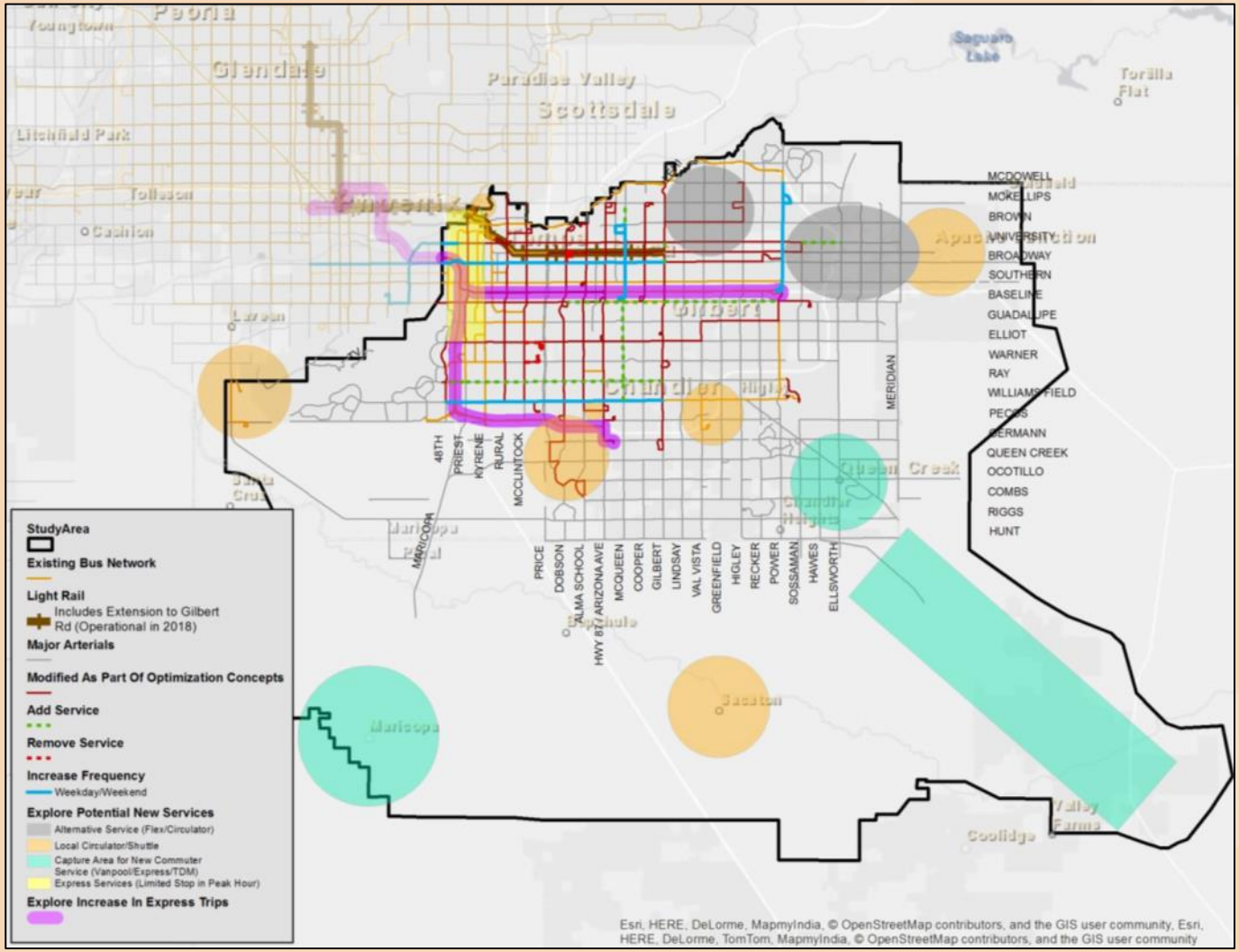
Optimization Concepts



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

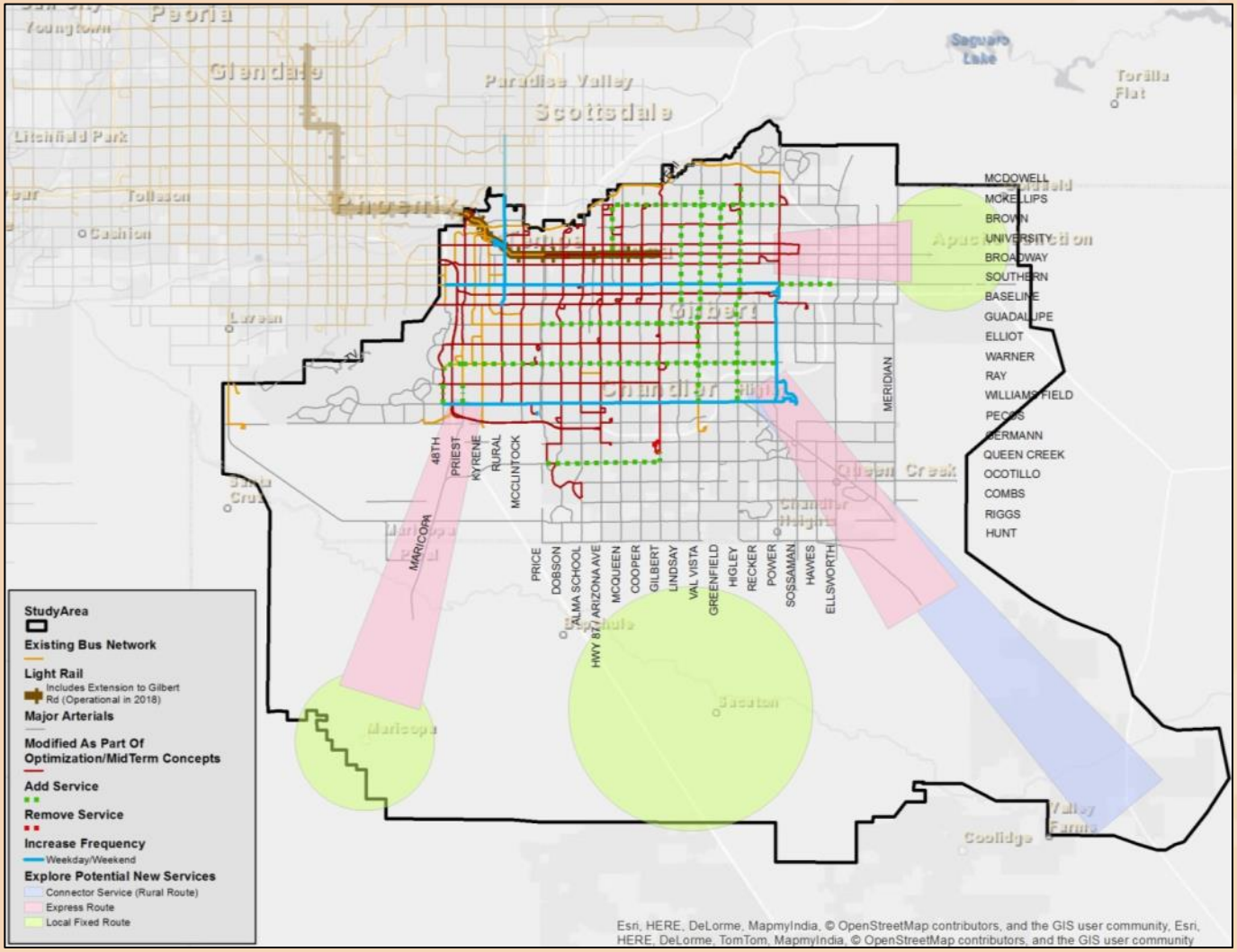
Mid-Term Concepts



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

Long-Term Concepts



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

Project Contact Information

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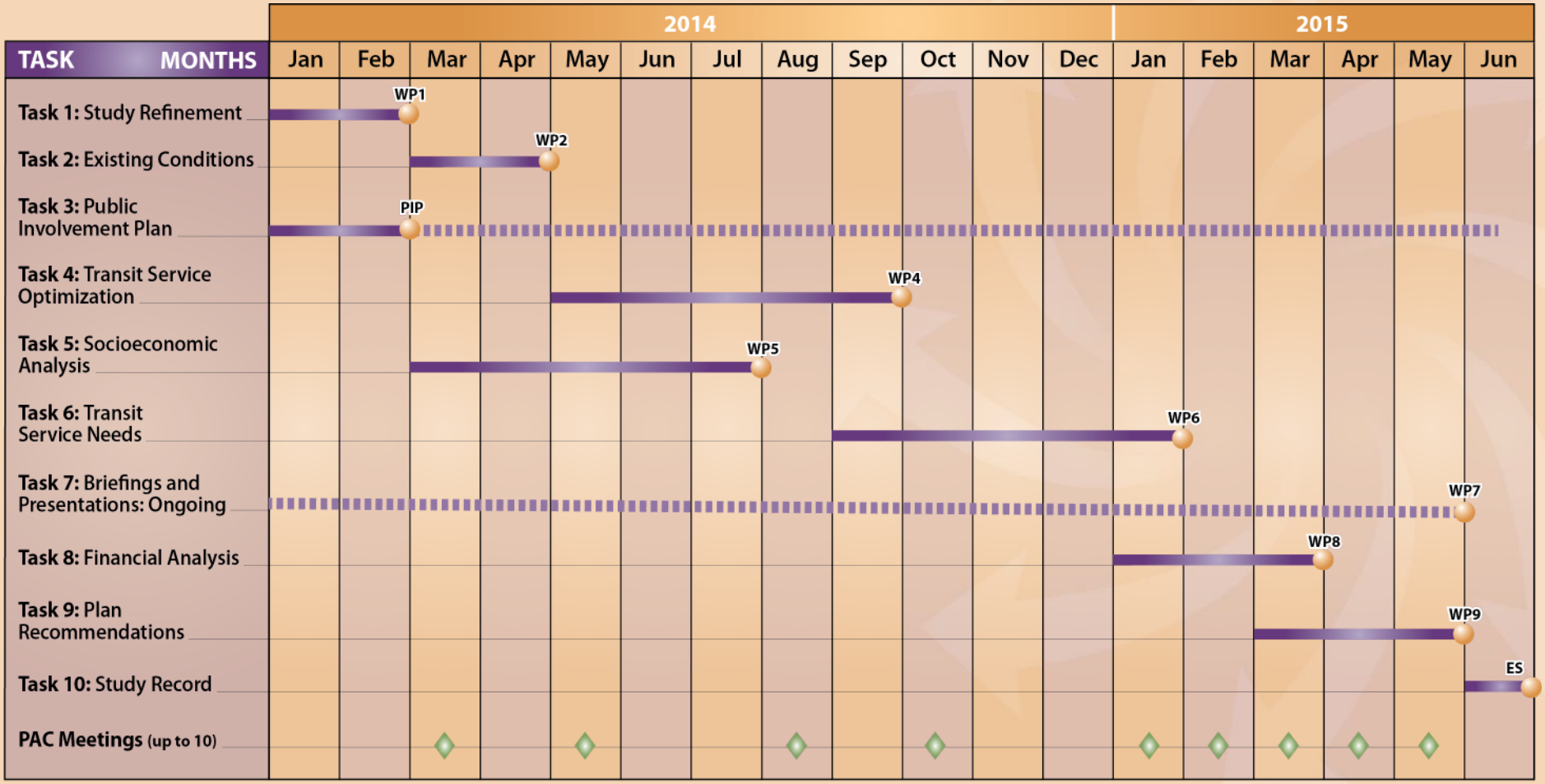
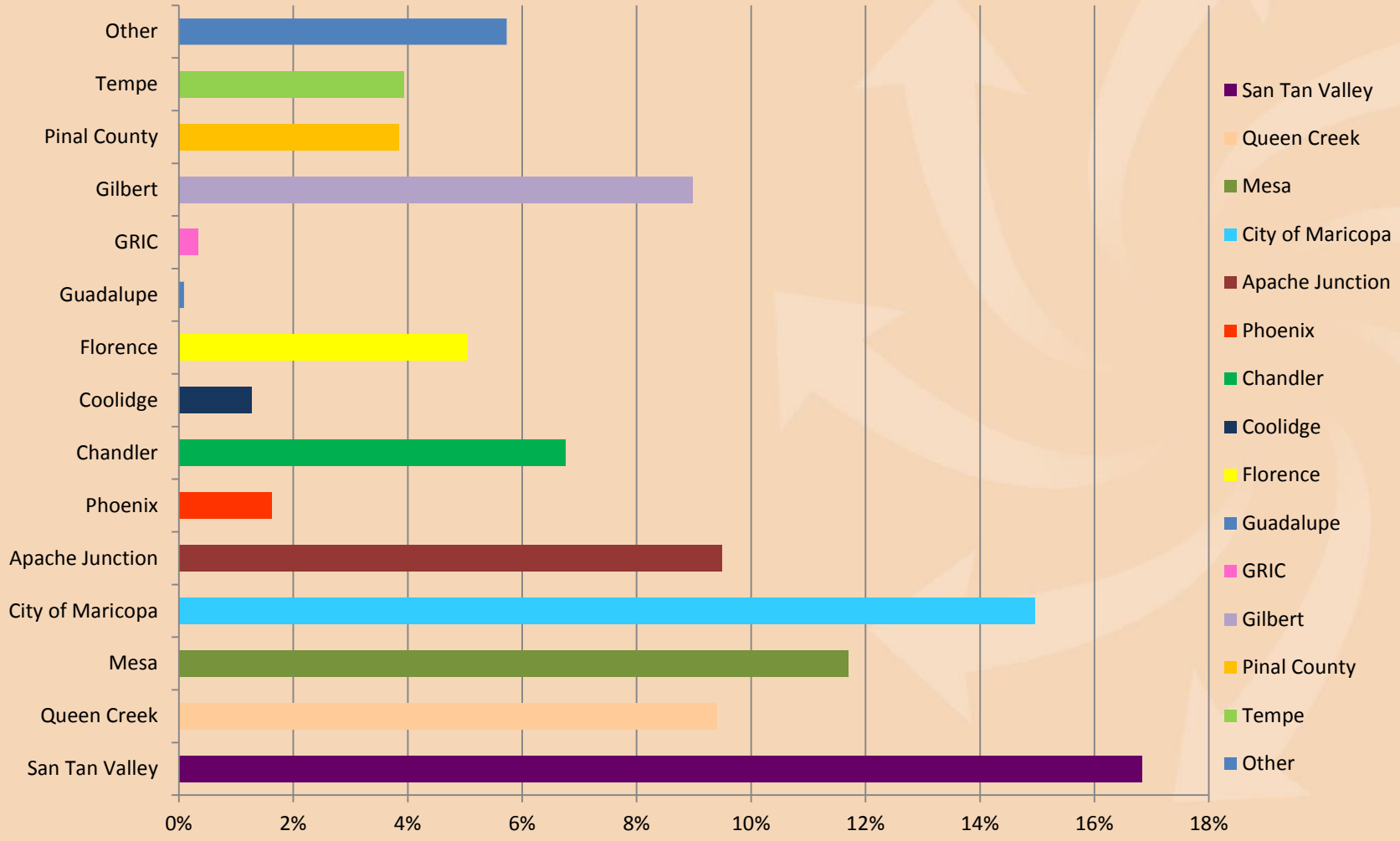
Schedule

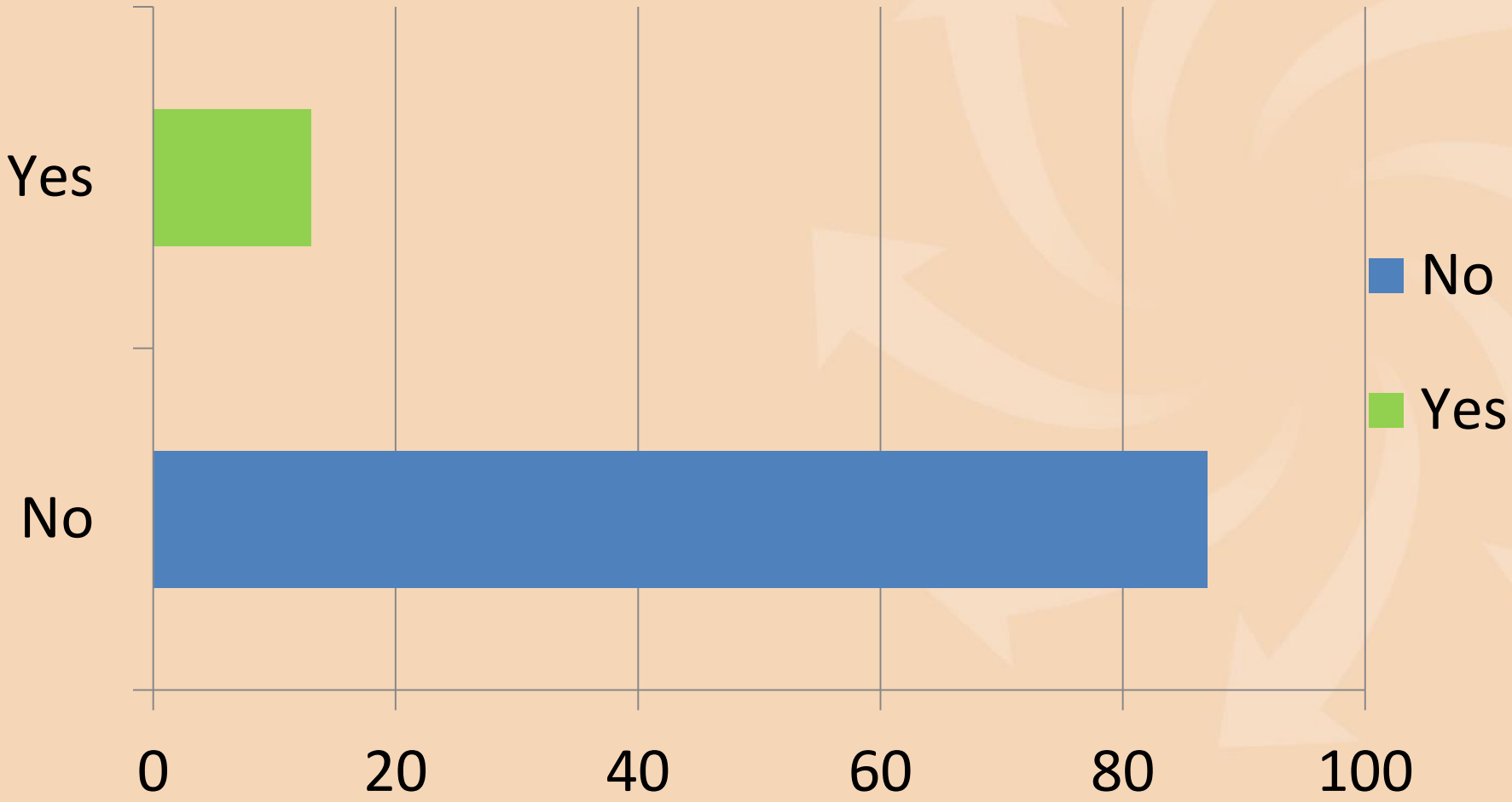


WP = Working Paper **PIP** = Public Involvement Plan **ES** = Executive Summary Deliverable

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%