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Thursday, April 5, 2012
7:30 – 11:00 a.m., American Sports Centers
755 N 114th Avenue, Avondale

Participants:

- Sean Banda, Town of Buckeye
- Louise Battaglia
- Twyana Blair, Arizona Public Service
- Stuart Boggs, Valley Metro RPTA
- Danielle Brown, Southwest Valley Chamber of Commerce
- Mike Cartsonis, Town of Litchfield Park
- Tony Del Sol, Maricopa County
- Jim Dickey, Arizona Transit Association
- Michelle Dionisio, Benevilla
- Matthew Dudley, City of Glendale
- Dennis Ellsworth, Maricopa Community Colleges
- DeDe Gaisthea, MAG
- Shirley Gunther, City of Avondale
- Chris Hagen, City of Tolleson
- Councilmember Craig Heustis, Town of Buckeye
- Sintra Hoffman, Arizona Department of Transportation
- Sharolyn Hohman, Southwest Valley Chamber of Commerce
- Carol Ketcherside, Valley Metro RPTA
- Kathy Knecht, Leadership West
- Steve Kramer, Blessings! For Seniors
- Mayor Marie Lopez Rogers, City of Avondale
- Andrew Marwick
- Reyes Medrano, City of Tolleson
- Deron Lozano, Metro Light Rail
- David Madrid, The Arizona Republic
- Vice Mayor Brian McAchran, Town of Buckeye
- Patrick McDermott, APS
- Councilmember Jim McDonald, City of Avondale
- Christine McMurdy, City of Goodyear
- Mayor Jackie Meck, Town of Buckeye
- Bonnie Miller
- Vice Mayor Joanne Osborne, City of Goodyear
- Councilmember Joe Pizzilla, City of Goodyear
- Connie Randall, City of Phoenix Public Transit Dept
- Geneva Rodriguez, Maricopa County Adult Probation
- Pat Rogers, HGH
- Councilmember Frank Scott, City of Avondale
- Kristen Sexton, City of Avondale
- Lorenz Sierra, Sierra for Arizona
- Pier Simeri, City of Avondale
- Barbara Snyder, Arizona State University
- Jean Stahl
- Kelly Taft, Maricopa Association of Governments
- Woody Thomas, USDA/Farm Service Agency
- Mitch Wagner, Maricopa County
- Councilmember Ken Weise, City of Avondale
- Supervisor Mary Rose Wilcox, Maricopa County Board of Supervisors

Project Team:

- Tyler Besch, URS Corporation
- Rick Brammer, Applied Economics
- Crystal Eastman, Gunn Communications, Inc.
- Theresa Gunn, Gunn Communications, Inc.
- Jorge Luna, Maricopa Association of Governments
- Alan Maguire, The Maguire Company
- Mark Peterson, Fehr and Peers
- Jennifer Pyne, URS
- Joe Racosky, URS
- Bryan Scalzo, Gunn Communications, Inc.
Summary: Key Ideas Emerging from Summit

The Maricopa Association of Governments (MAG) convened a Transit Summit on April 5, 2012 in Avondale, Arizona to discuss the priorities for development of future local transit services in southwestern Maricopa County which also connect to the regional transit system. This Summit is part of a larger project, the Southwest Valley Local Transit System Study, charged with developing a comprehensive transit strategy for the area. Broad and diverse discussion occurred at the Summit, as described below. A summary of the key priorities for transit that emerged from the discussion includes:

- Serve key activity centers: downtowns, medical facilities, employment centers, schools.
- Link to external [to the study area] employment hubs such as the Palo Verde Nuclear Generation Station and Luke Air Force Base.
- Enhance multimodal connectivity – pursue a total transit system.
- Promote ease of use: simpler fare system, branding, understandable maps

The input received during the Summit will inform the goals and objectives for a Local Transit System Plan to serve the communities of Avondale, Tolleson, Goodyear, Buckeye, Litchfield Park, West Phoenix, and Maricopa County. Stakeholder input at the Summit is expected to confirm and supplement the results of the data analysis of transit needs in the area, and is expected to also contribute to the range of alternatives to be evaluated to address those needs.

The remainder of this report provides a detailed overview of the Summit agenda and discussion.

Summit Overview

The cities of Avondale, Goodyear and Tolleson provided a continental breakfast for the meeting participants.

Welcome and Introductions

Avondale Mayor Marie Lopez Rogers welcomed the participants and introduced the elected officials.
Southwest Valley Transit Summit Report

Southwest Valley Local Transit System Study Presentation

Jorge Luna, Maricopa Association of Governments’ study project manager, reviewed the agenda and provided an overview of the study. Jennifer Pyne and Joe Racosky, URS, discussed the past and future population and employment growth in the Southwest Valley and trends in local travel patterns. Theresa Gunn, GCI, reviewed key findings of the online and in person survey. A copy of the presentation is included in the appendix.

What are the priority local transit needs?

The purpose of the retreat was to identify the local transit needs which are a priority to the summit participants. Each person was pre-assigned to tables to ensure a geographical mix for each group. For the remainder of the Summit, participants were asked to answer the following questions during a series of group exercises described below.

• 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?

The participants began by visualizing and writing down their own “ideal” local transit system. After each individual shared their ideal transit system, the group identified and posted on flip charts the common elements they felt were important to include in future local transit services.

Seven groups participated in the exercise; and although each had unique features, there were several elements common to all of the groups. Most seem to desire a local transit system that is:

• Accessible - understandable and available to all generations
• Affordable
• Comfortable - amenities such as park-and-ride lots; Wi-Fi; shaded bus stops; bicycles on bus
• Connectivity - Southwest Valley transit service connects to other regional transit services
• Convenient - frequent service
• Multi-modal - different services for different travel needs

Other common comments included the need to serve all type of trips including work, shopping, education, medical and recreation. Several participants mentioned a regional dial-a-ride service and expanded express bus service. Reverse commute and special event service were also mentioned as key elements of the “ideal” transit system.
What are the connections which need to be served?

After identifying their “ideal” transit system, each group used maps of the study area to draw where people are coming from and where they need to go. Most of the groups focused on providing service along the I-10 corridor. Most groups drew lines on the map to indicate potential local routes serving primarily an east to west corridor with minimal connections to the south.

Several maps included a hub and spoke approach to providing services by identifying key activity centers in the study area which could be served by a circulator type of service and then linking these centers or hubs with a fixed route or other type of connecting bus service.

The participants discussed whether or not service needed to be provided to Palo Verde Nuclear Generating Station. Many felt this was a priority employment destination. Other priority destinations included major employers, Luke Air Force Base, Goodyear Airport, Estrella Community College and commercial areas.

Small Group Reports

Following is a list of the elements from the participants’ individual transit system descriptions and the notes from the group flip charts. Copies of the maps on which groups sketched key connections, activity centers, or other transit considerations are also included for each group.
## Ideal Transit System Characteristics

<table>
<thead>
<tr>
<th>Individual Notes</th>
<th>Overall Group Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-modal</td>
<td>Serve medical [trips]</td>
</tr>
<tr>
<td>Bus – frequent service</td>
<td>Serve nontraditional trips</td>
</tr>
<tr>
<td>Regional in practice</td>
<td>Destination focused</td>
</tr>
<tr>
<td>Bus paths with access to service</td>
<td>Everything supports regional rail</td>
</tr>
<tr>
<td>Park-and-rides to access the regional</td>
<td>Clean</td>
</tr>
<tr>
<td>Accessible</td>
<td>Dial a ride, taxi mileage reimburse</td>
</tr>
<tr>
<td>Safe/secure</td>
<td>Alternative modes</td>
</tr>
<tr>
<td>Affordable</td>
<td>Use incentives</td>
</tr>
<tr>
<td>Frequent</td>
<td>Match road w/transit</td>
</tr>
<tr>
<td>Safe and secure</td>
<td>Strong park and ride system</td>
</tr>
<tr>
<td>Clean</td>
<td>Efficient travel times</td>
</tr>
<tr>
<td>Sustainable</td>
<td>User friendly, understandable</td>
</tr>
<tr>
<td>Single regional transit authority – total transit system</td>
<td></td>
</tr>
<tr>
<td>Convenient – frequent time, stops, cost, accessible</td>
<td></td>
</tr>
<tr>
<td>Designated funding source</td>
<td>Who Should be Served by Transit?</td>
</tr>
<tr>
<td>Clean, efficient buses</td>
<td>Everyone</td>
</tr>
<tr>
<td>All modes of transportation</td>
<td>Provide choices for everyone</td>
</tr>
<tr>
<td>Lots of small buses</td>
<td>Workers love transit</td>
</tr>
<tr>
<td>More electric vehicles (bus and cars)</td>
<td>Key is Park n Ride</td>
</tr>
<tr>
<td>Dial-a-ride</td>
<td>School systems</td>
</tr>
<tr>
<td>Smaller areas</td>
<td>Serve outlying areas to glean support for a tax</td>
</tr>
<tr>
<td>Train</td>
<td>Shoppers</td>
</tr>
<tr>
<td>Light rail with train</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Regional transit</td>
<td></td>
</tr>
<tr>
<td>Cost</td>
<td></td>
</tr>
<tr>
<td>Regional Transit Center – I-10 and Avondale Blvd</td>
<td></td>
</tr>
<tr>
<td>El Mirage interchange at I-10</td>
<td></td>
</tr>
<tr>
<td>Accessible to all customers</td>
<td></td>
</tr>
<tr>
<td>Efficient travel times</td>
<td></td>
</tr>
<tr>
<td>Easy to understand</td>
<td></td>
</tr>
<tr>
<td>Provides transportation access throughout the region</td>
<td></td>
</tr>
<tr>
<td>Parallel alternative service for those who need it</td>
<td></td>
</tr>
<tr>
<td>(Dial-a-ride, cab programs, volunteer driver programs)</td>
<td></td>
</tr>
<tr>
<td>Park-and- Rides</td>
<td></td>
</tr>
<tr>
<td>Designated funding source</td>
<td></td>
</tr>
<tr>
<td>Single regional authority</td>
<td></td>
</tr>
<tr>
<td>More electric vehicles</td>
<td></td>
</tr>
<tr>
<td>Dial a ride buses</td>
<td></td>
</tr>
<tr>
<td>Accessible</td>
<td></td>
</tr>
</tbody>
</table>
### Ideal Transit System Characteristics

#### (Individual Notes)
- Sustainable
- Safe/secure
- Designated funding source
- Many small buses
- Multimodal
- Convenient frequency span of day
- Geographic span cost affordable

### Notes from the Overall Group

Avondale Mayor Marie Lopez Rogers reported the small group #1 discussions to the full group.
## Ideal Transit System Characteristics (Individual Notes)

- Rail system/fast convenient/cost
- Shuttles for elder and handicap (on call or demand)
- Circulators
- Convenient
- Rail connectivity
- More frequent service
- More destinations to schools and shopping
- Clean and safe bus stops
- WiFi on buses
- Park and rides
- Universities
- High speed rail to LA
- Rail
- Park and Ride
- Zoom
- Government locations – library, city hall
- Shopping
- Medical
- Parks and Rec
- Safe
- Long distance – downtown express, games, marketing
- Accessible transportation
- Affordable
- Inter/intra connection
- Multimodal – fitting differing needs
- Multigenerational use
- High speed rail gateway to LA/Vegas
- Express bus to – Phoenix/Scottsdale/ASU/Camelback
- Commuter rail to Phoenix/Tempe/Mesa/Tucson
- Special event – Diamondbacks/Cardinals/Suns
- Focus high density development near I-10/UP
- More park/rides/transit hub

## Notes from the Overall Group

- Rail
- Express (game/sporting events)
- Circulators
- Park and Rides/Bike Route

### Density Planning:

- Safety
- Convenience
- Multigenerational use
- Connectivity

### Destinations:

- Parks and recreation
- Government facilities
- Shopping
- Schools/colleges
- Employment
- Medical

### Marketing:

- Users of system
- Work force
- Shoppers/entertainment
(NOTE: Small group #3 was combined with small group #5. No small group #3 notes.)

**Small Group #4**

<table>
<thead>
<tr>
<th>Ideal Transit System Characteristics (Individual Notes)</th>
<th>Notes from the Overall Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Considers complete system – pedestrian, bicycle, bus – local, commuter trips and auto, no gaps; ADA accessible routes, bike lanes and facilities; PNR, transit centers</td>
<td>• Extend express – other areas besides Phoenix, based on demand, large buses</td>
</tr>
<tr>
<td>• Frequencies – 10 minutes – 5 minutes during peak travel times</td>
<td>• Cities running own service with each city</td>
</tr>
<tr>
<td>• Shaded transit stops w/next bus info (or convenient access to real-time info)</td>
<td>• Regional DAR</td>
</tr>
<tr>
<td>• Local LRT along populated routes with access to shopping, entertainment, recreating and living (homes); maximize opportunities for economic development (Thomas Rd)</td>
<td>• Regional circulator</td>
</tr>
<tr>
<td>• ID multiple and serve multiple employment centers</td>
<td>• Expand PNR</td>
</tr>
<tr>
<td>• Flexible system with ability to respond to special events</td>
<td>• Light rail to 101 or further</td>
</tr>
<tr>
<td>• One fare system – a ride is a ride; frustrating to navigate connections if you have to juggle multiple fares, bus passes, etc.</td>
<td>• Door to door service</td>
</tr>
<tr>
<td>• Local connections – circulator service connecting neighborhoods to each other and community points of interest – park, library, shop services</td>
<td>• More roadways</td>
</tr>
<tr>
<td>• Commuter rail</td>
<td>• Bike facilities</td>
</tr>
<tr>
<td>• Dedicated travel lanes for bus</td>
<td>• Connections</td>
</tr>
<tr>
<td>• Bridge Agua Fria River at Thomas Road – regional need (would support extending Rt 29 to EMCC; YMCA; 303, etc. or event; BRT/LRT that connects West Valley to East Valley with tons of residential, recreation, shopping services and future economic development opportunities)</td>
<td>• More fixed route</td>
</tr>
<tr>
<td>• Circulator routes connecting employment hubs</td>
<td>• Complete system</td>
</tr>
<tr>
<td>• Express system connecting our region to other regions (NW or West downtown or Pinal county)</td>
<td>• Close gaps</td>
</tr>
<tr>
<td>• Light/commuter rail and/or BRT connecting to downtown</td>
<td>• Shorter headways</td>
</tr>
<tr>
<td>• More roadway options – most transit travels on roads</td>
<td>• Shaded transit stops</td>
</tr>
<tr>
<td>• SW Paratransit (DAR)</td>
<td>• Take advantage of current popular routes and economic development</td>
</tr>
<tr>
<td>• Additional park and rides</td>
<td>• Special event transit</td>
</tr>
<tr>
<td>• Larger express buses based on demand</td>
<td>• ROW protection for future</td>
</tr>
<tr>
<td>• Bike facilities – complete streets for on-road and canals for off-road</td>
<td><strong>Who should be served?</strong></td>
</tr>
<tr>
<td>• Base DAR system (general public)</td>
<td>• Everyone!</td>
</tr>
<tr>
<td>• Local circulators connecting activity and population centers</td>
<td>• Medical</td>
</tr>
<tr>
<td>• Fixed-route bus system in transit supportive land use areas</td>
<td>• Grocery store</td>
</tr>
<tr>
<td>• Commuter rail to connect to central CBD</td>
<td>• Employment</td>
</tr>
</tbody>
</table>

**Highest Priority Destination**

- Downtown Phoenix for employment
- Corridor 99\(^\text{th}\) to Estrella Parkway
- IS to Buckeye
### Ideal Transit System Characteristics

**Individual Notes**

- Bike lanes and connected bike lane network
- Express bus service and park and rides (designated)
- ROW protection for future need (light rail)
- Transit supportive land planning in areas
- Vanpool use
- Education and marketing
- HOV lanes
- Complete streets and walkable communities
- Circulator buses
- Dial a ride (regional that crosses city boundaries)
- ADA
- Expanded larger buses express bus service (# of buses, hours of operation; E-W into Phoenix)
- Senior services – door to door service
- Light rail extension to 101; then bus service west
- Expanded fixed routes
- Bike
- Expand park and ride
- Employment/education/shopping/medical
- Light rail/commuter rail
- East West downtown to? as needed
- Jackrabbit now – extend to Miller Road first!
- East West Yuma/Van Buren to down town
- Cities and towns provide inside local service
- Dial a ride
- Regional Dial a ride system that crosses city boundaries
- Goodyear circulator or SW regional system
- Expand routes from park-and-rides – different destinations or connections
- Extend light rail to the west to Loop 101! Beyond? North along 101?
- Specialized door to door service with trained staff to work with the elderly and disabled
- Routes that include major employers in SW

### Notes from the Overall Group
## Small Group #5

**Ideal Transit System Characteristics**

<table>
<thead>
<tr>
<th>Individual Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Connectivity – light rail, train, bus</td>
</tr>
<tr>
<td>• Population density</td>
</tr>
<tr>
<td>• Demand generators</td>
</tr>
<tr>
<td>• Right of way set for future</td>
</tr>
<tr>
<td>• How will we pay for all this?</td>
</tr>
<tr>
<td>• Convenient, seamlessness</td>
</tr>
<tr>
<td>• Need, demand and decisive</td>
</tr>
<tr>
<td>• High speed, commuter, light rail</td>
</tr>
<tr>
<td>• Bus, neighborhood/molly trolley</td>
</tr>
<tr>
<td>• Car</td>
</tr>
<tr>
<td>• Bike and walk</td>
</tr>
<tr>
<td>• Age, healthcare, education regional</td>
</tr>
<tr>
<td>• Hubs/centers</td>
</tr>
<tr>
<td>• Park-and-rides by hubs of density</td>
</tr>
<tr>
<td>• Access to health care</td>
</tr>
<tr>
<td>• Access to education</td>
</tr>
<tr>
<td>• Better service availability</td>
</tr>
<tr>
<td>• $$$$$$</td>
</tr>
<tr>
<td>• Prioritization</td>
</tr>
<tr>
<td>• Convenient</td>
</tr>
<tr>
<td>• Locate to population centers</td>
</tr>
<tr>
<td>• Environmentally prudent, biofuel LEED</td>
</tr>
<tr>
<td>• Destination vs. outbound</td>
</tr>
<tr>
<td>• Bike access (look at Denver program) – Toronto</td>
</tr>
<tr>
<td>• Pedestrian friendly</td>
</tr>
<tr>
<td>• Education, Healthcare access</td>
</tr>
</tbody>
</table>

**Notes from the Overall Group**

<table>
<thead>
<tr>
<th>Notes from the Overall Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Seamless, convenient, connectivity</td>
</tr>
<tr>
<td>• Focus on pedestrians via bike, walk, trolley or circular, bus, or light rail</td>
</tr>
<tr>
<td>• Consider AZ average population age and demand and desires to travel in region</td>
</tr>
<tr>
<td>• Affordability</td>
</tr>
<tr>
<td>• Attractive</td>
</tr>
<tr>
<td>• Right of ways set for future</td>
</tr>
<tr>
<td>• Evening/weekend access</td>
</tr>
<tr>
<td>• Shopping</td>
</tr>
<tr>
<td>• Healthcare</td>
</tr>
<tr>
<td>• Employment Centers</td>
</tr>
<tr>
<td>• Education</td>
</tr>
<tr>
<td>• Entertainment</td>
</tr>
<tr>
<td>• Centers of Worship</td>
</tr>
</tbody>
</table>
Small Group #6

<table>
<thead>
<tr>
<th>Ideal Transit System Characteristics (Individual Notes)</th>
<th>Notes from the Overall Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Papers were not left on the table)</td>
<td>• Special Event buses</td>
</tr>
<tr>
<td></td>
<td>• Dedicated funding source</td>
</tr>
<tr>
<td></td>
<td>• Bus accessibility</td>
</tr>
<tr>
<td></td>
<td>- Community/neighborhood</td>
</tr>
<tr>
<td></td>
<td>- Actually getting on the bus w/groceries, etc.</td>
</tr>
<tr>
<td></td>
<td>• Reverse commute</td>
</tr>
<tr>
<td></td>
<td>- SW Valley as destination</td>
</tr>
<tr>
<td></td>
<td>- Estrella CC, ballpark, Avondale Sports</td>
</tr>
<tr>
<td></td>
<td>- Shopping</td>
</tr>
<tr>
<td></td>
<td>- Luke</td>
</tr>
<tr>
<td></td>
<td>- Special events</td>
</tr>
<tr>
<td></td>
<td>- Zoo</td>
</tr>
<tr>
<td></td>
<td>- White Tanks, Estrella Mountains</td>
</tr>
<tr>
<td>• Well marked bus stops – covered, clean, safe</td>
<td></td>
</tr>
</tbody>
</table>

Small group #6 reports to the full group.
### Ideal Transit System Characteristics (Individual Notes)

- Flexibility, accountability, dissemination of information, toll roads
- Palo Verde included; bus routes are complicated, too many bus changes
- Extend bus routes
- SR30/303/MC85 – tallest stack
- I-11 west of Hassayampa River to Wickenburg
- BANANA – Build Absolutely Nothing Anywhere Near Anything
- Multimodal – rail, high speed, commuter, light rail, buses
- Inter-operability
- Flexibility
- Wi-Fi
- Door to Door service for seniors
- Continuity of service – off peak, on peak
- Vehicle should match the service – large=on peak; smaller=off peak
- Shelter – directly related to proximity of service
- Young, elderly and poor are most in need
- Needs to be a layered system
- Need a system that’s efficient
- Telecommuting
- Door to door service for those who need it but during different times – elderly and people with special needs
- Resources for smaller vehicles
- Cab services
- Connect up northwest valley to the southwest valley
- We need to change dynamic where transit is such a big part of our budget
- Dichotomy of freedom that transit offers our youth
- Bike racks
- From Central City to Litchfield Park Road and then a circulator to Estrella College – Wigwam; Local restaurants/coffee shop and back to Central City
- I’ll walk up to one mile (like the exercise)
- Clean bathrooms around
- Up to 15 minute wait (no longer!)
- Shade for waiting
- JARC – Job Access Reverse Commute

### Notes from the Overall Group

- Proximity of stops to destinations
- Layered system
- 12% of our budget is on transportation
- BANANA
- Focus – young, elderly and those in need
- WiFi
- Scheduling – address peak and off hours
- Take transit for recreation avoid DUI
- Types of trips it should serve – recreation
- Important connections – future land use; Goodyear airport; rail lines – corridors for employment
- **Highest Priority Destination**
  - Employment Centers – reduce family budget impact of gas prices; build local city economy
  - Shopping – keep dollars local in region
  - Medical – support local medical facilities; tender/sensitive population; prefer being close to home
  - Recreation – improve quality of life; creates youth independence; promotes wellness
  - Education - grow our local assets to become employed locally; gives lifelong learning opportunities to older population

---

Southwest Valley Transit Summit Report
<table>
<thead>
<tr>
<th>Ideal Transit System Characteristics (Individual Notes)</th>
<th>Notes from the Overall Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>• System that offers reasonable headways – 10-15 minutes</td>
<td></td>
</tr>
<tr>
<td>• Transit stops have safe, pedestrian/bike friendly access</td>
<td></td>
</tr>
<tr>
<td>• Services major destinations in the southwest valley</td>
<td></td>
</tr>
<tr>
<td>• Bicycle sharing initiative</td>
<td></td>
</tr>
<tr>
<td>• Promote the transit system to residents – appeal to more riders</td>
<td></td>
</tr>
<tr>
<td>• Make sure bus stops have shade</td>
<td></td>
</tr>
<tr>
<td>• Work on local policies that promote transit – supportive land uses</td>
<td></td>
</tr>
<tr>
<td>• Comfortable bus stops – seating, locating, next ride</td>
<td></td>
</tr>
<tr>
<td>• Dedicated funding source to support transit</td>
<td></td>
</tr>
<tr>
<td>• Park and rides in Avondale</td>
<td></td>
</tr>
<tr>
<td>• Connection to light rail or Express service</td>
<td></td>
</tr>
<tr>
<td>• Covered, safer, well-marked bus stops</td>
<td></td>
</tr>
<tr>
<td>• Weekend service – Zoom</td>
<td></td>
</tr>
<tr>
<td>• More north-south connections in southwest</td>
<td></td>
</tr>
<tr>
<td>• Park and Ride stations – including local areas</td>
<td></td>
</tr>
<tr>
<td>• Express Bus running frequently</td>
<td></td>
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<tr>
<td>• Neighborhood – Zoom servicing more areas</td>
<td></td>
</tr>
<tr>
<td>• Event bus stops to major sport events – spring training, Cardinals Stadium, Wildlife Zoo, PIR</td>
<td></td>
</tr>
<tr>
<td>• Senior Transit</td>
<td></td>
</tr>
<tr>
<td>• Covered bus wait stops</td>
<td></td>
</tr>
<tr>
<td>• Timely – reasonable to get to destination</td>
<td></td>
</tr>
<tr>
<td>• Costs – reasonable</td>
<td></td>
</tr>
<tr>
<td>• Seamless – Easy to transfer to get to ultimate destination</td>
<td></td>
</tr>
<tr>
<td>• State funding source to enhance transportation</td>
<td></td>
</tr>
<tr>
<td>• Light rail to destination points such as LA or Vegas</td>
<td></td>
</tr>
<tr>
<td>• Transportation system to broaden economic development opportunities</td>
<td></td>
</tr>
<tr>
<td>• Set and timely routes to medical facilities</td>
<td></td>
</tr>
<tr>
<td>• Special Events bus</td>
<td></td>
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</tbody>
</table>
Figure 7 - Small Group # 7 Map
Small Group #8

<table>
<thead>
<tr>
<th>Ideal Transit System Characteristics (Individual Notes)</th>
<th>Notes from the Overall Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Make SW a destination</td>
<td>• Extend bus routes (less changes to get to destination)</td>
</tr>
<tr>
<td>• Litchfield Park Road and 101</td>
<td>• Palo Verde needs to be included</td>
</tr>
<tr>
<td>• Special event bus</td>
<td>• Bus stop design – take heat into consideration</td>
</tr>
<tr>
<td>• Seniors – aging</td>
<td>• Elevated light rail</td>
</tr>
<tr>
<td>• Accessibility to the transit service</td>
<td>• Direct routes</td>
</tr>
<tr>
<td>• System for all</td>
<td>• Synchronized lights for buses</td>
</tr>
<tr>
<td>• Verify SR30 in SWV</td>
<td>• Direct transportation to sporting events</td>
</tr>
<tr>
<td>• I-11 on map</td>
<td>• Better signage around current light rail downtown</td>
</tr>
<tr>
<td>Live, work, and play</td>
<td>• Better education of new drivers in regards to signage, construction</td>
</tr>
</tbody>
</table>

- Trip Priorities: work, sports/entertainment, ADA riders, students

Buckeye Mayor Jackie Meck reports the small group #8 notes to the full group.
Figure 8 - Small Group #8 Map
Next Steps

Following the group reports, Jorge Luna reviewed some of the highlights of the discussion and key elements he felt were important to the participants. These included the following:

- Layers of services are needed, from high capacity to local transit
- Focus on services within the study area
- Interest in hubs of transit centers and park and rides
- Consider special events services
- Many groups talked about being able to live, work and play within the study area
- Need to create a culture of transit use
- Promote internal connectivity but connect to the rest of the region
- Provide a varied supply of transit including user amenities, more routes, span of service and approachability (enhance the customer experience)
- Consider economic and livability impact
- Need cost effective transportation
- Consider the character of the surrounding land use
- Build partnerships with local jurisdictions and employers
- Focus on east to west connectivity along the I-10 corridor with less emphasis on the north to south connections

Meeting Evaluation

Before leaving participants were asked to complete a meeting evaluation and state how they heard about the summit.

How did you hear about the Summit?

- Newspaper article in West Valley View - 0
- Newspaper article in Arizona Republic - 0
- Newspaper advertising in West Valley View- 0
- City/Town/Agency website - 6
- City Town/Agency Facebook, Twitter
- Email – specify organization
  - None specified - 6
  - City of Litchfield Park
  - MAG - 6
  - City of Goodyear – 2
  - SW Valley Chamber - 5
- Other – please specify
  - Staff
  - City Representative
  - City of Avondale staff
  - Leadership West
  - Mayor Rogers
  - Avondale
  - Town
Please rate each of the elements below:

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Fair</th>
<th>Poor</th>
<th>N/A</th>
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<td>Presentation Quality</td>
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</table>

Other Comments:

- **25Municipalities:** Each wants a stadium, airport, community college, regional shopping center. Result: chaos – When will MAG get into regional planning to put things where they best serve everyone – not one town?
- Thanks for the invite
- Very informative
- Excellent way to offer input; get more citizens involved
- Let’s stop planning and start doing
- Open up meeting to working people (nights, weekends)
- The room is FREEZING!
- The bathrooms need to be cleaned
- Most speakers great
- Not a fan of having slides read to me (survey results)
- Need to follow-up and bring more people together to discuss fiscal realities and prioritize needs/wants
- Disappointed more residents/current/potential transit users were not in attendance. Number of elected officials stifled a lot of conversation as ideas and big dreams were “shot down” because “can’t do it,” “who’s going to pay for it,” “ADOT already ‘screwed’ us,” etc.
- Should have been evening or Saturday event

**Closing Remarks**

Supervisor Mary Rose Wilcox thanked the participants for coming and adjourned the meeting.
Appendix

Invitation

Agenda

Group Exercise Instructions

Meeting Evaluation Form

Presentation
Summit Invitation
Southwest Valley local transit summit
Collaborative Solutions for Growing Communities
April 5, 2012
7:30 a.m. - 11:00 a.m.
Continental breakfast will be available at 7:00 a.m.
American Sports Centers
755 N. 114th Avenue
Avondale, AZ
Click here for map and directions

Hosted by Southwest Valley Rail Partnership

Questions or comments? Call Jorge Luna, Transit Planner, Maricopa Association of Governments at 602.254.6300 or e-mail jluna@azmag.gov.
For more information about the project, check our website at www.azmag.gov/Projects/Project.asp?CMSID=4173.

Register today at https://southwestvalleytransitsummit.eventbrite.com

Join Southwest Valley community leaders and residents to identify local transit needs and connections to help people get where they want to go. Learn about the current and future growth in the region and where people are going today. Hear about local transit services and programs which could be implemented. Discuss in small groups options for local transit service in the Southwest Valley.

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Summit Agenda
Southwest Valley Transit Summit
Thursday, April 5, 2012
7:30 – 11:00 a.m.
American Sports Centers
755 N 114th Avenue, Avondale

7:00 a.m. Continental Breakfast

7:30 a.m. Welcome Avondale Mayor Marie Lopez Rogers

Introductions and Review Agenda Theresa Gunn, Gunn Communications Inc.

Southwest Valley Local Transit System Study Jorge Luna Maricopa Association of Governments

What do we know so far? Jennifer, Pyne, URS Joe Racosky, URS

What have we heard? Theresa Gunn, Gunn Communications Inc.

What do you think is most important? Participants

8:30 a.m. What are the priority local transit needs? Participants

(See back of agenda for instructions)

10:30 a.m. Next Steps Jorge Luna Maricopa Association of Governments

Closing Remarks

11:00 a.m. Adjourn
Group Exercise Instructions
Southwest Valley Transit Summit

What are the priority local transit needs?

8:30 a.m.  What is your ideal local transit system?

1. Select a table leader and recorder.

2. Take a few minutes, individually, to think about your ideal local transit system. On the paper provided, write down the key elements of your ideal system.

3. Share your ideal local transit system with the others at your table and tell “why” your system is ideal.

4. Table recorder will list the reasons “why” on the flip chart.

8:50 a.m.  Who should be served by the local transit system?

5. As a group, consider the types of trips and identify those you feel are most important to serve with transit. For example, work/commute trips, shopping and entertainment, medical or trips to school or college.

9:00 a.m.  What are the most important connections that need to be made?

6. Review the map on the table.

7. Circle the destinations your group wants to serve with local transit service.

8. Draw arrows indicating where people are coming from when traveling to your destinations.

9. Indicate which destinations are the highest priorities to serve and list “why” on the flip chart or map.

9:30 a.m.

10. Each table reports to the full group
Southwest Valley Transit Summit

*My ideal local transit system!*

Take a few minutes to think about your ideal local transit system for the Southwest Valley. List the key elements of your ideal system below.

• ______________________________________________________________

• ______________________________________________________________

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PLEASE LEAVE THIS SHEET ON THE TABLE WHEN YOU LEAVE.
Meeting Evaluation Form
Southwest Valley Transit Summit

MEETING EVALUATION FORM

Thank you for attending the Southwest Valley Transit Summit! Before you leave, please take a few minutes to evaluate today’s meeting.

<table>
<thead>
<tr>
<th>Please rate each of the elements below:</th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Applicable</th>
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<tr>
<td>Presentation Quality</td>
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</table>

How did you hear about the Summit? (Check all that apply)
- Newspaper article in West Valley View
- Newspaper article in Arizona Republic
- Newspaper advertising in West Valley View
- City/Town/Agency website
- City/Town/Agency Facebook, Twitter
- Email – Specify which organization sent the email __________________________
- Other – Please specify: ________________________________________________

Other Comments:
Summit Presentation
Southwest Valley Local Transit System Study
Transit Summit Preparation
April 5, 2012
v6-20120402

Thank You Team!

Agenda
• Presentations on the study
  — Study goals and the purpose of Summit
  — Data collected on transportation in the SW Valley
  — Public input to date
• Identify local transit needs and priorities
• Reconvene large group
  — Report out/reflect on discussions
  — Next steps in the study

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
### Transit Tools

**RAPID**

**CIRCULATOR**

**COMMUTER RAIL**

**LOCAL**

**BRT**

**CIRCULATOR**

**RAPID REGIONAL**

**BRT**

**COMMUTER RAIL**

**CIRCULATOR**

### Facilities
- Bus stops, Shelters, Bike racks
- Transit Centers
- Park and Rides

### Technology
- Web/mobile tools
- NextRide

---

### Approach to the Study

1. **TASK 1**: Study Project Scope, Project Management Plan, Study Area
2. **TASK 2**: Planning Process Coordination and Public Involvement
3. **TASK 3**: Setting and Future Conditions
4. **TASK 4**: SW Valley Local Transit Service Needs
5. **TASK 5**: Financial Analysis
6. **TASK 6 & 7**: SW Valley Local Transit System Plan and Study Report

---

### Purpose of the Transit Summit

- **Get Your Input**
- **Have a Regional Conversation**

---

### Study Outcome

**A Local Transit System Plan for the SW Valley:**

**Strategies for implementing transit service over the short-, mid-, and long-term**

**SHORT-TERM**

**MID-TERM**

**LONG-TERM**

**EFFICIENCY**

**GROWTH**

**SUSTAINABILITY**

---

### MAG Growth Projections

- **1912**
**MAG Growth Projections**

**2005**

**2010**

**2020**

**2030**

**Population Growth Trends**

- **2010 Census Population**
  - Maricopa County: 3,600,000
  - Southwest Valley: 300,000

- **2010 MAG Projections**
  - Maricopa County: 4,100,000
  - Southwest Valley: 400,000

- **2010 Population Density**

- **2030 Population Density**

*Based on 2007 MAG data*
Employment Growth Trends

2010 MAG Projection*

- Maricopa County: 2,200,000
- Southwest Valley: 115,000

- Maricopa County: 3,400,000 (15% Growth)
- Southwest Valley: 310,000 (21% Growth)

*Based on 2007 MAG Data

Existing and Planned Transit

Existing Transit Network

Planned RTP Transit Network

Other Recommendations

Existing and Planned Transit

Other Recommendations

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.
**Planned Transit Service Coverage**

**Travel Pattern Summary**

**Public Input to Date**
- Online Survey – 2,092 Responses
  - February 25 – March 23
  - Self-selected survey – not statistically valid
- Information posted 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

**Types of Trips**

<table>
<thead>
<tr>
<th>Types of Trips</th>
<th>Frequency – How often do you make this type of trip?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Commute</td>
<td>• 69% - at least once per week&lt;br&gt;• 62% - 4+ times per week</td>
</tr>
<tr>
<td>Shopping</td>
<td>• 96% - at least once per week&lt;br&gt;• 51% - 2-3 times per week</td>
</tr>
<tr>
<td>Medical</td>
<td>• 58% - at least once per week&lt;br&gt;• 11% - 2+ times per week</td>
</tr>
<tr>
<td>Social, entertainment, recreation</td>
<td>• 75-86% - at least once per week&lt;br&gt;• 27-36% - 2-3 times per week</td>
</tr>
</tbody>
</table>

**Preliminary Survey Results**

**What type of trips are residents making?**

**Transit Usage**
- 8% currently use transit
  - 44% use daily
- 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
Preliminary Survey Results

Why people don’t use the bus?
• Don’t use bus
  – No bus service in area (33%)
  – Doesn’t go where I want to go (29%)
  – Takes too long (23%)
• 70% would use transit if convenient

Questions

• 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?

Ideal Transit System?

• Select table leader & recorder
• Write key elements of ideal system
• Discuss ideal system with others

Who Should Be Served?

• Identify types of trips that are most important
  • Work?
  • School?
  • Shopping?
  • Entertainment?
  • Medical?
  • Other?

Most Important Connections?

• Review maps
• Circle key destinations
• Draw arrows from travel origins to key destinations
• Prioritize destinations and “why”