



Transit Demand Study

City Council Work Session

February 5, 2019



Agenda

- Purpose
- Process
- Initial Findings
- Next Steps



Study Purpose

- Identify potential transit service enhancements to address existing and future needs of residents and visitors
 - Improve current services
 - Expand services within the City
 - Address regional connectivity needs
 - Anticipate influence of changing technologies



Study Process

- Review current services and identify gaps
- Analyze existing and anticipated future market conditions
 - Public input
 - Socioeconomic indicators
- Evaluate opportunities to address identified needs
- Evaluate planning level costs and funding needs



Identification of Needs - Public Input

- 473 responses
 - Approximately 11% use transit 3 or more days each week
 - Over 60% indicated that they believe more transit service is needed
 - 40% citing the need for service to new areas
 - 35% citing a desire for local service to have additional stops and increased frequency of service
- 256 provided additional comments

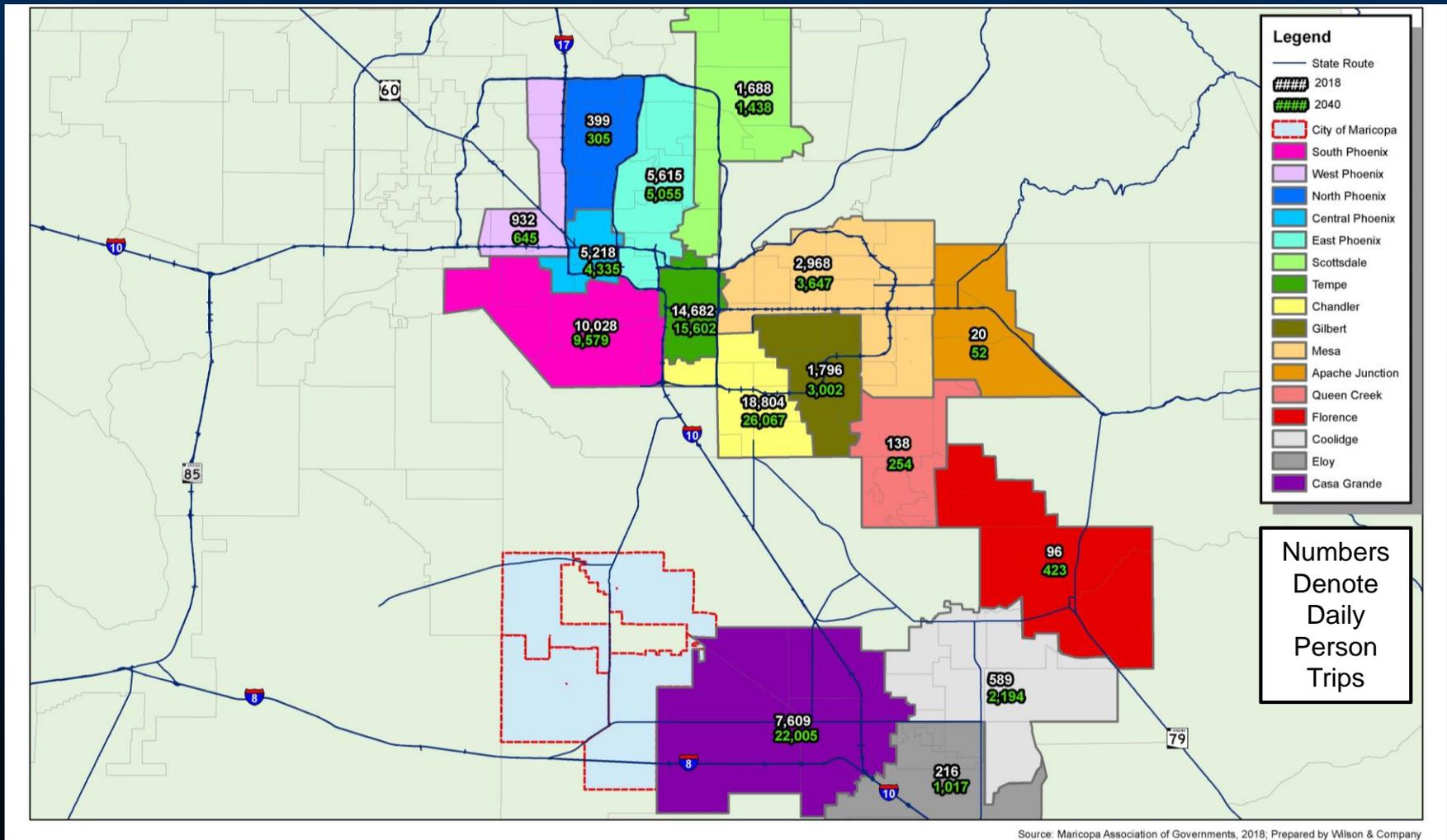


Regional Service Needs – Public Input

- 41 responses for service to Chandler
- 37 responses for service to Phoenix
- 23 responses for service to Casa Grande
- 13 responses for service to Tempe



Regional Service Needs – MAG Model



Regional Service Needs – MAG Model

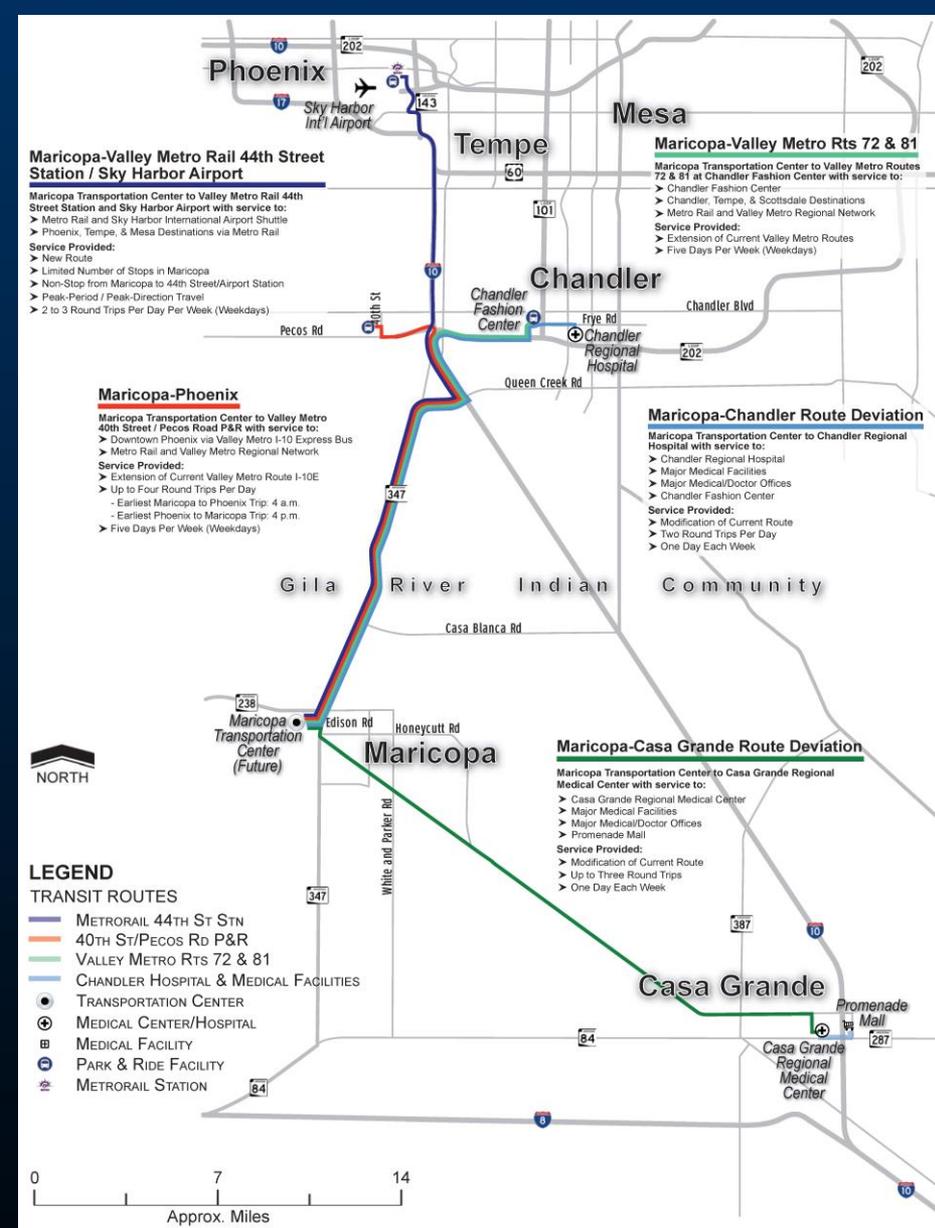
- Existing model shows greatest trip activity to:
 - Chandler
 - Tempe
 - Ahwatukee/South Phoenix
 - Casa Grande
- 2040 model shows greatest trip activity to:
 - Chandler
 - Casa Grande
 - Tempe
 - Ahwatukee/South Phoenix



Regional Service Alternatives

Five preliminary alternatives:

- Central Phoenix (via Pecos Park-and-Ride)
- East Valley (via connection to Chandler Fashion Center Transit Center)
- Tempe-Airport (new route)
- Chandler Route Deviation (expansion of existing Maricopa service)
- Casa Grande Route Deviation (expansion of existing Maricopa service)



Regional Service – Alternatives Assessment

Alternative	Existing Ridership Potential	Future Ridership Potential	Operating & Capital Costs	Ease to Implement	Markets Served	Overall Rating
Maricopa - Phoenix	Good	Fair	Good	Good	Fair	Fair
Maricopa - East Valley	Best	Best	Good	Good	Best	Best
Maricopa - Tempe - Airport	Best	Good	Fair	Fair	Best	Fair
Maricopa - Chandler	Best	Best	Best	Best	Good	Best
Maricopa - Casa Grande	Fair	Best	Best	Best	Good	Good

Rating Scale:

- Best
- Good
- Fair



Regional Service Findings

- Requires additional study, primarily due to cost/user tradeoff
 - Estimated annual cost of \$250,000 (does not include capital costs for vehicles)
- Will be further studied in the upcoming SR-347 Corridor Study from a capacity perspective



Limited Route Deviation Service – Initial Recommendations

- Weekday service from 7AM to 6PM
- Increase service frequency to every 30 minutes
- Provide additional stops
- Install shelters at all stops



Other Local Service Changes – Rebranding

- Rebrand services for better clarity:

Existing	Proposed
<ul style="list-style-type: none">• Local Demand Response• Limited Local Demand Response	<ul style="list-style-type: none">• Maricopa Demand Response (even if service hours are shorter on some days, the same name can be used for both)
<ul style="list-style-type: none">• Regional Demand Response-Chandler	<ul style="list-style-type: none">• Chandler Demand Response
<ul style="list-style-type: none">• Regional Demand Response-Case Grade	<ul style="list-style-type: none">• Casa Grande Demand Response
<ul style="list-style-type: none">• Limited Route Deviation Service	<ul style="list-style-type: none">• Maricopa Circulator



Other Local Service Changes – Better Information

- Develop system map
- Produce schedules and maps for all routes
- Make system map and route schedules and maps available on website
- Post maps and schedules in shelters
- Consider technology/apps



Next Steps

- Implement local recommendations (City)
- Conduct regional commuter implementation study (City)



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