



City Of Maricopa Express Transit (COMET)

City Council
Regular Meeting
April 4, 2017



COMET – Snapshot Of Services

- Local Demand Response
- Limited Local Demand Response
- Regional Demand Response
- Route Deviation Service

*Strategy: Slowly grow Route Deviation Service / Maintain current levels of Demand Response

COMET – Historical Ridership (trips)

Year Ending:

June 2013: 2,695

June 2014: 2,714

June 2015: 3,142

June 2016: 4,814

COMET – Current Ridership (trips)

- Overall Ridership (33 weeks)
July 1, 2016 – Feb 16, 2017: 4,718
- On pace for annual ridership of 6,414
- Increase of 33 percent over last year



COMET – Ridership By Service Mode July 2016 – February 16, 2017

- Demand Response: 1,828 39 %
 - Route Deviation (R/D) Service:
 - Daily R/D: 1,120 24%
 - Summer Shuttle 1,770 37%
- 4,718 100%

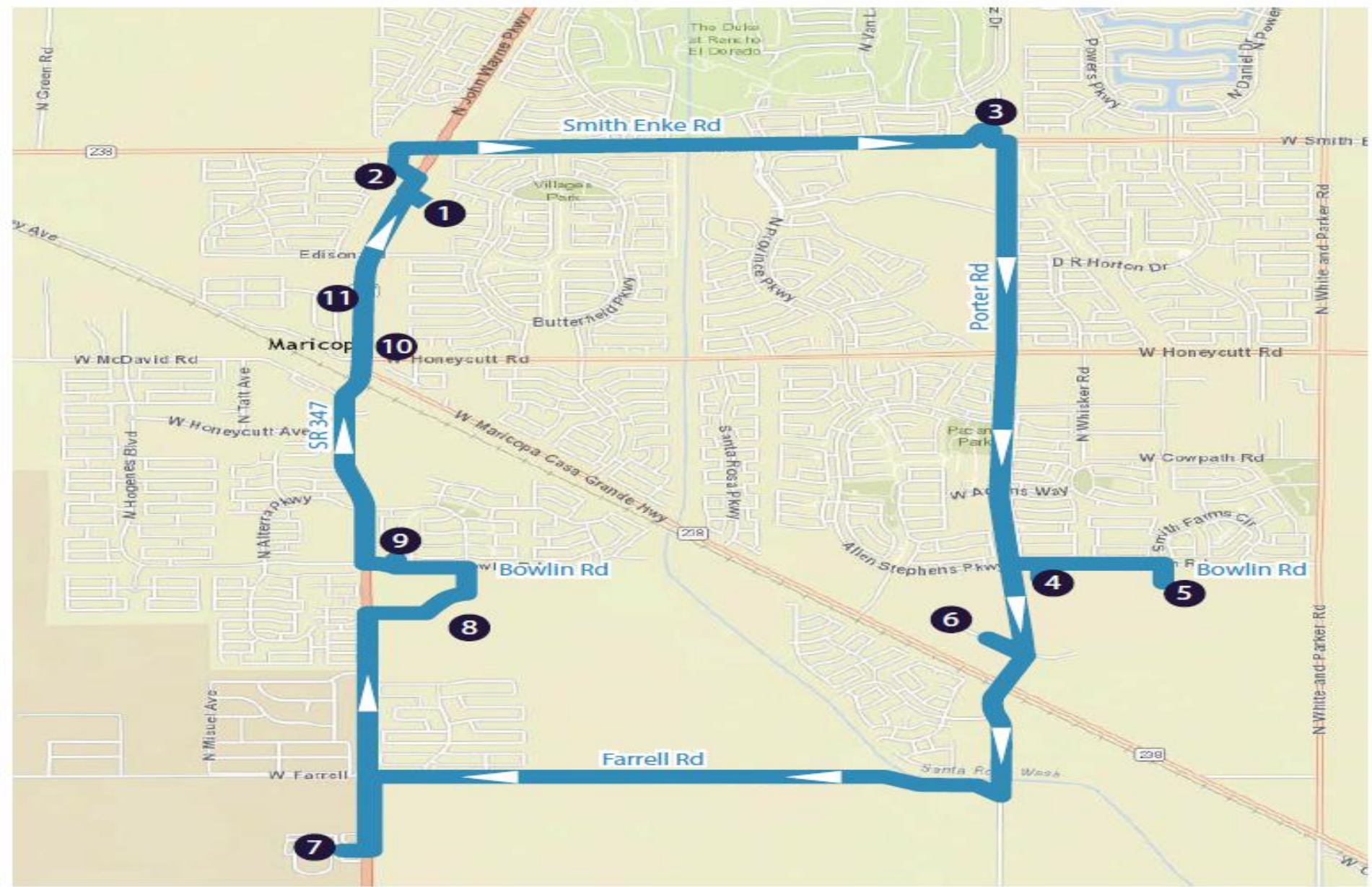
COMET – Ridership Trends

- New ridership base using Route Deviation
- Some *migration* from Demand Response to Route Deviation Service
- Migration: No Worries
 - Route Deviation Service - more cost efficient
 - Sufficient demand exists for seats left open on Demand Response

COMET – Ridership -Trends

Route Deviation vs Demand Response

- Route Deviation Service has exceeded Demand Response for 6 of last 8 weeks
- Last 8 weeks:
 - R/D Average: 61 per week
 - D/R Average: 51 per week



STOP LOCATIONS

- | | | |
|--|--|--------------------------------|
| 1 Fry's | 5 Central AZ College | 9 Sun Life Medical |
| 2 Basha's | 6 Walmart | 10 COPA Senior Center |
| 3 Pinal County Pub Health + Library | 7 Ak-Chin Casino/ Multitainment Ctr | 11 Sun Life Women's Ctr |
| 4 Legacy | 8 Copper Sky Rec Ctr | |

COMET – Bus Stop Signs In Place

- City Library
- Central Arizona College
- Sun Life Medical Center
- Sun Life Women's Center
- Legacy School
- Copa Center
- Copper Sky

*Approved for signs at: Fry's Food Store,
Ak-Chin Casino/Ultrastar



COMET – Senior Transit Survey

Introduction

- Targeted the senior population, over age 50
- Designed to elicit helpful responses
- 131 surveys completed, 94 online and 37 paper surveys



COMET – Senior Transit Survey Results

- Age

66-70	31 %
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71-75	20 %
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56-60	18 %
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- Employment Status

Retired	60 %
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Working Full Time	19 %
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Working Part Time	9 %
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COMET – Senior Transit Survey Results

Residency

Live in Maricopa Year Round 84 %

Winter Visitor 12 %

Other 2 %

Destinations

Grocery Store 35 %

Shopping in Maricopa 19 %

Shopping outside Maricopa 18 %



COMET – Senior Transit Survey Results

Helping Transit Needs

(Percentage shown as Most Helpful)

Better Understanding Of Service	70 %
Knowing How To Schedule a Ride	68 %
How To Find A Bus Stop	64 %

COMET – Senior Transit Survey Results

Service Most Often Used

Local Demand Response	23 %
Regional Demand Response	19 %
Route Deviation Service	12 %

COMET – Senior Transit Survey Results

Demand Response bus arrives:

Always on time	13 %
Mostly on time	13 %
No Response	48 %

COMET – Senior Transit Survey Results

Route Deviation bus arrives

Always within 5 min	10 %
Most often within 5 min	12 %
No Response	48 %

COMET – Senior Transit Survey Results

When making Reservations:

(Most Important)

Getting the reservation correct	35 %
Well informed representative	33 %
Representative is polite	31 %

COMET – Senior Transit Survey Results

- Route Deviation more appealing if:

I knew I wouldn't get stranded	17 %
A bus stop within one block	17%
A bus stop within one block	15%

COMET – Senior Transit Survey Results

- Reasons for reluctance – R/D

Don't know the service route 31 %

Didn't know the service was offered 22 %

Closest bus stop is too far away 18 %

COMET – Senior Transit Survey Results

- Most Frequented Destinations:

Fry's	8.10 %
Walmart	6.25 %
Harrah's Ak-Chin/Ultrastar	2.71 %
Doctor's Office	2.44 %
Bashas'	2.10 %

COMET – Senior Transit Survey Results

- Time Spent at Destination

(1 hour)

Fry's

Walmart

Bashas'

(2 Hours)

Doctor

Library

Harrah's

(3 Hours)

Harrah's

Walmart

Doctor

COMET – Senior Transit Survey Comments and Conclusions

- Most recurring comments:
 - “Have not used the service”
 - “Didn’t know about the service”
- Conclusions:
 - Seniors are more prone to use D/R
but some willing to use R/D
 - Need to educate the population

COMET – FY 17-18 Budget Mid-Cycle Adjustment

- Requested Budget FY 17-18: \$624,086
- Federal Share: \$448,672
- **Local Share: \$175,414**
- Local Share Breakdown:
 - Operations & Admin: \$152,014
 - Purchase of New Bus: \$12,000
 - Purchase of 11 bus shelters \$11,400
 - \$175,414**



COMET – What Funding Will Provide

- Increase Route Deviation Service to full time (7 am – 12 pm) & (1 pm – 6 pm)
- Continuation of all Demand Response Services at current levels
- Operation of 8-week Summer Shuttle
- Purchase of one 21-passenger bus
- Purchase of 11 bus shelters



COMET – Regional Transit Issues

- Maricopa Transit Study to launch in July 2017 – Six month project – No cost to city
 - Study of city internal transit demand
 - Study of commuter demand
- Ongoing Casa Grande Transit Development Plan Study
 - Regional Transit Implications
 - Central Arizona Regional Transit (CART)



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