

Maricopa Association of Governments City of Maricopa Transit Feasibility Study

Project Management Plan

DRAFT: September 5, 2025

Project Narrative

As the City of Maricopa straddles a historically rural identity and a quickly urbanizing future, there is a need to evaluate future mobility within the bounds of this growing community as well as connectivity with other regional transit systems.

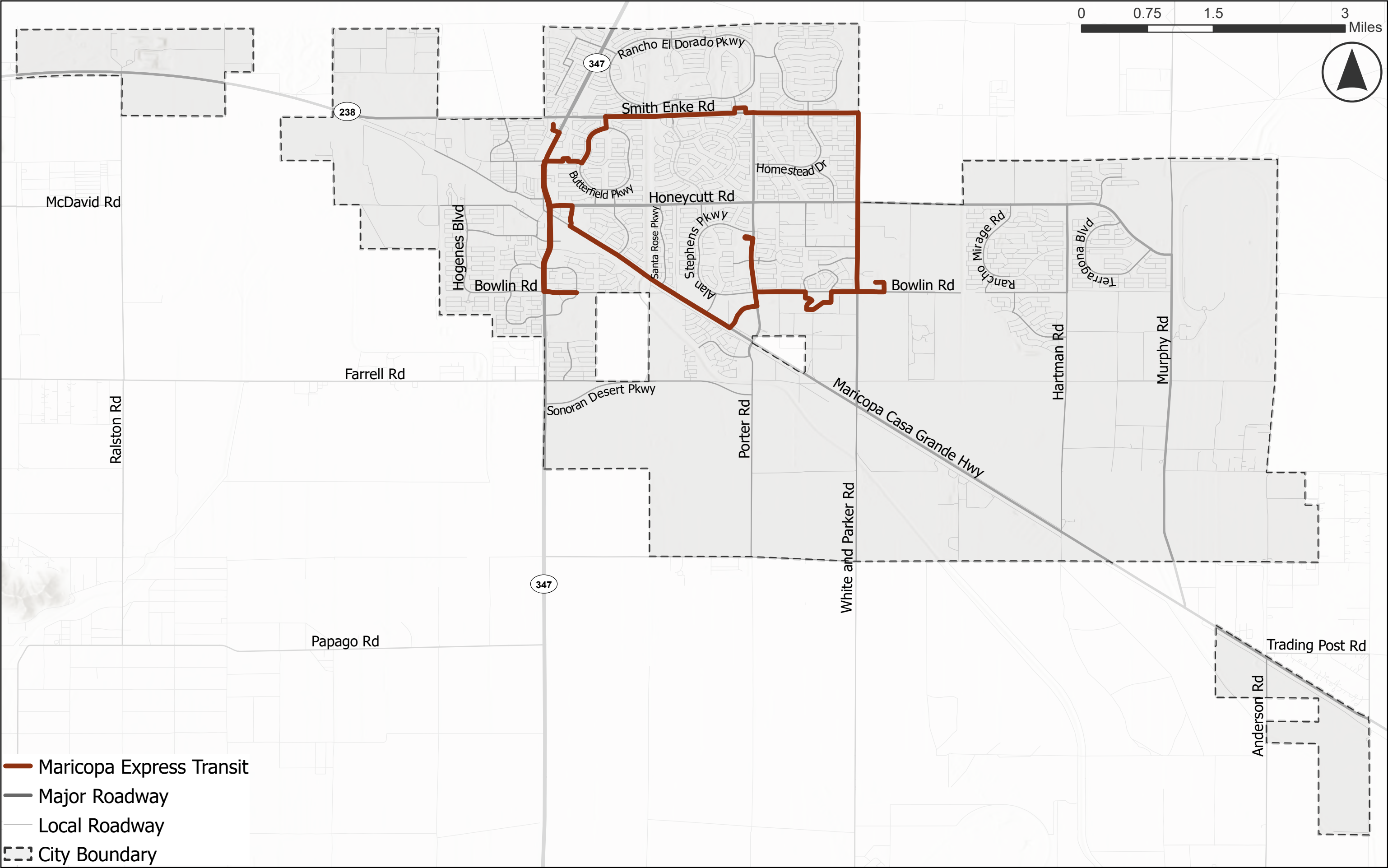
Maricopa has already made advances in modernizing the Maricopa Express Transit (MET) system with the introduction of microtransit to supplement the fixed route service. The microtransit service has brought a number of benefits, including enhanced customer experience, more efficient reporting to the National Transit Database (NTD), and a considerable increase in system ridership.

The Maricopa Association of Governments (MAG) Transit Feasibility Study (TFS) provides an opportunity to build on this success and strengthen the case for further improvements to the City's transit system over the short and long term. The Maricopa TFS has four primary objectives:

- **Evaluate and benchmark MET's performance.** It is important to understand a wide variety of performance metrics for Maricopa's transit services, but without context it is difficult to tell where effort should be spent to improve the system. Benchmarking against peer systems highlights where Maricopa is excelling and where additional effort is needed to improve efficiency, service, or outreach. There are many great peer agencies in Arizona against which MET's performance can be evaluated, including Casa Grande, Coolidge, Cottonwood, Bullhead City, and Lake Havasu City.
- **Define a vision for the system.** While short-term recommendations are critical, they should be working toward a larger, long-term vision. The TFS will leverage input from City staff, stakeholders, and the public to define where the system will evolve or expand to best respond to the community's needs. This objective is particularly important for a city growing as fast as Maricopa; the needs of the community are changing rapidly, and groundwork should be laid now to capitalize on that growth in the future.
- **Build a business case for investing in transit.** Obtaining funding for transit enhancements is a major challenge both at the local, regional, and State level. A strong case needs to be made, through quantitative analysis, as to why the City should invest in transit, what opportunities are available, and what the return on those investments could be. An analysis of what types of trips are made, when they are made, and where they are made is essential to build this case to understand what should be improved to maximize the impact of limited available funding. This quantitative analysis should be paired with qualitative testimonials as to how transit already serves a diverse customer base for a variety of transportation needs.
- **Promote the City's transit services.** Targeted, effective public and stakeholder engagement will be a core tenet of the TFS planning processes. The objective of this task is to receive meaningful input but also highlight the successes and benefits of the existing system. Transit services in smaller communities are often overlooked or misunderstood, so informing the public of the available transportation services, how they operate, and how using public transportation can become part of the public's daily routines can go a long way toward increasing public acceptance of transit services and public support for additional investments.

Study Area

The TFS primarily covers the incorporated limits of the City of Maricopa, shown on the following page. Some analyses and alternatives may include additional portions of Central Arizona, including the Phoenix Metropolitan Area, the Ak-Chin Indian Community and other parts of Pinal County.



Staffing

The following sections provide roles and contact information for key positions for MAG and City of Maricopa project staff, Consultant Team staff, and a Technical Advisory Committee (TAC).

MAG and City of Maricopa Key Staff

Project Role	Name	Email	Phone
MAG Project Manager	Wendy Miller	wmiller@azmag.gov	602-254-6300
MAG Transportation Planner	Hannah Quinsey	hquinsey@azmag.gov	602-254-4807
City Transit Supervisor	Toni Flood	toni.flood@maricopa-az.gov	520-316-6938
City Accounting and Operations Manager	Trent Walls	trent.walls@maricopa-az.gov	
Deputy City Manager	Matt Kozlowski	matt.kozlowski@maricopa-az.gov	520-316-6993

Consultant Team Key Staff

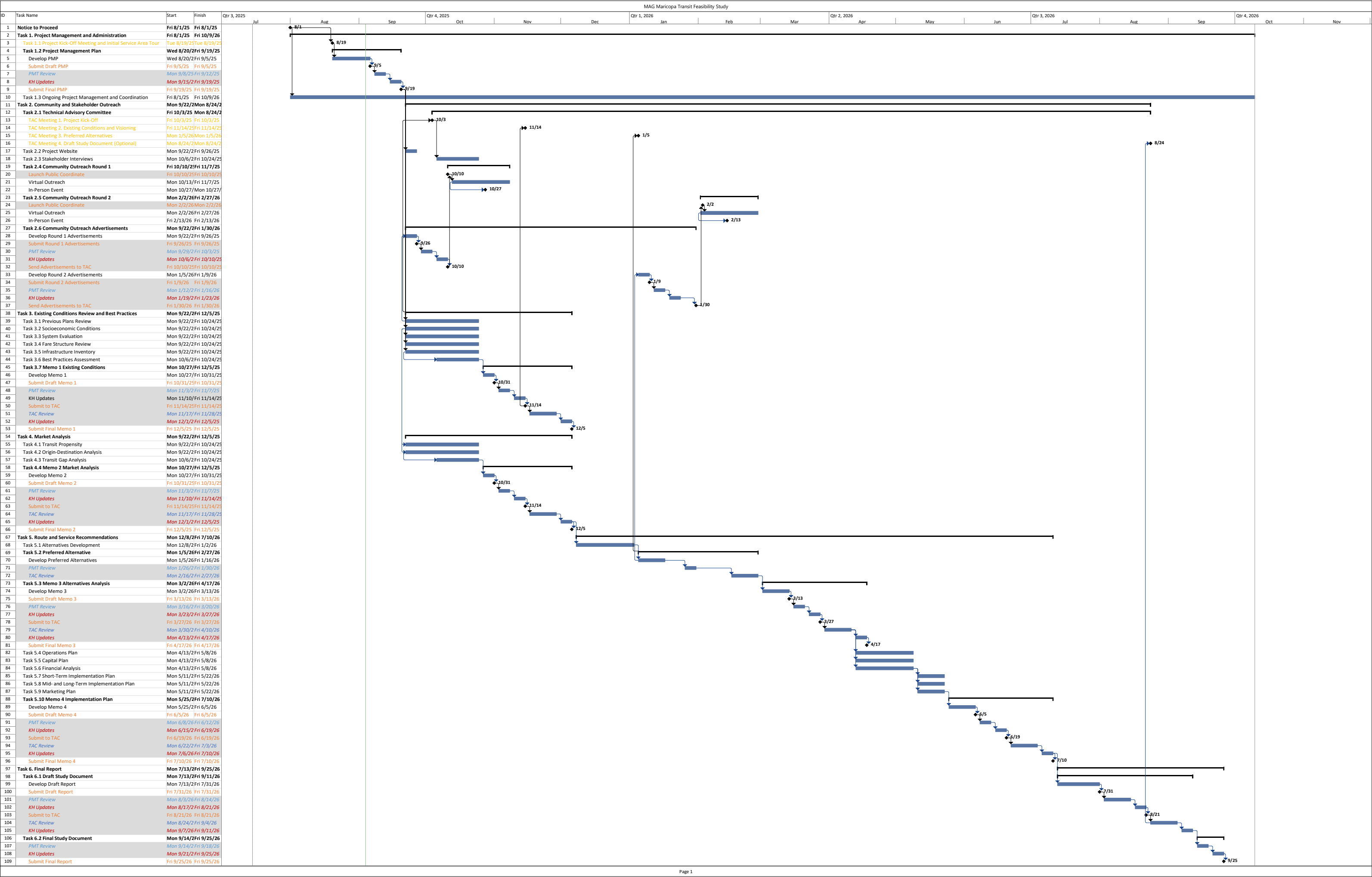
Project Role	Name	Email	Phone
Project Manager	Chris Joannes, AICP	chris.joannes@kimley-horn.com	(480) 407-4659
Transit Planning Lead	Kristen Faltz, AICP	kristen.faltz@kimley-horn.com	(480) 485-5244
Capital Planning Lead	Peter Valenzuela, AICP	peter.valenzuela@kimley-horn.com	(520) 352-8628
Graphic Design	Emma Luken	emma.luken@kimley-horn.com	(602) 812-6260
Project Accounting	Mike Dayton	mike.dayton@kimley-horn.com	(602) 789-3948

Technical Advisory Committee

Name	Agency	Email
Aaron Xaevier	Valley Metro	axaevier@valleymetro.org
Allison Butler	Ak-Chin Indian Community	
Deborah Brunner	City of Casa Grande Transit Manager	deborah_brunner@casagrandeaz.gov
Denver Horine	City of Maricopa Fleet Manager	denver.horine@maricopa-az.gov
Jason Bottjen	Sun Corridor Metropolitan Planning Organization	jbottjen@scmpo.org
Jim Irving	Member of the public	jimirving088@gmail.com
Patrick Cipres	Lake Havasu City Transit Manager	cipresp@lhcaz.gov
Pedro Rodriguez	Northern Arizona Council of Governments	prodriguez@nacog.org
Rudolfo Lopez	City of Maricopa Development Services Director	rodolfo.lopez@maricopa-az.gov

Milestone Schedule

A detailed milestone schedule is provided on the following page.



Scope of Work

Task 1. Project Management and Administration

Task 1.1. Kick-Off Meeting

The Consultant Team will conduct an in-person kickoff meeting with the MAG Project Manager and the City Transit Supervisor to discuss project goals and objectives, the scope of work, critical path item scheduling, public engagement, establishment of the Project Management Team (PMT), and issues affecting Maricopa's transit system. Following the Kickoff Meeting, the Consultant Team members, MAG, and City staff will tour the transit service area and discuss local knowledge with City transit staff, which will aid in performing subsequent steps of the study. This will include:

- Known issues raised by riders and bus drivers
- Areas that may be targets for future transit expansions
- Infrastructure deficiencies
- Scheduling issues, such as persistent traffic congestion
- Safety hazards for riders
- Issues with vehicle maintenance.

Task 1.2. Project Management Plan

The Consultant Team will document the study process in a Project Management Plan (PMP) based on the contract scope of work and the project kickoff meeting. The PMP includes:

- A project narrative and study area map
- Contact information for key team members and the TAC
- A detailed milestone schedule after being refined in the kickoff meeting, including deliverable submittal dates, anticipated community engagement, and TAC meeting dates
- The project scope of work after being refined in the kickoff meeting
- A Community and Stakeholder Outreach Plan, detailing anticipated outreach activities, including time frames, methodologies for involvement, advertising options, and comment documentation procedures
- A branding suite, including a study logo with variations for different types of publications, a comprehensive color palette to be used on all internal and public-facing deliverables, primary and secondary fonts, and graphic elements and icons

Task 1.3. Ongoing Project Management and Coordination

The Consultant Team will facilitate brief, bi-weekly virtual meetings with the PMT to ensure there is sufficient ongoing communication between MAG, the City, and the Consultant Team on needs and potential issues that arise. The Consultant Team will also provide monthly invoices with brief progress reports for project tracking.

Task 1 Deliverables

- Kick-Off Meeting agenda and summary notes
- Draft and final PMP
- PMT meeting attendance and summary notes
- Monthly invoices and progress reports

Task 2. Community and Stakeholder Outreach

Task 2.1. Technical Advisory Committee

The Consultant Team will facilitate up to three in-person TAC meetings throughout the study process:

- Concurrent with Task 3.1 to introduce the TAC to the project, review the PMP, and receive input on potential peer systems to compare to Maricopa's transit system.
- Concurrent with Task 3.7 to review the existing conditions analysis and results from Public Engagement Round 1 with the TAC. The Consultant Team will lead a discussion with the TAC to develop system improvement alternatives that will be evaluated.
- Concurrent with Task 5.2 to review the results of alternatives analysis and determine preferred alternatives and review the results of the alternatives analysis with the TAC and receive input on the preferred short, mid-, and long-term recommendations.

The TAC will be provided with all deliverables developed as part of the study, including memoranda and the draft TFS document. A fourth virtual TAC meeting may be scheduled at the direction of the PMT to address any final input on the draft TFS document.

Task 2.2. Project Website Coordination

The Consultant Team will develop project-specific website content that can be used on MAG and the City of Maricopa's websites. These pages can act as an 'always open' resource for public information on the study that will allow the public to:

- Obtain information on the study process and schedule
- Review notices of upcoming outreach opportunities, including outreach advertisements
- Link to virtual community outreach activities
- View interim deliverables and view the final study document

Task 2.3. Stakeholder Interviews

To supplement findings from Public Engagement Round 1 and comments from the TAC, the Consultant Team will hold up to six 30-minute virtual stakeholder meetings with key community members or stakeholder groups. The Consultant Team will ask stakeholders key questions regarding the existing service, including what Maricopa's transit services is doing well, where additional needs are not being met, and how the service can be improved. The Consultant Team will work with the PMT to identify appropriate stakeholders.

Task 2.4. Community Outreach Round 1

Concurrently with Task 3, the Consultant Team will begin Public Engagement Round 1 to obtain feedback on the existing transit system. Efforts will include:

- Developing a virtual and paper survey to collect both rider and non-rider views of Maricopa's existing transit service, how transit should change in the future, and where transit service should be expanded or enhanced. The Consultant Team will work with the PMT to develop and finalize impactful survey questions to understand opinions on the existing service and residents' needs. If desired, the Consultant Team can have staff on transit vehicles for up to four hours or the City of Maricopa can provide surveys as they board or depart MET buses.
- Use of an integrated engagement platform for the virtual survey which can provide survey questions and an interactive map. Working with the City transit staff, the paper version of the survey will be made available on fixed-route buses and microtransit vehicles, as well as other activity centers in Maricopa.
- Conducting one in-person outreach opportunity to supplement the virtual and in-person survey efforts. The Consultant Team will host one public open house or up to four pop-up events over the course of a day at activity centers in Maricopa.

Task 2.5 Community Outreach Round 2

To receive feedback from the public on the proposed alternatives for service adjustments and expansion, the Consultant Team will host a Public Engagement Round 2. The Consultant Team will

again use a virtual web mapping platform to allow the public to comment and contribute to ranking the potential alternatives to the transit system. The Consultant Team will also pair virtual engagement opportunities with in-person engagement, such as a public open house or pop-up events at activity centers.

Task 2.6 Community Outreach Advertisements

To promote community outreach efforts, the Consultant Team will develop a variety of advertisement materials to spread the word of the study and the outreach opportunity. The Consultant Team will also work with the PMT and TAC to identify appropriate advertising methods, which may include a project flyer, social media posts, a press release, and a newspaper advertisement.

Task 2 Deliverables

- Outreach advertisements for both rounds of community outreach
- In-person outreach materials for both rounds of community outreach
- Virtual engagement platform and project site updated for each round of community outreach

Task 3. Existing Conditions Review and Best Practices

Task 3.1. Previous Plan Review

The Consultant Team will work with the PMT to identify applicable previous plans. Key takeaways and recommendations applicable to the TFS will be documented to be considered during study development.

Task 3.2. Socioeconomic Conditions

The Consultant Team will develop an updated socioeconomic profile for the Maricopa urbanized area, including population, employment, income, race and ethnicity, age, and vehicle accessibility. Future socioeconomic conditions will be estimated, using the MAG Travel Demand Model (TDM), to understand how the community's transit needs are expected to shift in the future.

Task 3.3. System Evaluation

The Consultant Team will evaluate Maricopa's transit services using a series of performance metrics, including:

- Annual ridership
- Revenue miles per capita
- Passengers per revenue mile
- Cost per revenue mile
- Cost per trip
- Farebox recovery ratio
- Local funding per trip
- Vehicle useful life benchmark and mileage

The Consultant Team will perform a peer system assessment using the NTD metrics for three to five peer systems. This peer assessment will identify where the City's services are performing well compared to the peer system averages in the performance metrics listed above. The exercise will aid in identifying alternatives to improve efficiency in Task 5.

The Consultant Team will utilize available passenger count data from the City to analyze both the microtransit and fixed-route services in addition to Via's trip origin-destination data to identify what locations and times have high or low transit demand in the existing service area. The Consultant Team will identify through talks with City transit staff where travel times are chronically over- or underestimated.

Task 3.4. Fare Structure Review

The Consultant Team will review MET's current fare structure for its fixed-route and microtransit services. The Consultant Team will also assess transfer procedures, ride reservation processes, and farebox recovery ratios against Maricopa's peer systems and national best practices for small transit systems.

Task 3.5. Infrastructure Inventory

The Consultant Team will develop an inventory of existing transit infrastructure to be leveraged during Task 5, including bus stop features, such as shelters, trash receptacles, Americans with Disabilities Act (ADA) ramps, seating, and lighting. The Consultant Team will also document fleet vehicles, transit centers, and park-and-rides. The Consultant Team also quantify right-of-way along major roadways in Maricopa to identify potential locations for future bus pull-outs.

Task 3.6 Best Practices Assessment

The Consultant Team will identify potential strategies to improve Maricopa's transit system based on national best practices and the peer systems identified in Task 3.3. The identified strategies will be used in Task 5 to develop service alternatives.

Task 3.7 Memorandum 1. Existing Conditions

The Consultant Team will document the analysis processes in tasks 3.1 through 3.6 and results from community outreach completed in Task 2.3 and 2.4 in Memorandum 1. Existing Conditions.

Task 3 Deliverables

- Draft and final Memorandum 1. Existing Conditions

Task 4. Market Analysis

Task 4.1. Transit Propensity

The Consultant Team will utilize data from Task 3.2 to locate populations that are most likely to use transit based on demographic and socioeconomic datasets including:

- Income
- Disability status
- Vehicle accessibility
- Race and ethnicity
- Population and employment densities
- Age
- Location of key community activity centers – major potential transit demand generators, including parks, schools, colleges, and retail areas

Areas with high proportions of potential transit riders will help determine where the existing service should be adjusted or expanded to increase ridership as part of Task 5.

Task 4.2. Origin-Destination Analysis

The Consultant Team will complete an origin-destination analysis leveraging the MAG TDM. Origin-destination data will provide context to understand where additional transit connections can serve current active transportation and vehicular trips.

Task 4.3. Transit Gap Analysis

The Consultant Team will overlay results from Tasks 4.1 and 4.2 to identify where transit gaps are in the Maricopa urbanized area, including locations where existing transit is underperforming, locations with high transit need, and locations that are currently served but have a greater need. The

Consultant Team will also develop a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The identified location of transit needs in the study area will be the basis of recommendation alternatives identified in Task 5.

Task 4.4. Memorandum 2. Market Analysis

The Consultant Team will document the market analysis results and transit gaps in tasks 4.1 through 4.3 in Memorandum 2. Market Analysis.

Task 4 Deliverables

- Draft and final Memorandum 2. Market Analysis

Task 5. Route and Service Recommendations

Following the completion of Tasks 3 and 4, the Consultant Team will develop service alternatives and make recommendations for implementation.

Task 5.1 Alternatives Development

The Consultant Team will develop a suite of alternatives to be considered for improvements based on strategies identified in Task 3.6, including:

- **Fixed-route alternatives.** Adjustments or expansions to the current fixed-route service.
- **Microtransit alternatives.** Adjustments or expansions to the current microtransit service.
- **Infrastructure alternatives.** Potential changes to transit stop infrastructure, and transit corridors.
- **Fleet alternatives.** Potential changes to the City's fleet, including vehicle types.
- **Technology alternatives.** Potential technology alternatives to streamline systemic services and reporting.

Task 5.2 Preferred Alternatives

Following alternatives development, the PMT, TAC, and community will review and provide their input on alternatives, as defined in Task 2.5. This process will provide sufficient information for the project team and PMT to select preferred alternatives for MET which will be incorporated into the Operations, Capital, Financial, Implementation, and Marketing Plans. The PMT will consider each alternatives hours of operation, frequency, stop types, fleet needs, integration with existing service, integration with technology, and first- and last-mile connections with the active transportation and trail network.

Task 5.3 Memorandum 3. Alternatives Analysis

The Consultant Team will document the alternatives development, assessment, and preferred alternatives from tasks 5.1 through 5.2. and results from round 2 of community engagement completed in Task 2.5 in Memorandum 3. Alternatives Analysis.

Task 5.4 Operations Plan

The Consultant Team will quantify impacts to operating costs based on potential route lengths, driver needs, hours of service, and administrative needs for the identified recommendations.

Task 5.5 Capital Plan

The Consultant Team will prepare a capital plan that reviews anticipated capital costs related to recommendations identified in Task 5.1, including vehicle fleet, infrastructure, and technology investments. In addition to assessing existing vehicles that have reached their Useful Life Mileage (ULM) and Useful Life Benchmark (ULB). The Consultant Team will also explore additional vehicle options that may fit the current and recommended service better than the existing fleet.

Task 5.6 Financial Analysis

The Consultant Team will develop revenue forecasts based on the current funding outlook for the Federal Transit Administration (FTA) 5307 program as well as the City of Maricopa's local match and their current use of FTA funds. The Consultant Team will also identify options for additional local, state, and federal funding sources to implement improvements.

The Consultant Team will prepare forecasts based on commonly accepted fare elasticities to determine impacts from changes in fares, service changes, and service expansions. The Consultant Team will also prepare revenue and expense forecasts for recommendations identified in Task 5.1

Task 5.7 Short-Term Implementation Plan

Following the development of Tasks 5.1 through 5.4, the Consultant Team will develop an implementation plan for the next five years, including operations and capital recommendations.

Task 5.8 Mid-and Long-Term Implementation Plan

The Consultant Team will develop a mid- and long-term vision for expansion and evolution of Maricopa's transit system for a 10+ year time frame based on input gathered from the PMT, TAC, and the community. The mid- and long-range vision will include potential opportunities for regional partnership, exploring opportunities to connect transit service to future development, and activity centers in Ak-Chin Indian Community, Casa Grande, and the Southwest Phoenix Valley. Opportunities, challenges, and potential opportunities for the mid- and long-range vision elements will be documented in Memorandum 4.

Task 5.9 Marketing Plan

The Consultant Team will develop a marketing plan to increase awareness of Maricopa's transit systems as well as advertise the recommended changes to the MET system. Based on the implementation plan developed in Task 5.7, the Consultant Team will develop materials to promote changes coming to the service, including recommendation-specific-flyers and social media content. The Consultant Team will also update the MET rider guide.

Task 5.10 Memorandum 4. Implementation Plan

The Consultant Team will document the operations, capital, financial, implementation, and marketing plans completed in tasks 5.4 through 5.9 in Memorandum 4. Implementation Plan.

Task 5 Deliverables

- Draft and final Memorandum 3. Alternatives Analysis
- Draft and final Memorandum 4. Implementation Plan

Task 6. Final Report

Task 6.1. Draft Study Document

The Consultant Team will document the process and results of Tasks 2-6 into a consolidated TFS document. The TFS document will contain an executive summary that will provide critical conclusions in a streamlined section of the document.

Task 6.2. Final Study Document

After PMT and TAC review, the Consultant Team will work with MAG and City transit staff to review and confirm any changes to the draft study document and executive summary to develop a final version. The Consultant Team will then finalize the study document and provide it to the PMT in both a PDF and an editable version. The Consultant Team will also provide any GIS data and other information collected throughout the study process for future use by the City and MAG.

Task 6 Deliverables

- Draft and final study document in PDF and editable versions
- GIS and other data developed during the study process

Quality Assurance/Quality Control Plan

The Consultant Team will provide high-quality data, analysis, and deliverables through a rigorous quality assurance/quality control (QA/QC) program integrated into the TFS planning process. The process sets aside time and budget for the QA/QC function, and includes:

- What is to be reviewed
- Who will perform the reviews
- When the milestones requiring reviews or input will occur
- How many hours or dollars are budgeted for QC
- Adequate time for reviews and corresponding responses

Core principles of the Consultant Team's approach to quality reviews include:

- **Right the first time.** Most issues are caught and resolved well before any formal QA/QC occurs through reviews and calculation back-checks during the analysis and document development processes.
- **Multidisciplinary coordination reviews.** Held before formal QA/QC at each submittal step to prepare reviewers for the analysis or deliverables they will be reviewing.
- **Experienced reviewers.** The primary QA/QC reviewer is experienced enough (a senior professional) to not only determine the accuracy of the deliverable and the appropriateness of its presentation, but also to identify missing elements and offer original ideas for any rewrites or corrections, followed by recommending immediate remedial actions.
- **Independent reviews.** At least one review is independent of the core project team doing the work—a fresh set of eyes helps identify issues or inconsistencies that may not be identified by staff who have been heavily involved in the process.
- **Spelling/grammar/consistency reviews.** Each written deliverable will be sent to non-technical reviewer, typically from our internal Marketing department, to ensure the language is understandable to a non-technical audience and grammatical issues are flagged for update.
- **Advanced scheduling.** Reviews are scheduled ahead of the deliverable deadline to allow performance of a complete review and changes to be made prior to submittal. Written deliverables have an internal deadline of at least one week before they are due to the PMT to allow enough time for this multi-step QA/QC process.
- **Appropriate Resources.** The TFS budget includes a healthy budget for the QA/QC process. Depending on the deliverable, approximately 10-15% of the allocated deliverable budget is dedicated to this QA/QC process.

Public and Stakeholder Outreach Plan

This Community and Stakeholder Outreach Plan (CSOP) identifies ways to involve the community and build support for continued investment in MET and City of Maricopa transit options. The emphasis will be on connecting with a broad audience to get input that reflects the city's wide-ranging needs and unique interests. The CSOP outlines the methods and a schedule for all public and stakeholder engagement activities.

The Consultant Team is looking to enhance traditional methods of public engagement through the development of fun and interactive methods that allow the community and stakeholders to engage with the project at a time and place convenient to them. Therefore, in-person options paired with

online and virtual strategies for community engagement will be utilized and allow for 24/7 accessibility by the public and stakeholders.

The public engagement themes will focus on the following four approaches:

- Getting the word out on the TFS.
- Understanding transit needs and existing service conditions.
- Reporting back and presenting potential alternatives to the transit system.
- Summarizing the short-term recommendations and long-term vision.

Public Engagement Rounds

Public engagement will be organized into two distinct rounds throughout the project:

1. Existing System
2. Proposed Alternatives

Each round of engagement has its own focus areas and goals for how the results will impact the analysis and development of recommendations for the TFS. Each round will have both virtual and in-person engagement opportunities to maximize input. After each of the rounds of public engagement, the Consultant Team will document engagement results in the designated memorandum that will summarize the project's public and stakeholder outreach activities to-date, and how that information was used to inform the plan.

Round 1. Existing Conditions and Visioning

The first round of public engagement will support existing conditions review and understanding, and market analysis components of the project by focusing on the following objectives:

- Collect rider and non-rider views of Maricopa's existing transit service, how transit should change in the future, and where transit services should be expanded or enhanced to inform the development of Task 3.7 (Memorandum 1 on Existing Conditions).
- Obtain public input through an integrated engagement platform with an interactive map and embedded survey, which will be reproduced in a physical copy that MAG, City, or Consultant Team staff will distribute to riders on transit vehicles for up to four hours.
- Host in-person engagement opportunities to supplement the virtual and in-person survey efforts, either through a series of brief pop-up events at activity and/or transit centers throughout the City, or a standalone public open house.

Round 2. Preferred Alternatives

The second round of public engagement will introduce preliminary proposed alternatives to the transit system, and center on the following objectives:

- Present the proposed alternatives for service adjustments and expansion for public feedback based on Memorandum 3 - Alternatives Analysis.
- Provide an opportunity for residents to view and rank the alternatives on the project's interactive map and embedded survey platforms.
- Host second round in-person engagement opportunities through either pop-up events at City activity/transit centers or a standalone public open house.

Engagement Schedule

The two rounds of community engagement are spread throughout the planning process. **Table 1** shows key dates for advertisement and materials development, review periods, open engagement periods, and summary reporting. The party responsible for each deliverable is included to clearly

define roles and responsibilities for the project team. This schedule will be updated throughout the process as needed in response to changes in the overall project schedule.

Table 1. City of Maricopa Transit Study Engagement Deliverables Schedule

Round	Deliverable	Due Date	Responsible Party
1. Visioning	Website Materials	September 19, 2025	Kimley-Horn
	Round 1 Ad Materials	September 19, 2025	Kimley-Horn
	Materials and Ads Review	September 26, 2025	MAG, City
	Materials and Ads Updates	October 3, 2025	Kimley-Horn
	Launch Round 1	October 6, 2025	MAG, City
	Virtual Engagement Monitoring and In-Person Engagement Events	October 31, 2025	Kimley-Horn, MAG, City
	Close Round 1	October 31, 2025	Kimley-Horn
2. Preferred Alternatives	Round 2 Ad Materials	January 9, 2026	Kimley-Horn
	Website Updates	January 9, 2026	Kimley-Horn
	Update Virtual Map	January 9, 2026	Kimley-Horn
	Materials and Ads Review	January 16, 2026	MAG, City
	Materials and Ads Updates	January 23, 2026	Kimley-Horn
	Launch Round 2	February 2, 2026	MAG, City
	Virtual Engagement Monitoring and In-Person Engagement Events	February 27, 2026	Kimley-Horn, MAG, City
	Close Round 2	February 27, 2026	Kimley-Horn

Advertising Methods

All public-facing materials will leverage a project-specific branding suite created by the Consultant Team to ensure consistency across the project's engagement and other deliverables. The project branding suite will guide design elements in meeting notices and advertisements, the engagement reports, outreach materials, social media content, and the project website. All materials will be mindful of language and visual accessibility for ADA compliance.

Using the established branding, the project team will prepare advertisement materials to encourage engagement throughout the project. Notifications may include:

- Flyers
- Postcards
- Email blast content
- Social media graphics and supporting text
- Press releases

Additional similar notification options may be suggested and developed throughout the planning process by the Consultant Team, PMT, or TAC.

Project Website

The Consultant Team will develop web content to be used on MAG and City websites to act as an "always open" resource for public information on the TFS. The website will include information on the study process and schedule, notices of upcoming outreach opportunities, links to virtual community outreach activities such as the interactive map page and embedded survey, interim deliverables and the final study document. The website will leverage the project brand and provide links to external engagement sites as needed. Content will adhere to MAG [web accessibility guidelines](#).

The Consultant Team will provide website content, layout suggestions, photos, and resources for MAG and City staff to include on their websites. The Consultant Team also will provide materials for each round of engagement to be posted on the website, including timelines, copy, images, and links to external outreach platforms. All public documents generated during the process will be posted and available to the public once approved by the PMT. The website will be reviewed ahead of any major project milestones for needed updates.

Virtual Engagement Tools

It is anticipated that a large amount of input for the TFS will be collected through virtual engagement opportunities. The project team will leverage virtual tools in both rounds of public engagement to collect input that will directly impact the recommendations and long-term goals of the study.

Virtual Mapping Platform

The Consultant Team will leverage a virtual interactive mapping platform throughout the planning process to collect geographical input. This virtual mapping platform will be linked from the MAG and City websites. Likely uses for the virtual mapping platform in both rounds of engagement include:

- **Round 1. Existing System.** Users will be able to drop points into the virtual map to indicate where they experience issues or concerns using MET services, or where there are strengths in the current MET system that should be replicated and/or maintained.
- **Round 2. Proposed Alternatives.** The proposed alternatives for service adjustments and system expansions will be uploaded into the mapping platform to allow the public to review and leave comments.

Online Surveys

Various online surveys will be used throughout the planning process to collect information from the public that will be used to influence the development and prioritization of recommendations. The virtual surveys will be embedded into the virtual mapping platform or linked directly from the project website. Options for how to leverage online surveys throughout each of the two rounds of engagement include:

- **Round 1. Existing System.** The survey will be used to collect rider and non-rider views of the City's existing transit service, how transit should change in the future, and where transit should be expanded or enhanced.
- **Round 2. Proposed Alternatives.** The survey will be used to collect more detailed input on the potential recommended alternatives to the current MET system and different associated service options.

Physical Surveys

Physical copies of the Round 1 and Round 2 surveys will be made available on fixed-route buses and microtransit vehicles as well as placed at City activity/transit centers. The Consultant Team will collaborate with the City transit staff to provide surveys to riders as they board or depart on a pre-determined bus route for up to four hours, if requested.

In-Person Engagement Methods

To be flexible and react to opportunities that may be available for each round of public engagement, specific in-person engagement activities will be solidified in advance of each public engagement window and coordinated with the PMT. In-person engagement will occur during the active virtual public engagement windows and activities and input will mirror that which is included in the virtual engagement so that the results of virtual and in-person engagement can be seamlessly combined. Options for the types of in-person engagement opportunities that may be conducted during each round of engagement include:

- **Pop-ups.** Set up at activity/transit centers throughout the City of Maricopa such as trailheads, colleges, libraries, and other areas to collect input from passersby.
- **Open Houses.** Create a standalone event for the TFS and promote it in advance so that those with a particular interest can attend and have in-depth conversations with the Project Team.

Appropriate advertising will be provided depending on what types of in-person engagement are used. Additionally, materials for in-person engagement and coordination with venues or event organizers will be provided by the Consultant Team.

Language Considerations

The project team will produce all engagement advertisements and materials used in in-person and virtual engagement efforts in both English and Spanish. Any need for translation into additional languages will be provided by MAG upon request. Bilingual staff will be present at all in-person engagement opportunities to facilitate conversations in Spanish.

Stakeholder Engagement

Technical Advisory Committee

The TAC will be engaged throughout the planning process to provide input at key decision points, to review draft deliverables, and to help promote public engagement activities. The Consultant Team will plan and conduct up to four hybrid in-person/virtual TAC meetings. These meetings and their current anticipated timeframe are shown in **Table 2**.

Table 2. Preliminary TAC Meeting Schedule

Meeting	Approximate Date	Intended Topics
TAC Meeting 1	October 3, 2025	Introduction to the project, review of the PMP, discussion on potential peer systems
TAC Meeting 2	November 14, 2025	Existing conditions review, public outreach results review, develop improvement alternatives
TAC Meeting 3	January 5, 2026	Review/comment on initial alternatives analysis and select preferred improvement recommendations for short-, mid-, and long-term horizons
TAC Meeting 4*	August 24, 2026	Draft study document review

**Optional*

Stakeholder Interviews

To supplement findings from Public Engagement Round 1 and comments from the TAC, the Consultant Team will hold up to six 30-minute virtual stakeholder meetings with key community members or stakeholder groups. The Consultant Team will ask stakeholders key questions regarding the existing service, including what Maricopa's transit services is doing well, where additional needs are not being met, and how the service can be improved. The Consultant Team will work with the PMT to identify appropriate stakeholders.