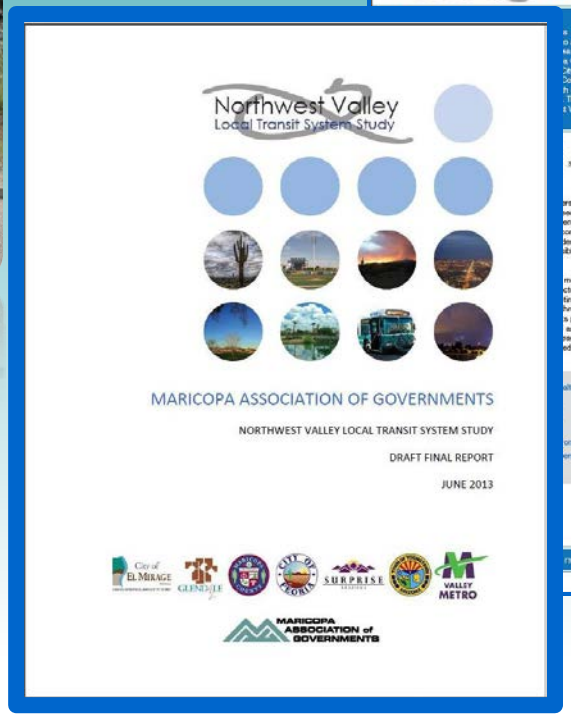
Northwest Valley Local Transit System Study

MAG Transit Committee

September 12, 2013



City of El Mirage Arizona — Grand Heritage, Bright Future
Glendale
Maricopa County Arizona
City of Peoria
Surprise Arizona
Town of Youngtown Arizona
Valley Metro

MARICOPA ASSOCIATION of GOVERNMENTS

Northwest Valley
Local Transit System Study

Goals and Purpose

The Maricopa Association of Governments (MAG) commissioned the Northwest Valley Local Transit System Study to assess mobility needs within and around the Northwest Valley. The study area included the communities of El Mirage, Glendale, Peoria, Sun City (Maricopa County), Sun City Festival (in the Town of Buckeye), Sun City Grand (in the City of Surprise), Sun City West (Maricopa County), Surprise, and Youngtown. Collectively, these communities have experienced significant population growth across the past decade and are now home to more than **600,000 residents**.

Project Goals	Purpose
Evaluate current service offerings	Identify pros and cons of various service offerings
Engage the community	Define a system which reflects the needs and expectations of the NW Valley
Identify practical recommendations	Maximize efficiency within the framework of funding realities
Base future service on market-driven needs	Craft strategies that will be sustainable

What We Asked

- What should transit look like in the NW Valley?
- What is demand likely to be?
- What services are most important to you?
- What level of service can the NW Valley afford?
- Which locations should be served?
- Who should manage the program/services?

Northwest Valley
Local Transit System Study

Methodology

- Developed through multiple outreach efforts:
  - PMT guidance and assistance
  - Four-phase community outreach
  - Focus groups
  - Stakeholder input
- Customized for each community in the study area
- Include near-, mid-, and long-term recommendations

Northwest Valley
Local Transit System Study

Public Involvement

Between September 2012 and May 2013, more than:

•2,600 online and mail-in surveys were collected from residents across the study area.

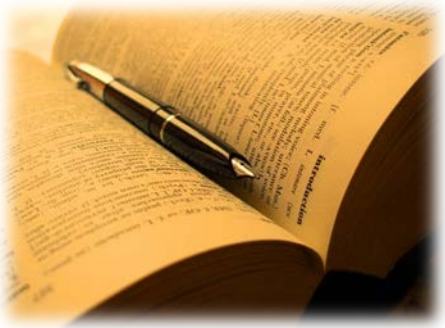
•32 community meetings held throughout the Northwest Valley for focus groups that allowed MAG and its partners to provide project details to attendees as well as record feedback.

•10 meetings input meetings from city staff, management and councils along with television interviews and media releases

•Field surveys / personal intercepts with stakeholde
centers and area destinations

Northwest Valley
Local Transit System Study

Project Timeline
Public Involvement



Community Outreach 1

Existing service enhancements

Community-specific recommendations

JUL 2012 | AUG 2012 | SEP 2012 | OCT 2012 | NOV 2012 | DEC 2012 | JAN to MAY 2013 | JUNE 2013

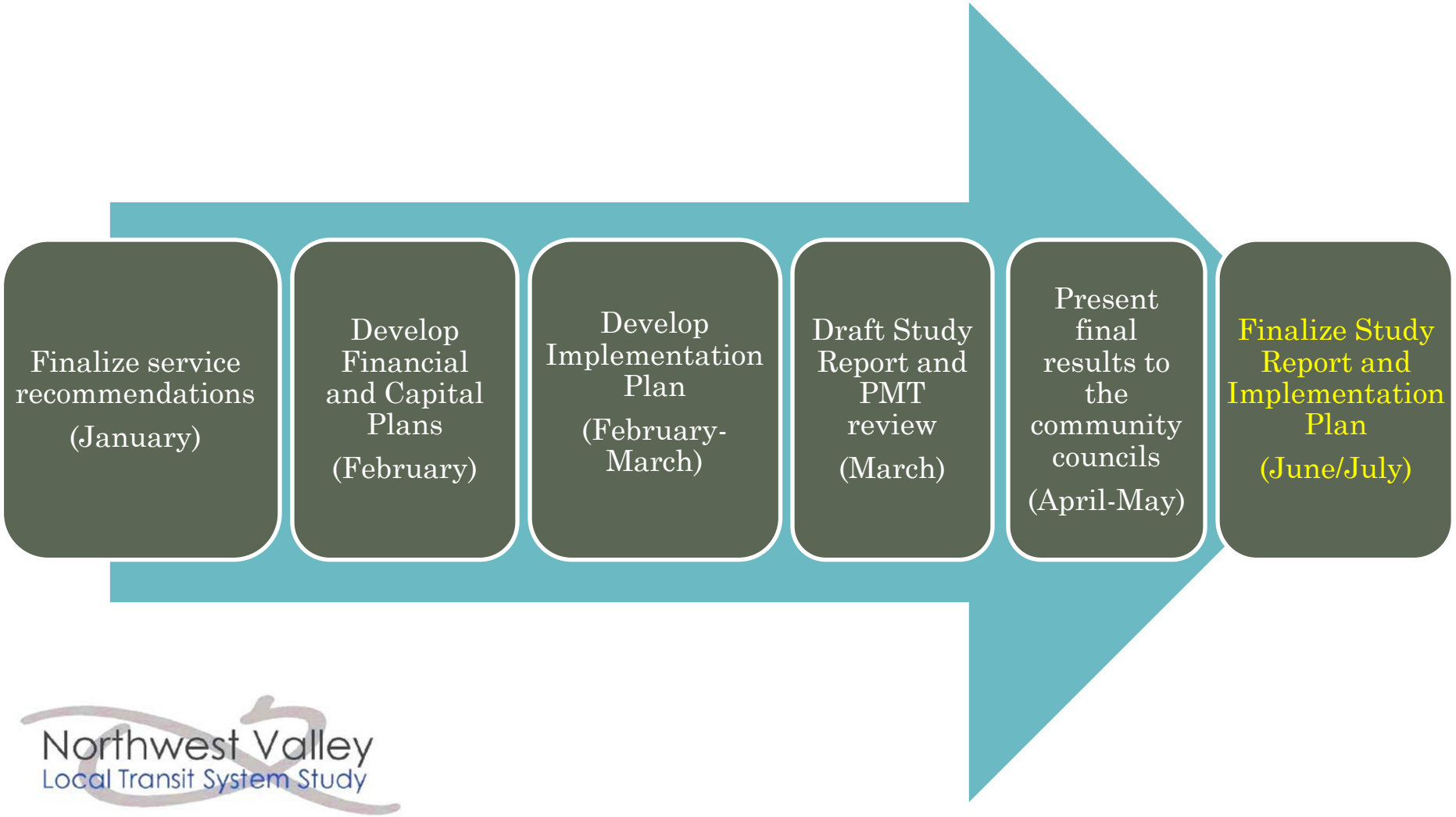
Community Involvement Plan

Stakeholder Input

Community Outreach: 2 and 3

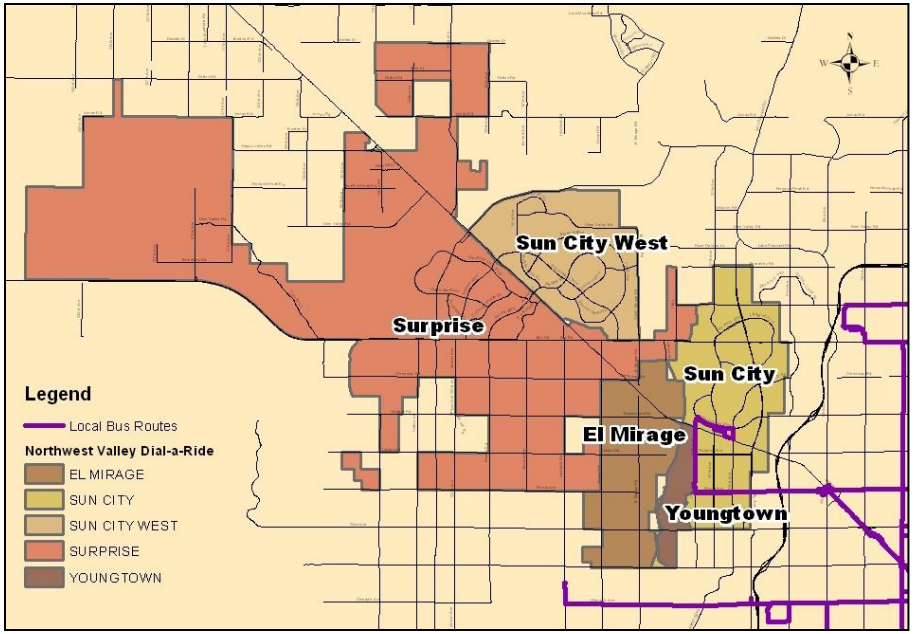
Final Report

2013 Study Timeline

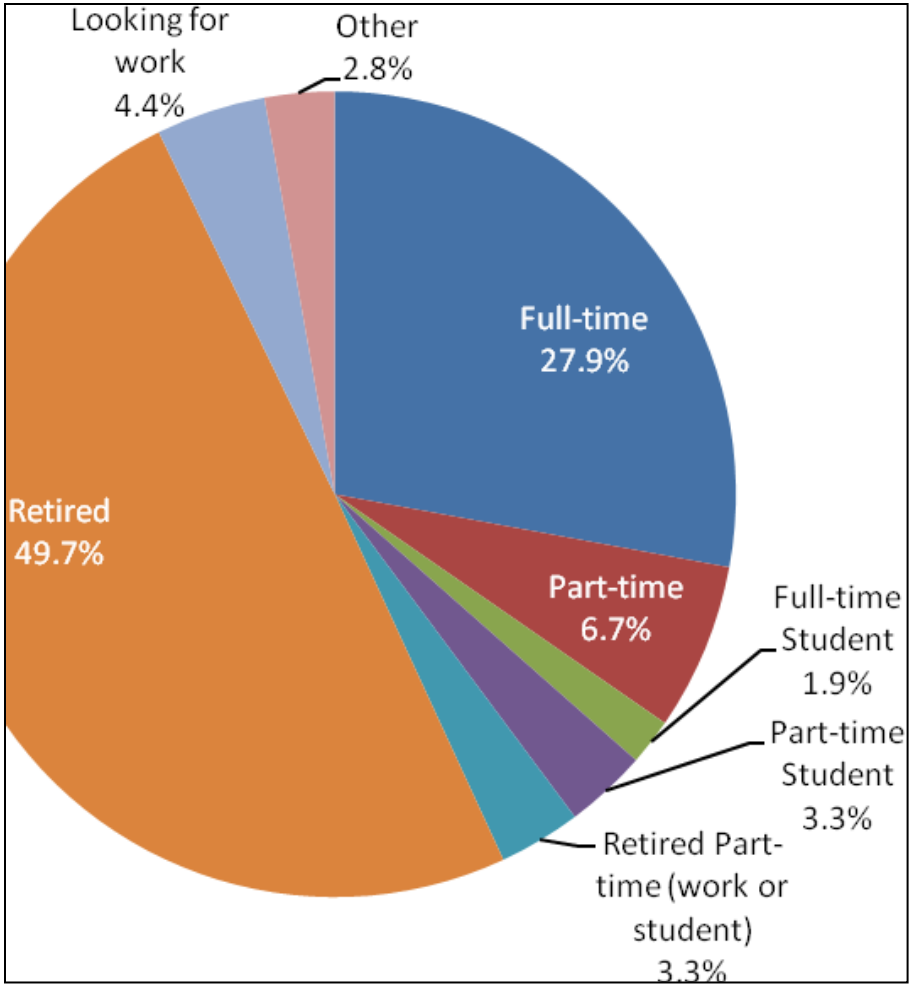


Northwest Valley
Local Transit System Study

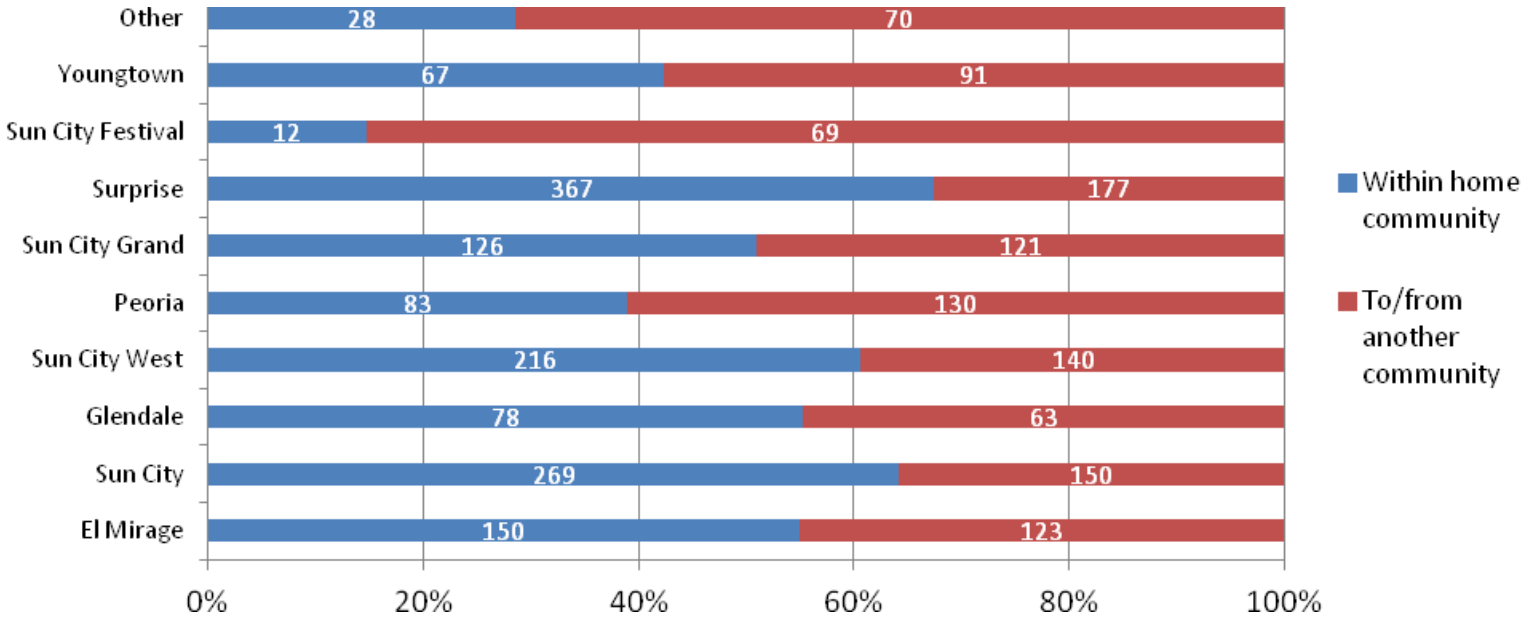
Transit: Know your demographic

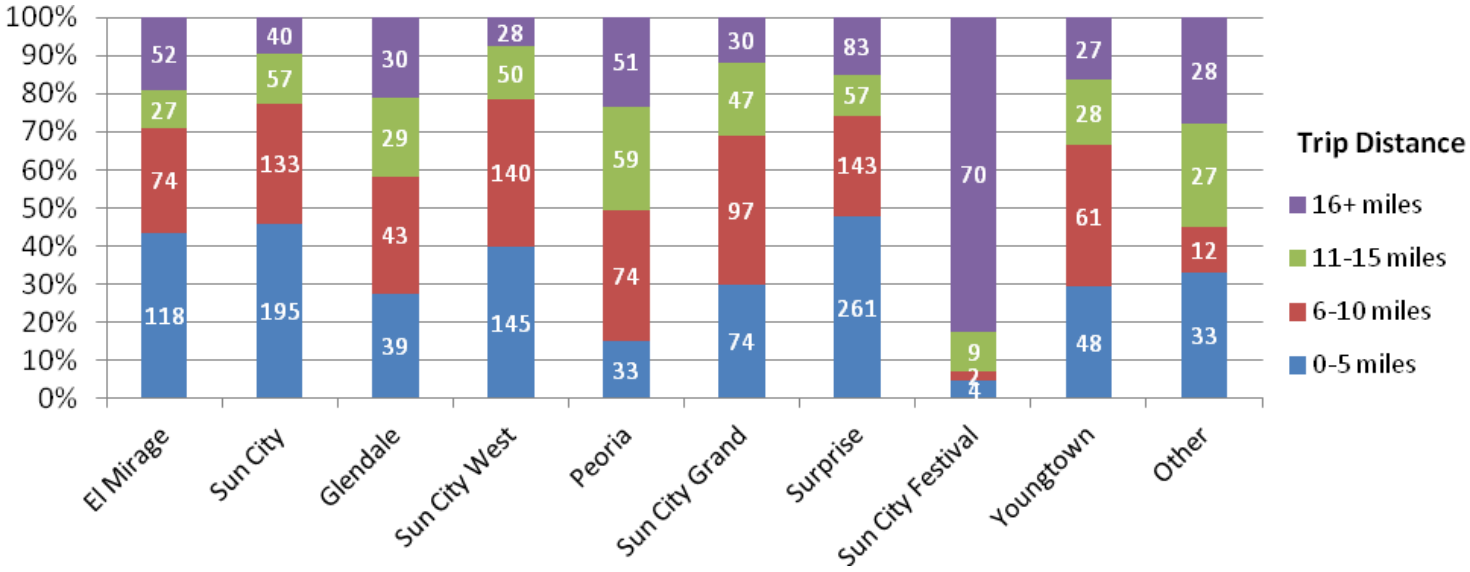


Northwest Valley
Local Transit System Study



Transit: Local and out of community trips





Where Northwest Valley Workers Live

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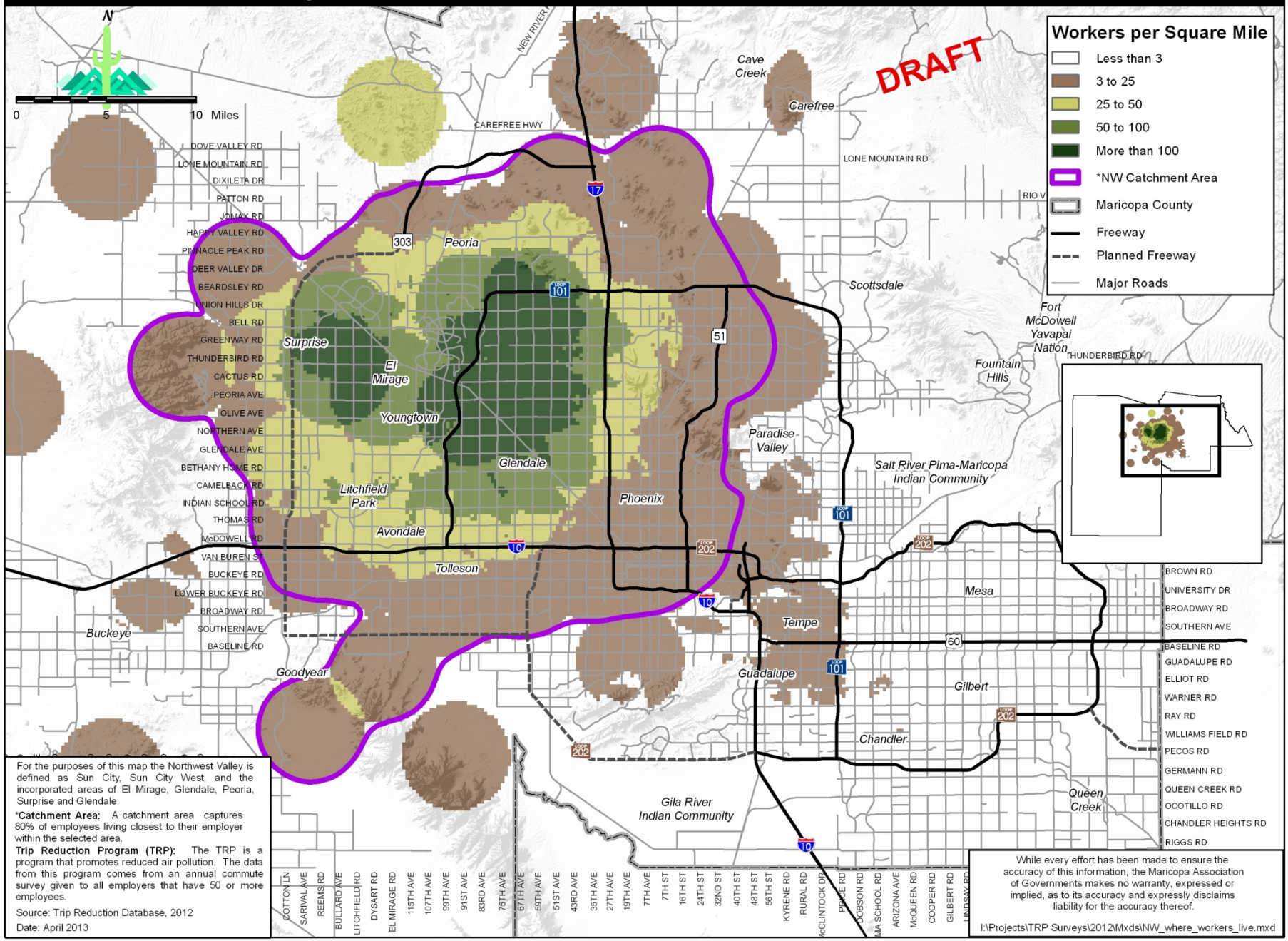

For the purposes of this map the Northwest Valley is defined as Sun City, Sun City West, and the incorporated areas of El Mirage, Glendale, Peoria, Surprise and Glendale.

***Catchment Area:** A catchment area captures 80% of employees living closest to their employer within the selected area.

Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers that have 50 or more employees.

Source: Trip Reduction Database, 2012

Date: April 2013

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.

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Where Northwest Valley Residents Work

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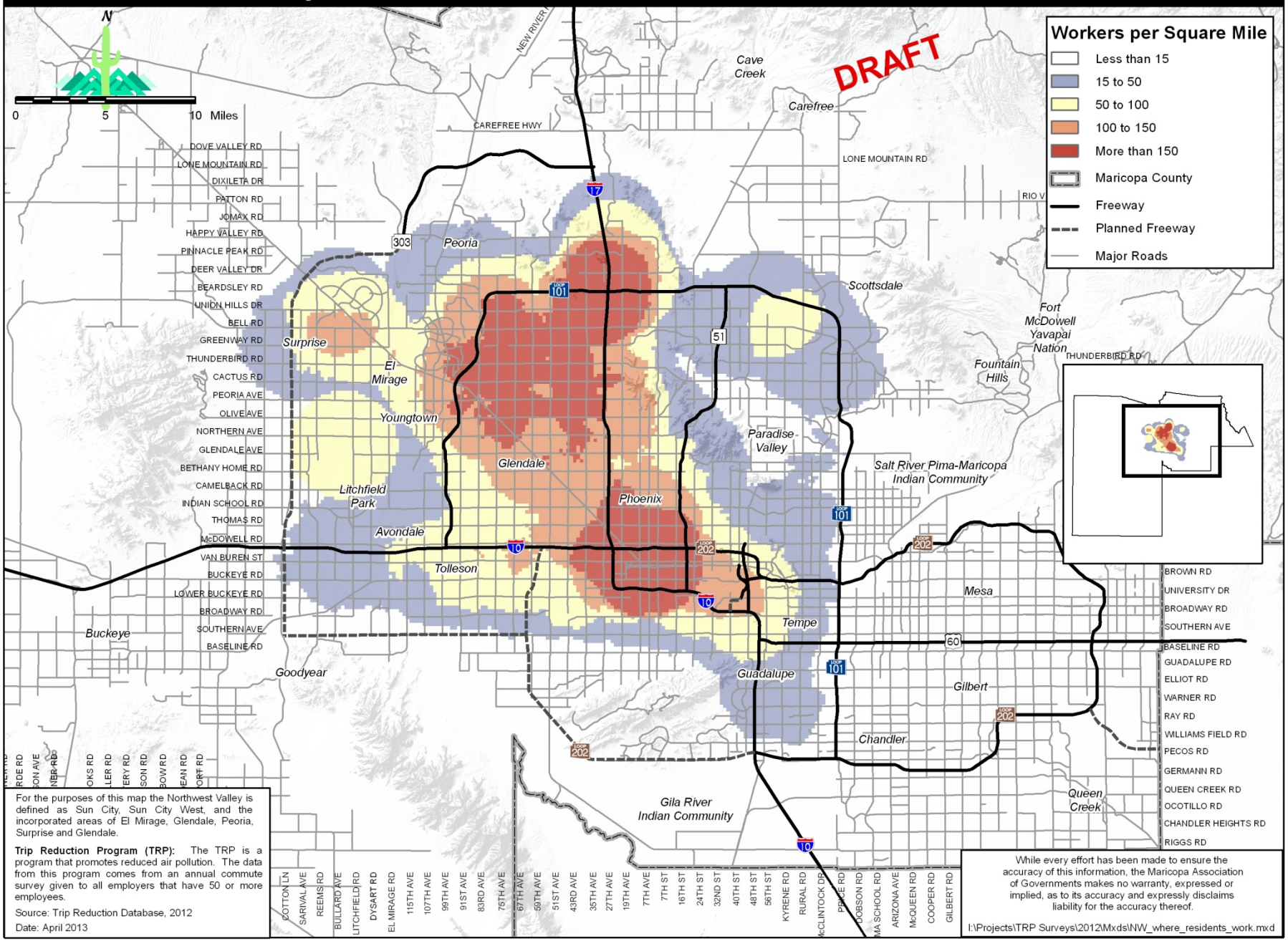

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Where Surprise Residents Work

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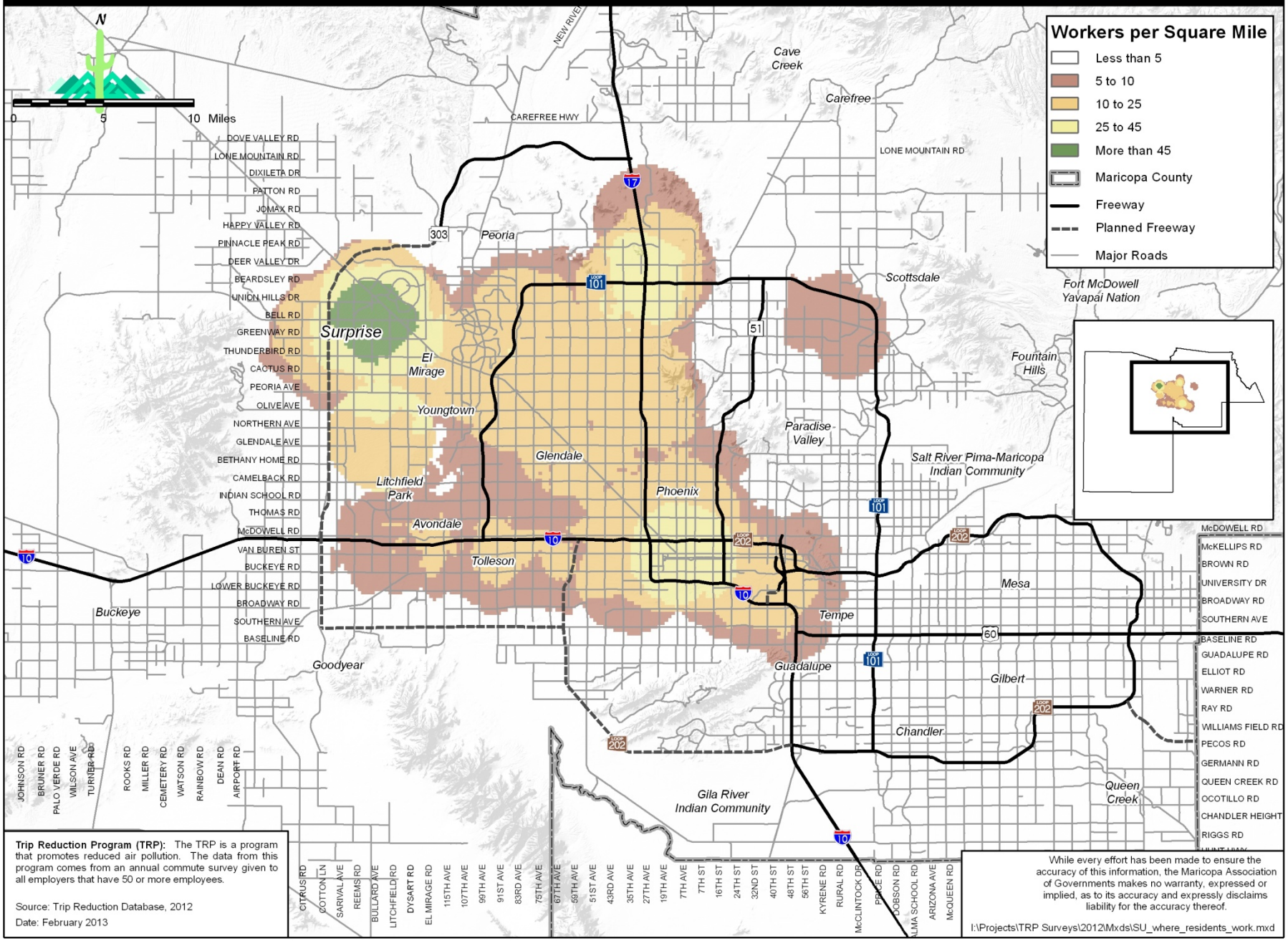

Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers that have 50 or more employees.

Source: Trip Reduction Database, 2012

Date: February 2013

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Where Peoria Residents Work

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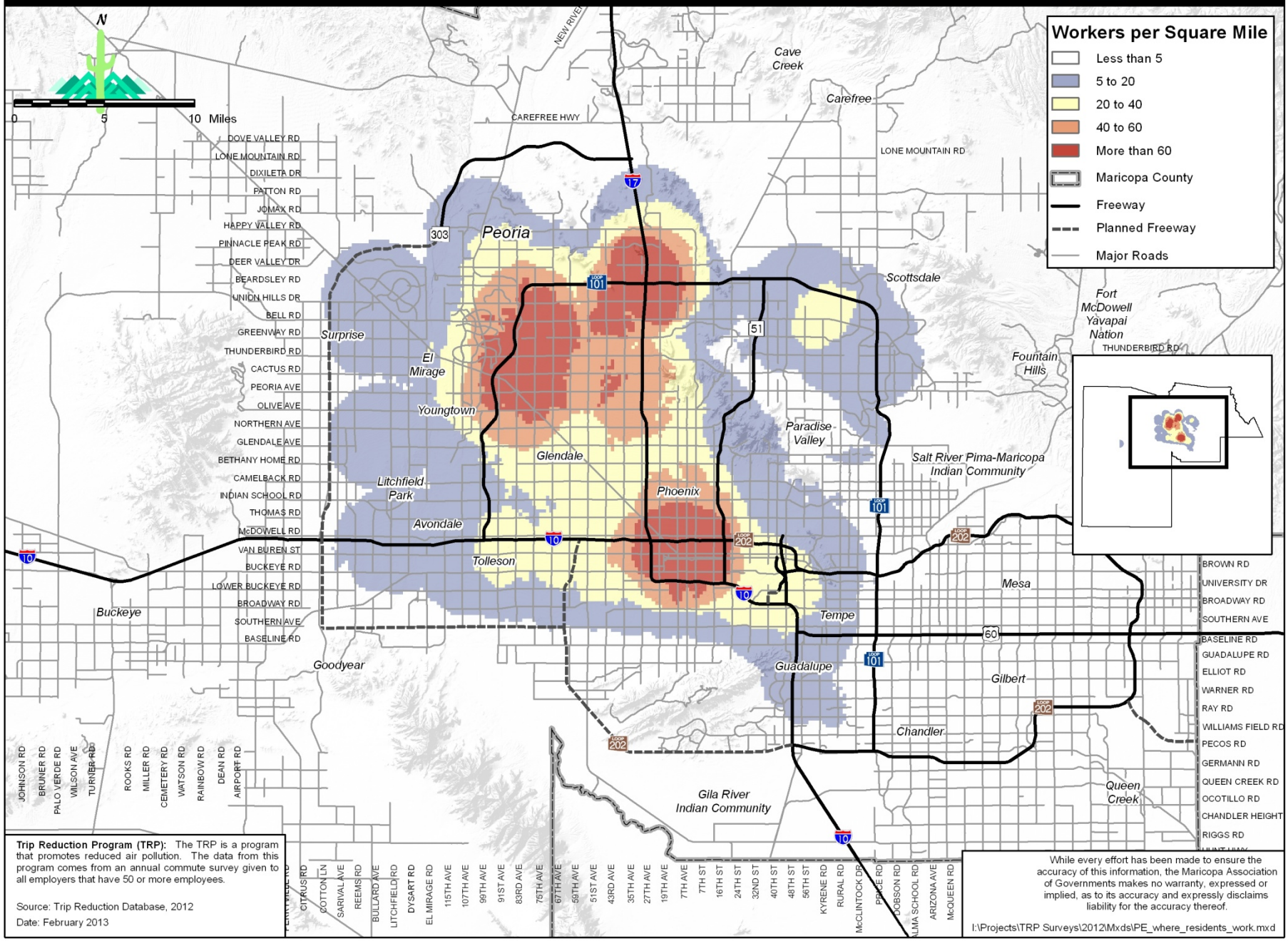

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Date: February 2013

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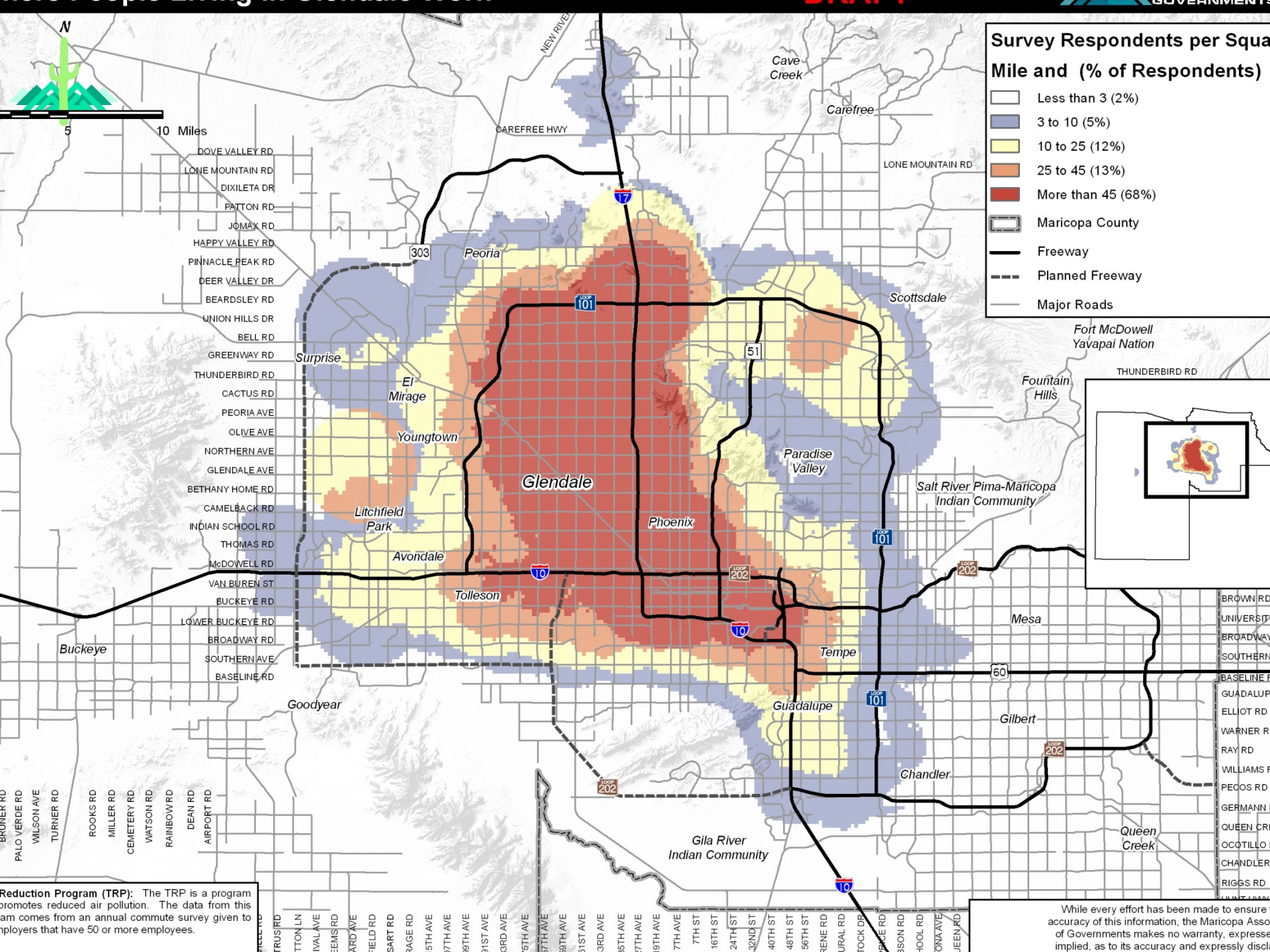

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Northwest Valley
Local Transit System Study

Draft Service Recommendations

NEAR-TERM RECOMMENDATIONS

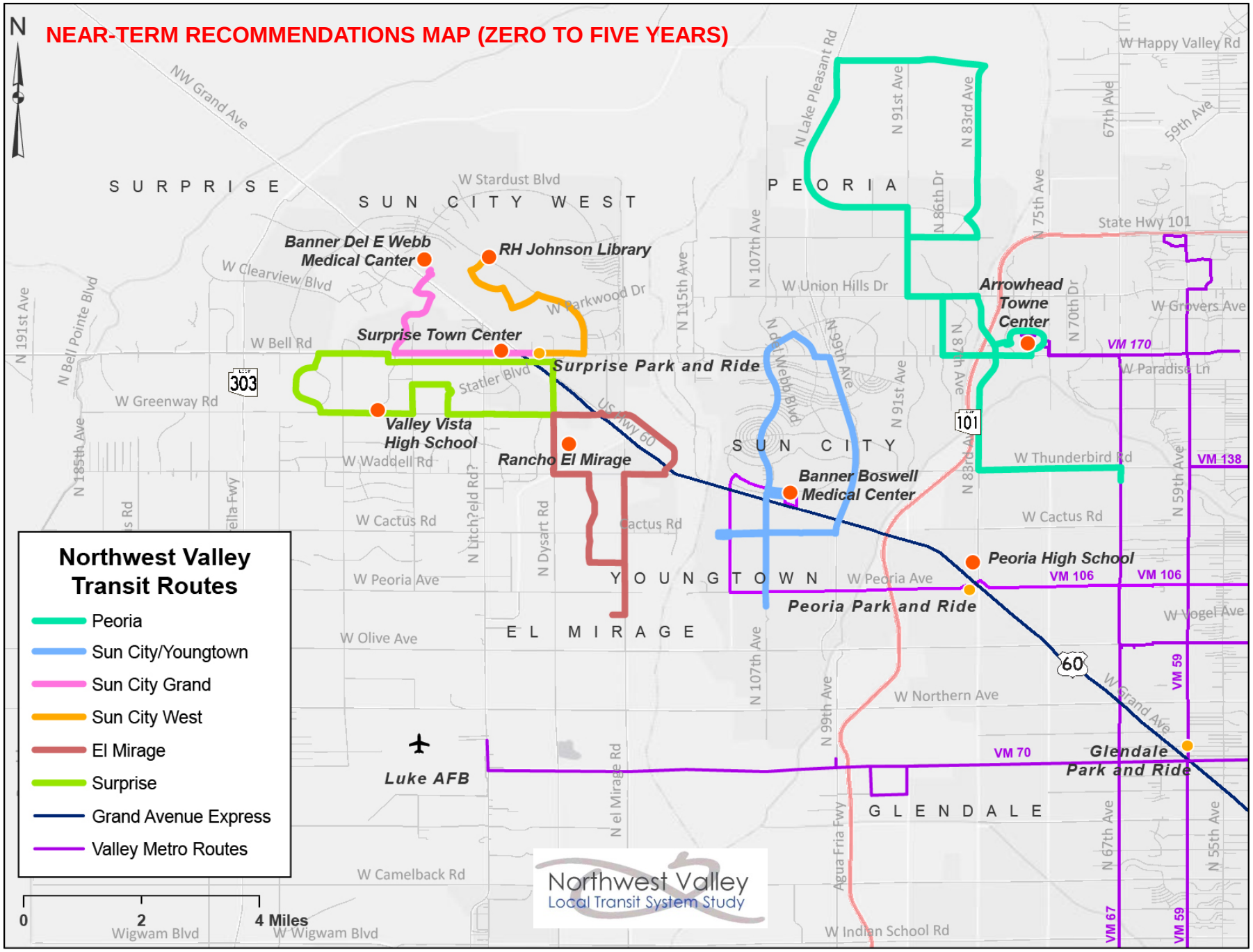
Our near-term recommendations provide relatively inexpensive and easily-implementable tactics to enhance transit service within the Northwest Valley across the next five years. These recommendations include:

- **Create six local circulators that serve existing trip generators within the Northwest Valley.**

- **Establish an Intergovernmental Cooperative Agreement among the communities of El Mirage, Glendale, Peoria, Surprise/Sun City Grand, Sun City, Sun City West, Sun City Festival (in the Town of Buckeye), and Youngtown to address administrative and funding activities for enhancing local transit service throughout the Northwest Valley.**

- **Combine Express Routes 571 and Grand Avenue Limited into a single route, while also increasing its span-of-service to include mid-day hours.**

- **Continue the Northwest Valley Dial-A-Ride (DAR) program and adjust specific services where needed.**

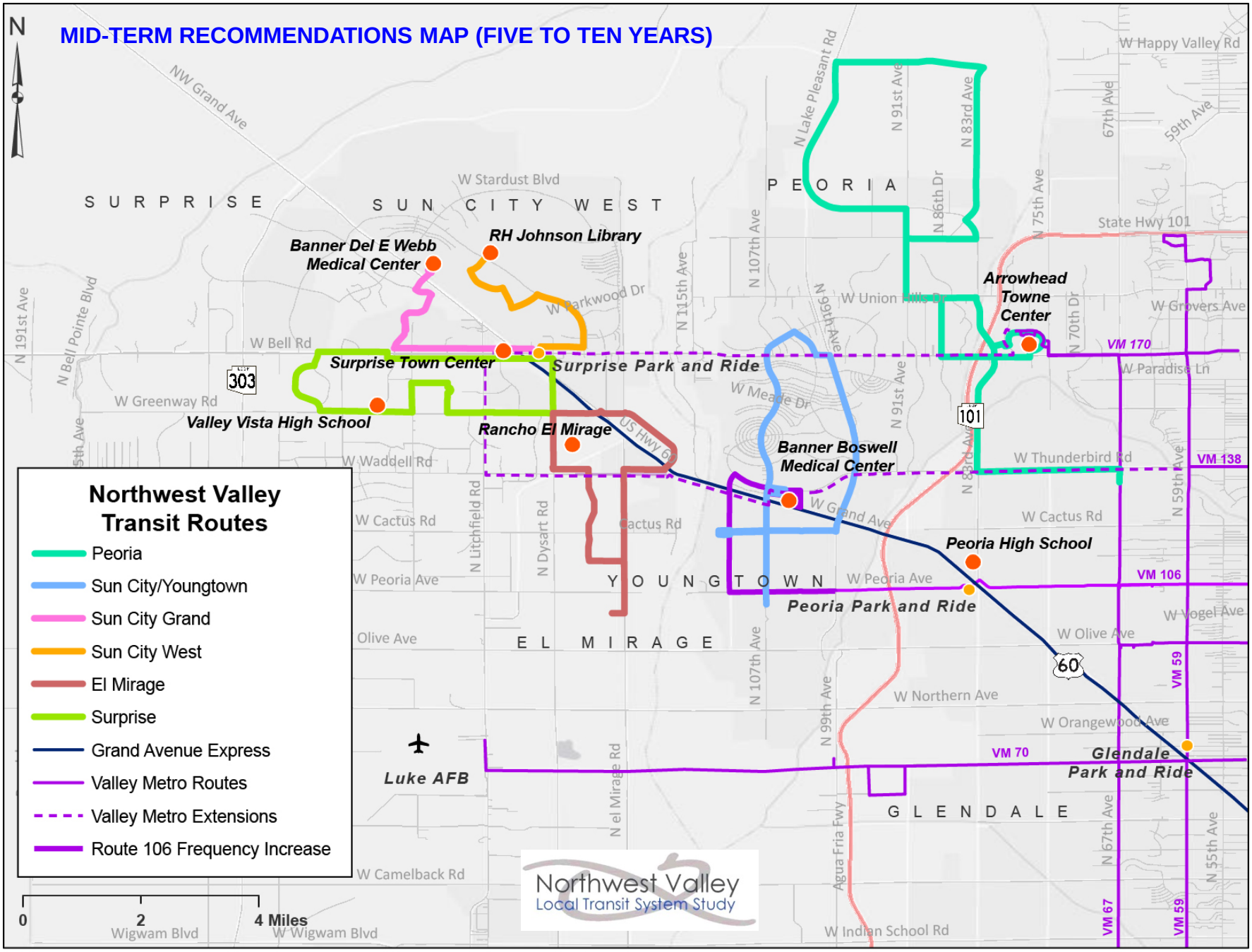

NEAR-TERM RECOMMENDATIONS MAP (ZERO TO FIVE YEARS)
N
SURPRISE
SUN CITY WEST
PEORIA
SUN CITY
YOUNGTOWN
EL MIRAGE
GLENDALE
Banner Del E Webb Medical Center
RH Johnson Library
Surprise Town Center
Surprise Park and Ride
Valley Vista High School
Rancho El Mirage
Banner Boswell Medical Center
Arrowhead Towne Center
Peoria High School
Peoria Park and Ride
Glendale Park and Ride
Luke AFB
Northwest Valley Transit Routes
Peoria
Sun City/Youngtown
Sun City Grand
Sun City West
El Mirage
Surprise
Grand Avenue Express
Valley Metro Routes
0
2
4 Miles
Northwest Valley
Local Transit System Study

Draft Service Recommendations

MID-TERM RECOMMENDATIONS

The mid-term recommendations listed below are intended to build upon the near-term service improvements, and would be implemented within the next five to ten years. In addition to possible demand-based increases in circulator service, mid-term recommendations include extensions of key Valley Metro routes into the Northwest Valley to increase transit connectivity Metro Phoenix area. Specific mid-term recommendations include:

- **Extend Valley Metro Route 138 to Surprise via Thunderbird Road, Waddell Road, and Litchfield Road.**
- **Extend Valley Metro Route 170 to Surprise via Bell Road.**
- **Increase service to Banner-Boswell Medical Center on Route 106 to provide 30-minute service frequencies.**
- **Increase service on the six community circulators as future demand and funding warrant.**


MID-TERM RECOMMENDATIONS MAP (FIVE TO TEN YEARS)
N
SURPRISE
SUN CITY WEST
PEORIA
YOUNGTOWN
EL MIRAGE
GLENDALE
Banner Del E Webb Medical Center
RH Johnson Library
Surprise Town Center
Surprise Park and Ride
Valley Vista High School
Rancho El Mirage
Banner Boswell Medical Center
Arrowhead Towne Center
Peoria High School
Peoria Park and Ride
Glendale Park and Ride
Luke AFB
Northwest Valley Transit Routes
Peoria
Sun City/Youngtown
Sun City Grand
Sun City West
El Mirage
Surprise
Grand Avenue Express
Valley Metro Routes
Valley Metro Extensions
Route 106 Frequency Increase
0
2
4 Miles
Northwest Valley
Local Transit System Study

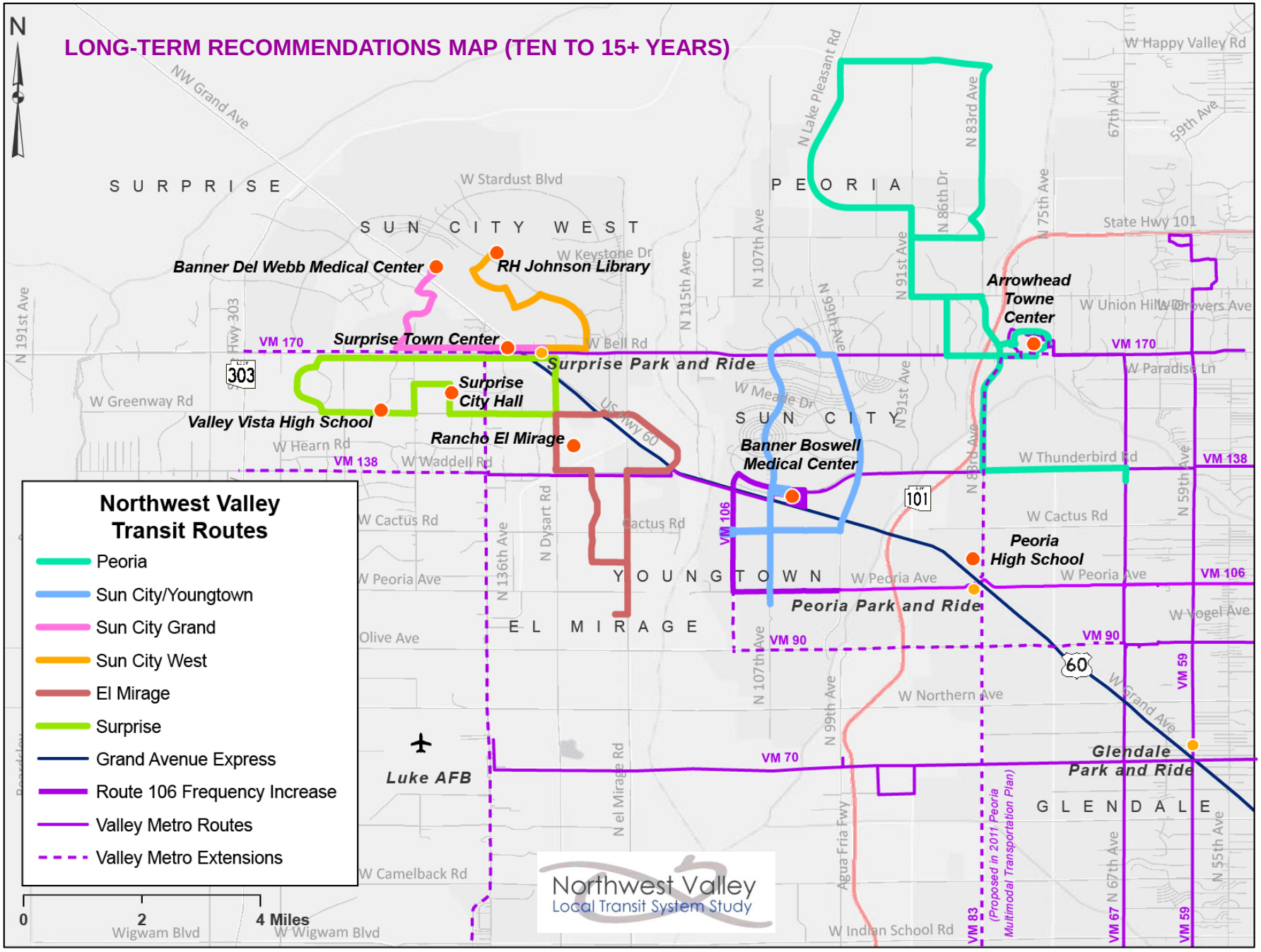
Northwest Valley
Local Transit System Study

Draft Service Recommendations

LONG-TERM RECOMMENDATIONS

Over time, population density, employment density, and transit-dependent populations are expected to increase in the Northwest Valley. The long-term recommendations are intended to address this growth, while also complementing other transportation plans developed by communities in and near the Northwest Valley. Therefore, the long-term recommendations would allow transit in the Northwest Valley to both continue to meet expected demand as well as reflect other future improvements to the regional transportation network.
Specific long-term recommendations include:

- **Support eventual implementation of high-capacity transit service from Surprise to Downtown Phoenix along Grand Avenue.**
- **Extend the proposed Valley Metro route along Litchfield Road north to Surprise.**
- **Establish Valley Metro service along 83rd Avenue through Peoria to the Arrowhead Town Center.**
- **Extend Valley Metro Route 90 west along Olive Avenue and north along 111th Avenue to the intersection with Peoria Avenue.**
- **Extend Valley Metro Route 138 west along Thunderbird Road to Loop 303.**
- **Extend Valley Metro Route 170 west along Bell Road to Loop 303.**
- **Transition the Sun City Festival volunteer driver program to a limited express service to Surprise.**


LONG-TERM RECOMMENDATIONS MAP (TEN TO 15+ YEARS)
N
SURPRISE
SUN CITY WEST
PEORIA
SUN CITY
YOUNGTOWN
EL MIRAGE
GLENDALE
Banner Del Webb Medical Center
RH Johnson Library
Surprise Town Center
Surprise Park and Ride
Surprise City Hall
Valley Vista High School
Rancho El Mirage
Banner Boswell Medical Center
Arrowhead Towne Center
Peoria High School
Peoria Park and Ride
Glendale Park and Ride
Luke AFB
Northwest Valley Transit Routes
Peoria
Sun City/Youngtown
Sun City Grand
Sun City West
El Mirage
Surprise
Grand Avenue Express
Route 106 Frequency Increase
Valley Metro Routes
Valley Metro Extensions
0
2
4 Miles
Northwest Valley
Local Transit System Study
(Proposed in 2011 Peoria Multimodal Transportation Plan)

Next Steps

- Benevilla: A Grassroots Effort from 2010 to present: NWV Transportation Stakeholders group continues to move forward for action!

CONNECT60+ www.connect60plus.com

- MAG staff briefs each city and Maricopa County on the results and recommendations of the study.

- Guiding Principles for NWV Transit Services with each NWV agency.

Thank You!

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