



MEMO

Date: January 16, 2018
To: Transportation Advisory Board
From: Jodi Sorrell, Transit Services Director
Re: Fiesta District Alternatives Analysis Update

In the summer of 2017, Valley Metro and the City of Mesa initiated the Fiesta District Alternatives Analysis (FDAA) study to evaluate high capacity transit options in a corridor that would connect riders from the current light rail system on Main Street to areas within the Fiesta District. This study is scheduled to conclude in the summer 2019.

The attached presentation provides an overview and update to activity currently taking place as well as the study schedule through conclusion in June 2019.

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Fiesta District Alternatives Analysis

**Mesa Transportation Advisory Board
January 16, 2018**





Agenda

- **Valley Metro Overview**
- **Previous Studies**
 - Arizona Avenue High-Capacity Transit Study (Arizona Avenue)
 - Fiesta-Downtown Chandler Transit Corridor Study (FDCTCS)
- **Fiesta District Alternatives Analysis (Fiesta District AA)**
- **Public Involvement**
- **Next Steps**





Valley Metro- Who Are We?

- **Regional Transit Agency**
- **Operate Regional Transit Services**
 - Valley Metro and Phoenix are region's primary service providers
 - Light rail and bus
- **Project Development**
 - Rail and bus corridors
 - Support facilities





Regional System Facts

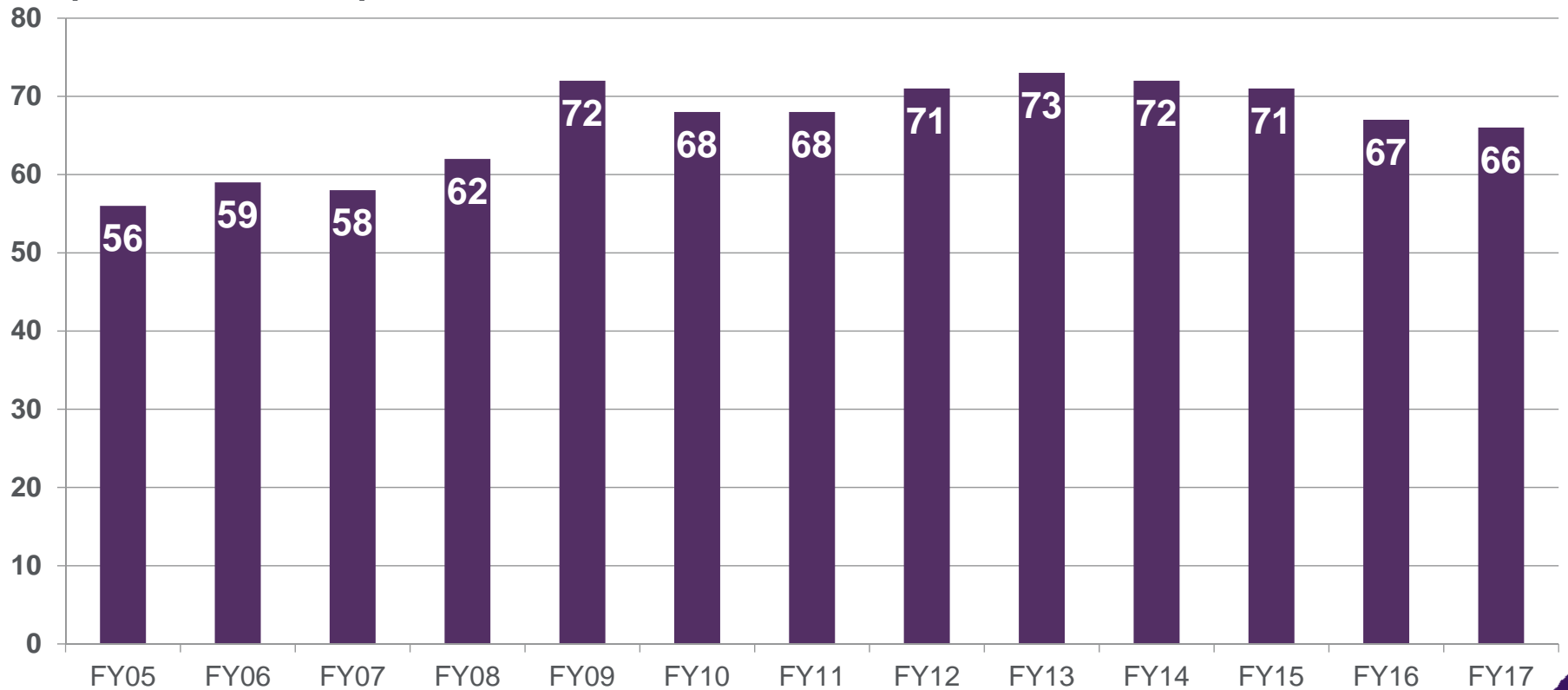
- Operates 365 days a year
- 61 local routes
- 20 Express/RAPID routes
- 18 circulator routes
- 26 miles of light rail
- 393 vanpools
- 40 million revenue miles operated
- 70 million passenger boardings
- 91% of the fleet is alternatively fueled





Regional Transit Ridership- FY05-FY17

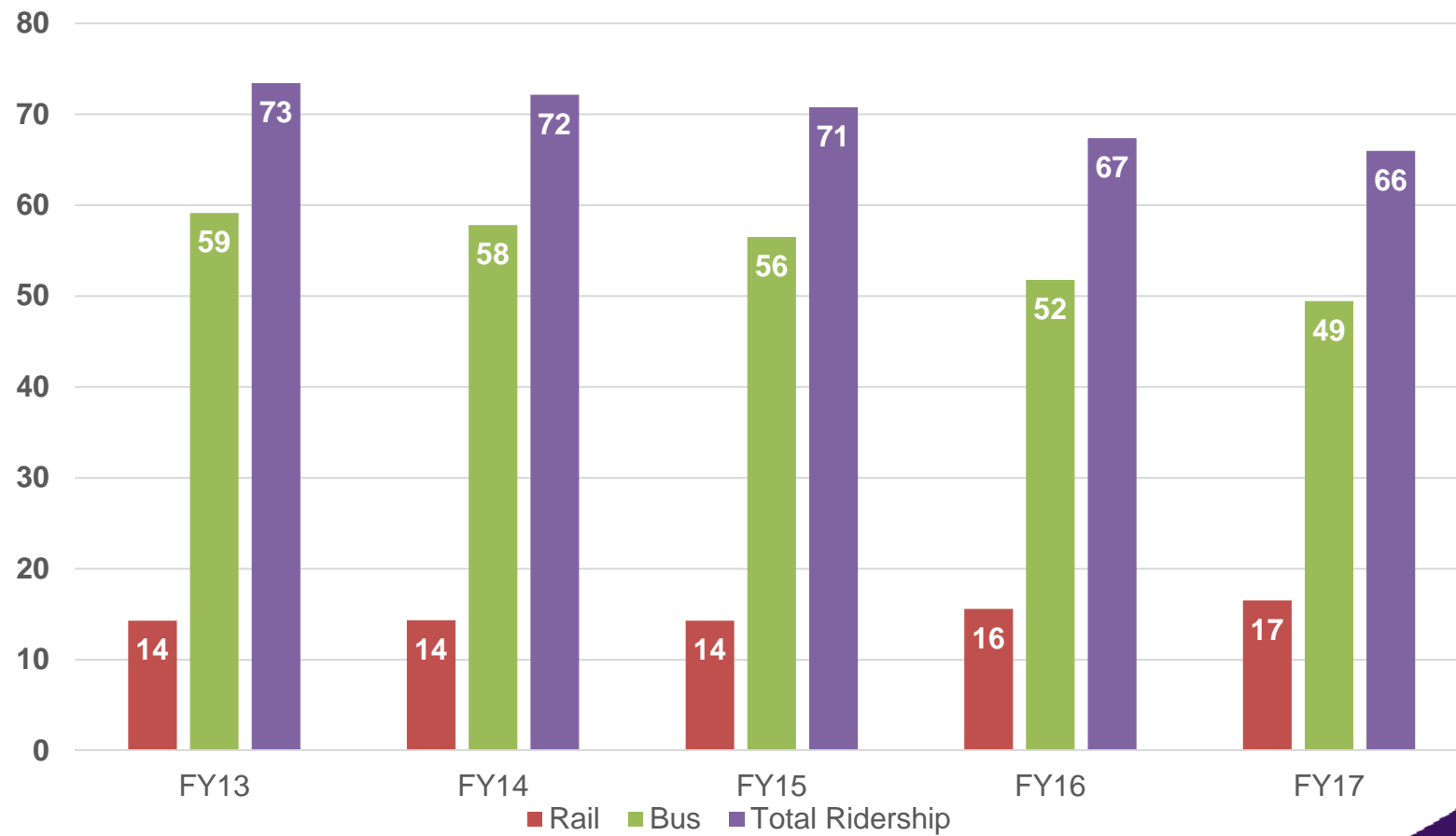
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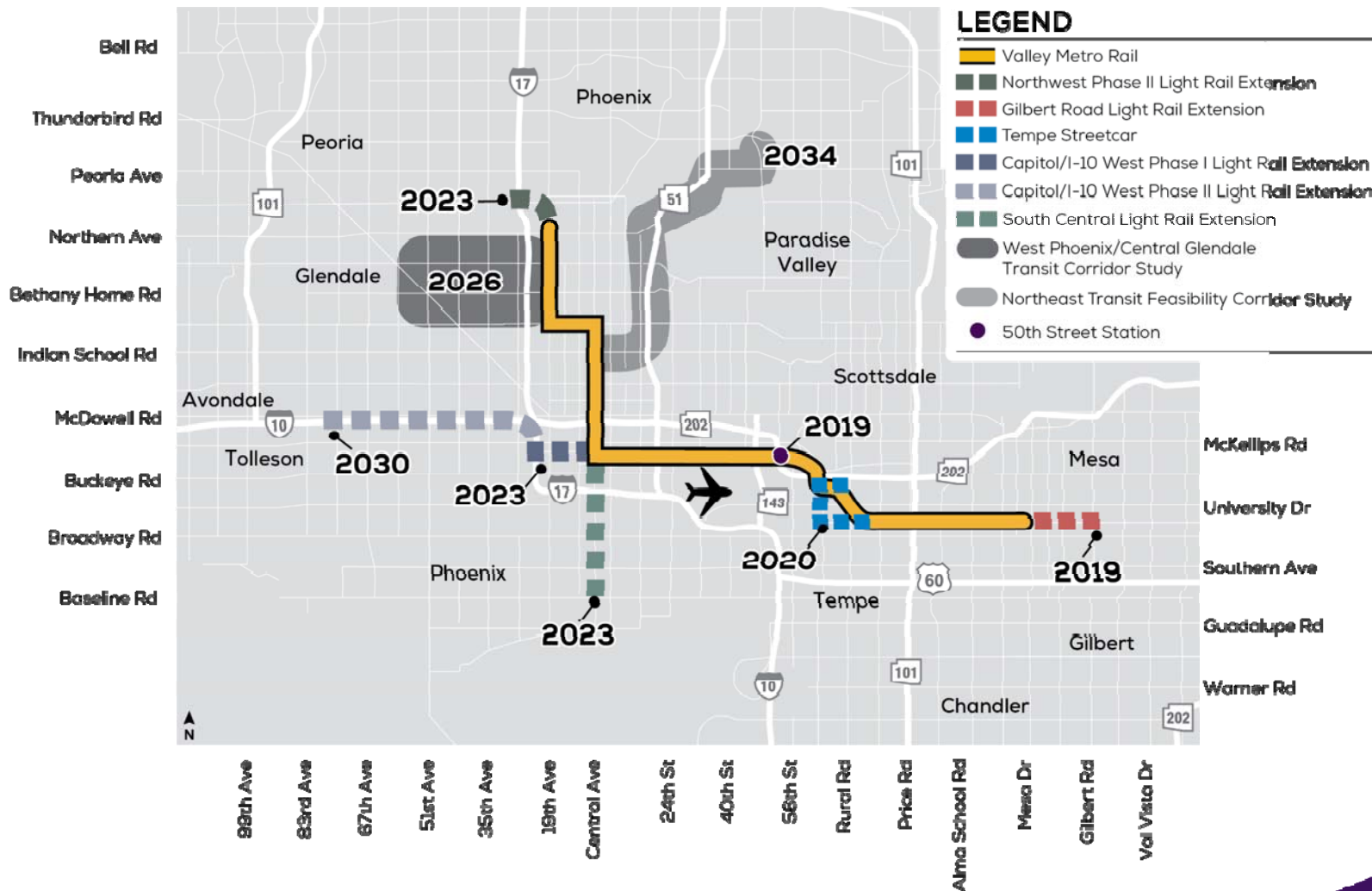
Regional Ridership by Mode

(IN MILLIONS)



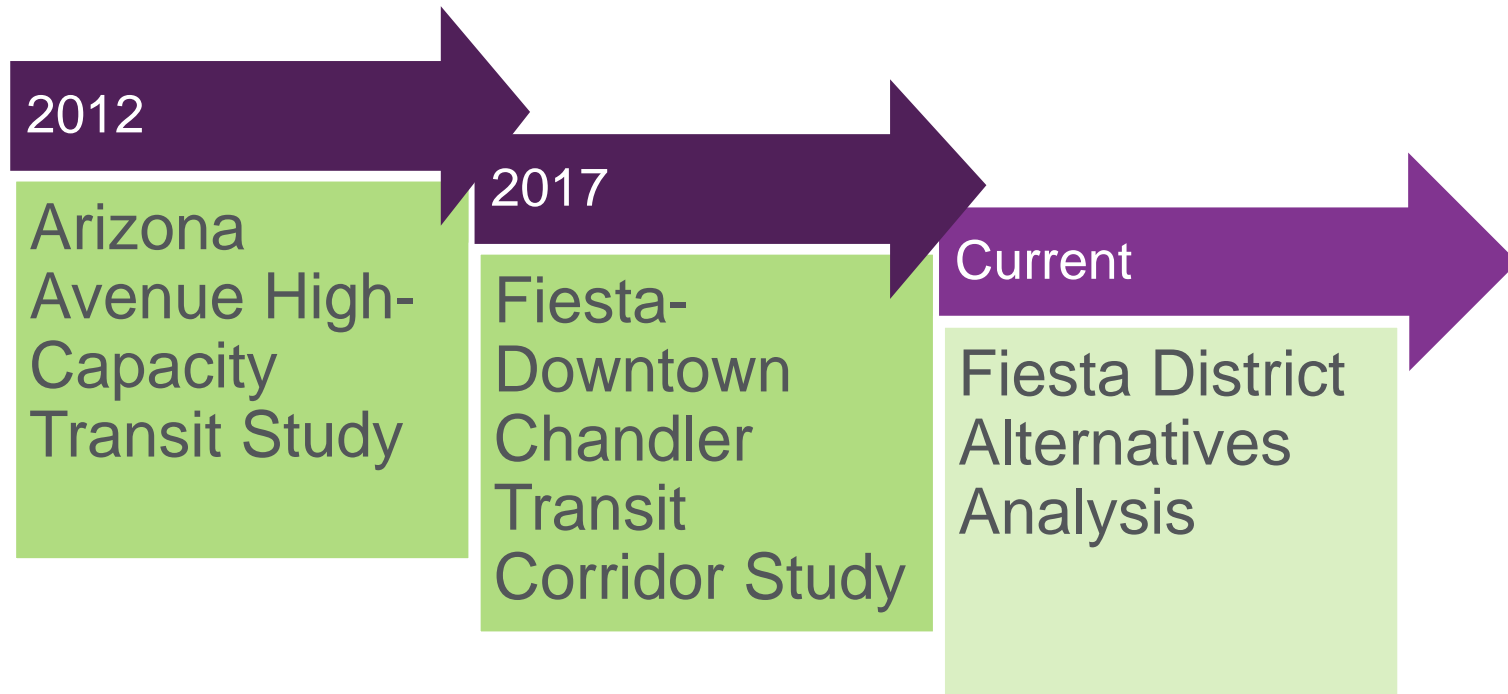


High Capacity Transit Program





Previous Studies





Arizona Avenue Study

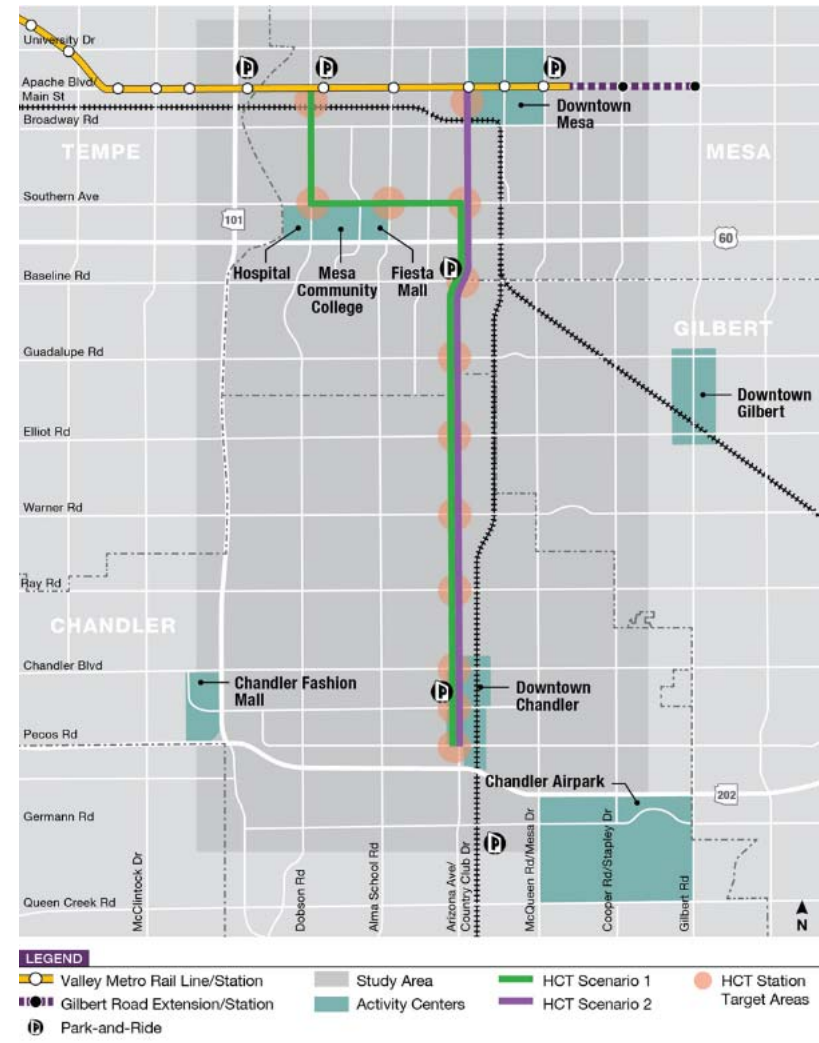
- Modeled future light rail line on Arizona Avenue
- Assessed ridership potential under multiple scenarios:
 - Current Development Trends
 - Chandler General Plan build-out
 - Enhanced Transit Network
 - Optimized Land Use + Transit
- Model showed strong potential for future light rail





FDCTCS

- Evaluated the potential for high capacity transit within the study area
- Analyzed two specific route concepts south of Main Street
 - Dobson Road / Southern Avenue / Arizona Avenue
 - Country Club Drive / Arizona Avenue





FDCTCS

Approach

- **Analyzed future population & employment projections**
- **Built an enhanced land use strategy**
- **Identified land use policy actions and phased transit investment strategies**
- **Developed recommendations**
 - Short-, mid-, and long-term transit and land use strategies
 - Preferred route
 - Phasing approach





2017 FDCTCS Route Evaluation

LRT Scenarios

Criteria	Dobson Rd (10.5 miles)	Arizona Ave (8.5 miles)
Population (2015)	72,000	56,000
Employment (2015)	36,000	30,000
Zero Auto Households	+	-
Unique Activity Centers	Banner Hospital, Fiesta Mall, Mesa Community College	Downtown Mesa
Estimated LRT Ridership	+	-
Estimated Capital Costs	-	+

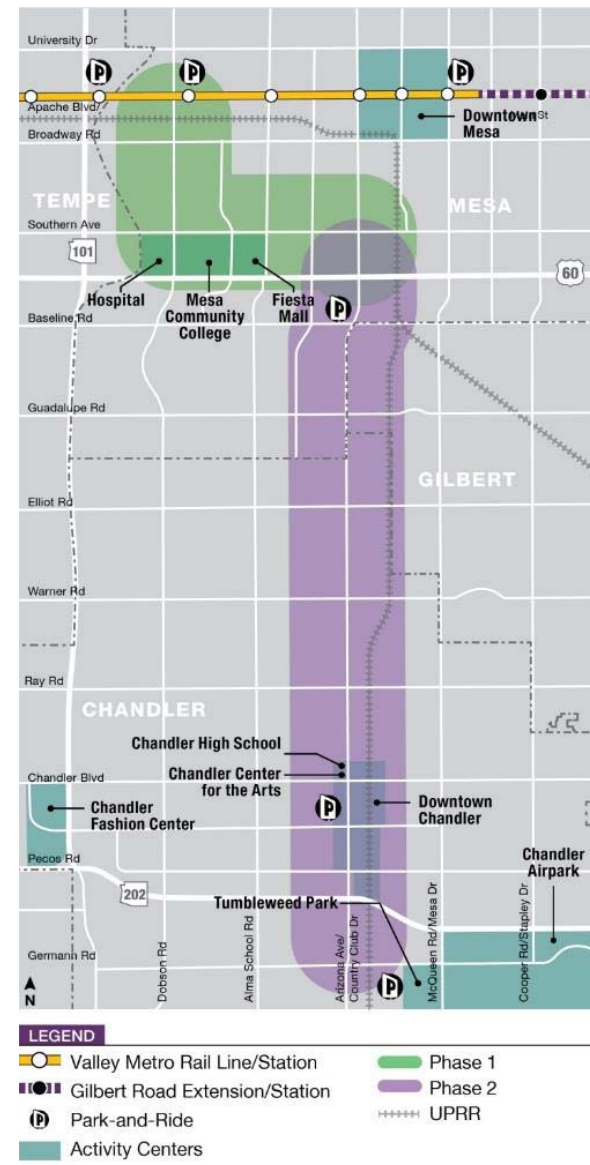




FDCTCS

Key Recommendations

- **Expand local transit network**
- **Adopt plans and land development policies that support transit-oriented development**
- **Increase system access (park-and-rides, bike, pedestrian amenities)**
- **Explore alternative funding options**





Fiesta District AA

- **Results of FDCTCS indicated HCT potential in the Fiesta District:**
 - Destinations (Banner Hospital, Fiesta Mall, MCC)
 - Existing and anticipated ridership
 - Economic development potential





Fiesta District AA

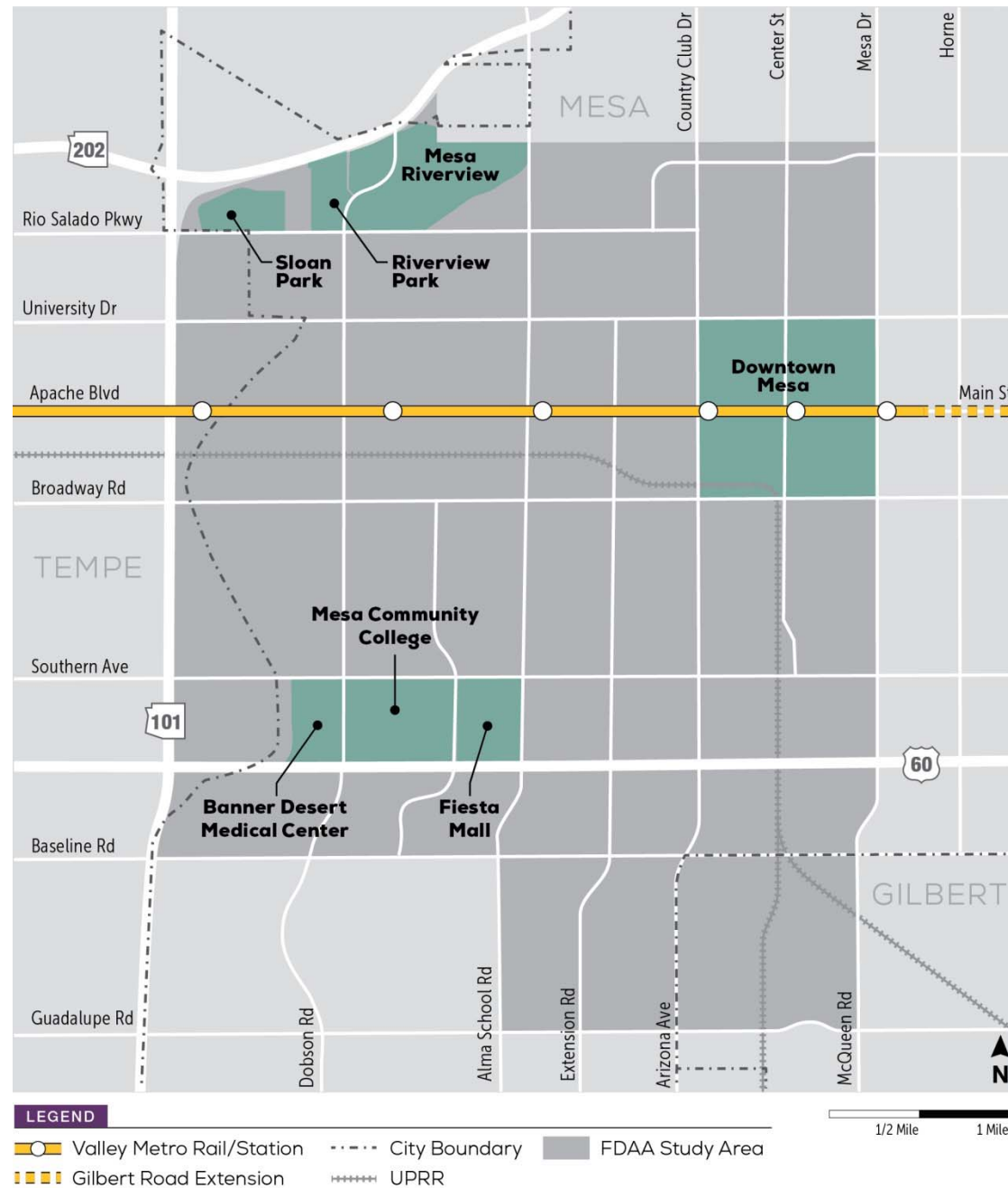
Approach

- **Analyze transit types (rail or bus)**
- **Define a locally preferred alternative (LPA)**
 - Route
 - Transit type
 - Station locations
 - Street configuration
 - Other recommendations (e.g., future extensions)
- **Conduct public outreach throughout the process**
- **Conclude with public and elected officials' input/action on the LPA (summer 2019)**





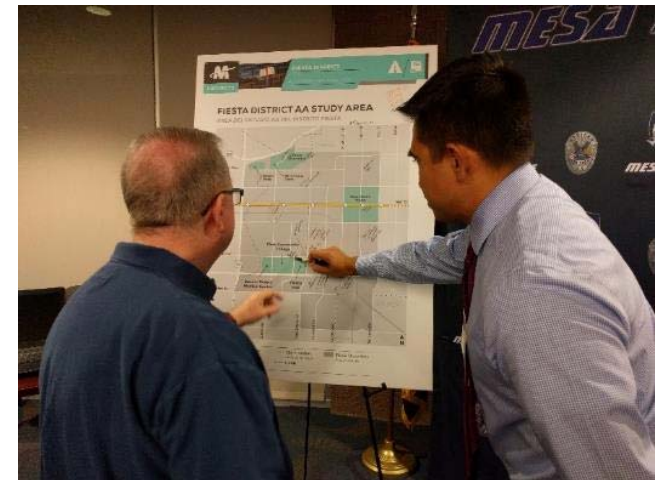
Study Area





Public Involvement

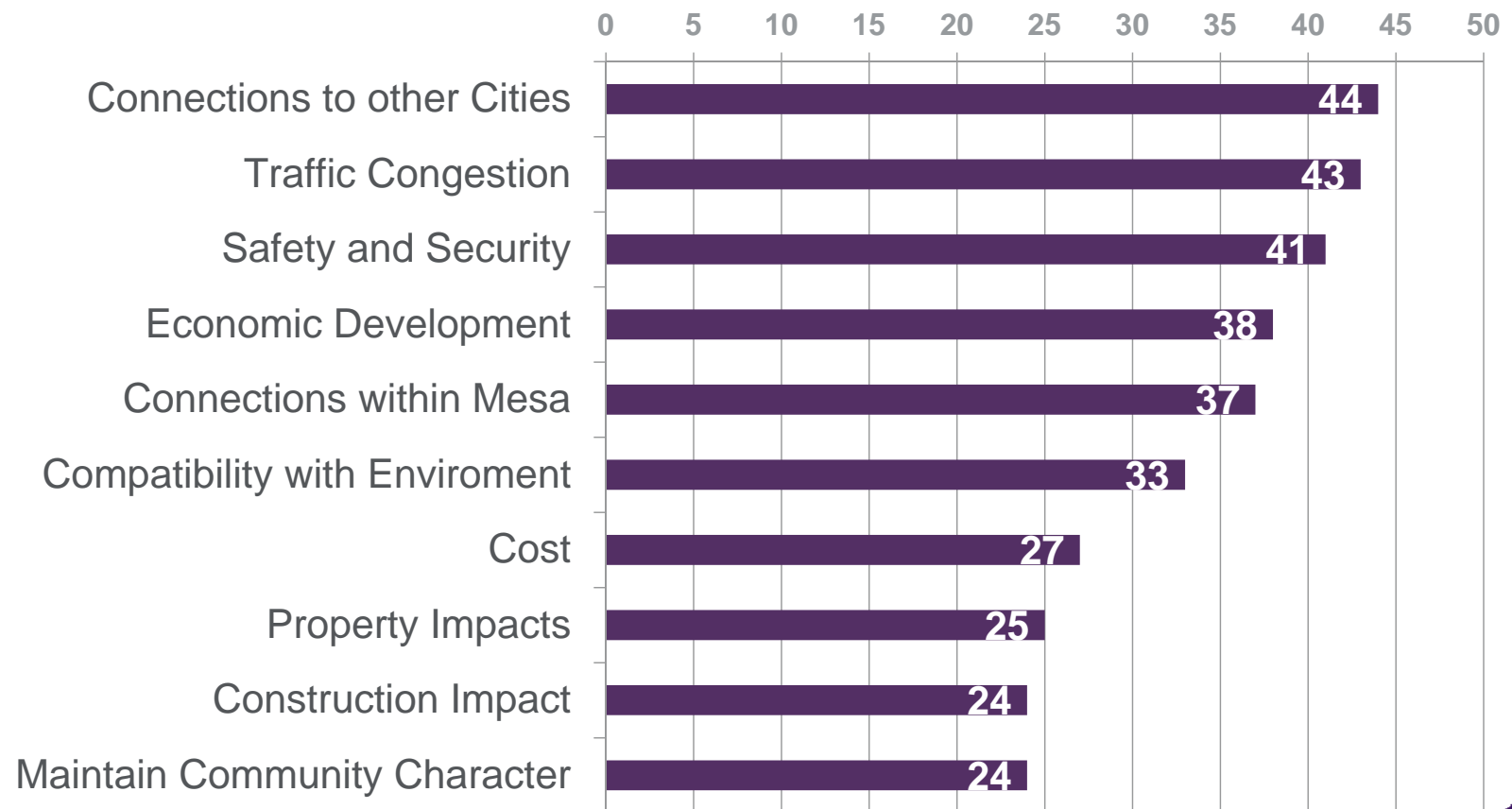
- **Public Meeting:
October 26, 2017**
- **Online public meeting**
- **Sought input on:**
 - Activity centers/destinations
 - Identification and prioritization of elements to consider in identifying transit route/type



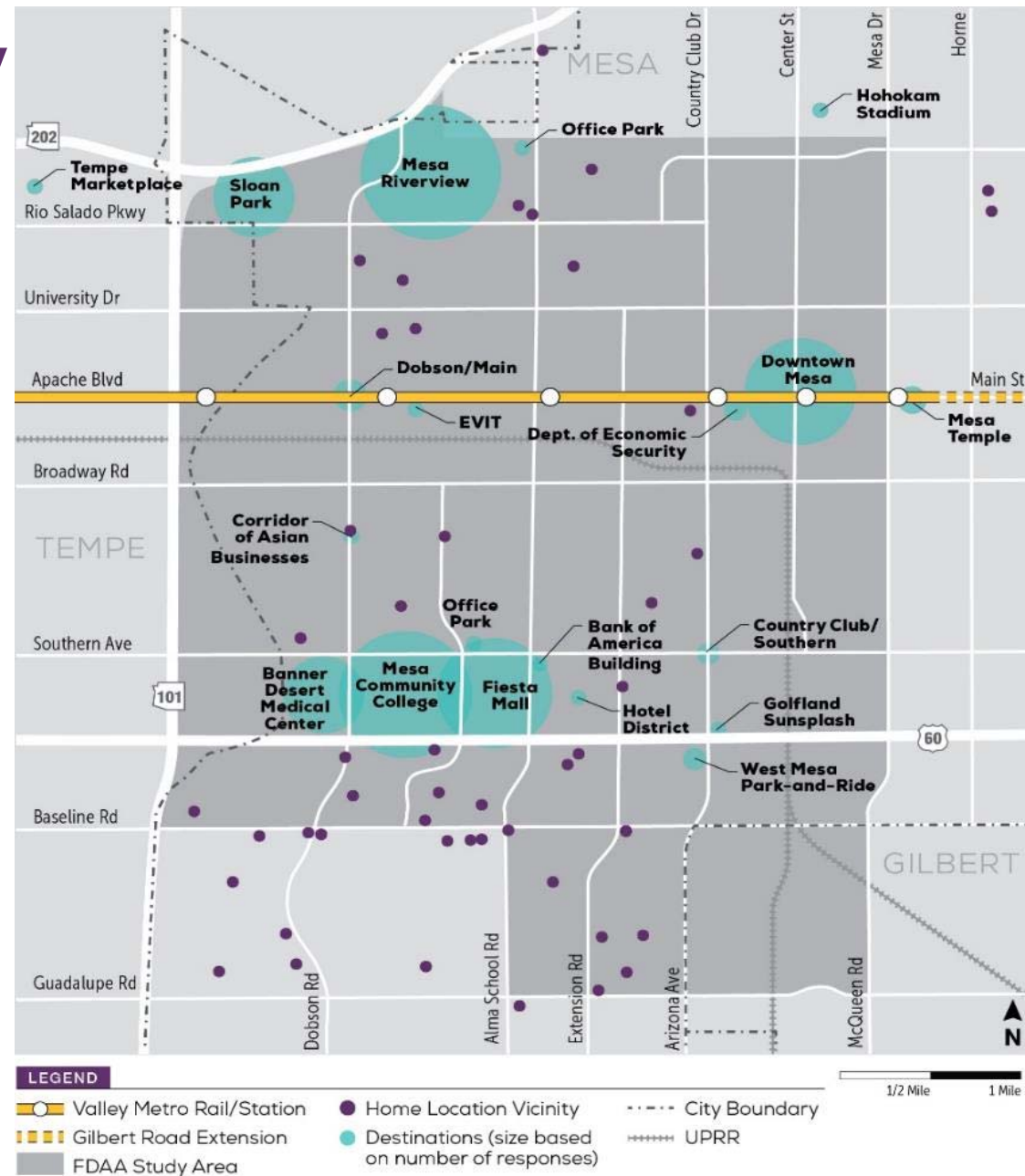


Survey Question

Important considerations for evaluating transit services.

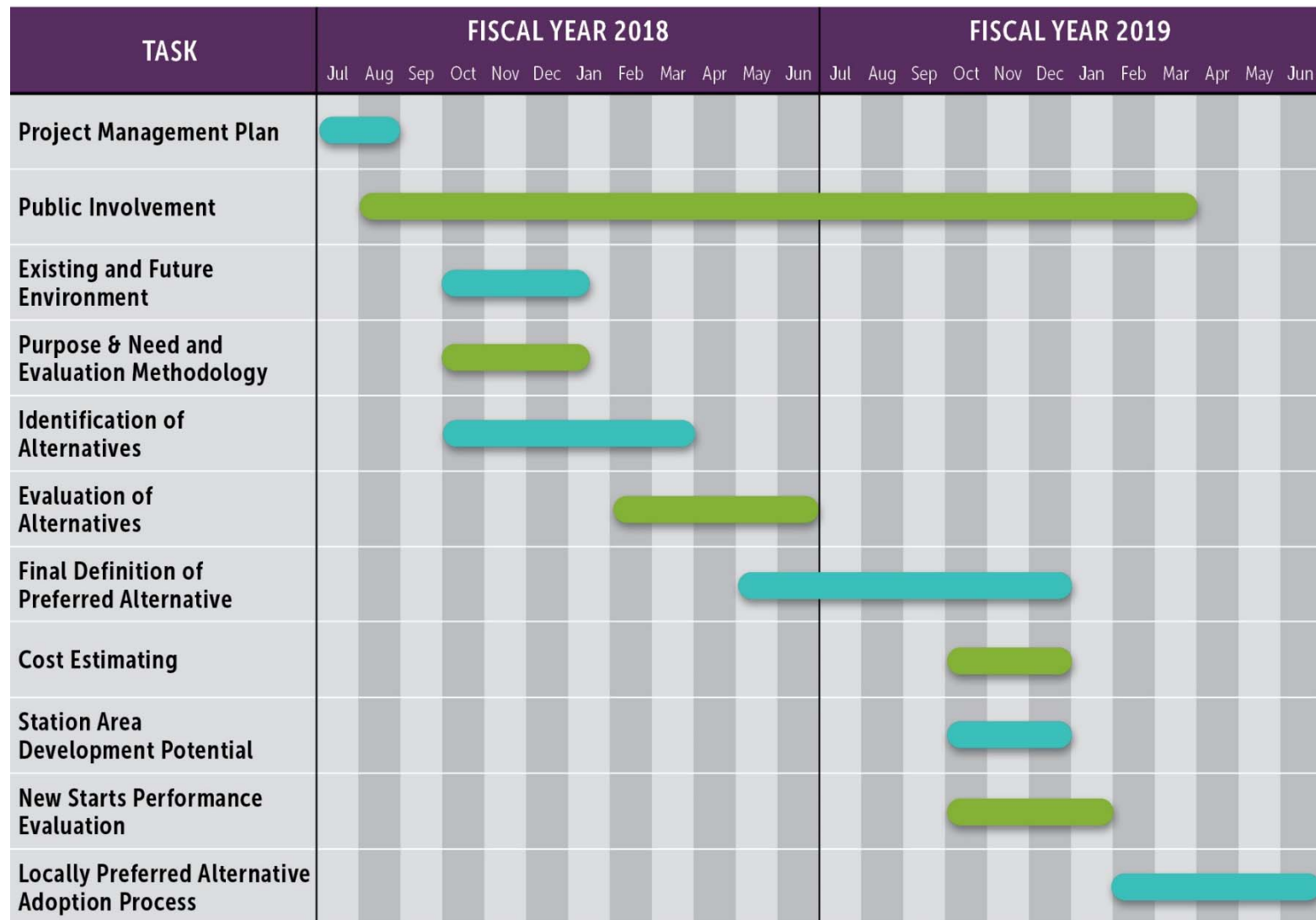


Community Input





Study Schedule





Next Steps

- **Identify Alignment**

- Develop evaluation criteria
- Evaluate alternatives
- Present results to public

- **Public Involvement**

- Fall 2018 Alternatives Development & Evaluation
- Early 2019 Preliminary Evaluation Results





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Thank You.

