

City of Mesa

TRANSIT MASTER PLAN

Transportation Advisory Board

Plan Progress



November 21, 2023

Mesa's Transit Master Plan

- Enhances existing transit services and explores innovative transit programs for Mesa
- Creates a road map to reach Mesa's short-term (2035) and long-term (2050) transit goals



Community Outreach



Transportation Master Plan & General Plan Coordination



Review Existing Transit Conditions



Understands Future Needs



Service Development



Implementation Strategies

We Are Here



Progress Update

- Completed Phase 2 Public Outreach
- Developed Vision, Goals, and Objectives
- Completed city-wide Needs Assessment
- Developed Preliminary Transit Recommendations
- Identified transit-supportive land use and technology strategies
- Developed methodology for recommendation prioritization



Phase 2 Public Outreach Summary

Publicity

- In-Person Events
- Posters at Transit Centers and Bus Stops
- Emails to large employers via Valley Metro Rideshare Coordinators
- Emails to 55+ Communities and Senior Centers
- Mesa Community College and Pinnacle Prevention distribution

1,076 Transit Master Plan Online Survey #2 responses received

Coordination with General Plan

- 6 Urban Labs Meetings
- Feedback from map exercises and “vote boxes”

Stakeholder Interview

- Interview with Mesa Public Schools



Vision, Goals, and Objectives

Support a reliable, productive, and well-connected multimodal transit system that fosters economic growth, diversity, and inclusiveness for the City of Mesa.



Mobility and Accessibility: Provide an equitable transit system that provides mobility and access to all residents in the City of Mesa.



Connectivity: Connect the City with neighboring communities and destinations with strong links to the regional transit network.



Productivity: Construct and manage the transit system, infrastructure, and transit operations efficiently with a high degree of transparency.



Safety & Reliability: Improve rider comfort as well as the operational safety and reliability of transit services.



Sustainability: Improve the quality of life and support future development in the City of Mesa through sustainable transit improvements and infrastructure.



Needs Assessment Summary

Socioeconomic Trends

- Population and Employment

Transit Propensity

- Demographic groups more likely to use transit

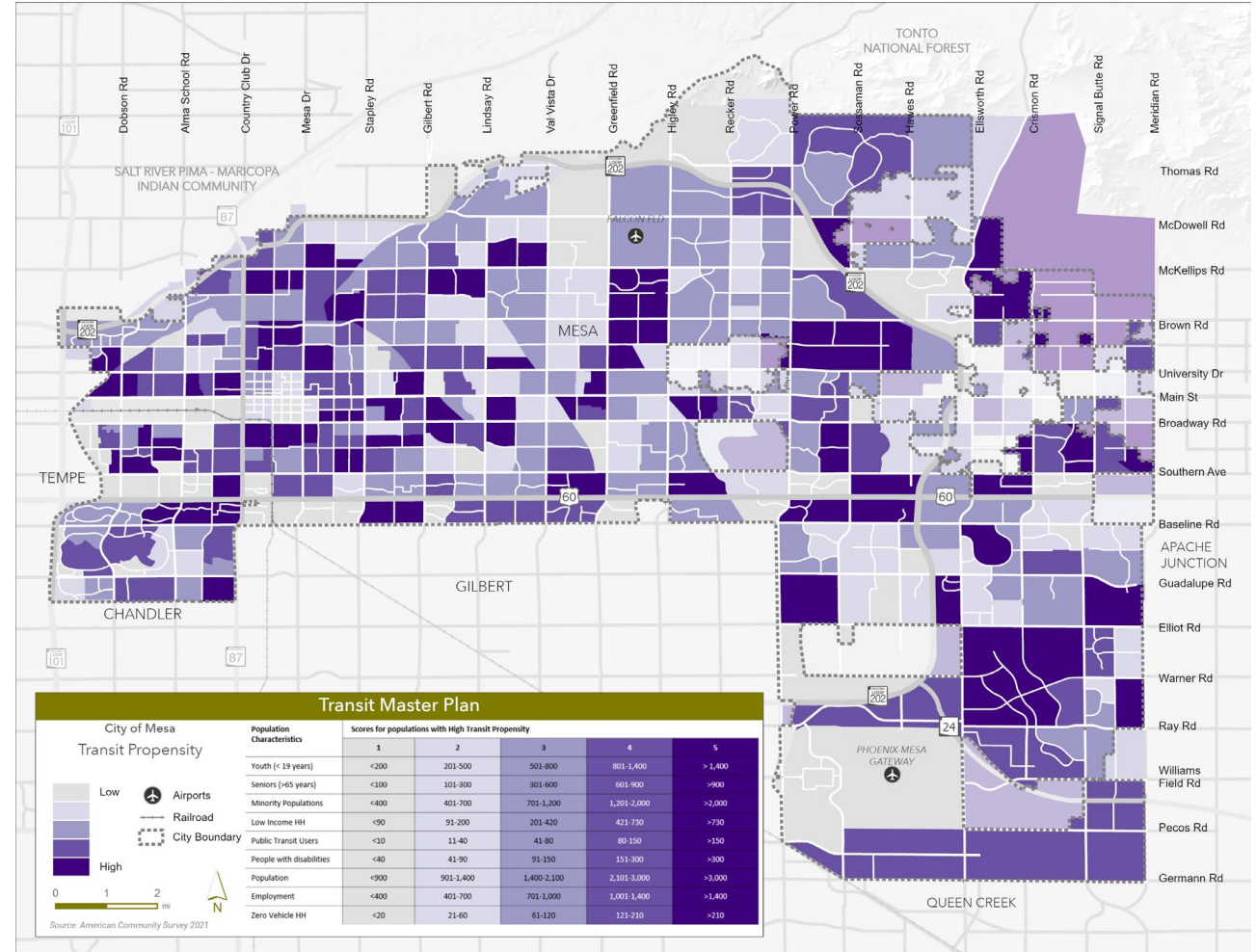
Land Use Trends

Travel Patterns

Previous Studies

Transit Efficiencies

- Cost per rider and cost per mile



Preliminary Transit Recommendations

Service Improvements

- Increases in peak period frequencies (15-minute/30-minute) to meet current and future needs

Route Modifications

- Includes route extensions and reroutes to connect new areas

New Routes

- New alignments to serve additional Mesa communities

Emerging Markets

- Microtransit zones or circulator areas for neighborhood-level transit

High-Capacity Transit

- Streetcar, light rail, and other high-capacity transit (HCT) for long-term needs



Recommendation Prioritization

Needs Score



- Current and future population
- Current and future employment
- Service equity
- Affordable housing
- Land use and key destinations
- Compatibility with previous plans

Productivity Score



- Projected ridership
- Planning-level cost estimates



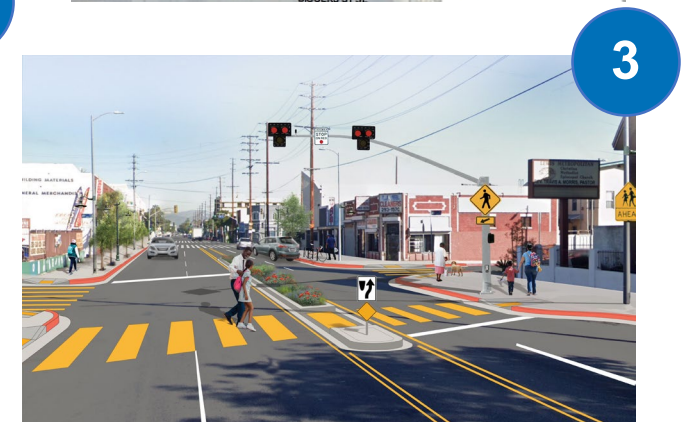
Transit Supportive Strategies

Land Use Strategies

- TOD Program (#1)
- Joint Development (#2)
- Transit Streets (#3)

Technology Strategies

- Mobility Hub(s)
- Shared Mobility Services (#4)
- Mobility-as-a-Service (MaaS)



Sources (clockwise): City of Phoenix, MARTA, LA DOT, WeRIDE AZ



Next Steps

- Prioritization of recommendations
 - Near-term (2024-2026)
 - Mid-term (2026-2035)
 - Long-term (2035-2050)
- Solicit public feedback on phased plans
- Implementation strategies - cost estimates and funding
- Final report





Thank You!