



GREATER GILA COUNTY TRANSIT FEASIBILITY AND IMPLEMENTATION STUDY



CAG Management Committee Presentation
June 14, 2018

Study Purpose

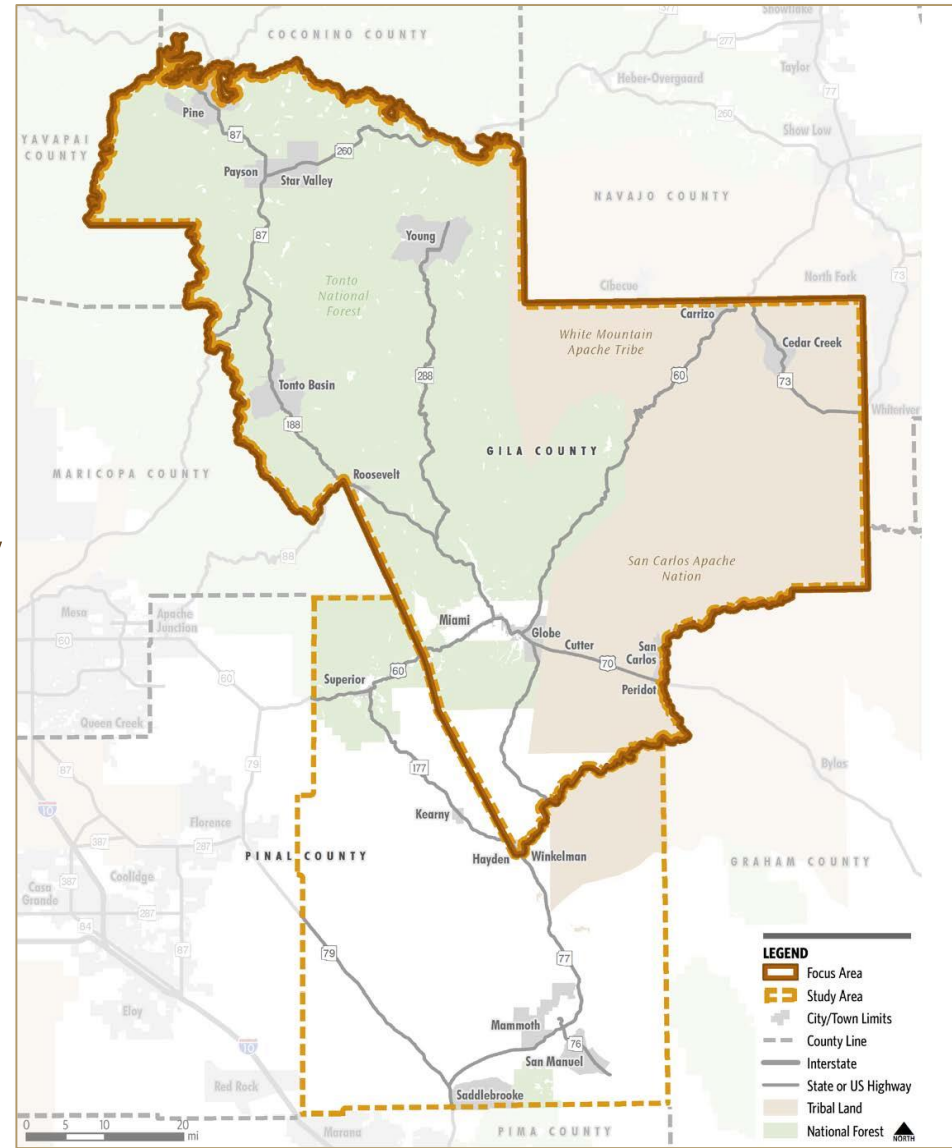
- Assess current transit environment in the region
- Identify the transit needs and unmet transit demand
- Identify service overlaps; develop strategies to improve coordination among existing services
- Conduct a Feasibility Study
- Develop an Implementation Plan, if needed

Focus Area

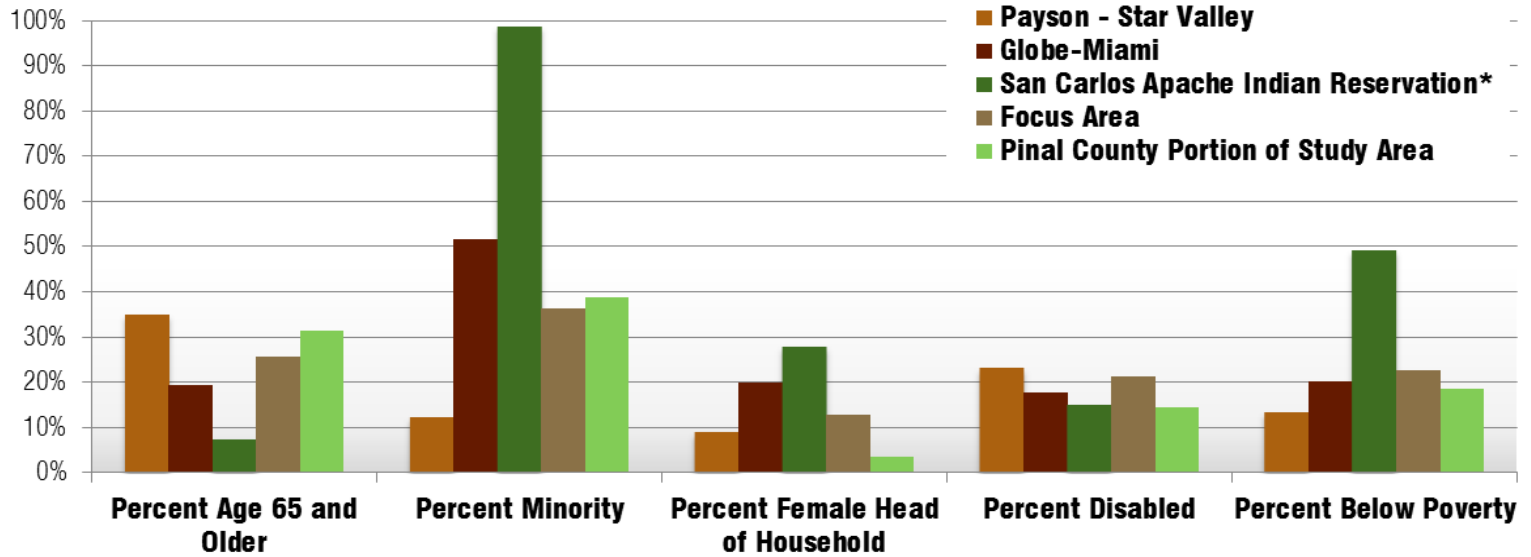
- Gila County

Study Area

- Gila County
- Eastern Portion of Pinal County



Demographics – Disadvantaged Population Groups



	Payson-Star Valley	Globe-Miami	San Carlos Apache Indian Reservation*	Focus Area	Pinal County Portion of Study Area
Total Population	17,338	9,482	10,512	53,165	37,821
Percent Age 65 and Older	34.9%	19.4%	7.4%	25.6%	31.3%
Percent Minority	12.2%	51.6%	98.7%	36.3%	38.7%
Percent Female Head of Household with Children Under 18 and No Husband Present	8.9%	19.9%	27.9%	12.8%	3.3%
Percent Mobility Limited	23.1%	17.8%	15.0%	21.2%	14.4%
Percent Below Poverty	13.3%	20.1%	49.2%	22.7%	18.4%

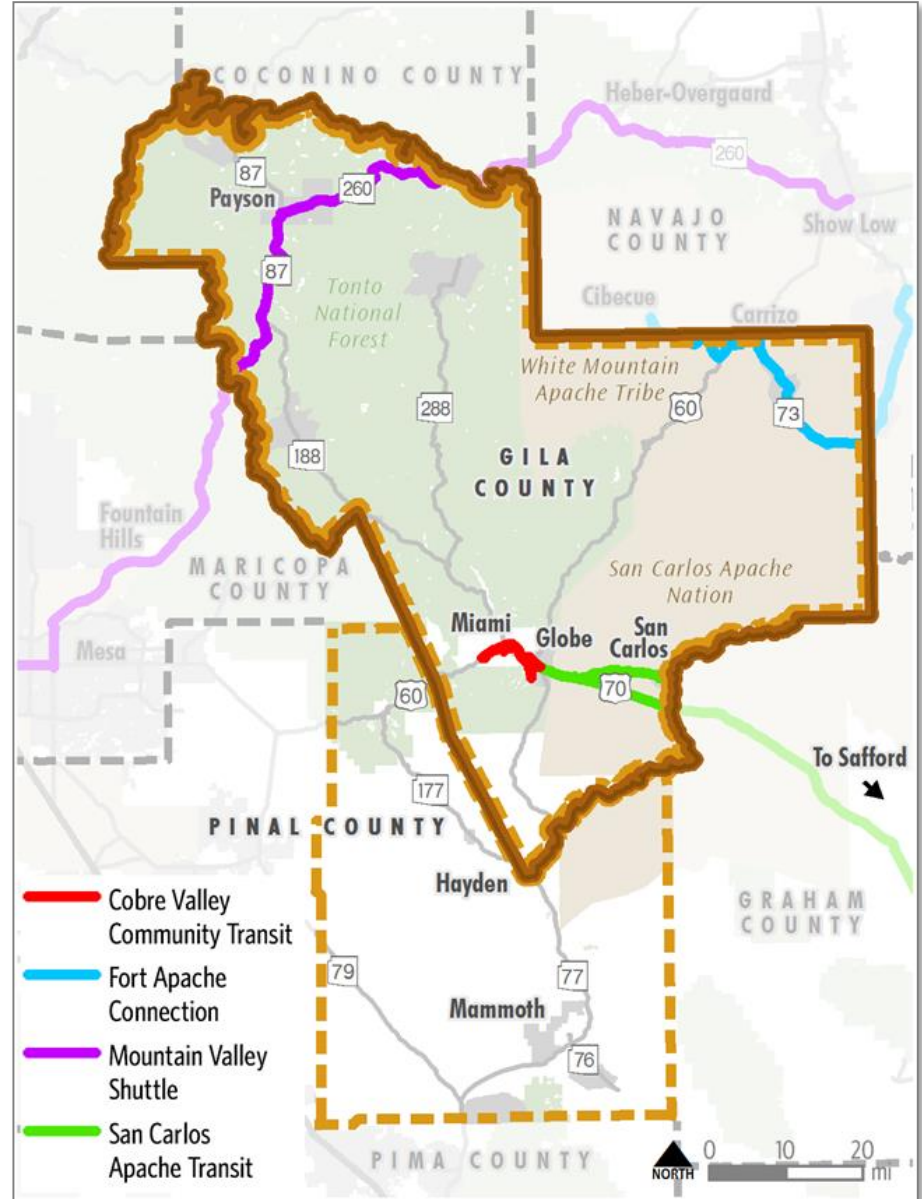
Current Commute and Travel Behavior

Means of Transportation to Work

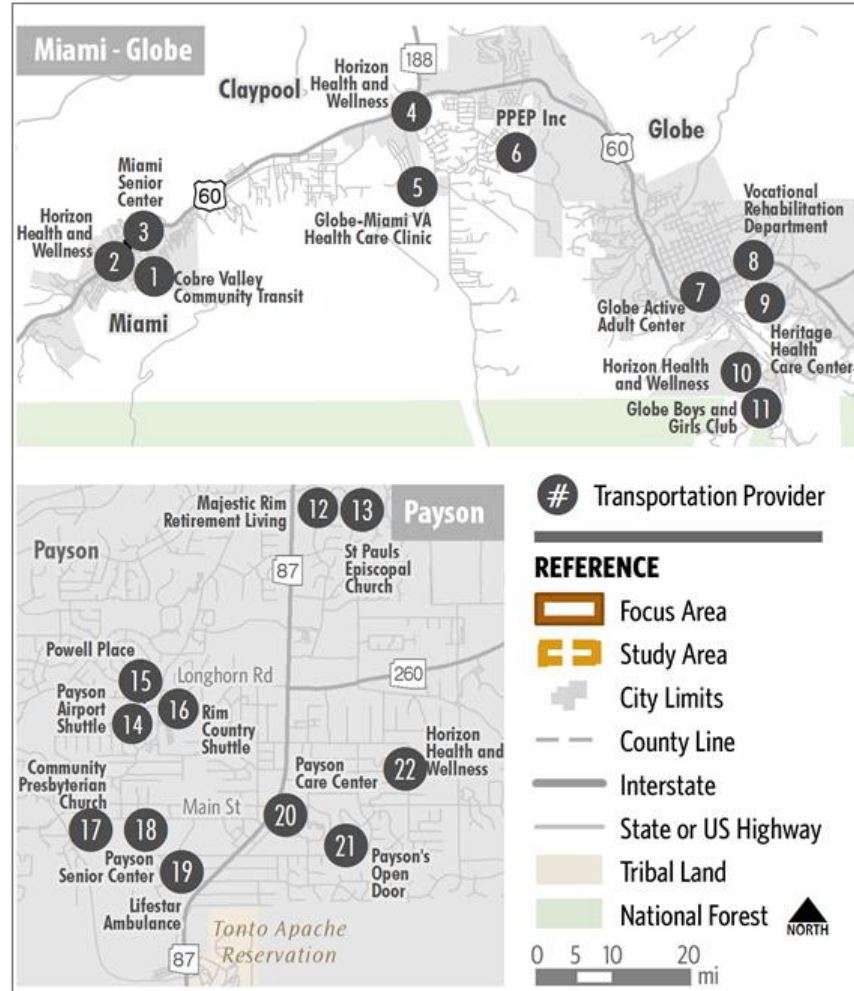
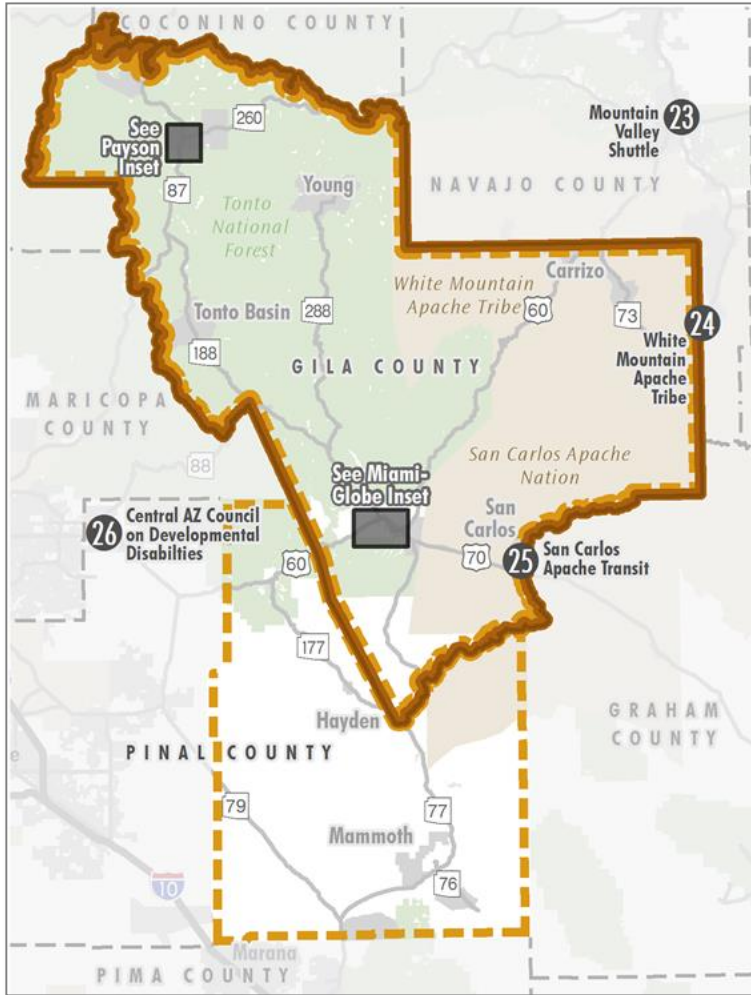
	Payson-Star Valley	Globe-Miami	San Carlos Apache Indian Reservation*	Focus Area	Pinal County Portion of Study Area
Drove Alone	83%	76%	66%	78%	78%
Carpooled	9%	14%	15%	11%	11%
Public Transportation	0%	0%	2%	0%	1%
Biked or Walked	0%	5%	8%	3%	2%
Worked at Home	7%	2%	4%	5%	1%
Other	1%	3%	6%	2%	7%

Existing Transit Services (5311)

- Cobre Valley Community Transit
- White Mountain Apache Tribe - Fort Apache Connection
- Mountain Valley Shuttle
- San Carlos Apache Transit - Nnee Bich' o Nii

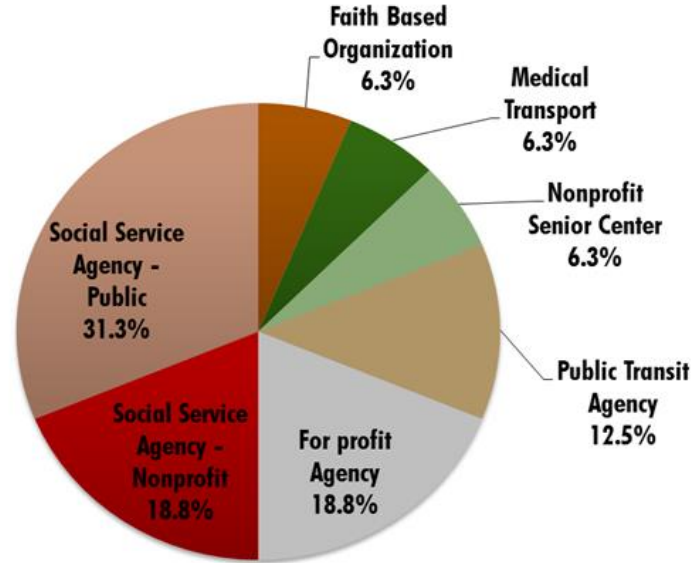


Existing Transit Services (5310)



Transit Service Providers Survey

Agency/Service Provide Type



Service Area and Major Providers

Globe – Miami Area	Payson Area	San Carlos – Peridot	Cibecue – Whiteriver	Regional	Statewide
Cobre Valley Community Transit	Community Presbyterian Church	San Carlos Apache Transit	Fort Apache Connection (White Mountain Apache Tribe)	Mountain Valley Shuttle Payson Airport Shuttle	Horizon Health and Wellness
San Carlos Apache Transit	Payson Senior Center			Phoenix Veterans Affairs (VA) Transportation Department	Greyhound
Globe Boys and Girls Club	Lifestar Ambulance			Central Arizona Council on Developmental Disabilities	
Globe Active Adult Center	Payson Care Center			Final – Gila Council for Senior Centers	
Miami Senior Center					

Number of Persons Likely to Need Passenger Service

TCRP Report 161 Variable	Globe-Miami	Payson-Star Valley	San Carlos Apache Indian Reservation*	Focus Area	Pinal County Portion of Study Area
Persons residing in households with income below the poverty level	1,828	2,270	5,125	11,839	3,833
Persons residing in households owning no automobile	462	928	1,466	2,994	629
Total persons in need of passenger transportation service	2,290	3,198	6,591	14,833	4,462

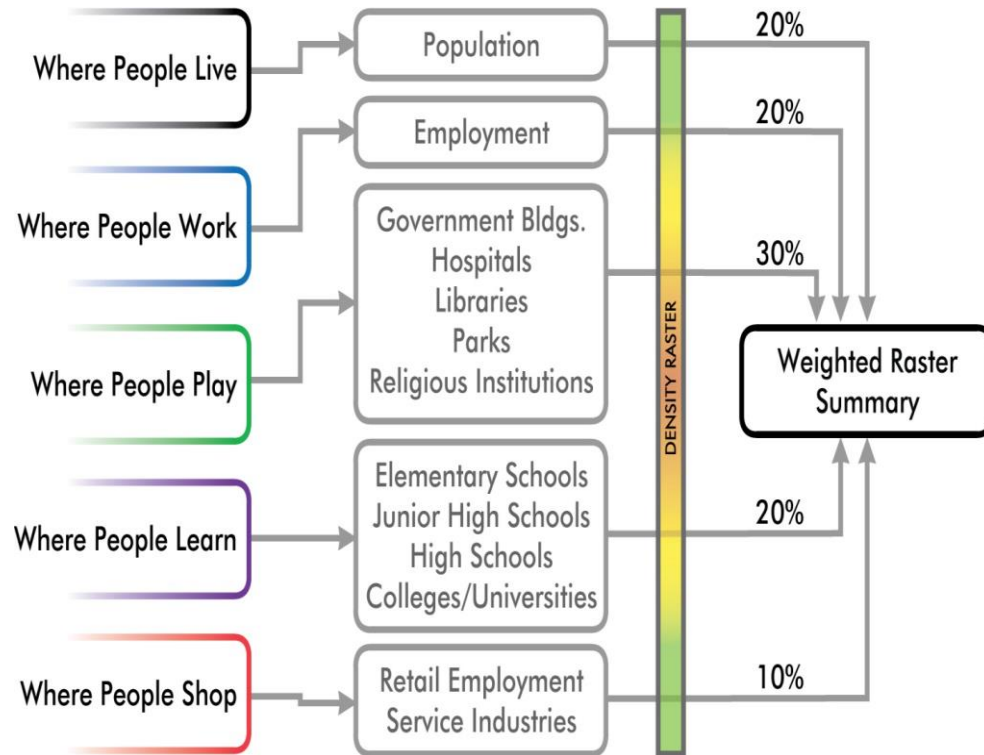
Person Trips

TCRP Report 161 Variable	Globe-Miami	Payson-Star Valley	San Carlos Apache Indian Reservation*	Focus Area	Pinal County Portion of Study Area
Total households without access to vehicle	254	507	574	1,507	472
Arizona trips per capita On transit	0.80				
Total Transit Need					
Daily one-way transit trips	203	406	459	1,206	378
Annual one-way transit trips	60,960	121,680	137,760	361,680	113,280

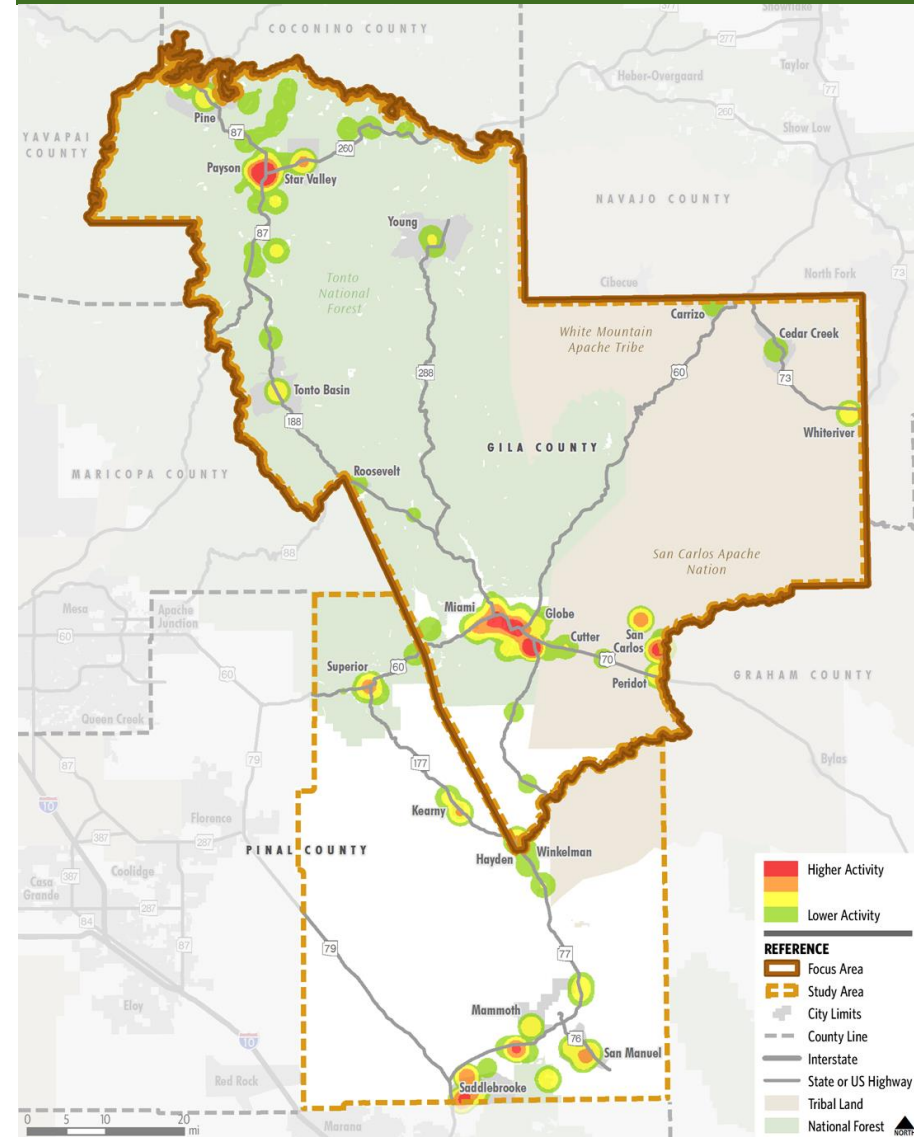
American Community Survey Tables B17001 and B08201, 2011-2012 5-Year Estimates
 Transit Cooperative Research (TCR) Program Report 161 – Method for Forecasting Demand
 and Quantifying Need for Rural Passenger Transportation

Transit Demand Model

Points of Interest and Activity Center



Composite Transit Demand Model



Public Needs Assessment Survey

- On-line and hardcopy survey
- 408 respondents
- Survey collected information on:
 - Where residents are traveling
 - Transit needs
 - Common usages of transportation
 - Access to vehicles
 - Thoughts on public transportation

HELP SHAPE FUTURE TRANSIT

To plan for the region's future, we are conducting a short survey to understand your transit needs. This information will help develop a plan for transit improvements.

FOR QUICKER ENTRY - SUBMIT SURVEY ON-LINE AT:
www.SurveyMonkey.com/R/CAGtransitSurvey

TAKE THE SURVEY TO WIN ONE OF TWO

\$50

VISA GIFT CARDS!

ABOUT YOU AND YOUR TRAVEL

1) Where do you live? City/Town: _____ Closest Intersection/Crossroad: _____

2) Are you currently employed or in school? (check all that apply)

Employed (in what city): _____ School (name): _____ Neither

Closest Intersection/Crossroad: _____

3) How far do you travel to work or school? <10 miles 10-20 miles 20-30 miles >30 miles

4) What is your age range? Under 18 18-34 35-49 50-64 65 and older Prefer not to answer

5) What form of transportation do you most commonly use? (check all that apply)

Drive myself Taxi/Uber

Get a ride with family member or friend / carpool Bus or van operated by senior center, community organization, or other agency

Public transit system → Name: _____

Ride a bike or walk

Vanpool Other: _____

6) On average, how many times a week do you travel to the following places and why?

Destination	Employment	Shopping	Medical	Visiting Friends/Family	School/College	Other
Globe						
Miami						
San Carlos						
Peridot						
Bylas						
Payson						
Star Valley						
Other Gila County						
Casa Grande						
Phoenix metro						
Tucson metro						
Other						

7) Do you have access to a car? Yes (always) Sometimes No

8) In the last 12 months, have you missed a medical appointment, school, or work due to lack of transportation? Yes No

9) What keeps you from getting where you need to go? (check all that apply)

I do not have a car Available public transportation does not meet my needs

Nobody is available to drive me → Why No? (check all that apply)

No public transportation services available for my trips

I don't know the public transportation options

I don't feel comfortable using public transportation

Takes too long

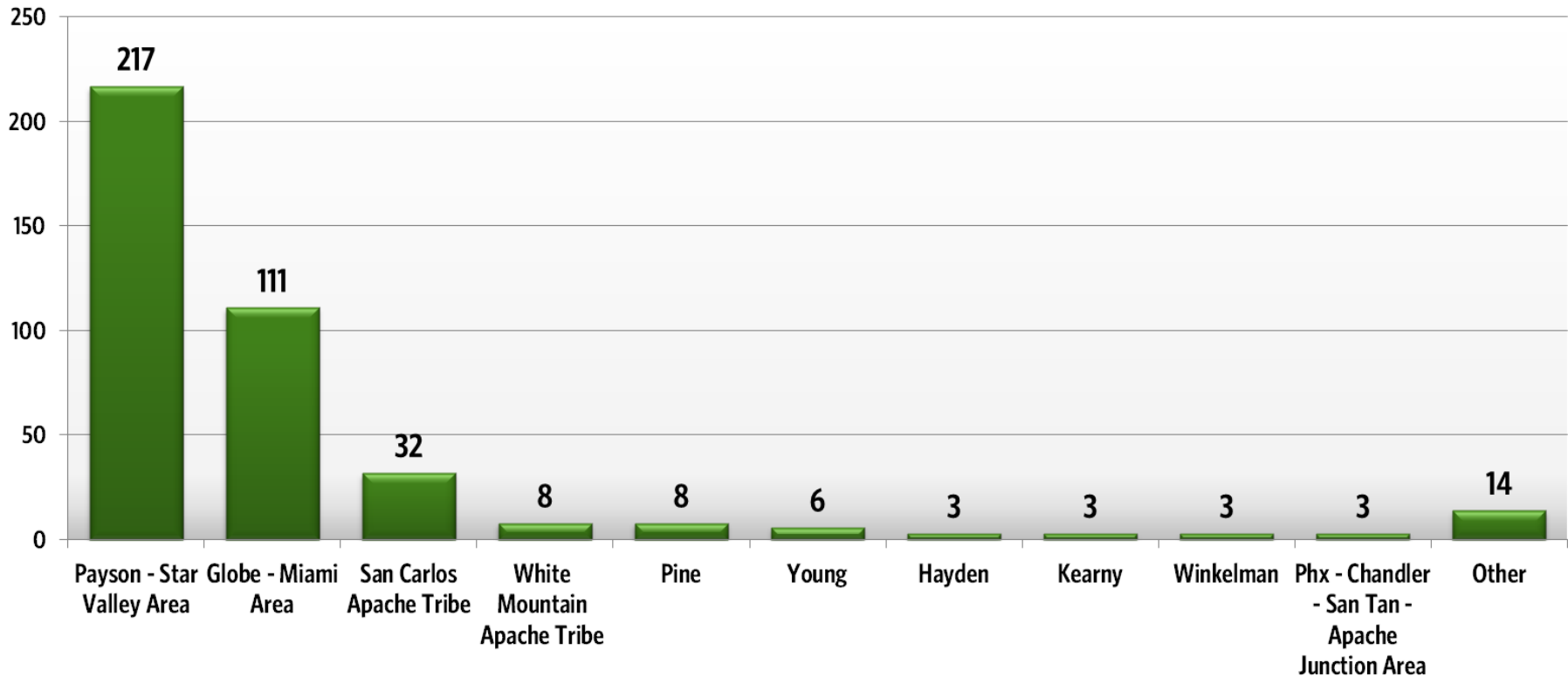
Requires advance reservations

Not available on days or times I need to travel

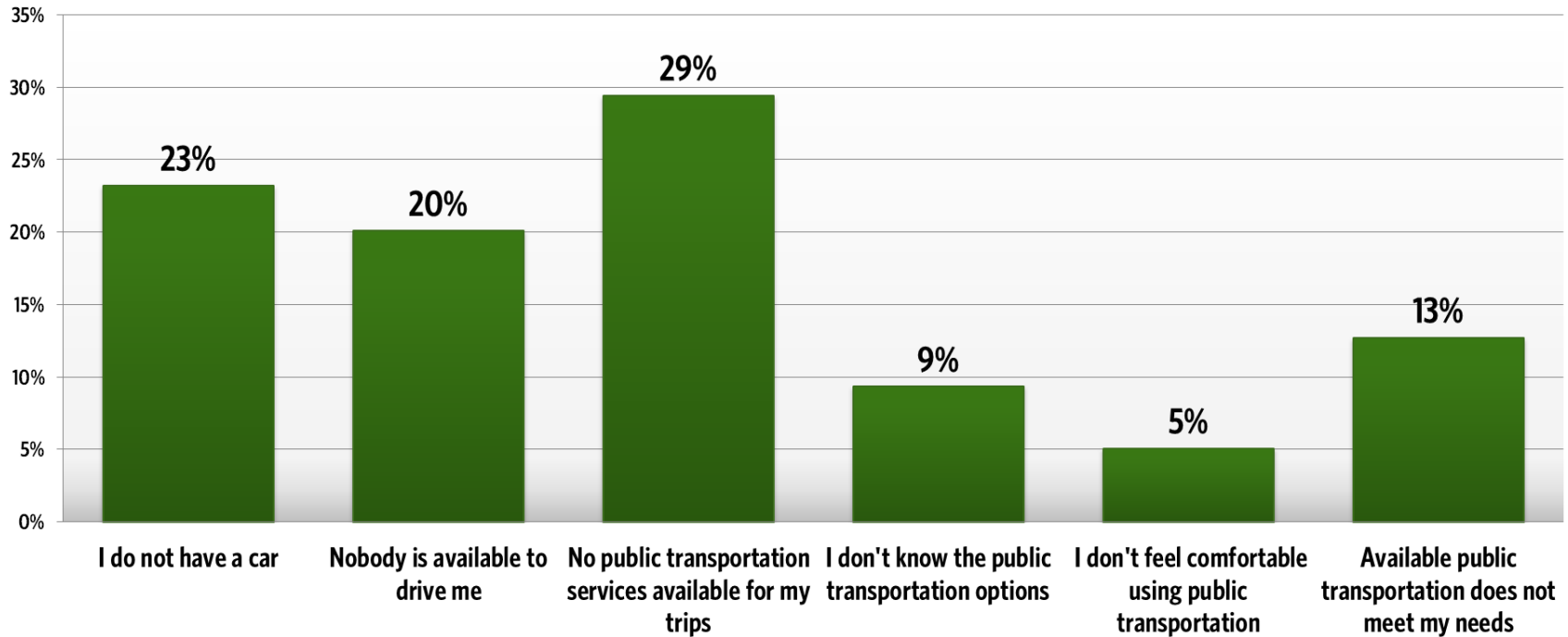
Service costs too much

Does not meet my needs due to my disability

Where Respondents Live

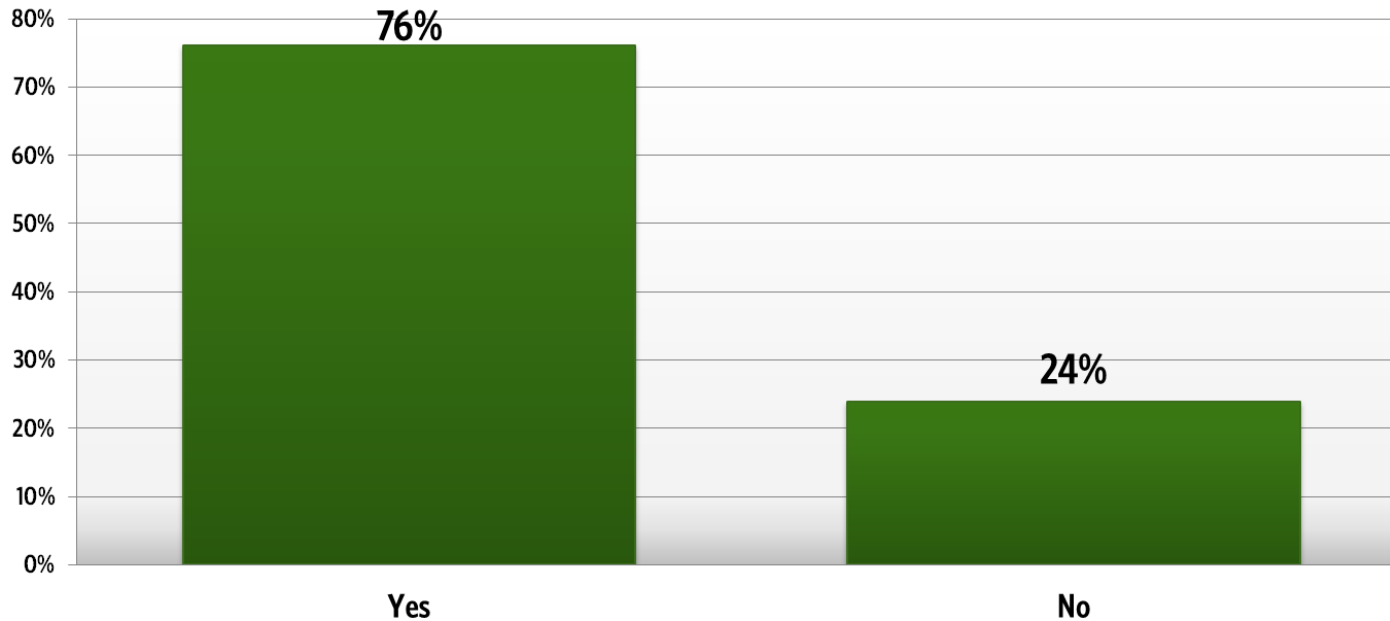


What Keeps You from Where You're Going?

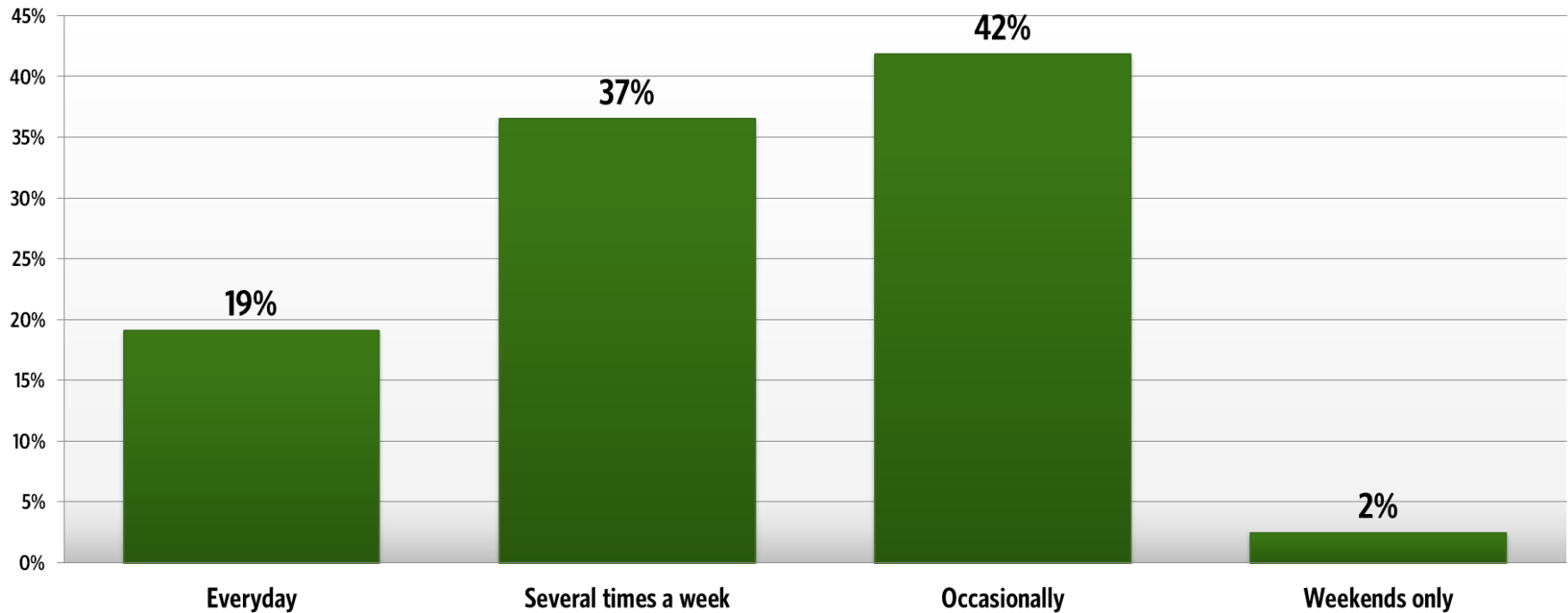


Respondents were able to select multiple answers

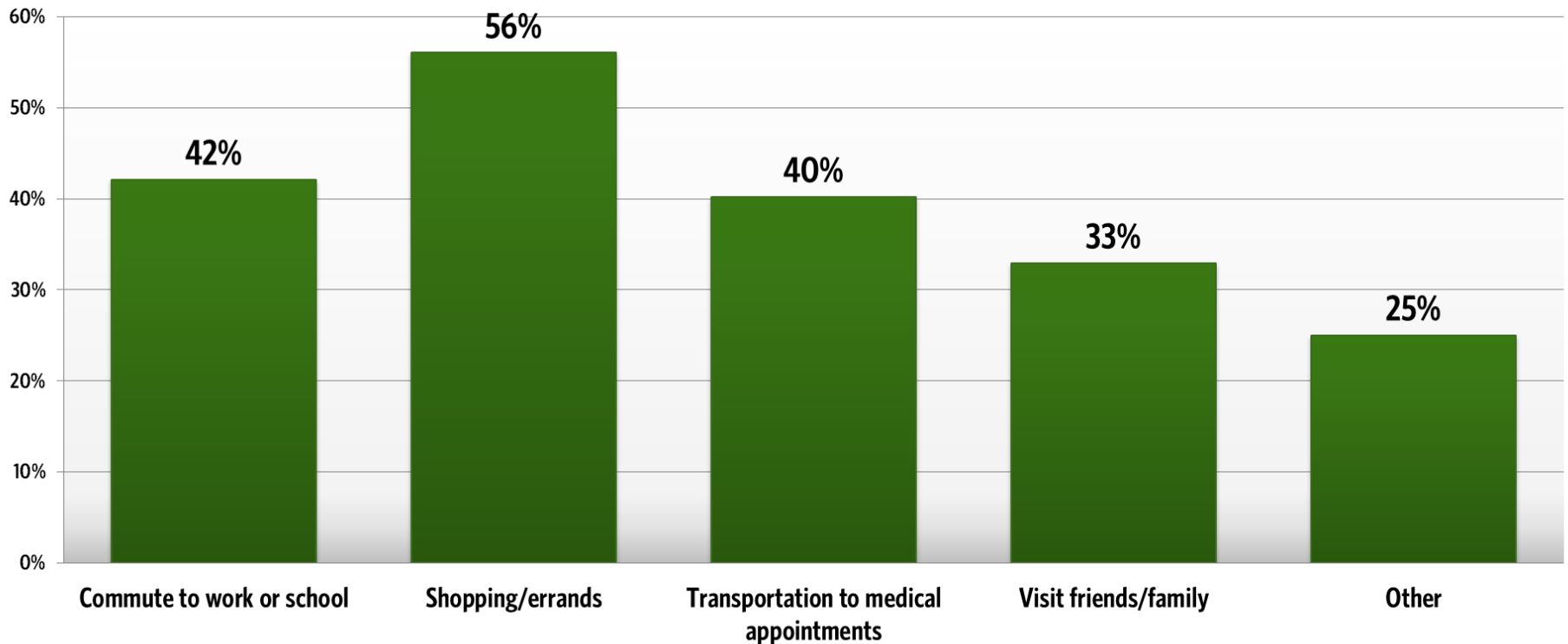
If public transportation were available, would you use it?



If yes, how often would you use transit?



What would you most likely use public transportation for?



Respondents were able to select multiple answers

Frequent Origins and Destinations



Feasibility Study Recommendations – Payson/Star Valley Area

- Two deviated fixed-route service routes
- Demand-response service with the following options:
 - Short-term: Current non-profit entities would continue to provide transportation services for the most vulnerable population groups
 - Long-term: Payson-Star Valley transit system would establish a dial-a-ride service

Feasibility Study Recommendations – Globe/Miami Area

Changes to existing service

- Expand the existing route to include a larger portion of Miami
- Evaluate and remove low ridership bus stops
- Evaluate the current fare system
- Install shelters with benches
- Install proper signage at each stop

Develop a marketing and advertising plan

- Establish strong online identity
- Develop partnerships
- Conduct outreach using traditional local media (newspapers and radio) and at community events

Collaborate with other transit providers

Feasibility Study Recommendations – San Carlos Apache Transit

- Establish a regional dispatch center
- Publish transit routes and schedules on Google Transit
- Partner with and coordinate service schedules and transfer locations with other transit providers
- Evaluate the feasibility of a seasonal connection to White Mountain Apache Tribe communities
- Assess the need and feasibility of a deviated fixed-route connection from Oro Valley to the Apache Sky Casino
- Explore the need and feasibility of a deviated fixed-route connection to the Payson-Star Valley area

Feasibility Study Recommendations – Countywide/Regional

Develop a regional system. Two options –

- Option 1: Establish a region-wide public transit agency
 - CAG, Gila County or a similar agency would manage and operate transit services as one entity
- Option 2: Establish a central contact (agency or person) to coordinate all transit services (public and private) in Gila County
 - Each individual provider/operator will operate independently but will closely coordinate services and operations with the central contact

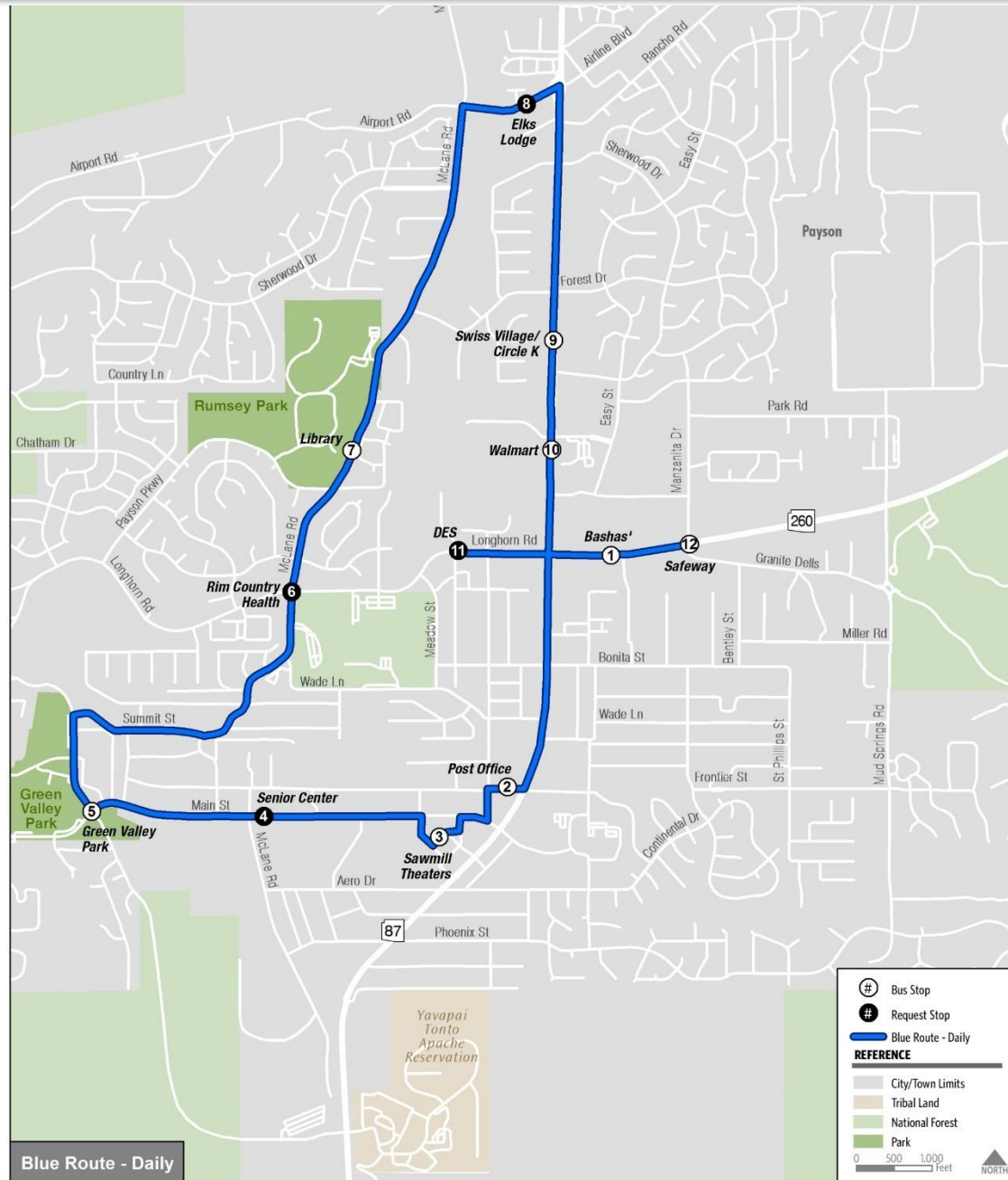
TWG recommended Option 2 for Implementation Plan

Transit Implementation Plan

Payson-Star Valley Area Service Plan

Blue Loop Route

- 8 fixed stops and 4 flag stops
- 8.5 miles long
- Connects key activity centers in Payson
- 8:30 AM to 3:15 PM
- One hour headways; 6 roundtrips daily
- One 9-passenger vehicle with ADA Access



Payson-Star Valley Area Service Plan

Red Loop Route

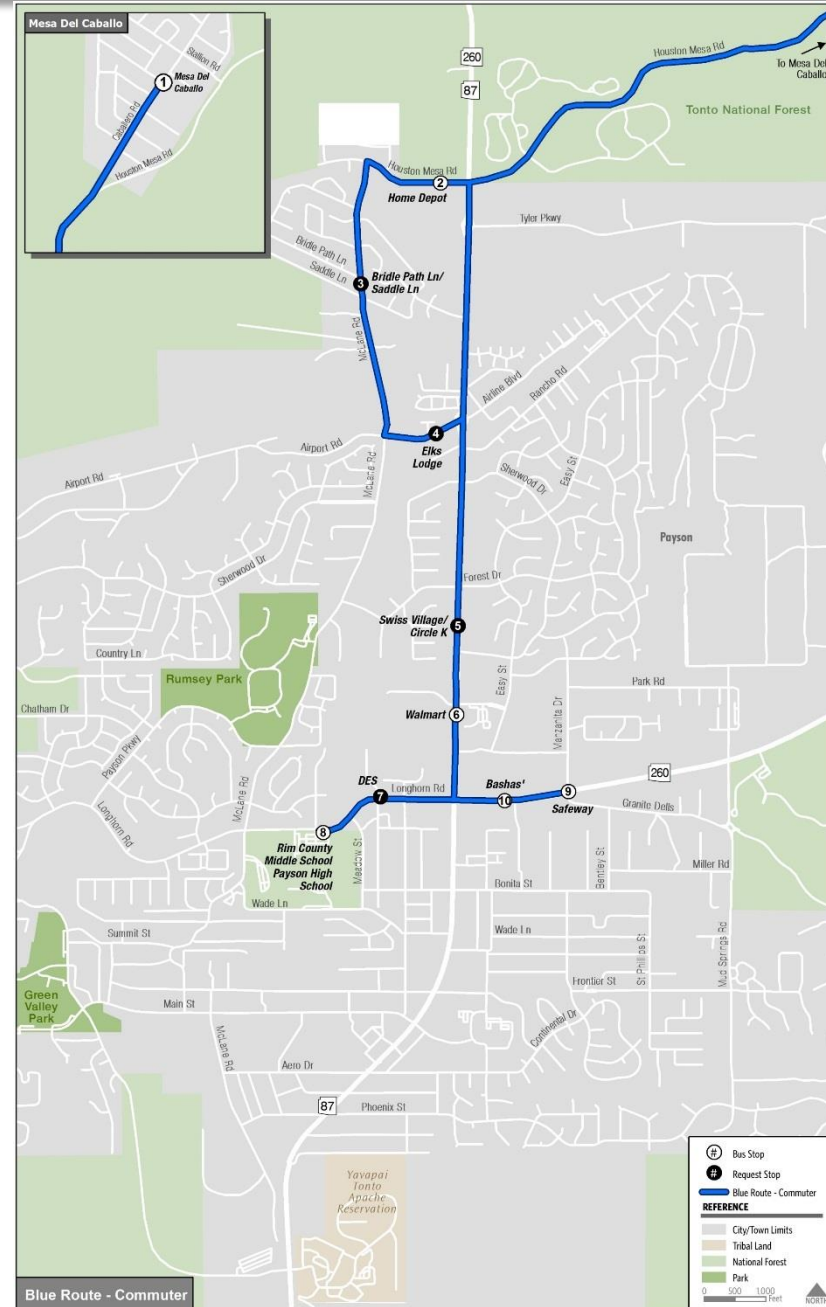
- 10 fixed stops and 4 flag stops
- 15.5 miles long
- Connects Star Valley and Payson and key activity centers
- 8:30 AM to 3:15 PM
- One hour headways; 6 roundtrips daily
- One 9-passenger vehicle with ADA Access



Payson-Star Valley Area Service Plan

Blue Commuter Route

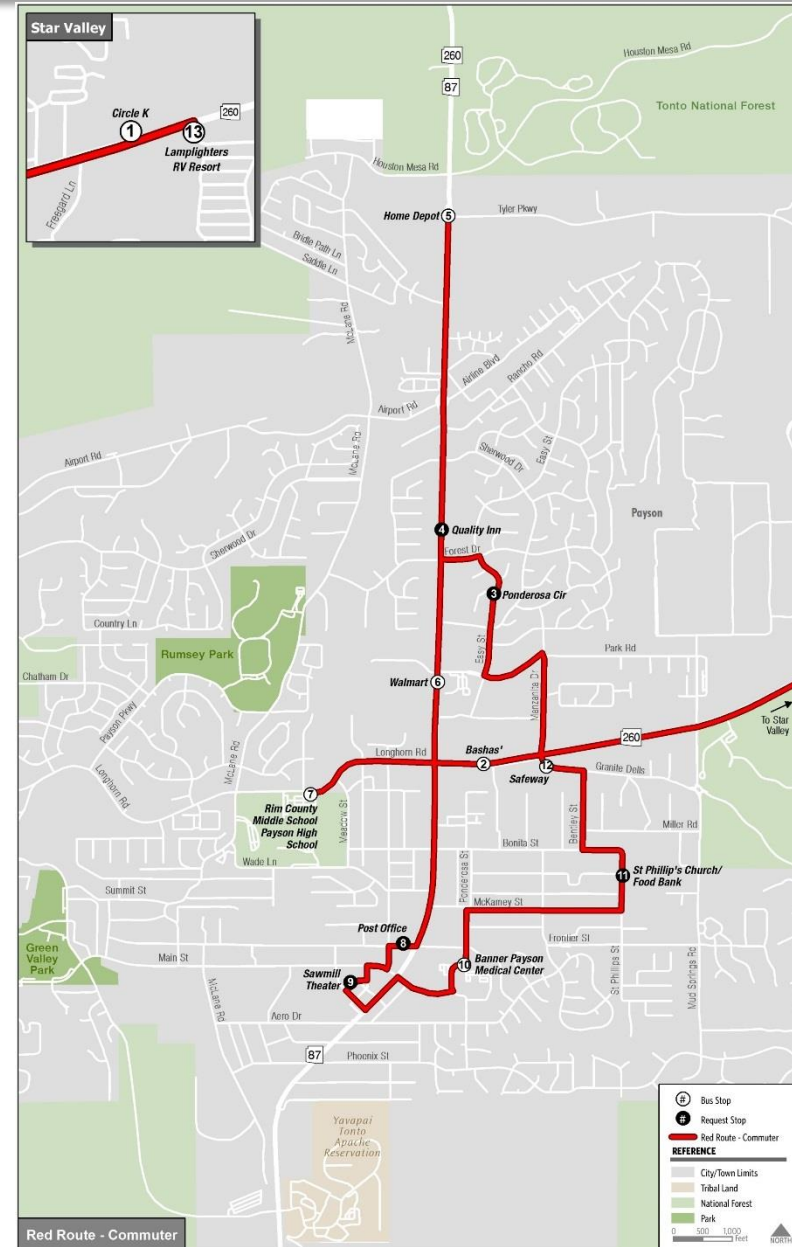
- 6 fixed stops and 4 flag stops
- 7.1 miles long
- Connects residential and employment areas in Payson
- 6:30 AM to 8:00 AM and 3:30 PM to 5:00 PM
- One hour headways; Two morning and two evening runs
- One 9-passenger vehicle with ADA Access



Payson-Star Valley Area Service Plan

Red Commuter Route

- 8 fixed stops and 5 flag stops
- 15.5 miles long
- Connects Star Valley to Payson
- 6:30 AM to 8:10 AM and 3:30 PM to 5:15PM
- One hour headways; Two morning and two evening runs
- One 9-passenger vehicle with ADA Access



Payson-Star Valley Area Service Plan

Fare Structure

Recommended Fare	Commuter Route (one-way)	Blue Route (one-way)	Red Route (one-way)	All-Day Pass
Adult	\$1.00	\$1.00	\$1.00	\$3.00
Child/Student	\$0.50	\$0.50	\$0.50	\$1.50
Elderly/Disabled	\$0.50	\$0.50	\$0.50	\$1.50

Marketing Plan

- System name and branding
- Grand Opening Campaign
- Rider guide
- Website / Social Media
- Community Outreach
- Advertising
- Publish on Google Transit



Payson-Star Valley Area Service Plan

Budget

- **Administration:**
 - Year 1: \$67,380
 - Year 2: \$62,880
 - Combined: \$130,260
- **Operational:**
 - Year 1: \$125,365
 - Year 2: \$118,365
 - Combined: \$243,730
- **Capital:**
 - Year 1: \$58,500
 - Year 2: N/A
 - Combined: \$58,500
- **Total:**
 - Year 1: \$251,245
 - Year 2: \$181,245
 - Combined: \$432,490

Funding Plan

- **Year 1:**
 - Fares: \$9,000
 - ADOT: \$173,416
 - Local Sources: \$77,829
- **Year 2:**
 - Fares: \$14,400
 - ADOT: \$118,956
 - Local Sources: \$62,289

Cobre-Valley Community Transit

Phase 1 (Year 1): Fixed Route Service Changes

- Removed Southwest Gas stop
- Revised schedule based on actual travel times between stops. Reduced run times
 - Red Route: 85 min to 68 min
 - Blue Route: 75 min to 60 min
- Reduced transfer time between San Carlos Apache Transit service and CVCT from 45 min to 13 min

Optional Phase 2 (Year 2-3): Service Evaluation and Expansion

- Conduct comprehensive evaluation of existing transit system
- Potential new system (Hub and Spoke Network)
 - Transit hubs located in Miami, Claypool, and Globe
 - Three local circulator routes (Miami Route, Claypool Route, Globe Route)
 - One fixed-route connecting the three hubs

Cobre-Valley Community Transit

Revise Fare Structure

Fare	Current	Proposed
Fixed-Route Full Fare	\$1.00	\$1.50
Fixed-Route Reduced	\$0.50	\$1.00
Fixed-Route Monthly Pass	Full - \$25.00 Red - \$15.00	\$35.00
Dial-a-Ride (DAR)	\$1.00 per Zone	\$3.00 per Zone
DAR Same Day Service Fee	\$2.00	\$3.00
DAR Monthly Pass	\$55.00	\$65.00

Cobre-Valley Community Transit

Marketing Plan

- Logo redesign
- Develop marketing materials
- Website
- Educational Campaigns
- Free Ride Day
- Google Transit
- Service promotions



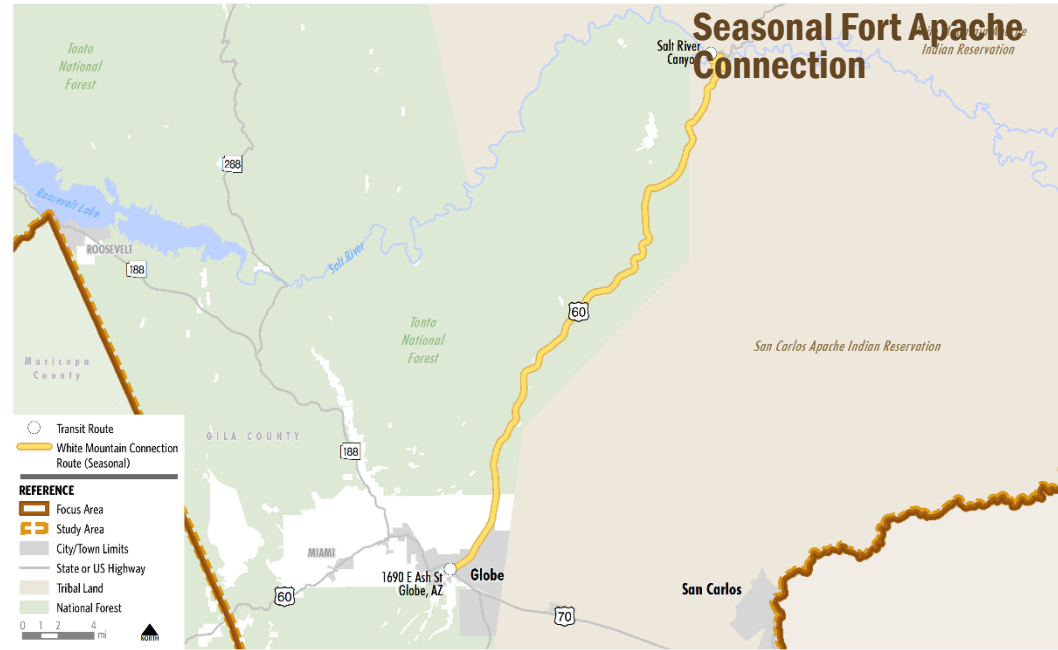
Nnee Bich'o Nii Transit

Service Plan Changes

- Coordination with CVCT. Reduced transfer times
- Seasonal Fort Apache Connection Transit – scheduled to start in May
- Add new route, Apache Sky Casino to Oro Valley, with stops in Winkelman, Mammoth, Hayden, and Kearny. Proposed service start in 2 years

Implement Regional Dispatch Center

Publish routes on Google Transit



Regional Transit

- Establish **Gila Transit Connections**, a Regional Transit Coordination Council
- **Gila Transit Connections** is recommended to be established under Gila County in partnership with CAG
- **Gila Transit Connections** will
 - Allow individual providers to operate independently if they wish
 - Serve as central contact to coordinate transit services in Gila County
 - Facilitate collaboration and partnerships between providers
 - Develop and maintain electronic database of service routes/schedules
 - Identify and resolve any service overlaps and redundancies
 - Pool resources
 - Establish countywide ridesharing program
 - Coordinate dispatch of services
 - Facilitate Public-Private partnerships



Proposed Structure of RTCC



5310

Providers

Regional Transit



Phase 1 (Years 1-3)

1

Introductory Oversight

Hire Regional Transit Coordinator

Create a Technical Working Group (TWG)

Regional Coordination

Marketing

Phase 2 (Years 4-5)

2

Regional Coordination

Regional Dispatch Center

Hire a dispatcher and develop a regional dispatch center to manage fixed-route and demand responsive services.

Transit Management

For smaller transit agencies, the Gila County Regional Transit Coordination Council can assume management responsibilities of the local service, including: daily management of route and staff, pursuing funding, maintenance, and marketing.