



MEMORANDUM

To: Kevin Wallace, MAG Project Manager
From: Scott Miller, Consultant Project Manager
Date: 11/24/2008
Subject: MAG Regional Transit Framework Study - Evaluation of Transit Analysis Corridors and Service Typologies

This memo provides a summary of the on-going evaluation process (pre travel demand model) of the draft transit analysis corridors. The evaluation process has been developed to incorporate the study goal of identifying transit improvements that can attract significant numbers of new passengers that aren't using transit today while also improving transit service for existing patrons. This approach will result in "high leverage" transit investments that are more competitive with other modes in terms of capturing additional mode share.

Draft Transit Analysis Corridors

During the initial step in the transit mobility scenario development process, a list of potential high demand transit corridors was compiled from the following sources:

- Regional Transportation Plan (RTP 2006 Update)
- MAG High Capacity Transit Study (HCTS 2003)
- I-10 / Hassayampa Valley Framework Study (Ongoing)
- I-8 and I-10 / Hidden Valley Framework Study (Ongoing)

Additional transit analysis corridors were identified through an evaluation of projected population and employment growth, travel demand and documented transit deficiencies (current and future).

Standards and Performance Indicators

The Standards and Performance Indicators developed in Working Paper #2 are being used to stratify the list by regional performance potential. Corridors will be assigned a high, medium, and low total evaluation value based on their characteristics in the standards and performance indicators categories. Corridors with higher evaluation values will be aggregated into the three mobility scenarios; 1- Basic Mobility, 2- Enhanced Mobility, and 3- Transit Choice.

Some of the standards and performance indicators require performance data produced by the MAG regional travel demand model. The initial screening of corridors includes the following indicators.

- Primary Mode Choice Factors
 - Flexibility and Speed/Travel Time
 - Opportunities for preferential treatment or exclusive guideway: corridors with existing dedicated right-of-way = **High**; freeways/railroad right of way = **Medium**; arterials = **Low**.
 - Estimated Travel Speed and Estimated Travel Time Savings: same scoring as preferential treatment or exclusive guideway. This indicator will be refined based on results from travel demand model.
 - Accessibility/Availability
 - Patronage to support high levels of peak and all-day transit service: Based on qualitative assessment by project team of land use, densities, transit and other modal connections, and local knowledge of the area.
- Rider Perception Characteristics
 - Regional Connectivity (Convenience)
 - Direct connections to activity centers: **High** = corridor connects at least one regional activity center; **Medium** = corridor connects at least one subarea activity center; **Low** = corridor does not connect any regional or subarea activity centers.
- Policy Compatibility
 - Land Use Connections
 - Number of activity centers directly served by corridor.

Screening of Corridors

The evaluation values for the Primary Mode Choice Factors, Rider Perception Characteristics, and Policy Compatibility will be screened to determine the highest scoring corridors relative to their overall potential to increase regional mobility through a public transportation solution. The MAG travel demand model will be used to refine the three transit mobility scenarios. Modeling will be initiated in January 2009.