

City of Mesa

TRANSIT MASTER PLAN



Sustainability and Transportation Council Committee

Jodi Sorrell, Transit Services Director

March 9, 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 (2030) and long-term (2050) transit goals






Community Outreach

Feedback will be used to understand Mesa community's needs and vision for transit services and developments.

In-Person Engagement Activities

- Leadership Interviews (Mayor and Councilmembers)
- Hacktivate Mesa
- Asian Festival 
- Mayor's Youth Committee
- Mesa Human Relations Advisory Board Meeting
- I Love Mesa Day 

Mesa Transit Plan Webpage

- Webpage launched January 26, 2023 
- 168 site visitors as of March 3, 2023



In coordination with General Plan and Transportation Master Plan



Leadership Interviews

Each Council member hears specific input from the constituents, and each district has unique needs and desires related to transit.

Key Takeaways

- Increase ridership
- Improve existing transit frequency and reliability
- Expansion to east Mesa
- Meet needs of the transit-dependent populations
- Match modes/solutions to demand (on-demand; microtransit)
- Safety concerns on transit
- Importance of regional connectivity (streetcar)
- Maximize funding
- Contribution to Climate Action Plan (better air quality)



Public Survey

Feedback will be used to understand Mesa community's needs and vision for transit services and developments.

47

Hackivate Mesa Live Polling
responses received

32

Transit Master Plan Online Survey
responses received

Other Ongoing Outreach Activities

- Stakeholder Interviews
- Valley Metro Transportation Coordinator Outreach
- Bus Rider Surveys



Pinnacle Prevention

Coordinated outreach efforts have been used to connect with west and central Mesa residents and community groups.



Strengthening Access and Connection In Mesa Through Transit-oriented Solutions

- Maricopa County Department of Public Health grant
- Led by Pinnacle Prevention - a non-profit organization
- Project will help Mesa residents use transit to gain access to food and community services.

Engagement Activities

- Pinnacle Prevention Community Advisory Board
- Stakeholder Interviews and community conversations



Existing Conditions

Gain an understanding of system performance and investments to develop service recommendations and strategies.

Bus Operator Survey

- Table event held at the Tempe and Mesa Transit Operations Facilities in November.
- 78 survey responses collected.

Emerging Technologies Memo

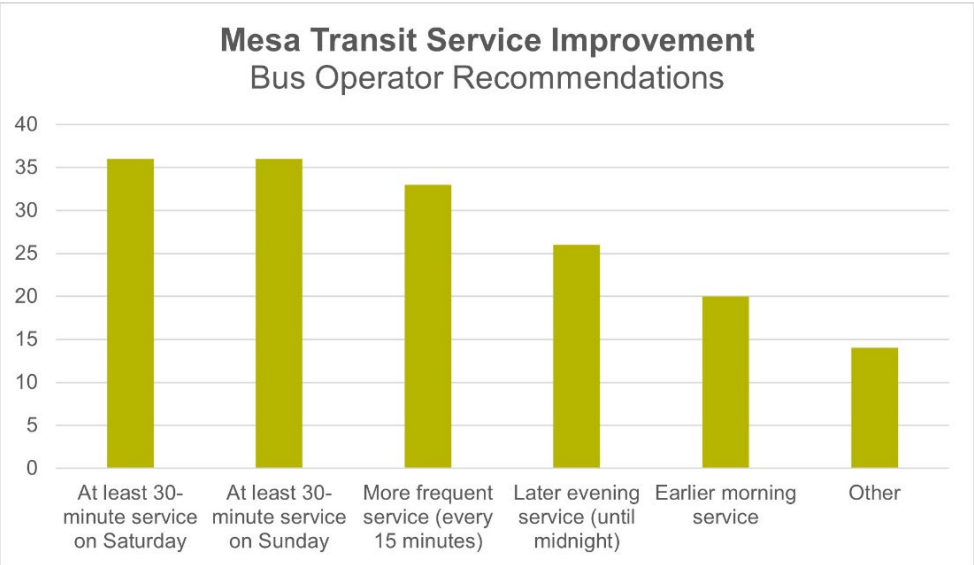
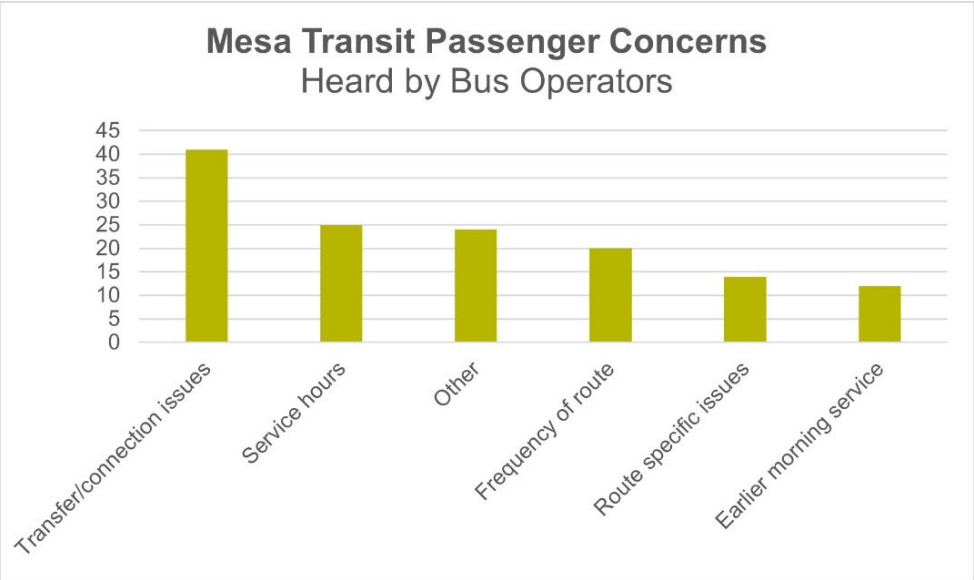
- Assessment of emerging transit technology and trends, with solutions applicable to Mesa.

Existing Conditions Report

- Analysis of existing transit services and ridership performance.

Bus Operator Survey

Gain insights on routes with higher rider transfers and recommendations for improving transit services.



- Elderly passengers depend on bus service for grocery trips.
- East-West route (along Baseline) to be extended to Power Road.
- Strong desire to have more north/south corridors along Val Vista Drive and Greenfield Road.
- Operators voiced their preference for Greenfield Road, which connects to Walmart locations, housing, and east-west transit routes.
- Additional service along Sossaman Road. (There was a brief pilot program that was canceled).
- Passengers expressed their frustrations with long wait times.
- Mesa transit stops are very clean compared to other stops.



Next Steps

1. Conduct stakeholder interviews and summarize Survey 1 responses.
2. Assessment of needs (demographics, employment, and land use).
3. Develop vision, goals, and objectives.
4. Develop preliminary transit solutions.
5. Continue project coordination efforts.
 - Celebrate Mesa Day (April 15)
 - Urban Lab Workshop (May)
6. Launch Transit Master Plan Online Survey 2 (May/June).





Get Involved Take a Survey!



Survey Weblinks

English version - <https://www.surveymonkey.com/r/HZXFFB3>

Spanish version - <https://www.surveymonkey.com/r/CHB7D6L>



Thank You!



mesa·az