



Gilbert Transit Study

FEBRUARY – MARCH 2022 VIRTUAL OPEN HOUSE SUMMARY

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BACKGROUND

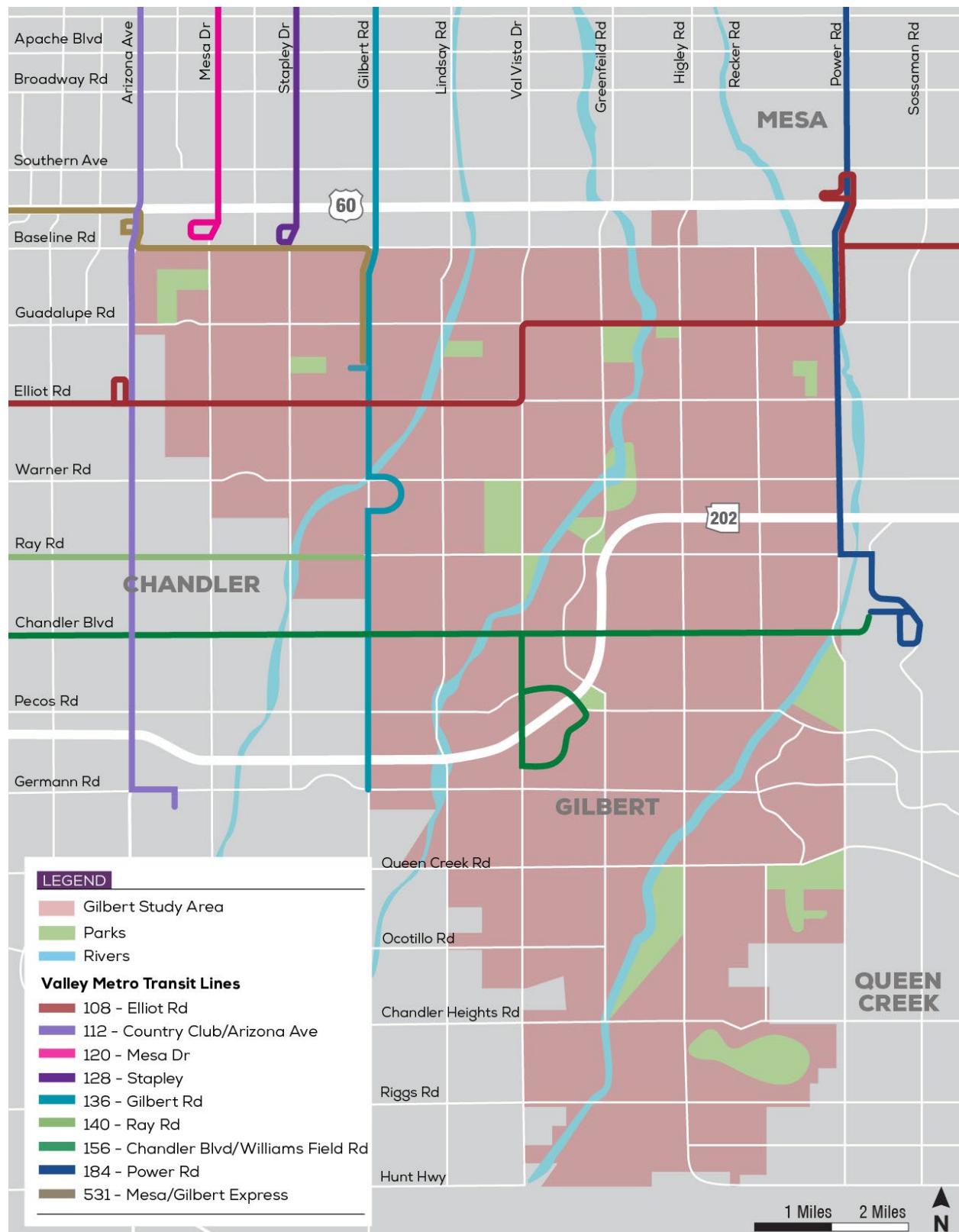
Valley Metro, in partnership with the town of Gilbert, is identifying and analyzing priority short and long-term transit investments, informing the transit vision of Gilbert's Transportation Master Plan, which is being updated concurrently. This study is analyzing Gilbert's rapidly developing landscape and reexamining existing transit recommendations to best serve growing transportation needs while managing increased traffic. Overall, the recommendations of this study will:

- Improve internal circulation
- Enhance commuter service offerings
- Provide new regional service connections
- Serve new residential and employment centers

As a component to Gilbert's Transportation Master Plan (TMP) update, all results from this study will be included in the TMP. This study will be used as a tool to identify service enhancements for prioritization in regional programs for the Maricopa Association of Governments' strategic investment plan, which is supported by a successful 25-year extension of the dedicated transportation sales tax in Maricopa County.

In order to accommodate COVID-19-related health and safety guidelines, a virtual open house was launched in February 2022. This online meeting provided an overview of the TMP and the previous public outreach efforts and solicited public input on the proposed recommendations within the study area, including recommendations for the Gilbert Transit Study (GTS).

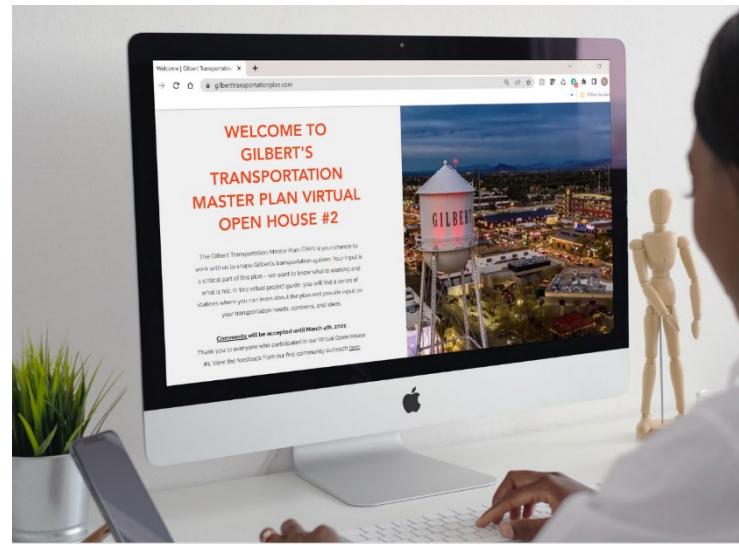
Gilbert Transit Study Area:



VIRTUAL OPEN HOUSE

The public had the opportunity to attend a virtual open house anytime between February 8, 2022 through March 4, 2022, by visiting the virtual open house webpage at <https://www.gilberttransportationplan.com/>.

The virtual open house provided information on the existing conditions of the study area and an overview of the TMP. In addition, the virtual open house solicited input on transportation and transit needs, concerns and ideas through an electronic survey and an interactive comment map. Comments were accepted anytime throughout the comment period (February 8, 2022 through March 4, 2022).



The virtual open house had over 1,316 site sessions and over 975 unique visitors.

NOTIFICATIONS

The town of Gilbert, in collaboration with GTS team and TMP team, utilized several methods to notify the public about the meeting as described below. Each notification method included information on open house, dates, location (online) and contact information.

SIGNAGE

The TMP team placed posters and signage throughout the town, including major transit stops.

ELECTRONIC MAIL

The town of Gilbert sent two email blasts for the virtual open house which were distributed to Gilbert's general stakeholder list, media, businesses and the Valley Metro Paratransit stakeholder lists. The email blast included details about the virtual open house and invited the public to provide input.

The email blasts were distributed twice to over 5,700 stakeholders. Each distribution resulted in over 2,100 opens per eblast.

WEBPAGE

Notification of the meeting was posted as an event and shared on the GTS webpage (<https://www.valleymetro.org/gilbert-transit>), on February 8, 2022.

In addition, the town of Gilbert also added the event on the community calendar and posted a direct link to the virtual open house on their transportation webpage

(<https://www.gilbertaz.gov/departments/development-services/transportation-planning/transportation-master-plan>) in early February 2022. The town also added the virtual open house under *Latest Updates* on the town's homepage.

SOCIAL MEDIA

Notifications and promotion of the upcoming meeting were shared on the town of Gilbert's Facebook, Twitter, Instagram, Nextdoor and LinkedIn accounts. In addition, the town of Gilbert ran paid social media ads on both Facebook and Instagram.

Engagement of these posts and ads can be found below and examples of these posts can be found in Appendix A.

In addition, Valley Metro shared the town of Gilbert's social posts on their Facebook and Twitter accounts.

Town of Gilbert Social Results

- Facebook, Twitter, Instagram and LinkedIn: seven posts
 - 22,360 impressions
 - 547 engagements
 - 204 clicks
 - Nine comments
 - Eight on Facebook, one on Twitter
- Nextdoor: 2 posts
 - 3,244 impressions
- Social Ads: Varied
 - 16,477 impressions
 - 557 engagements
 - 548 link clicks

MATERIALS

The virtual open house was made up of a series of stations including:

- Welcome
- Plan Overview
- Roadway
- Multimodal
- Public Transportation
- Tell Us Your Thoughts
- Next Steps

Each station provided a series of maps and content, and some included survey questions, allowing attendees to move through the information at their own pace. All of the content can be found at the virtual open house website (<https://www.gilberttransportationplan.com/>).

FACT SHEET

The Gilbert Transit Study project fact sheet was available online and contained the following information:

- Project overview
- Project status
- Next steps
- Study area map
- Project schedule

A copy of the fact sheet can be found in Appendix B.

MAP

A series of maps were available throughout the virtual open house including an existing public transportation map. A copy of the map can be found in Appendix B.

ACCOMMODATION

Reasonable accommodation was offered in meeting notifications; no requests for accommodation were received.

PUBLIC INPUT

The TMP and GTS teams offered multiple opportunities to submit comments throughout the online public meeting including:

- Online survey questions
- Online comment map and general comment form
- General comments through social media

The virtual open house offered two ways to participate (specifically for transit-related participation), including a survey and an interactive comment map. The survey included multiple questions regarding transit. The interactive comment map allowed for categorized, open response comments.

In total, 27 comments were received through the survey. In addition, there were a total of five map and general comments and three comments on social media. No comments were received through direct communication with the community outreach staff. A summary of all public comments can be found in Appendix C.

Appendix A

NOTIFICATIONS

EXAMPLE SIGNAGE







EXAMPLE FACEBOOK POST

 **Gilbert Town Hall** • 
February 8 · 

The community is invited to submit feedback on Gilbert's Transportation Master Plan from now until March 4th, 2022. 

This will be the final public comment period before a draft of the plan is presented to the Gilbert Town Council next month.

Visit our Virtual Open House #2 to learn about the plan and provide input on your transportation needs, concerns, and ideas:
GilbertTransportationPlan.com

The town's updated Transportation Master Plan will develop a 20-year vision for Gilbert's multi-modal transportation network and impact future funding decisions. The plan will consider the needs of people who drive, walk, bike, use a mobility device, public transportation, and deliver goods and services throughout Gilbert.

Following this final round of public feedback, Gilbert staff will make additional revisions and updates to the plan before presenting a draft to the Gilbert Town Council for approval and adoption.

Thank you for helping us shape the future of transportation in Gilbert.



EXAMPLE TWITTER POST

← **Tweet**

 **Gilbert, Arizona** 
@GilbertYourTown

The community is invited to submit feedback on
#GilbertAZ's Transportation Master Plan from now until March 4th, 2022.

This will be the final public comment period before a draft of the plan is presented to the Gilbert Town Council next month.

 GilbertTransportationPlan.com



12:30 PM · Feb 8, 2022 · Sprout Social

EXAMPLE INSTAGRAM POST



Submit Feedback
Now - March 4

Transportation Master Plan
GilbertTransportationPlan.com

gilbertyourtown • Follow
Gilbert, Arizona

gilbertyourtown The community is invited to submit feedback on Gilbert's Transportation Master Plan from now until March 4th, 2022.

This will be the final public comment period before a draft of the plan is presented to the Gilbert Town Council next month.

Visit our Virtual Open House #2 by following the link in our bio to learn about the plan and provide input on your transportation needs, concerns, and ideas.

The town's updated Transportation Master Plan will develop a 20-year vision for Gilbert's multi-modal transportation

Like Comment Share Save

71 likes
FEBRUARY 8

Add a comment... Post

EXAMPLE NEXTDOOR POST



Gilbert News

8 Feb

Final Public Comment Period Opens for Gilbert's Transportation Master Plan

...

...submit feedback on **Gilbert's Transportation Master Plan** from now until March 4th, 2022. This will be the final public comment period before a draft of the plan is presented to the **Gilbert Town Council** next...



Gilbert News

2 Mar

Gilbert Transportation Master Plan: Share Your Feedback by March 4

...forget! We need your input on **Gilbert's Transportation Master Plan** by this Friday, March 4th. 🚗 The **Gilbert** Transportation Master Plan will develop a 20-year vision for the <hl_placeholder>Town's</hl_placeholder> multimodal transportation...



Gilbert News

2 Mar



Home



Groups



For Sale



Notifications



More

Appendix B

MATERIALS



PROJECTS



GILBERT TRANSIT STUDY

TITLE

FEASIBILITY STUDY

TYPE



FACT SHEET / Q1 2022

valleymetro.org/gilbert-transit

About the Project

Valley Metro, in partnership with the town of Gilbert, is identifying and analyzing priority short and long-term transit investments, informing the transit vision of Gilbert's Transportation Master Plan, which is being updated concurrently. This study will analyze Gilbert's rapidly developing landscape and reexamine existing transit recommendations to:

- Improve internal circulation
- Enhance commuter service offerings
- Provide new regional service connections
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This study will be used as a tool to identify service enhancements for prioritization in regional programs for the Maricopa Association of Governments' strategic investment plan, which is supported by a successful 25-year extension of the dedicated transportation sales tax in Maricopa County.

PROJECT SCHEDULE



LATE 2020



EARLY/MID 2021



FINALIZE
RECOMMENDATIONS

INFORMATION

Kristi Shepherd

Community Outreach Coordinator

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For more information, please visit

valleymetro.org/gilbert-transit



/valleymetro



/valleymetroconstruction

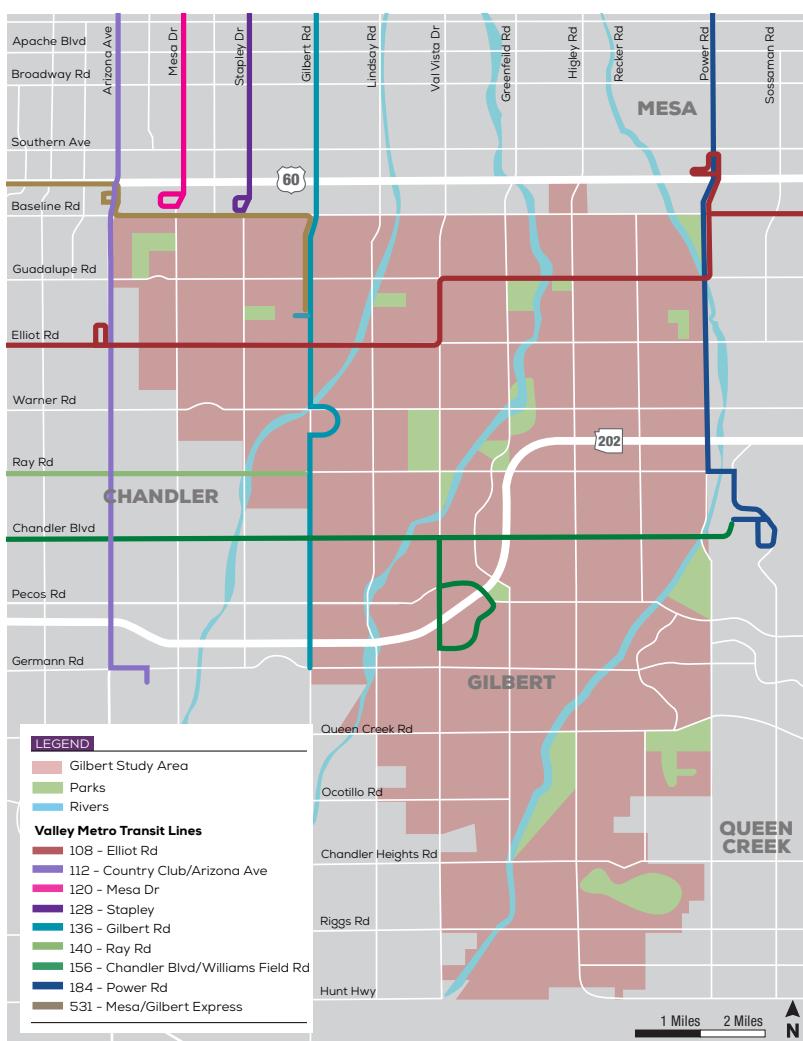
PROJECT STATUS

- The study team is compiling and analyzing funding information for implementing transit service recommendations.
- Transit service concepts will be presented to the public in early 2022 for review and input. Recommendations will be adapted based on feedback received from the public.

NEXT STEPS

- A Final Implementation Plan will be presented to the Town for review and approval.

STUDY AREA MAP





Sobre el Proyecto

Valley Metro, en asociación con el pueblo de Gilbert, está identificando y analizando las inversiones prioritarias en transporte a corto y largo plazo, informando la visión de transporte del Plan Maestro de Transporte de Gilbert, que está siendo actualizado simultáneamente. Este estudio analizará el paisaje de rápido desarrollo de Gilbert y reexaminará las recomendaciones de transporte existentes para:

- Mejorar la circulación interna
- Mejorar las ofertas de servicios a viajeros cotidianos
- Proveer nuevas conexiones al servicio regional
- Proveer servicio a nuevos centros residenciales y de empleo

Este estudio se usará como una herramienta para identificar mejoramientos al servicio, a fin de priorizar los programas regionales para el plan estratégico de inversiones de la Asociación de Gobiernos de Maricopa, el cual está siendo respaldado por una exitosa extensión a 25 años del impuesto sobre la venta dedicado al transporte en el Condado Maricopa.

ITINERARIO DEL PROYECTO



FINALES DE 2020



PRINCIPIOS/
MEDIADOS 2021



PRINCIPIOS/
MEDIADOS 2022

IDENTIFICAR LAS
CONDICIONES
ACTUALES

DESARROLLAR
Y ANALIZAR
CONCEPTOS

FINALIZAR LAS
RECOMENDACIONES

INFORMACIÓN

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 602.299.9581 | TTY 602.251.2039
 Para más información
valleymetro.org/gilbert-transit

[/valleymetro](http://valleymetro.org)



[/valleymetroconstruction](http://valleymetroconstruction)

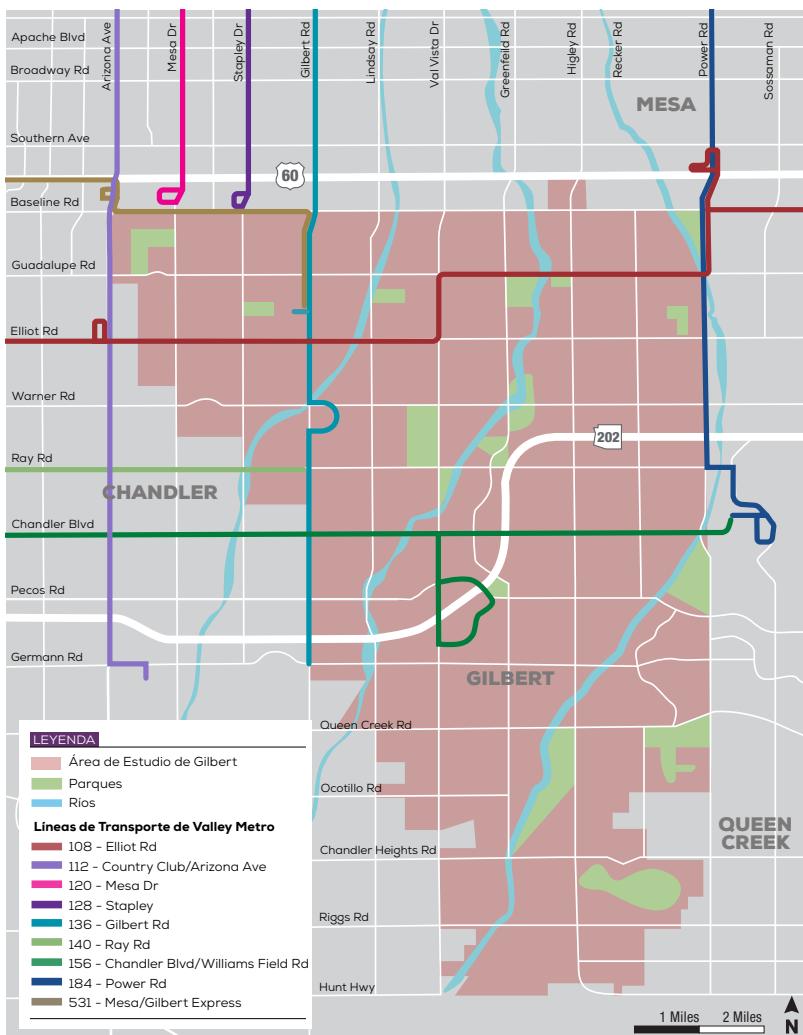
ESTATUS DEL PROYECTO

- El equipo del estudio está recopilando y analizando información de financiación para implementar las recomendaciones para los servicios de transporte público.
- Los conceptos de servicios de transporte se presentarán al público a principios de 2022 para su revisión y aportaciones. Las recomendaciones se adaptarán basándose en los comentarios recibidos del público.

SIGUIENTES PASOS

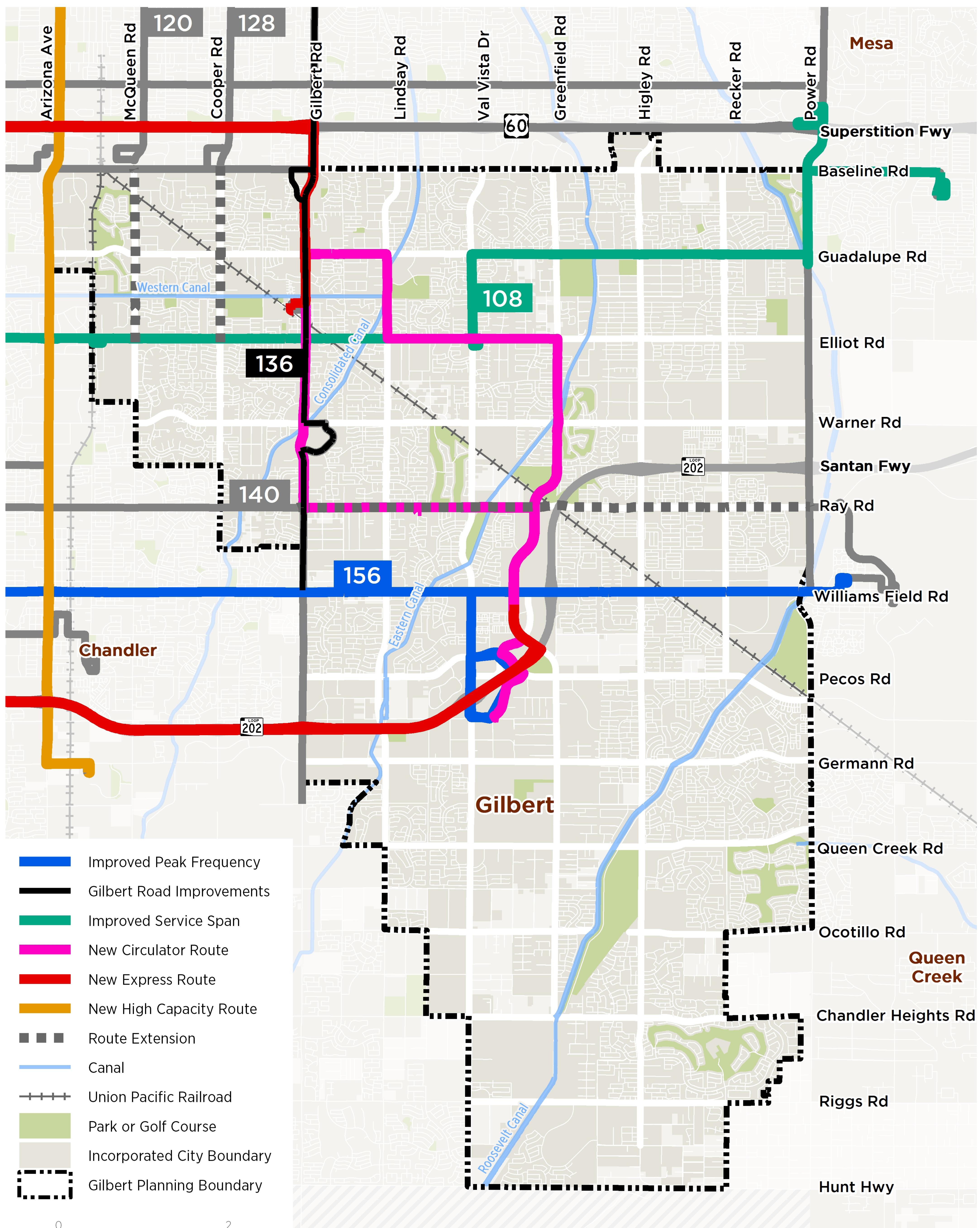
- Se presentará un Plan de Implementación Final al Pueblo para su revisión y aprobación.

MAPA DE ÁREA DE ESTUDIO





FIXED ROUTE TRANSIT IMPROVEMENTS



Appendix C

PUBLIC INPUT

Summary of Comments

TRANSIT-RELATED MAP COMMENTS

Number	Comment	Comment Type
1	A bus route up and down Higley connecting to the Mesa light rail would be a major improvement for those moving into the dense housing market being built at this time. Would also help us avoid all of the drunken casino traffic that's coming our way.	Public Transportation

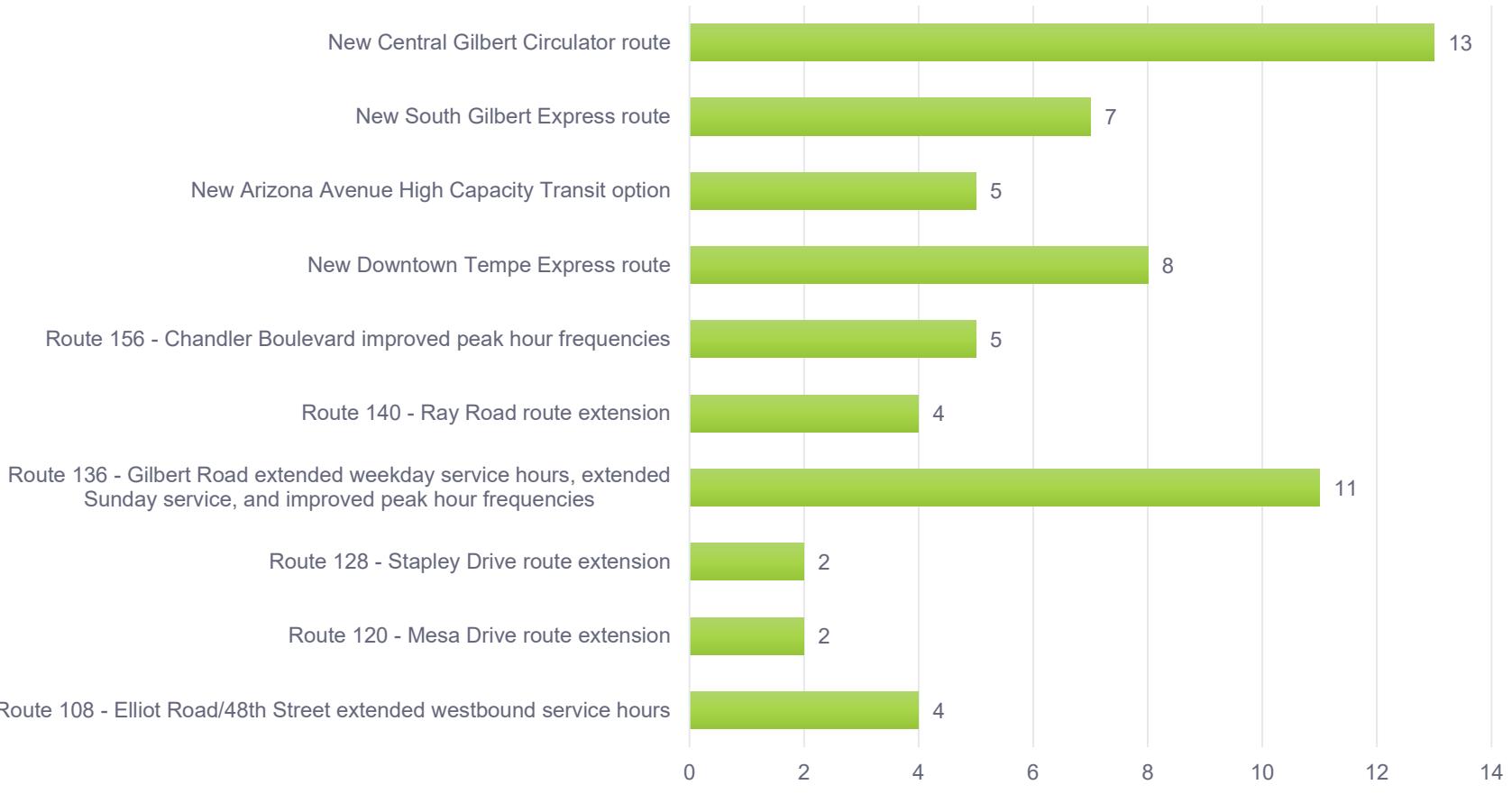
TRANSIT-RELATED ADDITIONAL COMMENTS

Number	Comment
1	I wanted to ask about the possibility of adding a curb or widening the sidewalk in the section of road on Gilbert between Warner and Ray. This section, along with Market St. is one that is more curvier than others in Gilbert. Thus, paint is not enough to deal with cars crossing into bike lanes and causing danger. In addition, I wanted to ask about the possibility of considering the implementation of Bus Rapid Transit systems in order to improve the use of Public Transit in Gilbert as it would make it more convenient and fast. Thank you.
2	If you ever decide to do a light rail, explore having it follow a canal path rather than interfering primarily with traffic along a main road. It's probably not practical.
3	Good parks, walking trails, and bike paths are excellent ideas. Improved roads for traffic management are a good idea. Better synchronization of traffic lights, and use of sensors to change lights based on traffic presence would be helpful. Mass transit is a losing proposition, depending on larger and larger taxpayer subsidies. More focus on supporting efficient, cost effective services like Uber and Lyft would be a better solution.

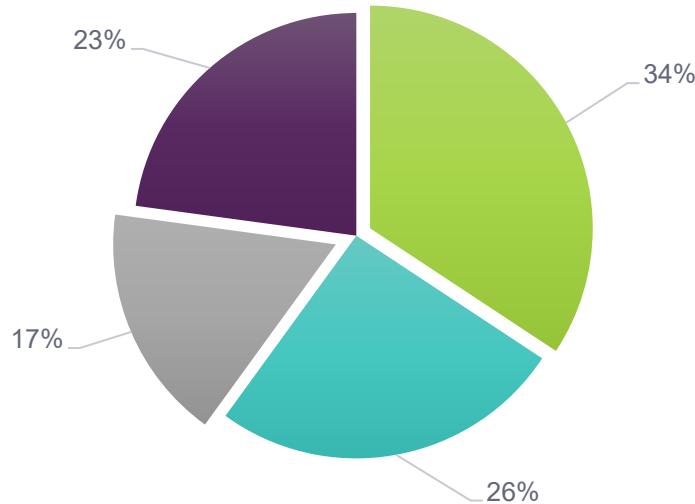
Number	Comment
4	NEED to see more public transportation in gilbert, especially in the new highly populated apartment corridor at Colley station. There should be bus lines on Higley, Val Vista, Ray etc. where there's so much shopping and medical and apartments. If gilbert wants to be this metropolis that they're building than public transportation needs to accommodate that growth. there should be bus lines to the libraries as well. Someone mentioned Scottsdale's neighborhood trolley system which would be a great thing to implement a lot sooner than a light rail. I am Legally blind and I have kids and we are just stuck at home most of the time with Uber and Lyft declining.
5	<p>This is more of a valley idea, but how about a commuter rail line? This seems like a no brainer since the tracks already exist between Queen Creek and Sun City. I know the UP and BNSF would oppose such an idea, but who cares. Works really well in places like Chicago.</p> <p>As for our town, some dedicated right turn lanes would be nice. Traffic at every intersection is backed up because the car in front always goes straight. Let's do more to keep traffic moving.</p>

TRANSIT-RELATED SURVEY COMMENTS

1. Based on the information shown above, please pick the fixed route transit service improvements you support the most. Based on the information shown above, please pick the fixed route transit service improvements you support the most.



2. If microtransit was available in your area, how would it change your travel habits? (Select all that apply)
If microtransit was available in your area, how would it change your travel habits? (Select all that apply)



■ I would rely less on my car ■ I would use public transit more ■ I would travel more around town ■ I would not change my travel habits

3. Do you have further comments on fixed route transit service, microtransit or paratransit?

Number	Comment
1	There is not enough information to make an informed decision.
2	Microtransit can better be handled by Uber/Lyft. They are efficient and cheap, and don't need taxpayer support. Paratransit is fine, but why not contract to private entities, similar to Uber/Lyft that have ADA compliant transport?
3	I will never support any type of light rail or mass transit, microtransit, or paratransit. NEVER. It has destroyed downtown Mesa with crime.

4	The New Central Gilbert Circulator Route is my #1 choice. The route shown looks really good. 156, then 136 improved frequencies, and extended hours seem like a great idea. Transfer points between these three routes would be important to plan for and keep an eye on pedestrian safety during transfers. Perhaps having off-street transfer hubs would help. I would rank the need for Microtransit last out of all of these services. Although Arizona Ave is not Gilbert jurisdiction, it is important for the town to support redevelopment of this corridor to enhance not only the transit service but also the pedestrian streetscape so it's not a sea of pavement.
5	Provide microtransit as circulator routes connecting neighborhoods and jobs.
6	I feel that the HCT down Arizona Avenue would be a huge boost to mobility in the greater Phoenix metro area. I truly hope there is long range planning and cooperation between the cities of Mesa, Chandler and Gilbert to bring this line into fruition. I am concerned about a few things, the city of Mesa has just received more funding to study and plan the streetcar route in downtown mesa. It seems that LRT would be the preferred option for Arizona Avenue so I hope there is discussions going on to make sure there would be interoperability between the streetcars and light rail in the mesa section. During this planning phase, I hope that there is some foresight and the city of Gilbert works with mesa and chandler to make further extensions cheaper and less disruptive. Personally, I think that all of these projects should be studied in one collective hole not a bunch of different projects. Lastly, the streetcar track in mesa should have a spire/ junction south on Arizona Avenue built in from day one to reduce disruption if/when the line is extended further down Arizona Avenue. Thank you for your time and hard work
7	For the fixed route transit service, there need to be more routes that go in southern Gilbert (such as one on Higley Rd down to Hunt Hwy) and the master plan doesn't propose any.
8	Extend the circular route to Higley.
9	Just keep light rail out of here. We don't need that or more apartments.