

Market Analysis

City of Buckeye Transit Study

DRAFT

March 2024

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Existing Services

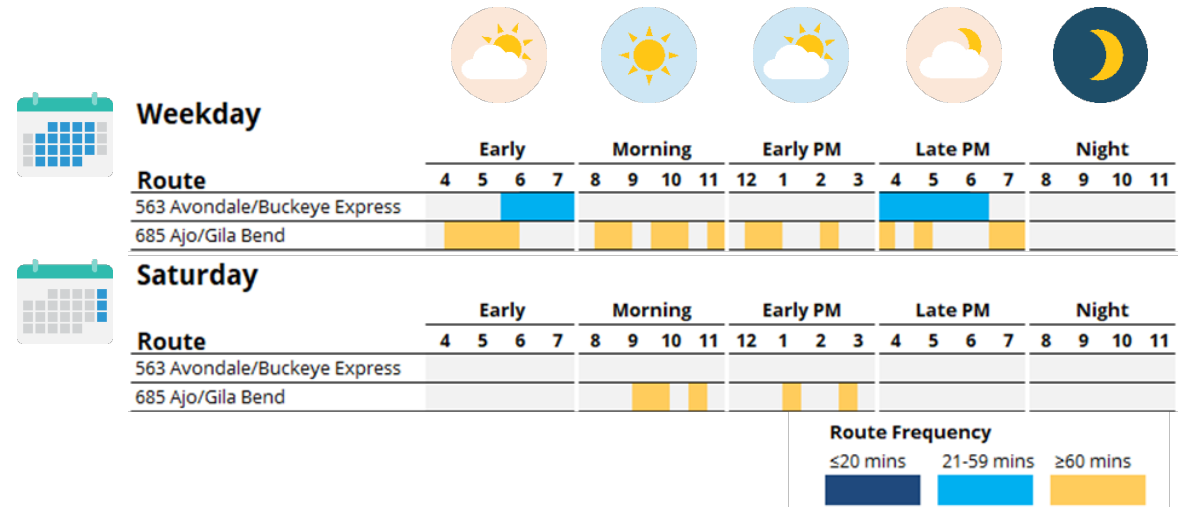
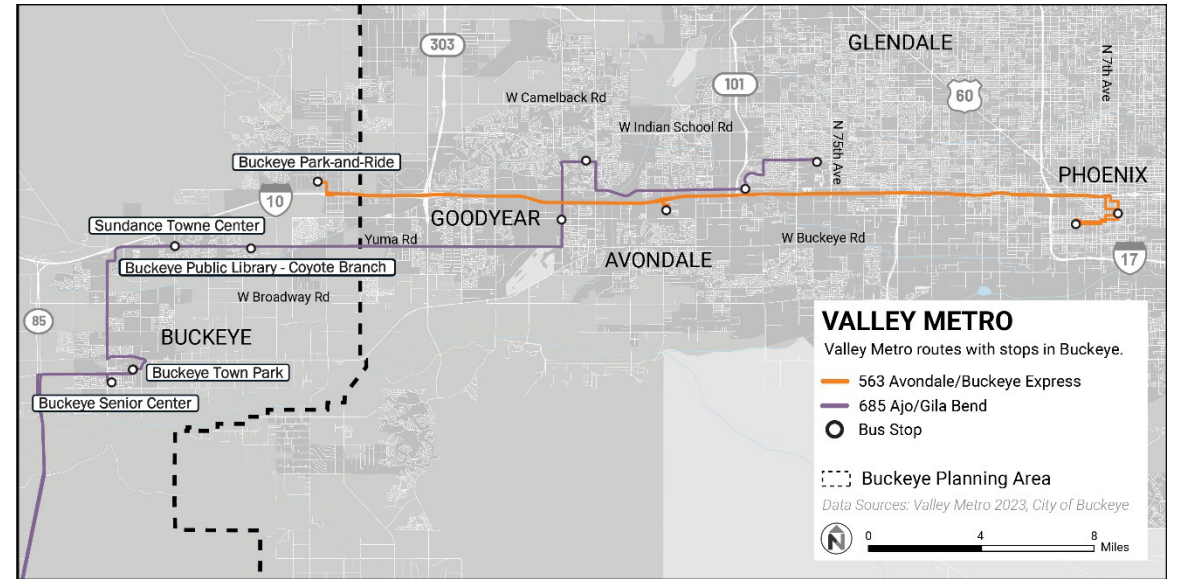
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Fixed-Route Transit

In 2024, two transit routes serve the City of Buckeye.

- Valley Metro Express Route 563 connects Buckeye, the Avondale park-and-ride and downtown Phoenix during weekday peak periods. The adult one-way full fare for a ride on an express routes is \$3.25.
- Valley Metro rural Route 685 connects Ajo and Gila Bend with Buckeye and other neighboring West Valley communities like Avondale and Goodyear. It also provides local service within the City of Buckeye with stops at the Community Center, Labor Systems, Yuma and Watson Roads, and the Library/City Courthouse. Route 685 offers five trips per day on weekdays and two trips on Saturdays. The adult one-way full fare for a ride on the rural route is \$2.00 for a local trip and \$4.00 to travel between cities.

All Valley Metro service meet requirements associated with the Americans with Disability Act (ADA) and are accessible to and usable by people with disabilities.



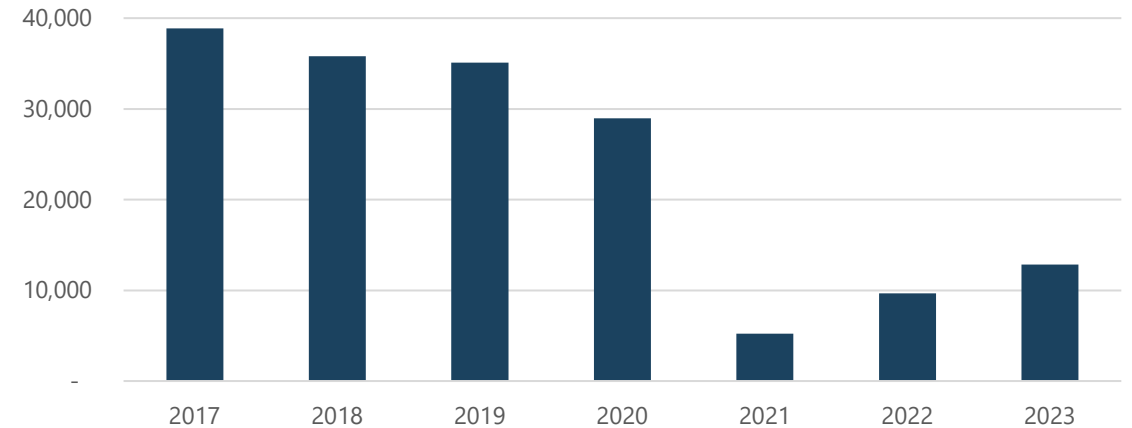
Express Route 563 Avondale/Buckeye

Route 563 is an express route that operates from the State Capitol to Buckeye Park and Ride, via Pearl Harbor Memorial Highway and stops at Avondale Park and Ride. There are 8 weekday trips: 4 eastbound in the morning and 4 westbound in the evening. Every other trip ends at Avondale Park and Ride.

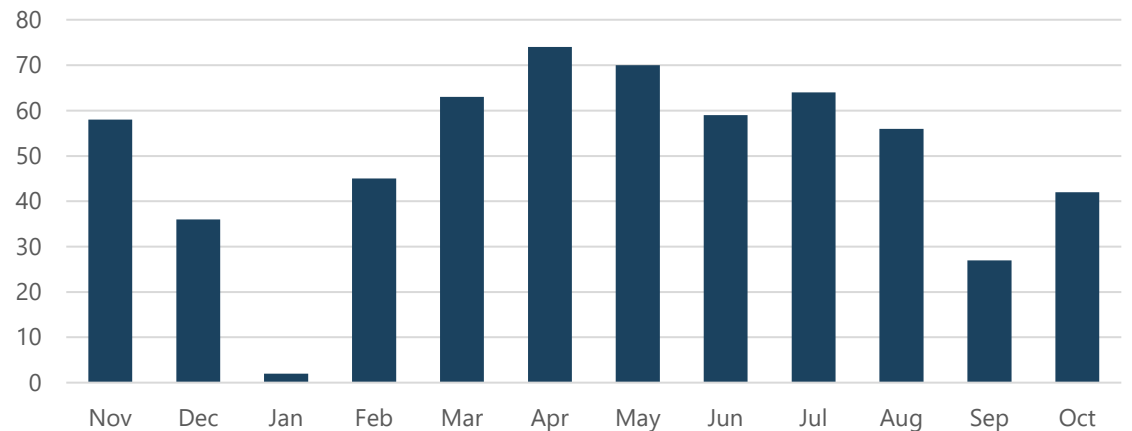
Route 563 lost about 25% of its ridership between 2017 and 2020, declining from 40,000 to 30,000. During the pandemic, ridership plummeted to about between 2017 and 2020, before falling to 5,000 in 2021 during the pandemic.

Ridership has since recovered somewhat; Route 563 carried about 15,000 riders in 2023 but is still less than half of pre-pandemic levels.

563 Avondale / Buckeye - Annual Ridership



563 Avondale / Buckeye - Daily Boardings by Month (2022 - 2023)



Rural Route 685 Ajo/Gila Bend

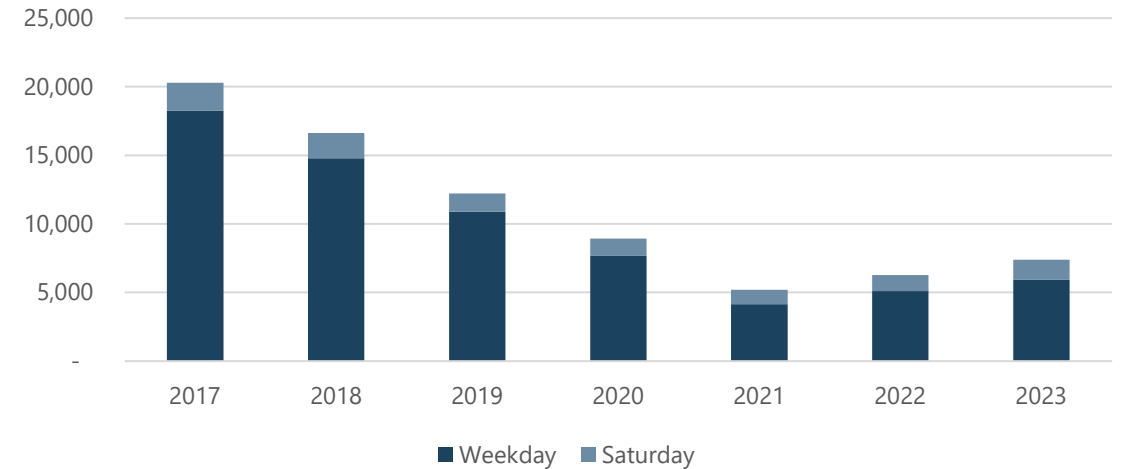
Route 685 is a rural route that operates from Desert Sky Transit Center to Ajo via Goodyear, Buckeye, and Gila Bend.

Route 685 also provides local service within the City of Buckeye through a combination of scheduled stops in Sundance and downtown Buckeye and flex service. The Flex service allows passengers to book pick-up and drop-off locations within three-quarters of a mile of the fixed route. The bus will then travel off route to pick someone up or drop them off.

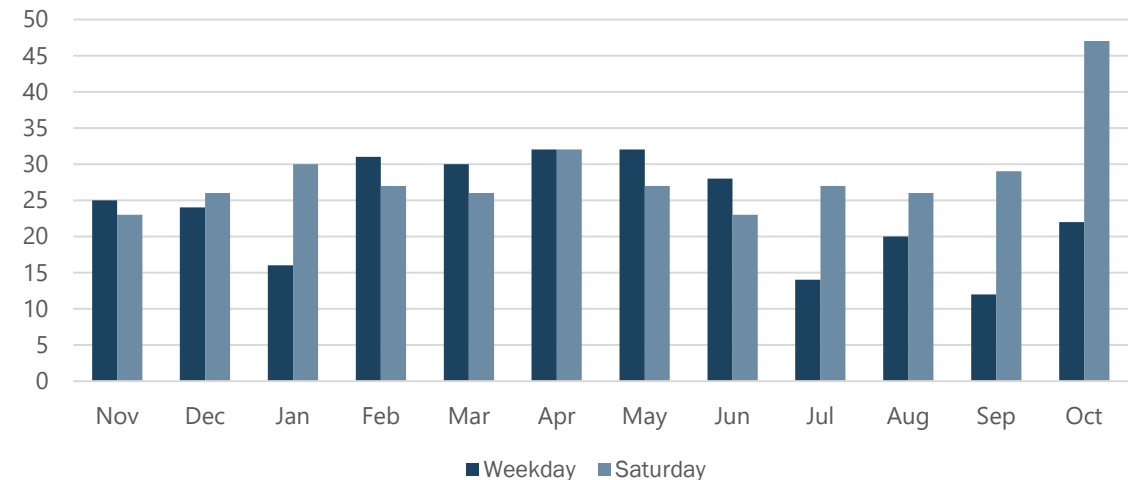
The route has 18 total trips per weekday: 8 trips are short turns between Yuma Rd & Dean Rd to Buckeye Senior Center on Centre Av. There are 4 trips per Saturday: 2 eastbound and 2 westbound trips. The service runs for 18 trips on weekdays and 4 trips on weekends.

Ridership on Route 685 declined from a high of 20,000 riders in 2017 to 5,000 riders in 2021. Demand is slowly recovering, with about 7,500 riders in 2023. Daily boardings on Saturdays are higher as compared with weekdays, even though there is less than half the amount of service.

685 Ajo/Gila Bend - Annual Ridership



685 Ajo/Gila Bend - Daily Boardings by Month (2022 - 2023)



City of Buckeye Senior Transportation

The City of Buckeye offers some transportation services for seniors traveling to and from the Senior Center located at 201 E. Centre Av. People using the service must be registered for the Buckeye Senior Program and aged 60 or older.

A limited amount of additional transportation services are provided for medical trips (doctor appointments, dialysis appointments, etc.). This service is available for Buckeye residents aged 60 and older or people of any age with a certified disability.

Service is limited by staff and which vehicles are available on a first-come, first served basis. Community Services has access to three ADA-accessible minibuses. Driving responsibilities are shared among three community center staff members (one full-time, two part-time).



Vanpool

PROGRAM OVERVIEW

Valley Metro also operates a vanpool service, where six to fifteen members can lease out a van that they use to commute to and from work together.

Riders pay an average cost of \$5 per person per day, and the fares cover the lease, fuel, maintenance, and insurance of the vehicle.

Currently, Valley Metro operates five different kinds of vehicles that vary in passenger size and comfort levels.

The vanpools are operated on a month-to-month agreement, with the driver overseeing the van maintenance, refueling, cleaning, and collecting fares from the riders.

Benefits of using this service include tax savings, faster commutes via the Valley's extensive network of HOV lanes, less stress, and saving money on car maintenance.



Source: Valley Metro

Vanpool

TRAVEL PATTERNS

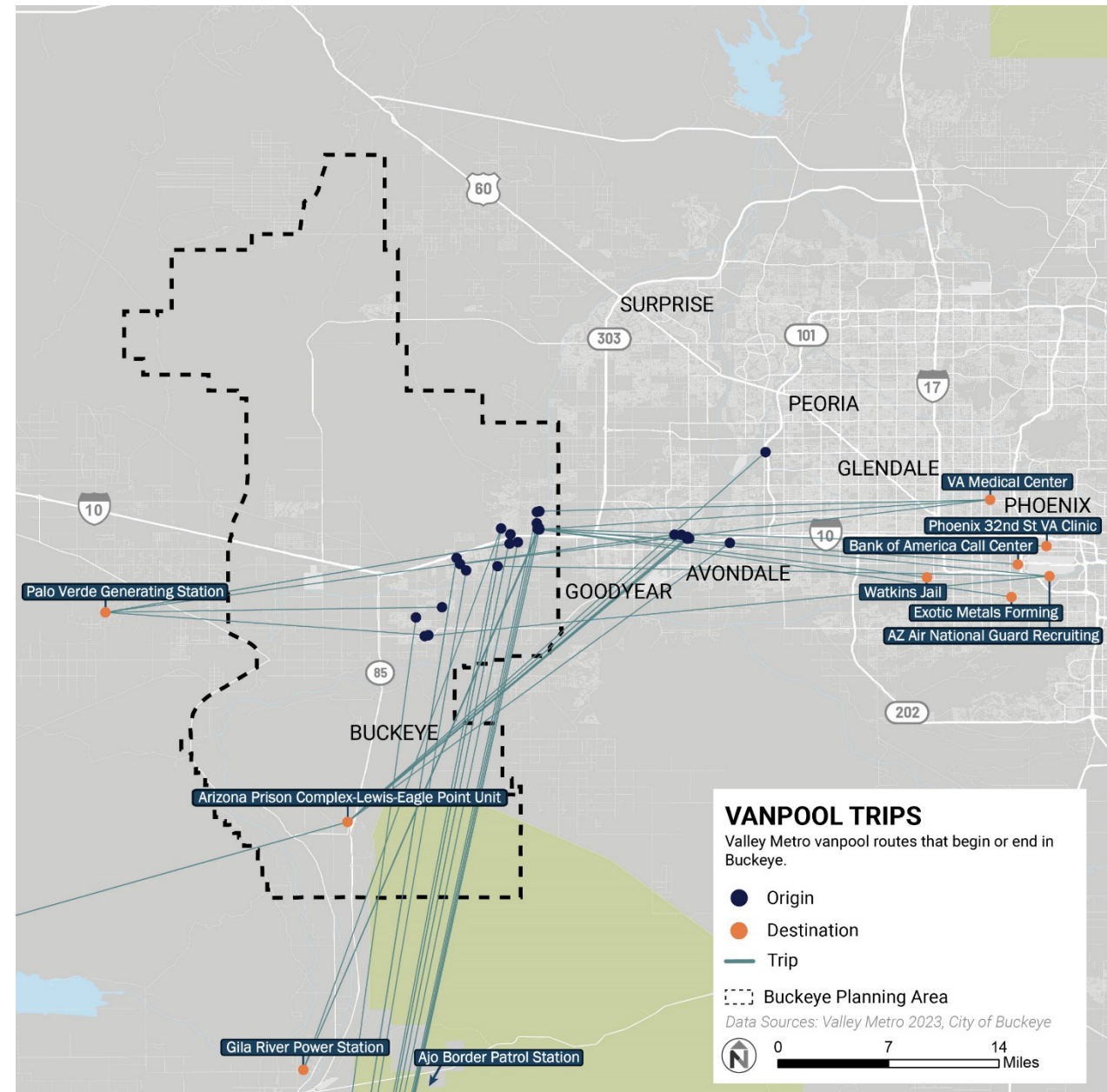
Most vanpool destinations are located around the core of Phoenix with some to the west and south of Buckeye, while two of the most popular vanpool origins are in the Sundance area.

Popular destinations include:

- Ajo Border Patrol Station
- Palo Verde Generating Station
- AZ Air National Guard Recruiting
- Carl T Hayden VA Medical Center

Popular origins in Buckeye include:

- Buckeye Park-and-Ride
- Buckeye Public Library – Coyote Branch
- Abrazo Buckeye Emergency Center



Valley Metro On-Demand Services

ADA Complementary Paratransit

In accordance with the Americans with Disability Act, Valley Metro provides complementary paratransit for individuals of any age, who are unable to use fixed route service because of a disability. Complementary ADA paratransit is available at the same days and times as fixed route service and for travel to/from destinations within $\frac{3}{4}$ of a mile of a fixed route service.

The ADA fare is \$4.00 for a one-way trip.

As an express service, Route 685 is not required to offer complementary ADA paratransit. Route 563's ADA service is provided through the flexible routing. As a result, there are additional ADA services available to people in Buckeye.

RideChoice

Valley Metro also offers a RideChoice program, which is an optional transportation program operated by Valley Metro and paid by local communities.

Individual communities determine eligibility, with most current sponsors serving seniors aged 65 and above and people eligible for ADA paratransit service. The service is available 24 hours a day, 365 days per year. Trips are on-demand, with most trips booked with taxi cabs and/or ride hailing services like Uber or Lyft. The cost of the trip is shared between the rider and the community; riders pay a fare (\$3.00) that covers the first 8 miles of their trip. Riders pay all costs incurred beyond the 8-mile trip.

Participation in this program is optional and the City of Buckeye currently does not offer this service to residents.

Findings and Implications

| Topic | Findings | Implications |
|-------------------------------|---|---|
| Valley Metro Transit | <ul style="list-style-type: none"> Valley Metro offers two routes with service in Buckeye. Neither offer frequent service or wide coverage. Ridership for both routes are recovering, but still below pre-pandemic levels Saturday ridership for the 685 is high, despite limited service. | <p>Buckeye’s existing transit services are infrequent, making them inconvenient. There are some riders who use the service, especially on Saturdays.</p> |
| Other Transportation Services | <ul style="list-style-type: none"> City of Buckeye offers transportation to/from the Senior Center (for residents aged 60+) City of Buckeye also offers limited transportation services to medical trips (for residents aged 60+ or with a disability) City of Buckeye programs have waitlists Services are limited by staff and vehicle availability | <p>Transportation services offer by the City of Buckeye are oversubscribed, even though information about the services is limited.</p> |
| Demand for Services | <ul style="list-style-type: none"> There are multiple Valley Metro vanpool routes running to/from Buckeye Existing services have opportunity to grow and change to meet the gap between demand for services and supply offered in Buckeye. | <p>Offering transportation choices that that more convenient, with more frequent service and/or operate for longer hours of the day would attract riders and support residents.</p> |

Existing Demand

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Transit Demand

This chapter provides an overview of existing transit demand within Buckeye. Transit demand is determined according to the following factors:

- Land use
- Population
- Demographic and socio-economic characteristics
- Employment
- Job types

By identifying the target market segments for public transit in and around Buckeye, this analysis provides a guide for investment and transit service planning priorities for the region.

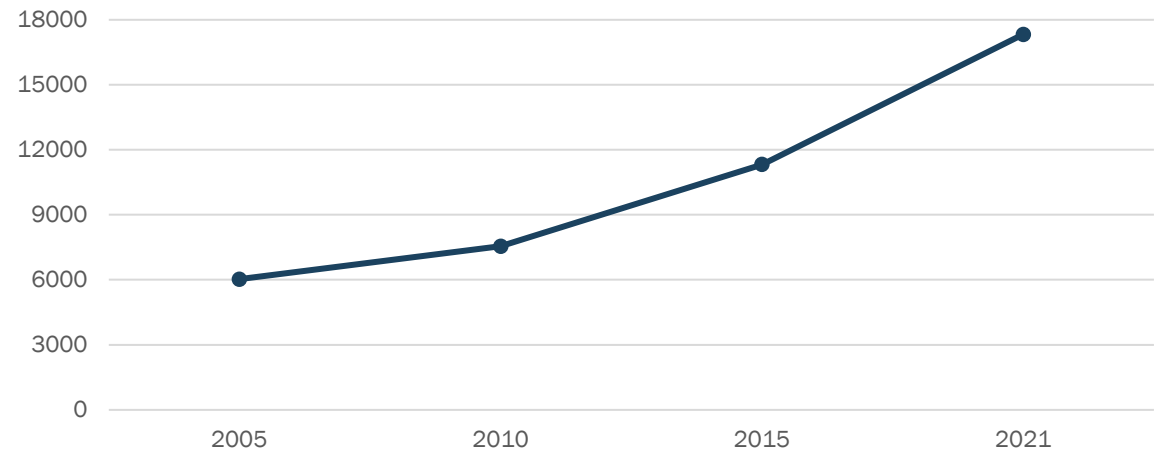
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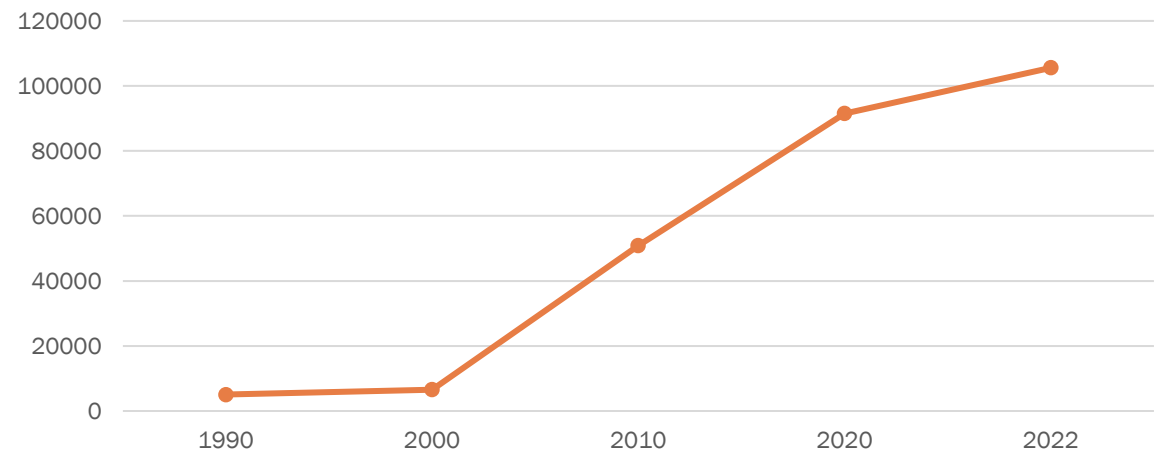
Buckeye has gone through significant population and employment growth over the past 20 to 30 years. **The rate of employment growth has doubled** over that time as well, from 25% growth between 2005 and 2010 to 50% between 2010 and 2015.

Population growth has been even greater in the past two decades. According to the U.S. Decennial Census, the population grew almost 700% between 2000 and 2010 and in **2017, 2018, and 2021, Buckeye was the fastest-growing city in the United States.** Part of population growth has been the expansion of Buckeye's city boundaries, which continues today.





















Buckeye Employment Growth



Buckeye Population Growth



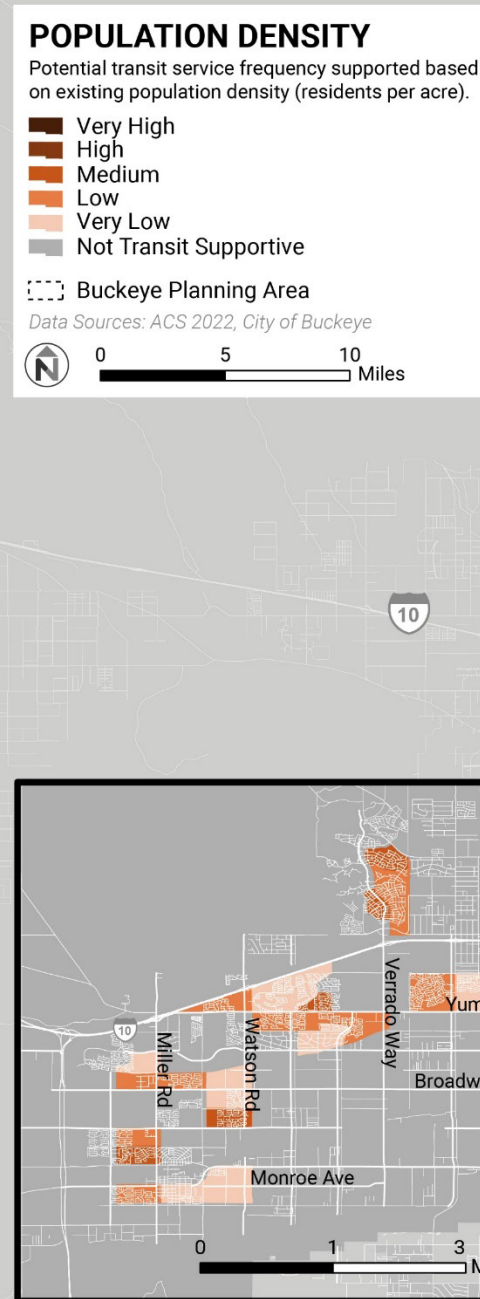
Transit Supportive Density

| LAND USE | | | SUPPORTED TRANSIT | |
|---|--------------------|---------------|--|---|
| PLACE TYPE | RESIDENTS PER ACRE | JOBS PER ACRE | APPROPRIATE TRANSIT TYPES | FREQUENCY OF SERVICE |
| DOWNTOWNS & HIGH-DENSITY CORRIDORS | >45 | >25 |  Rail  BRT  Rapid Bus  Local Bus |  10 minutes or better |
| URBAN MIXED USE | 30 - 45 | 15 - 25 |  BRT  Rapid Bus  Local Bus |  10 - 15 minutes |
| NEIGHBORHOOD & SUBURBAN MIXED USE | 15 - 30 | 10 - 15 |  Local Bus |  15 - 30 minutes |
| MIXED NEIGHBORHOODS | 5 - 15 | 5 - 10 |  Local Bus  On Demand |  30 - 60 minutes |
| LOW DENSITY SUBURBAN | 2 - 5 | 2 - 5 |  Rideshare  On Demand |  up to 60 minutes or on demand |
| RURAL | <2 | <2 |  Rideshare  On Demand |  On demand |

Population Density

Population density is one of the most important factors in determining underlying demand for transit. Higher concentrations indicate there are more people and destinations around to support transit use.

Most of the City of Buckeye does not have population density generally considered transit supportive. **Areas with the highest concentration of people are in the Downtown Buckeye area, Verrado, and Sundance**, which are equivalent to mixed neighborhoods or neighborhood and suburban mixed use. These areas have the population density to support fixed transit or microtransit. **Festival is another region of Buckeye that is considered a mixed neighborhood and is transit supportive.**



Zero-Vehicle Households

Transit market potential can also be measured by determining concentrations and locations of zero-vehicle households.

Most block groups in Buckeye have 5% or less households with no access to a private vehicle. Areas that do have a higher concentration of zero-vehicle households are **Festival and the south of the Downtown Buckeye area near Watson Rd and Monroe Ave**, with some block groups that have over 50% of households without a vehicle.

ZERO-VEHICLE HOUSEHOLDS

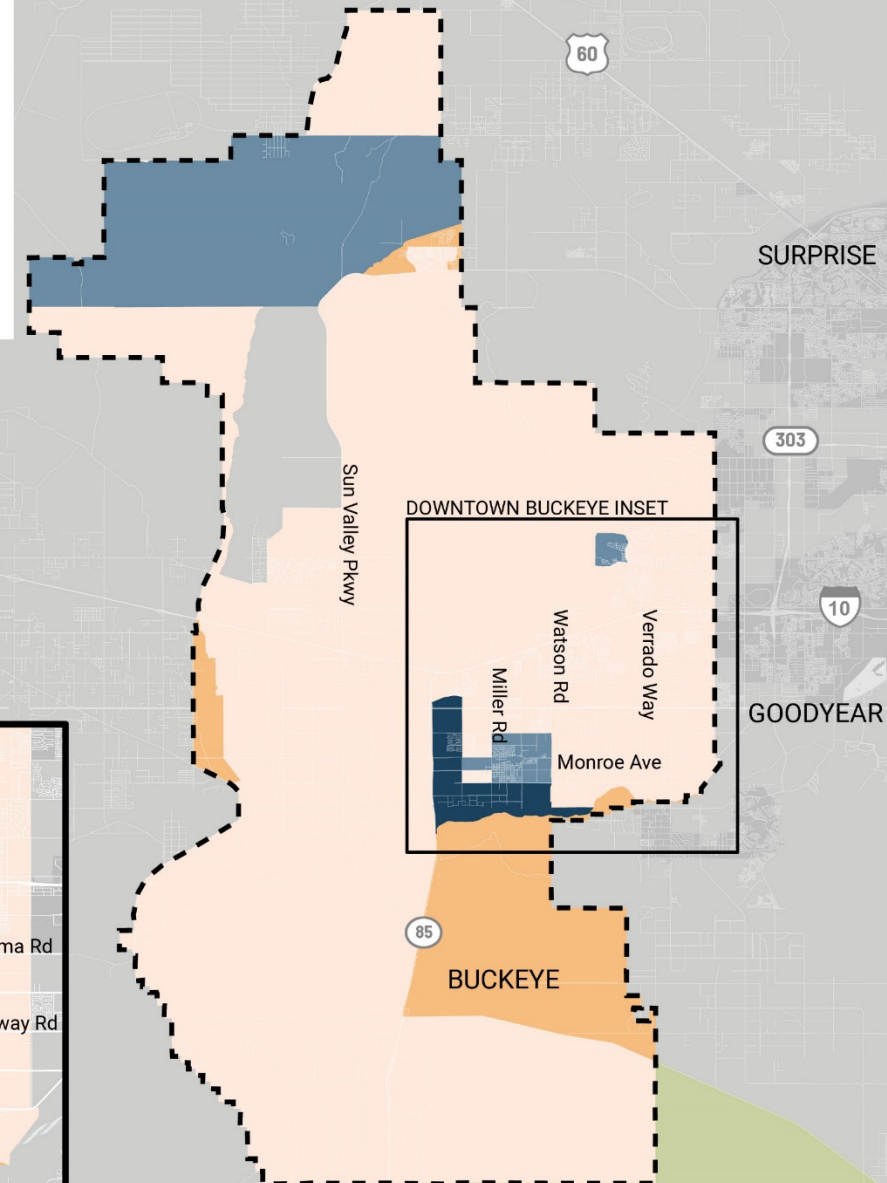
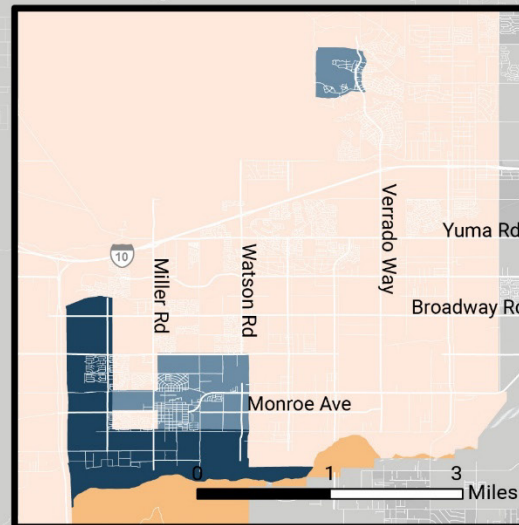
Percent of households that do not have access to a private vehicle.

- More than 50%
- 25% to 50%
- 10% to 25%
- 5% to 10%
- Less than 5%

Buckeye Planning Area

Data Sources: ACS 2022, City of Buckeye

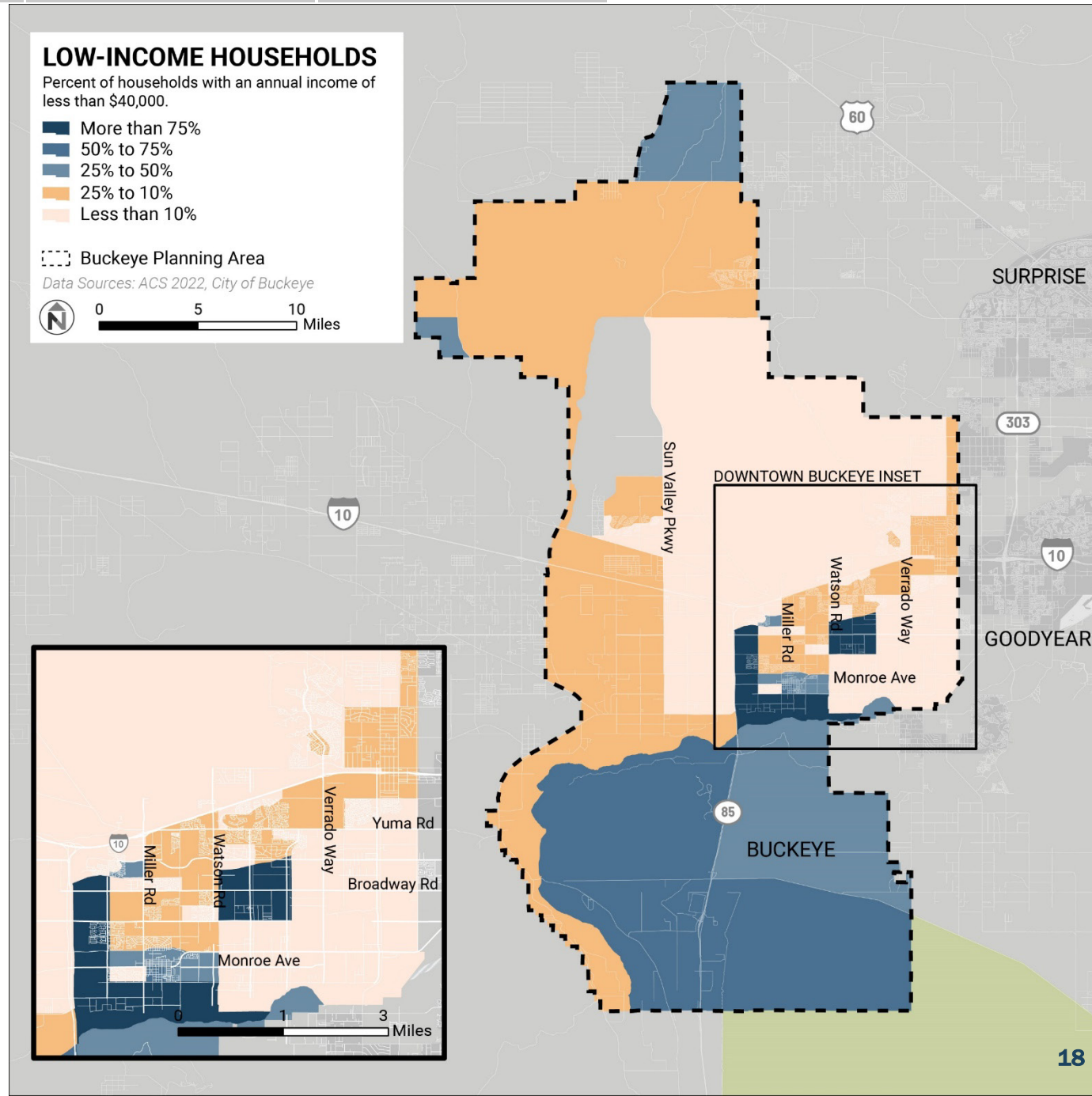
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Low-Income Households

Concentrations and locations of low-income households is another key factor in determining potential demand for transit.

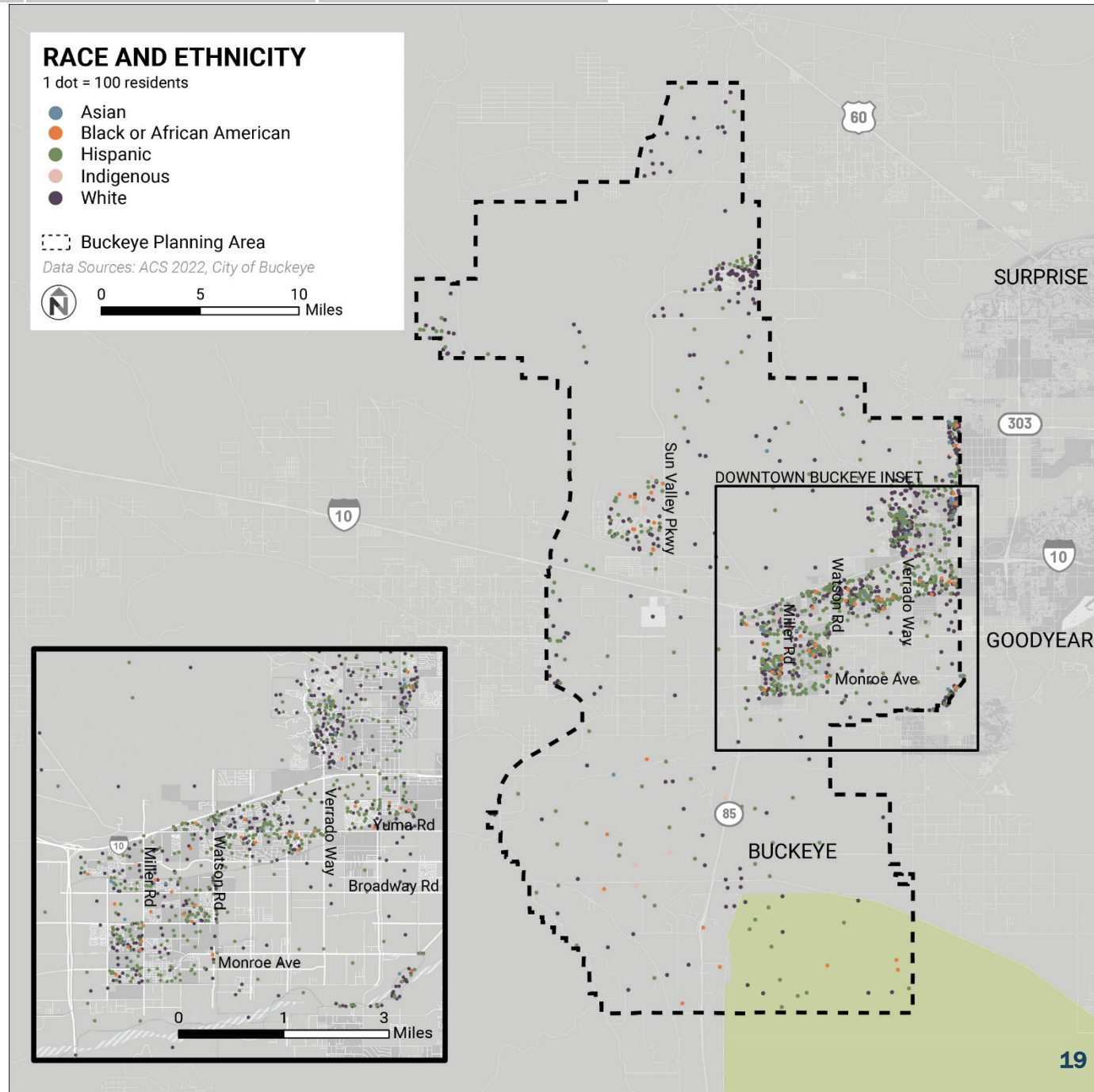
Overall, block groups with a higher percentage of low-income households are in **south Buckeye**. Some block groups in the southern end of the **Downtown Buckeye area** have as high as 75% or more households with an annual income of \$40,000 or less.



Race and Ethnicity

In the United States, race is highly correlated with both personal income and generational wealth. As a result, residents of color tend to be overrepresented among those who ride transit.

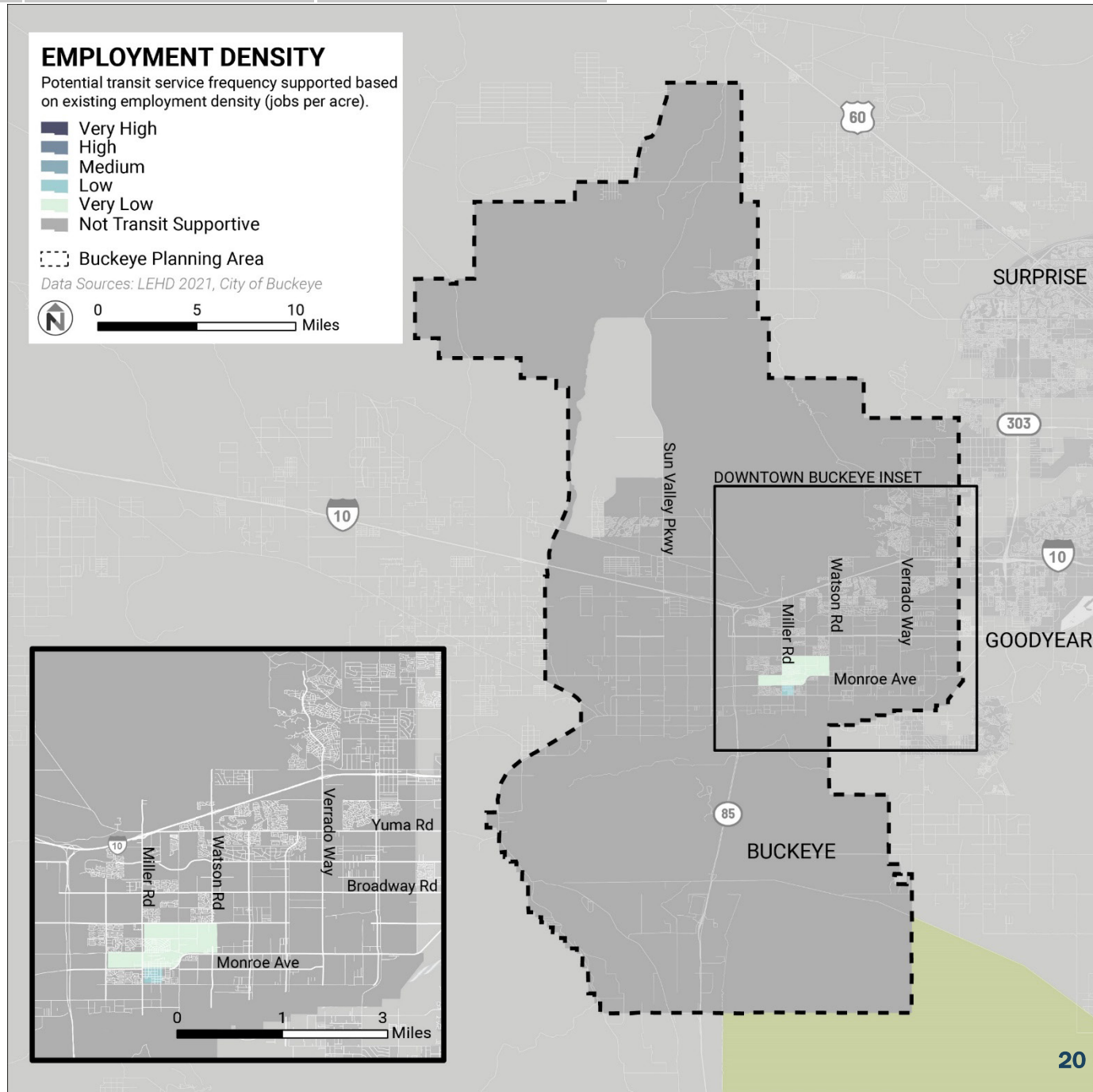
Buckeye does not appear to be significantly segregated by race and ethnicity. **White and Hispanic populations are the most represented in the city, with clusters of both in Downtown Buckeye and Festival.** The northern end of the Verrado appears to be one area that has less people of color.



Employment Density

Commuting for work is the most common and consistent reason for taking transit, making job density another strong indicator of demand.

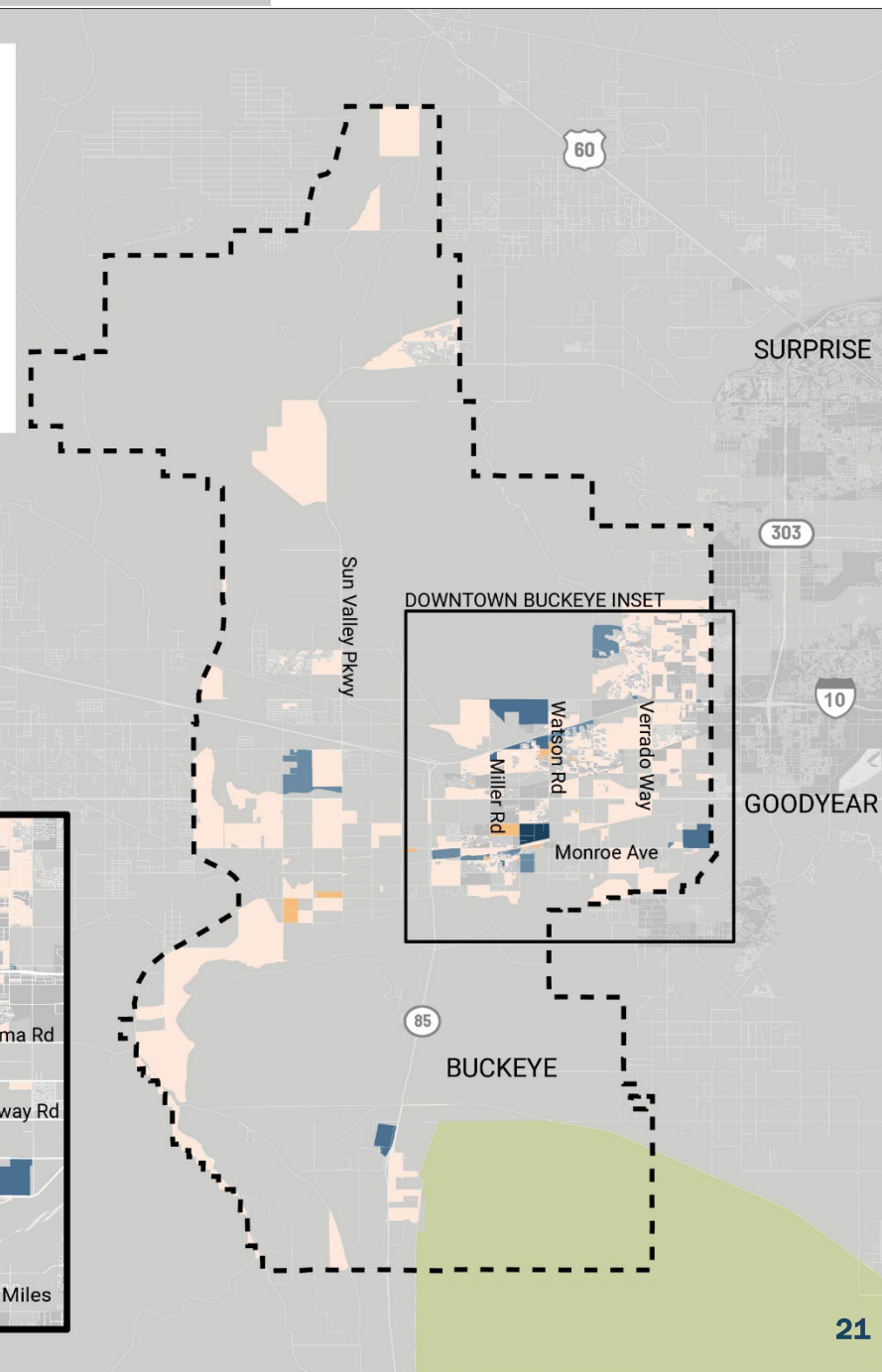
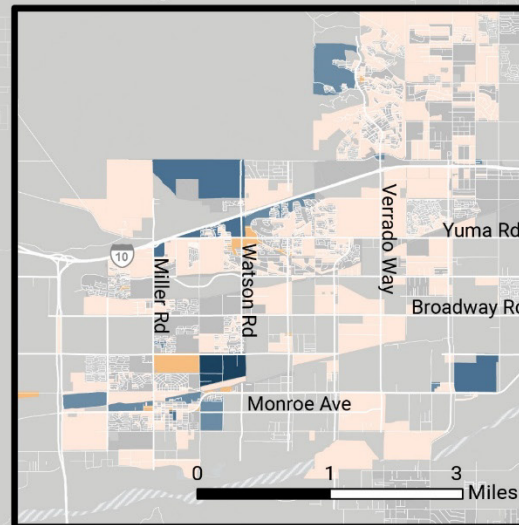
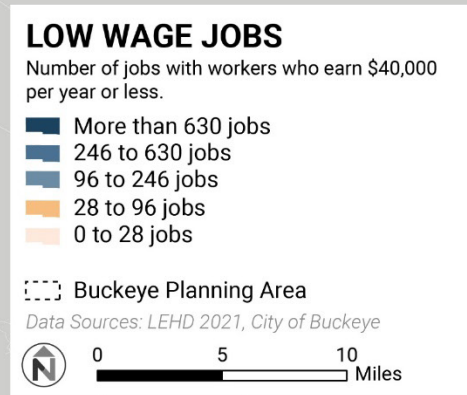
Most employment density in Buckeye is not transit supportive. Block groups in the south of the Downtown Buckeye area are the only areas that show density supportive of transit. One note is that **Buckeye has very large block groups** so despite the increased employment emerging in the region, its density is tempered by those block groups sizes.



Low Wage Jobs

People who work in low wage jobs are more likely to need transit for their commutes, as their income might make the costs associated with vehicle ownership unfeasible.

Most low wage jobs are in the Downtown Buckeye area, particularly above the Sundance Towne Center and in the center of town. There are some concentrations of low wage jobs on the eastern edge of the city, where there are agriculture and manufacturing jobs, as well as just west of Palo Verde Rd around the airport.

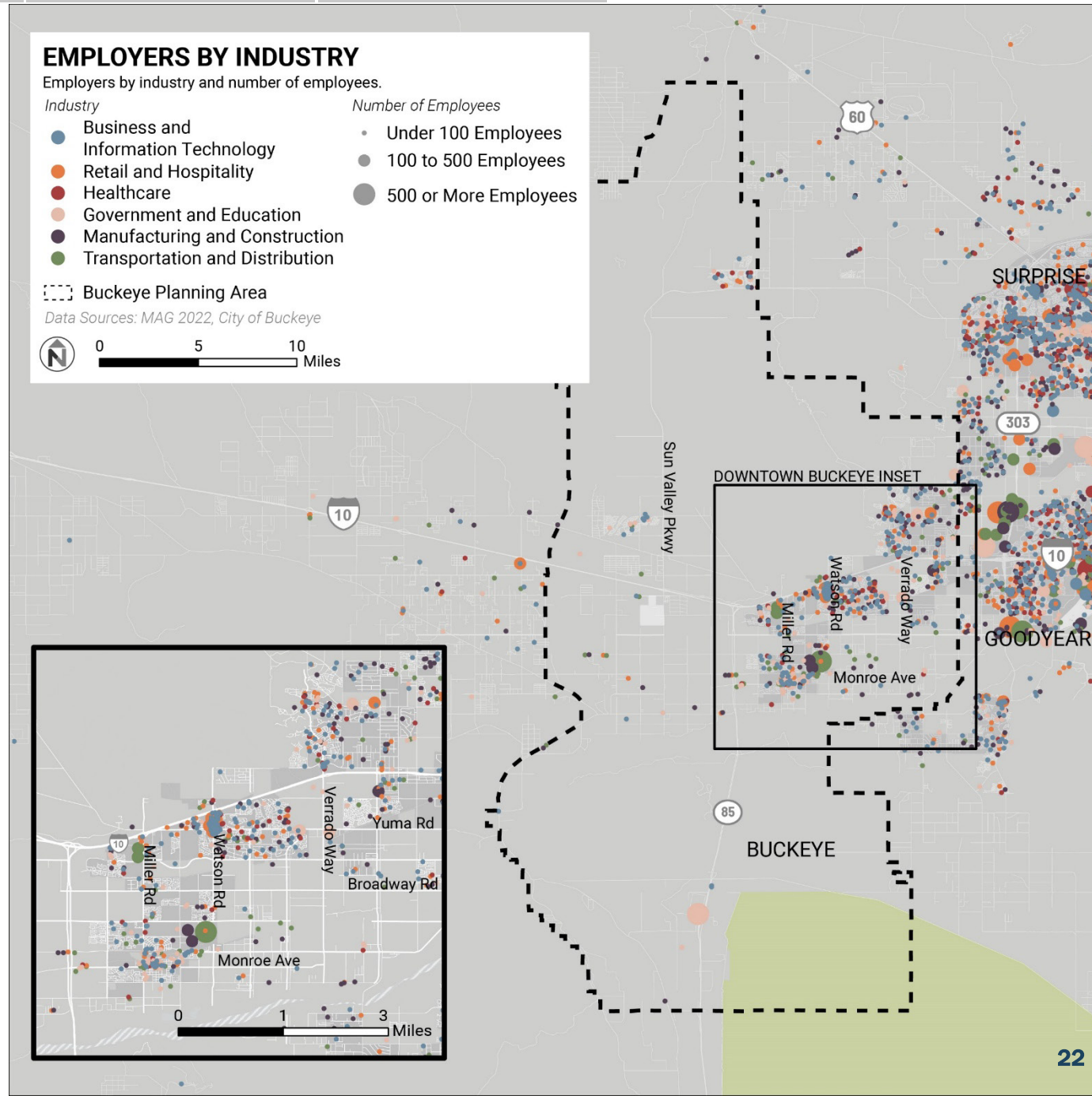


Employers by Industry

Surprise

Clusters of different types of jobs can have implications for transit demand either because of average income per industry, variety in shift times, and remote work flexibility.

As the map shows, there is a much higher concentration of employers just beyond Buckeye's boundaries in Avondale and Sun City West. Clusters of employers within Buckeye are within the Downtown Area, around the Sundance Towne Center, Verrado, and the center of town, where significant Transportation and Distribution and Manufacturing and Construction jobs exist.



Transit Propensity

Certain demographic and socioeconomic characteristics are related to higher transit usage, including people without cars and people living in low-income households. When significant numbers of individuals and households from these high-transit propensity groups cluster together, they can influence the underlying demand for transit to an extent not captured when only considering total population. Similarly, in a location where transit-supportive demographic groups have low representation, the level of potential transit demand may be lower than total population density alone would indicate.

Factors from a transit propensity analysis shows relative demand for transit in different areas as compared to the region and accounts for both issues. These factors measure the likelihood of the demographic groups listed to use transit to commute to work relative to the study area's general population.

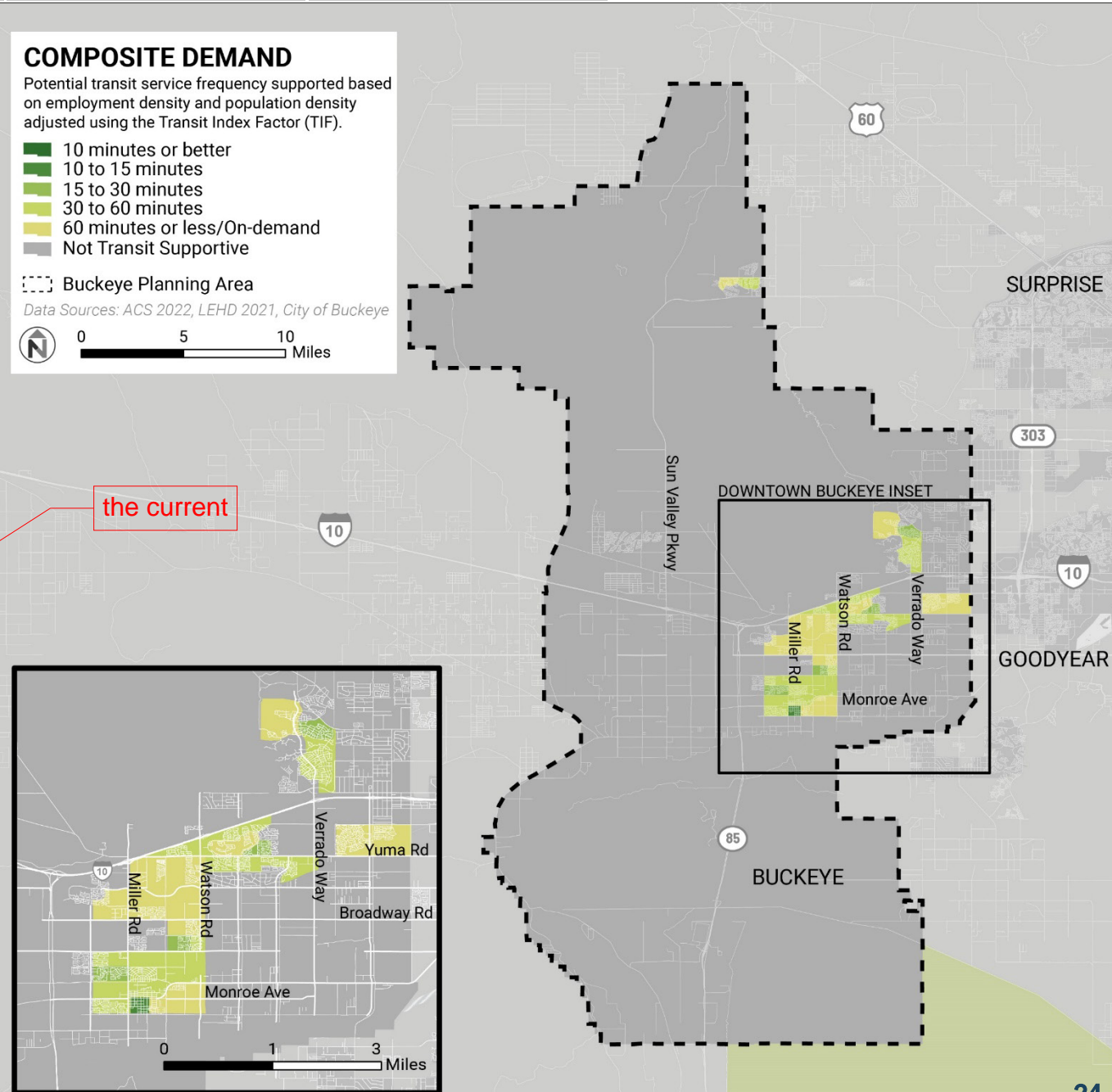
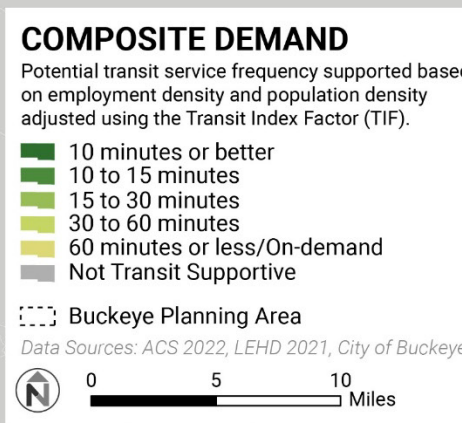
The table to the right shows the transit index factor (TIF) for different demographic groups in Maricopa County calculated against the total average to show their propensity to use transit. Any demographic group with a TIF greater than 1 is more likely than the general population to use transit.

| Demographic Characteristic | Relative Transit Propensity | % Buckeye Pop. |
|--------------------------------------|-----------------------------|----------------|
| Race & Ethnicity | | |
| White Alone (Not Hispanic or Latino) | 0.66 | 48% |
| Black or African American | 2.83 | 4% |
| Asian | 1.22 | 2% |
| Other Race | 1.73 | 5% |
| Hispanic or Latino | 1.12 | 41% |
| Household Vehicle Ownership | | |
| No Car | 13.08 | 3% |
| One Car | 1.35 | 22% |
| Two or More Cars | 0.51 | 75% |
| Country of Origin | | |
| Native | 0.95 | 90% |
| Foreign Born | 1.23 | 10% |
| Household Income | | |
| Less than \$10,000 | 1.99 | 3% |
| \$10,000 - \$15,000 | 1.90 | 1% |
| \$15,000 - \$25,000 | 1.59 | 4% |
| \$25,000 - \$35,000 | 1.45 | 4% |
| More than \$35,000 | 0.62 | 88% |

Composite Demand

Composite demand incorporates both population and employment density when assessing demand for transit in a region. Employment density is typically given two times the weight of population density in the formula, since employment drives demand twice as much as residence. This demand also incorporates the TIF into its calculation, so areas with demographics that use transit at a higher rate receive a boost in their transit demand value.

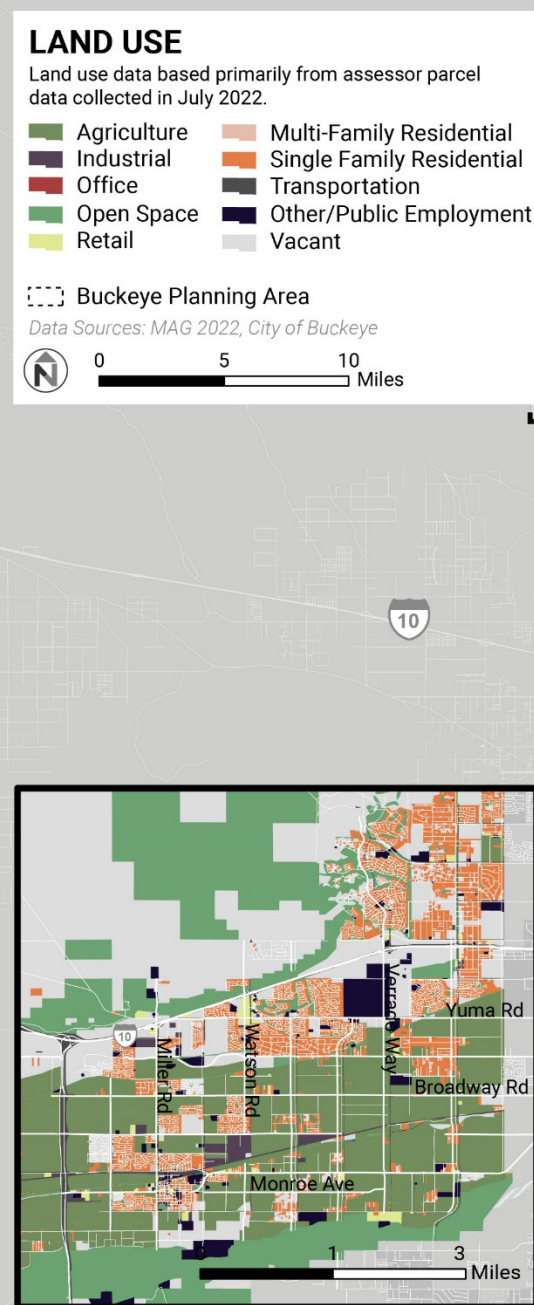
Most of Buckeye's city limits are **not currently transit supportive or would correspond to rideshare or on-demand** as the only services that can support demand. There are, however, some pockets where there is enough demand for fixed transit services, such as **Festival, Verrado, Sundance, and Downtown Buckeye**. With higher job density around Downtown Buckeye and Sundance Towne Center, as well as population density in nearby communities, there are some anchor points for transit in Buckeye with significant demand for transit.



Land Use

Buckeye is currently mostly agricultural, open space, or vacant land, which comprises **93% of the land area within Buckeye's planning area**. 44% of land in Buckeye was vacant as of 2022. Meanwhile, industrial, retail, and office space make up less than 1% of land area in Buckeye combined.

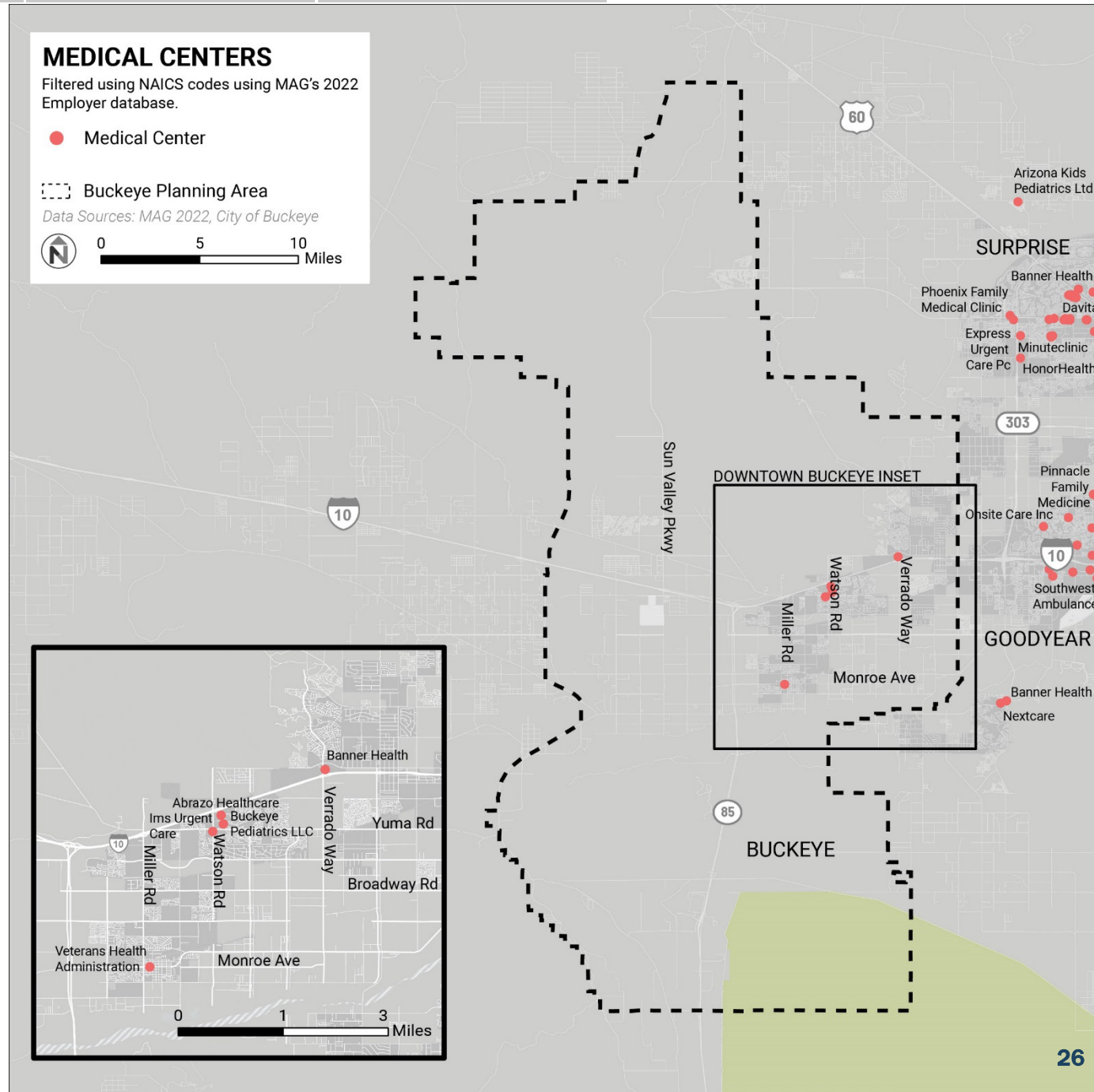
Residential land in Buckeye is predominantly single family. Residential land uses represent about 4% of land in Buckeye, with **single family housing accounting for 99%** of that residential land. The 1% of residential land that's multi family is almost entirely in Downtown Buckeye.



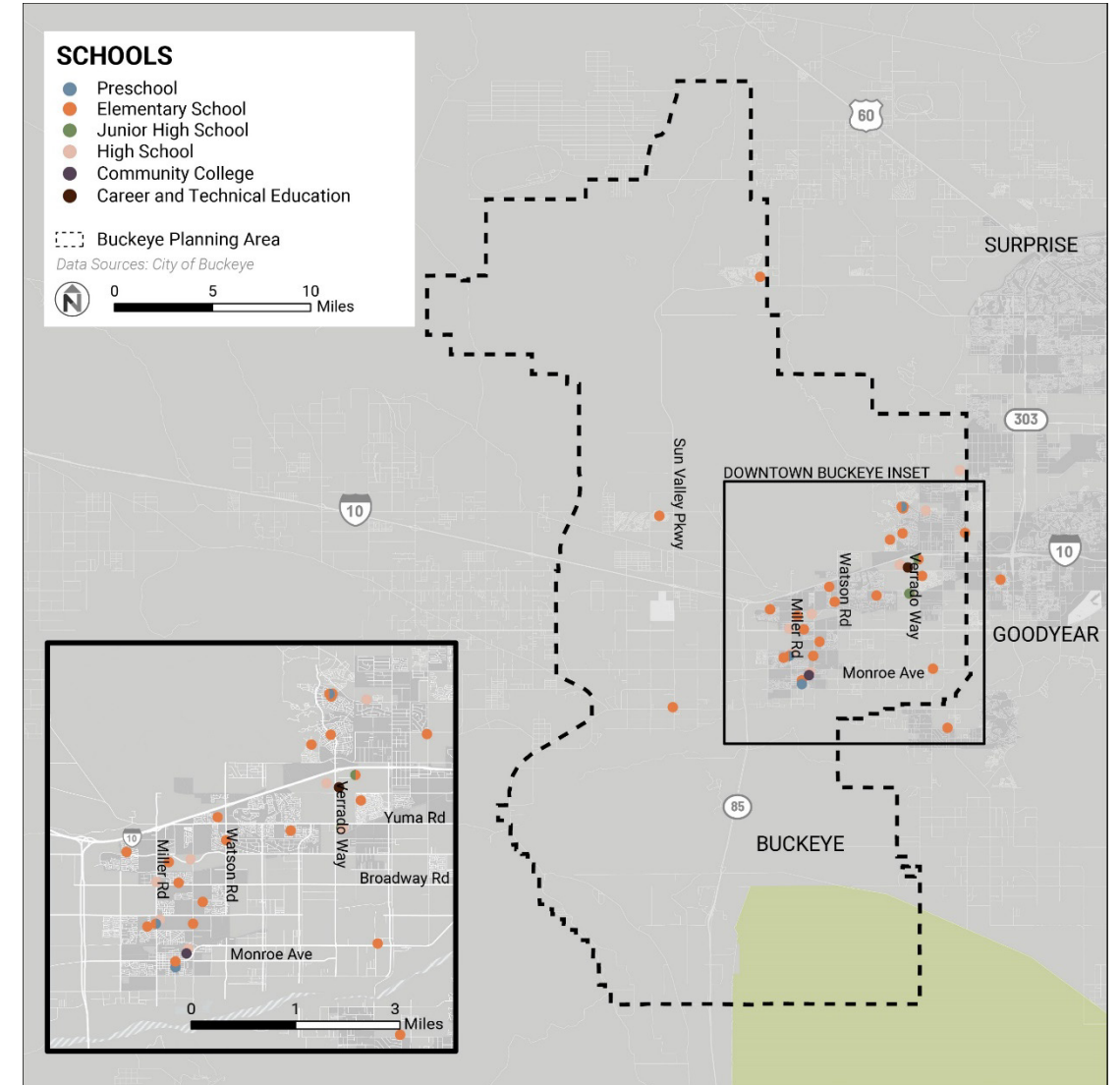
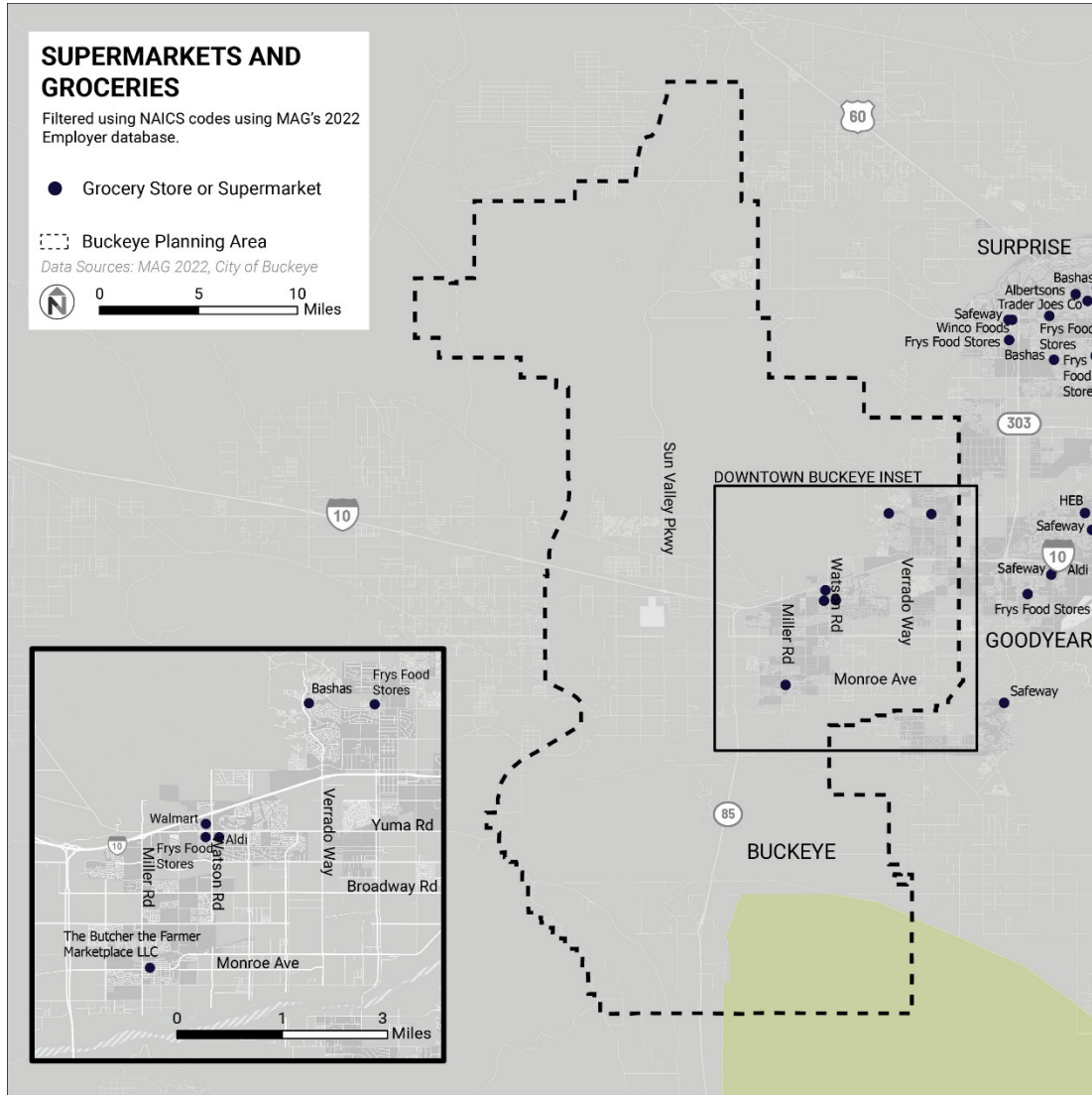
Key Destinations

A review of medical centers, schools, and grocery stores and supermarkets was undertaken to understand where destinations typically associated with daily services are in and around Buckeye. The analysis used City of Buckeye data where available. For medical centers and grocery stores and supermarkets, MAG's employer database was filtered using NAICS code descriptions.

Within Buckeye, these **key destinations are concentrated around Downtown, Sundance, and Verrado**, with very few of these destinations in other areas of the city. Adjacent towns like Avondale and Goodyear have a significantly larger concentration of medical centers, and grocery stores and supermarkets.



Key Destinations



Findings and Opportunities

| Topic | Findings | Implications |
|--|---|---|
| Population and Employment Characteristics | <ul style="list-style-type: none"> Population and employment in Buckeye have been growing rapidly over the past 20 years. Jobs in Buckeye are predominantly manufacturing, construction, transportation, and distribution. Population and employment characteristics typically associated with a higher demand for transit are concentrated in Downtown Buckeye. | <p>When demographic and socio-economic characteristics are considered, there are pockets of demand and need for transit service.</p> |
| Overall Transit Demand | <ul style="list-style-type: none"> Based on a combination of transit propensity, population density, and employment density, the only areas that currently support fixed transit services are Festival, Verrado, Sundance, and Downtown Buckeye. | <p>Based on density alone, the demand for transit is limited. The market analysis suggests that there is not sufficient demand for fixed-route transit service, but flexible on-demand type services could work.</p> |
| Land Use and Key Destinations | <ul style="list-style-type: none"> Land uses are dominated by agricultural land and residential development. Commercial and industrial uses are limited. There is limited shopping and medical facilities in Buckeye, although there are several schools. | <p>Segregated land uses and limited commercial activities suggest Buckeye is a “bedroom” community. It offers housing and schools, but fewer resources or services, such as employment, shopping, entertainment and medical facilities.</p> |

Future Conditions

3

Document Review

reword please

2050 Arizona Long-Range Transportation Plan

- Identified a \$3.5 billion funding gap for 5310 and 5311
- Noted need for a State Transit Plan to support non-highway system needs

Downtown Buckeye Specific Area Plan

- Planned transit-oriented development north of downtown at 4th St & Buckeye Canal Rd due potential to commuter rail line

Short Range Transit Program – FY 2024 – 2028

- Additional trip on Route 563 in 2024
- Implement new 10-mi Buckeye circulator route in 2025

Momentum 2050 – Regional Transportation Plan

- Identified funding sources for high-capacity and streetcar transit projects in Phoenix and Tempe

Connect Buckeye – Bicycle and Pedestrian Master Plan

- Analyzed existing and proposed transit stops for active transportation investment

Valley Metro 2016 Buckeye Transit Plan

- Long-term recommendations include several route extensions along Buckeye Rd, Van Buren St, McDowell Rd, and Indian School Rd.

Buckeye in Motion – Transportation Master Plan

- Proposed new commuter bus routes, transit centers, park-n-rides, and commuter rail station

Imagine Buckeye – 2040 General Plan

- Identified 6 key activity centers for transit-oriented development

Projected Growth

Buckeye is projected to undergo tremendous growth in population, employment, and housing between 2020 and 2040.

Population

By 2040, Buckeye's population is expected to be close to 300,000, more than 2.5 times its 2020 population.

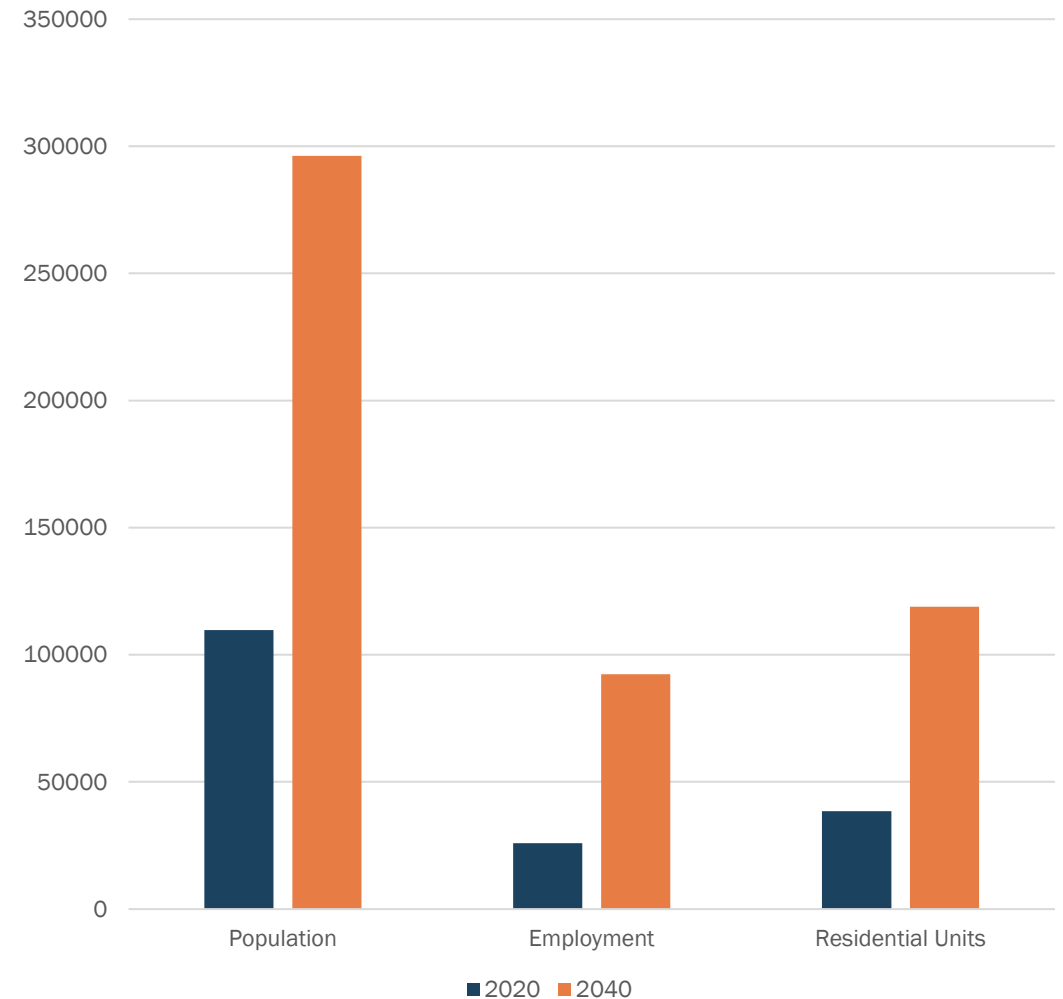
Employment

By 2040, Buckeye is projected to add over 66,000 jobs, which is 3.5 times its number of jobs in 2020.

Residential Units

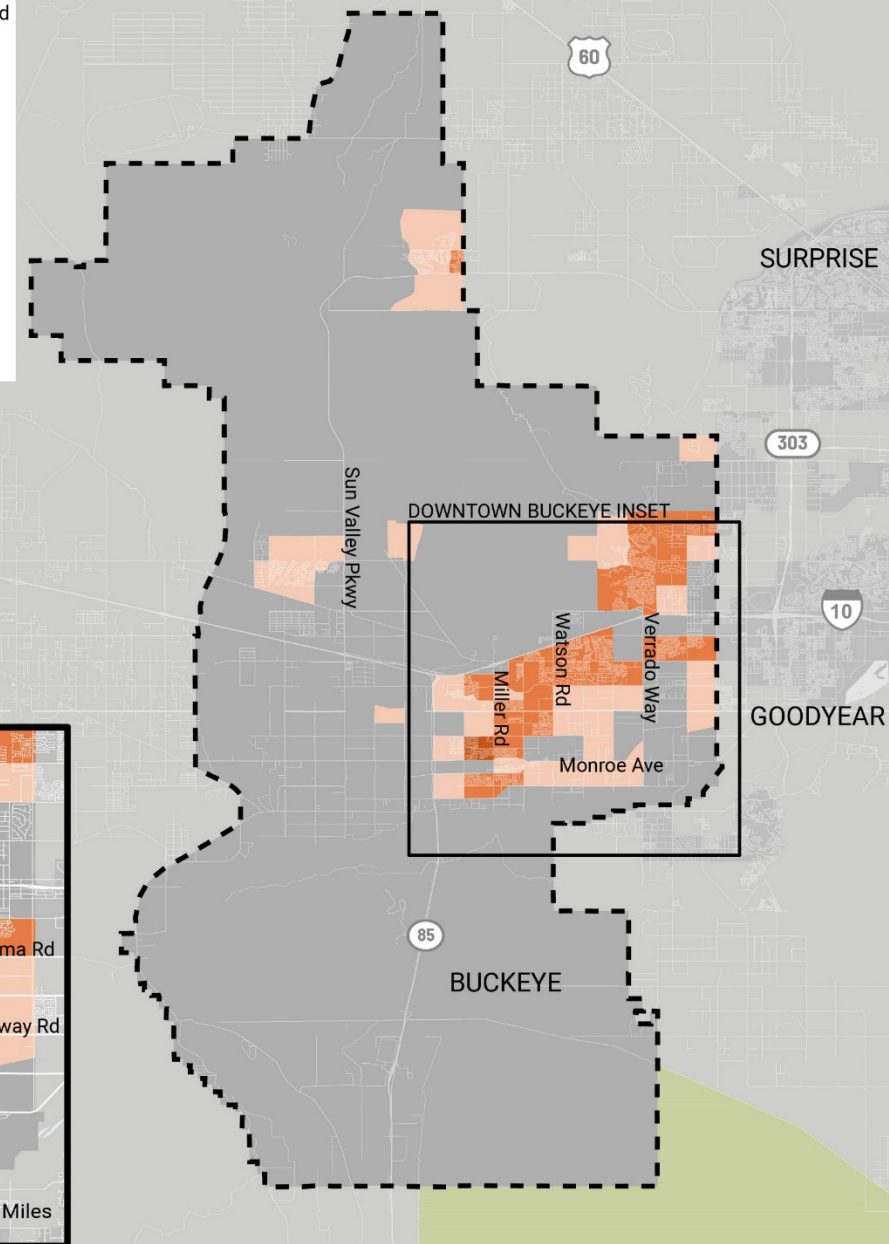
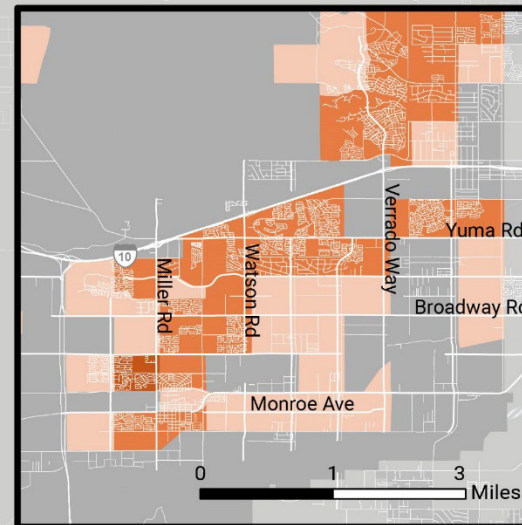
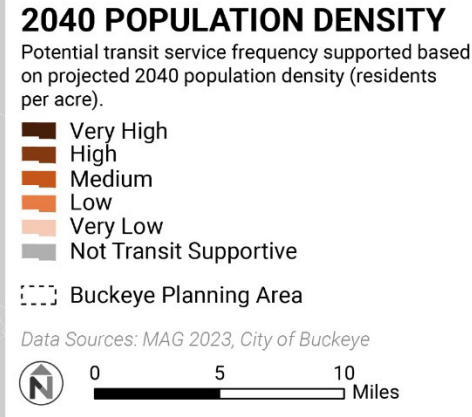
By 2040, Buckeye is expected to add 80,000 residential units, a projected growth of 209% compared to 2020 numbers.

Projected Buckeye Growth



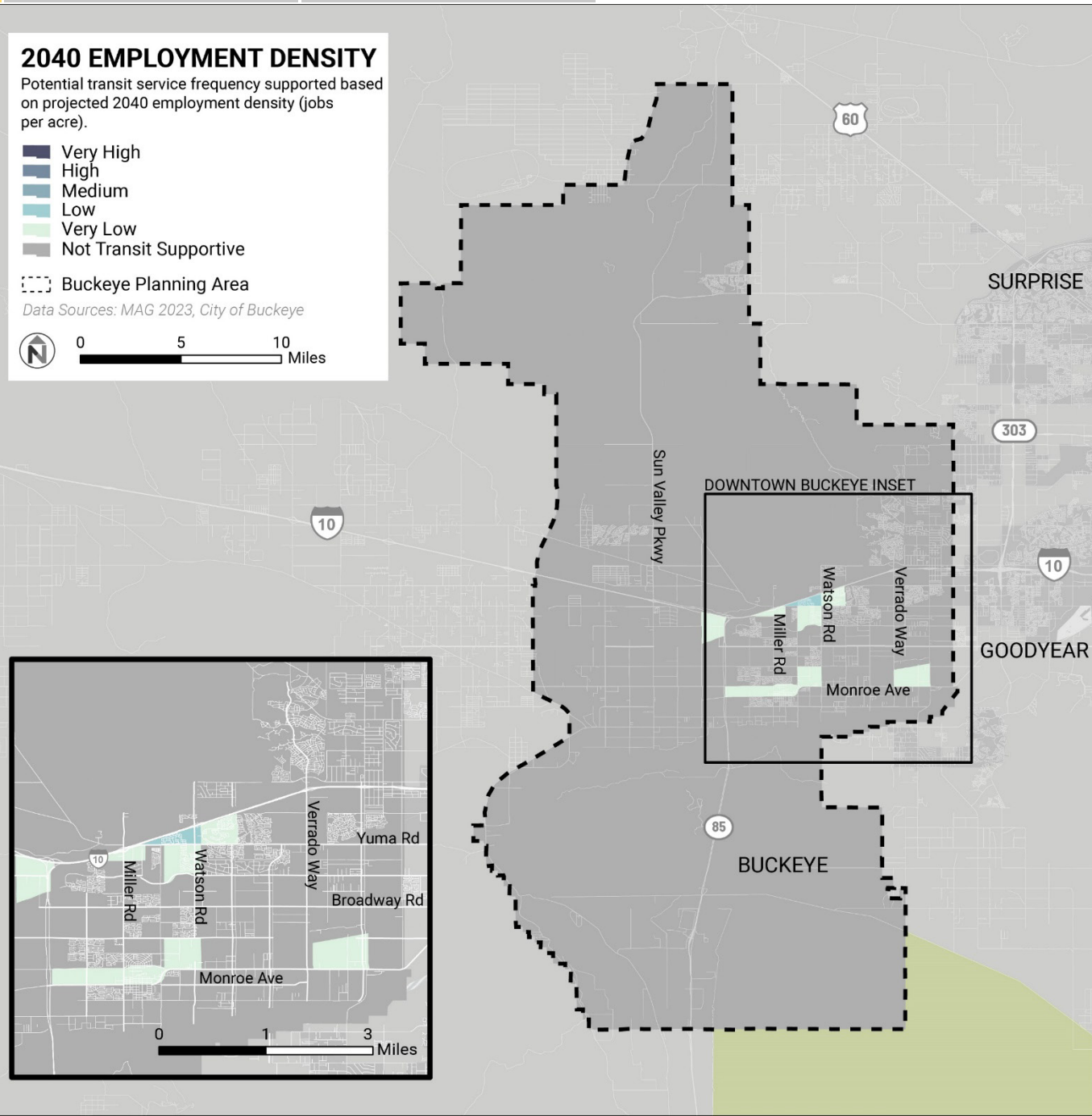
Projected Population Density

By 2040, Buckeye is projected to grow in both population and population density. While density remains medium to low, the number of areas in Buckeye with population density that can support some transit significantly expands, covering most of the Downtown area and including the Tartesso area.



Projected Employment Density

By 2040, Buckeye is projected to grow in employment density, though density continues to remain low despite significant additional jobs. **Downtown Buckeye remains the only area that can support transit based strictly on employment density**, again caveated with the size of the unit of analysis used for density in Buckeye.



Projected Composite Demand

2040 transit demand is expected to cover a significantly wider area of Buckeye. Most of the Downtown area can support transit, with much of it supporting fixed route transit. Small pockets of some neighborhoods, like Sundance Towne Center suggest service levels of every 15 minutes or more.

Based on 2040 projected demand, Tartesso shows sufficient demand to support transit as well.

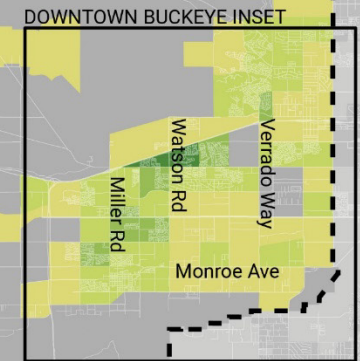
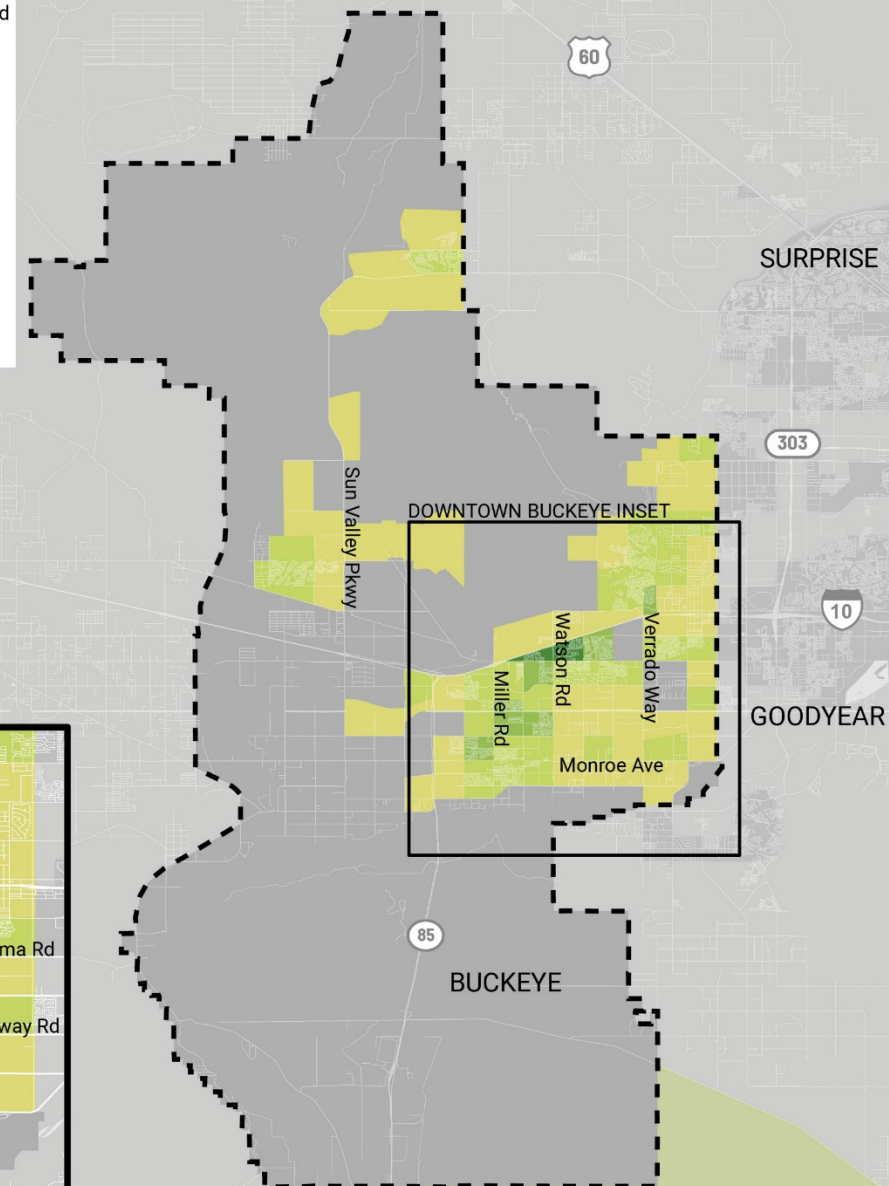
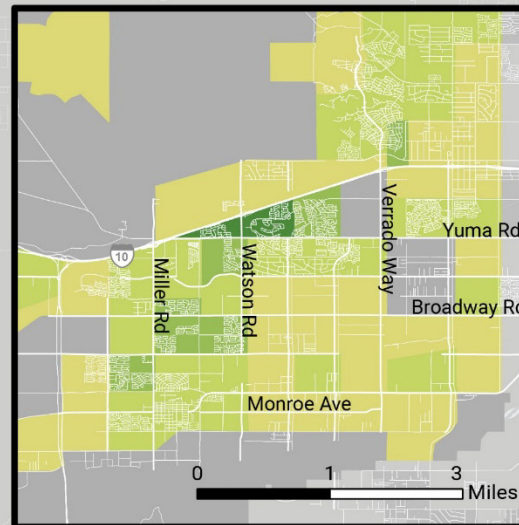
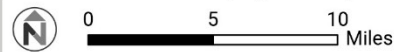
2040 COMPOSITE DEMAND

Potential transit service frequency supported based on 2040 projected employment density and population density.

- 10 minutes or better
- 10 to 15 minutes
- 15 to 30 minutes
- 30 to 60 minutes
- 60 minutes or less/On-demand
- Not Transit Supportive

--- Buckeye Planning Area

Data Sources: MAG 2023, City of Buckeye



Future Developments

along Sun Valley Parkway

Developments emerging across Buckeye are indicators for potential transit demand as they increase population density and activity, depending on the land use of the development. MAG's database of developments through Q2 2023 were filtered to developments in Buckeye whose status is either Active or Approved Zoning/Plan/Design.

Mixed use and single-family residential land uses are the highest number of developments coming to Buckeye. Some significant mixed-use developments coming include the Terravallis planned community ~~in the northwest of Buckeye~~, planned communities around Festival, ~~and a Sun Valley South development next to Tartesso~~ which will mostly be office and retail space. Pockets of multi-family residential development are also planned around Tartesso.

and continued development of Tartesso

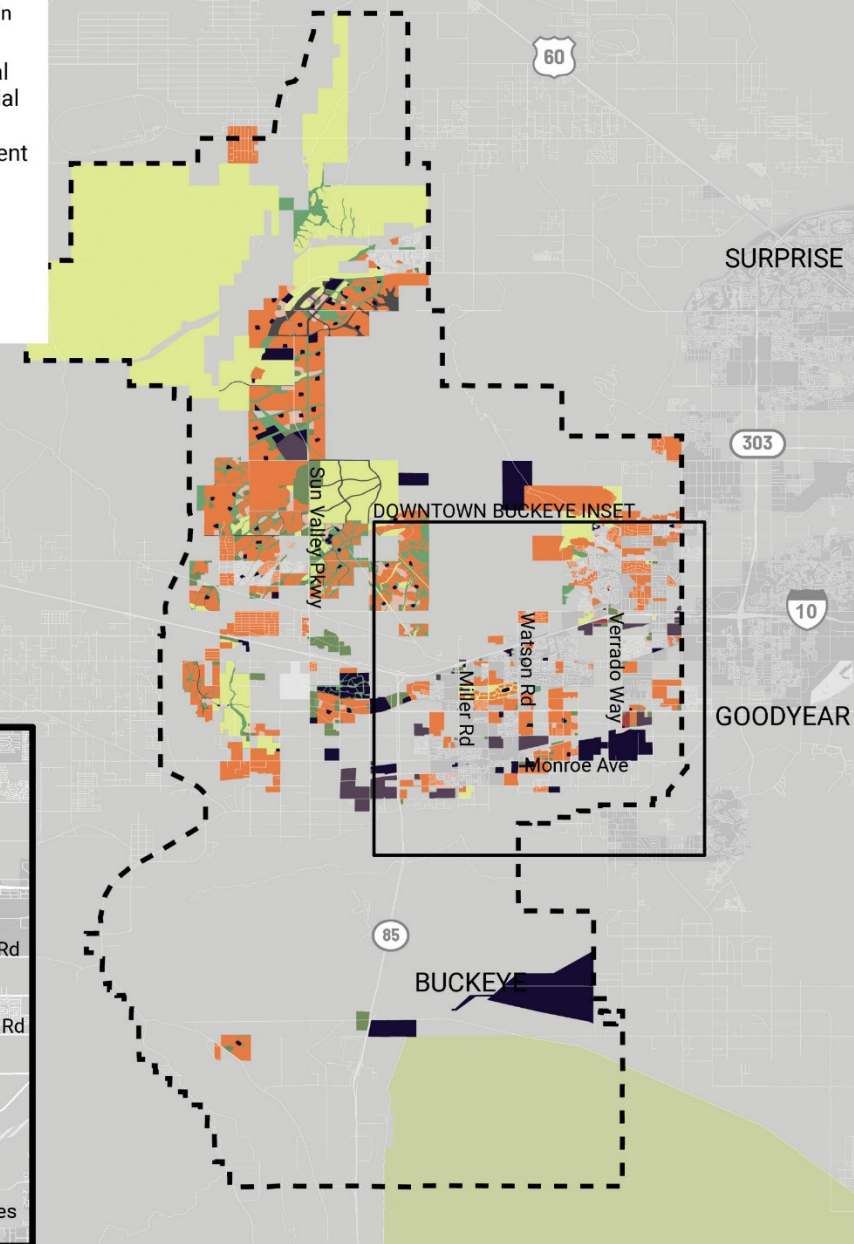
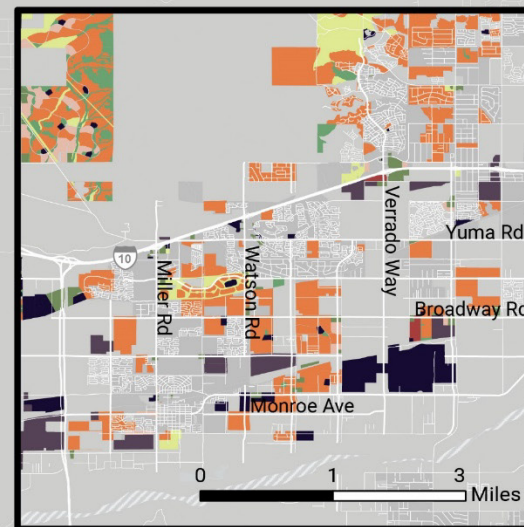
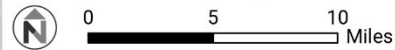
DEVELOPMENTS

Active or approved zoning/plan/design developments in City of Buckeye through Q2 2023.

- | | |
|--|---|
|  Commercial |  Multi-Family Residential |
|  Industrial |  Single Family Residential |
|  Office |  Transportation |
|  Open Space |  Other/Public Employment |
|  Mixed Use | |

 Buckeye Planning Area

Data Sources: MAG 2023, City of Buckeye



Findings and Opportunities

| Topic | Findings | Implications |
|--|---|--|
| Projected Population and Employment Density | <ul style="list-style-type: none"> • Future conditions suggest that Buckeye will continue to grow, adding people, residential units, and jobs over the next several years. • Limited commercial activity is also planned. | <ul style="list-style-type: none"> • By 2040, the City of Buckeye is expected to have enough density and demand to support transit services, including fixed route services. |
| Emerging Demand for Transit Connections | <ul style="list-style-type: none"> • Sundance, Tartesso, and Verrado are expected to grow the fastest and increase in density, with planned residential, commercial and industrial development • As the city grows, the need and potential demand for transit services will increase. | <ul style="list-style-type: none"> • There will likely be opportunities for transit services within and between Downtown Buckeye, Sundance, Tartesso, and Verrado neighborhoods. • Connections between Downtown and Sundance and Verrado will be important to distribute economic benefits and access to jobs. • There may also be demand and opportunity to connect Festival with the southern Buckeye neighborhoods (Downtown, Sundance and Verrado). |

Travel Patterns

4

Overall Trips

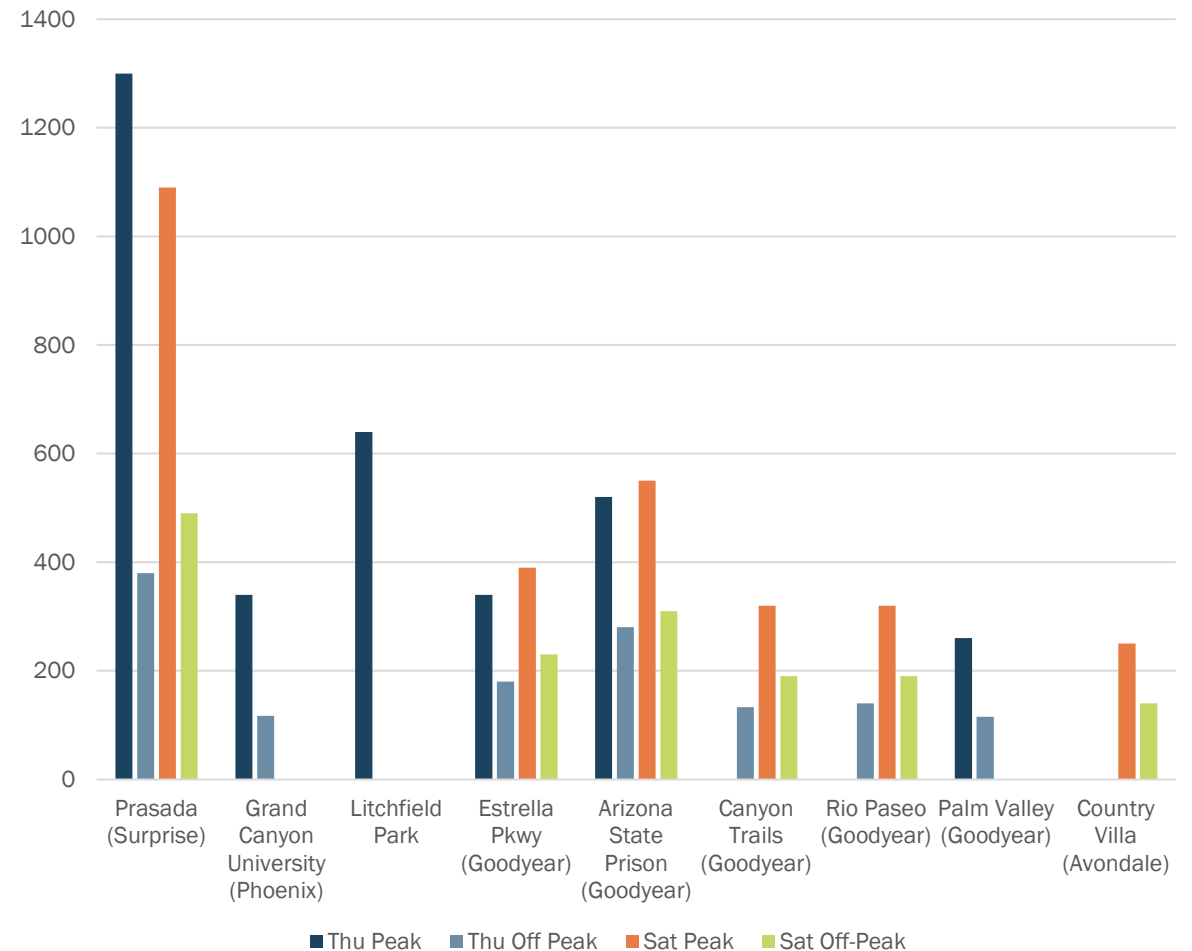
Trips were analyzed using Replica. Replica is an activity-based travel model that simulates where residents, visitors, and commercial vehicle travel happens in an area on a typical day. Replica data is grounded in multiple private and public source data, including data from personal mobile devices, demographic data from public and private sources, credit transaction data for consumer spending, and more.

For overall trip data, Replica data was used at the Census block group level to identify destinations broken out by time of day and weekday/weekend. Trip data was filtered to trips that began in Buckeye. Since some Census block groups cover a large amount of land, Google maps was used to identify probable destination centers within larger block groups

The top overall trip generators across peak and off-peak hours, as well as over the weekday and weekend had the highest share in Goodyear, with other top destinations in Avondale, Surprise, and Phoenix.

Peak hours are either 8 A.M. to 10 A.M. or 4 P.M. to 7 P.M. These breaks were determined by evaluating activity per hour in Replica for consistent increased activity.

Top Daily Destinations by Buckeye Residents (Spring 2023)

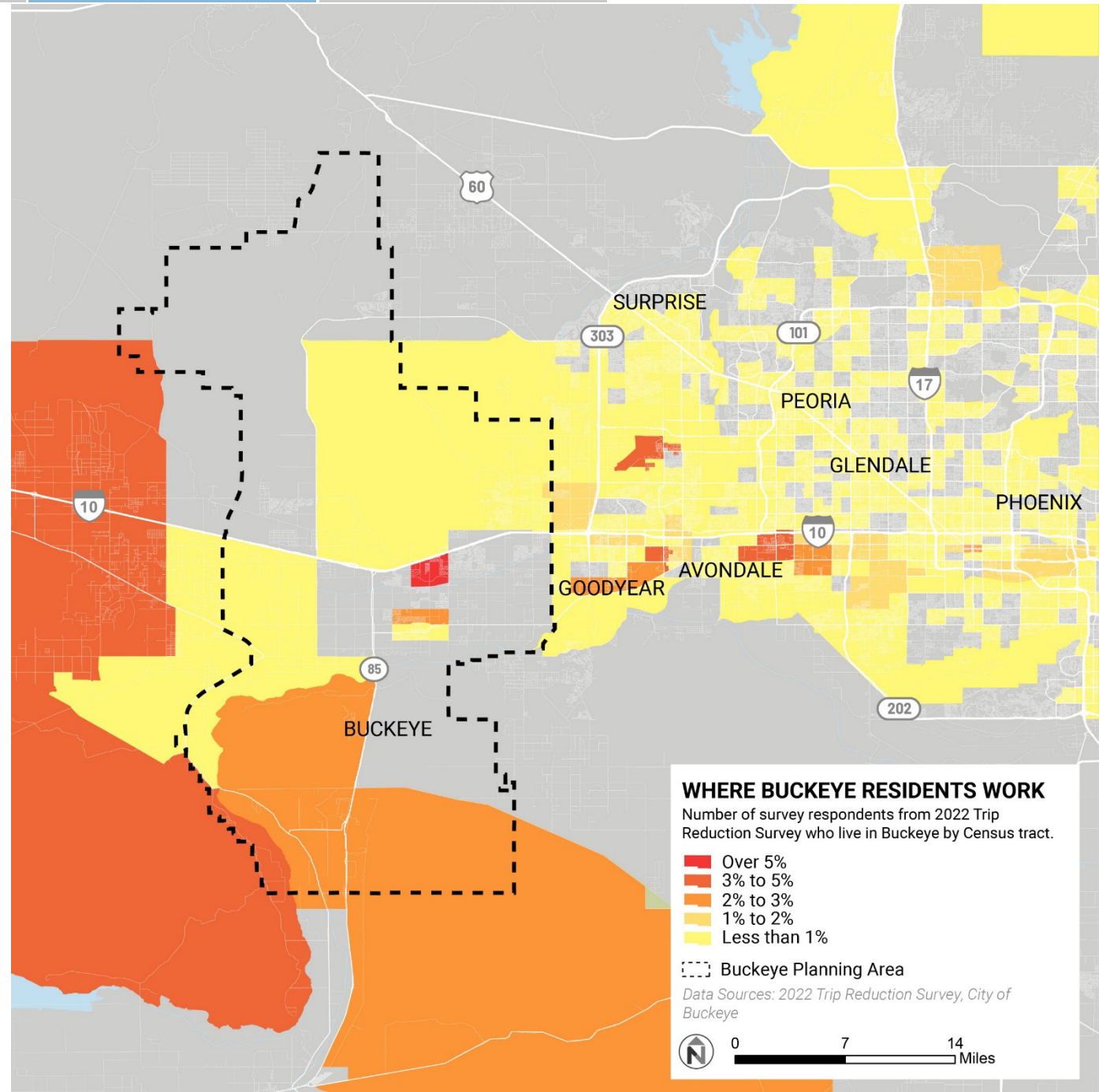
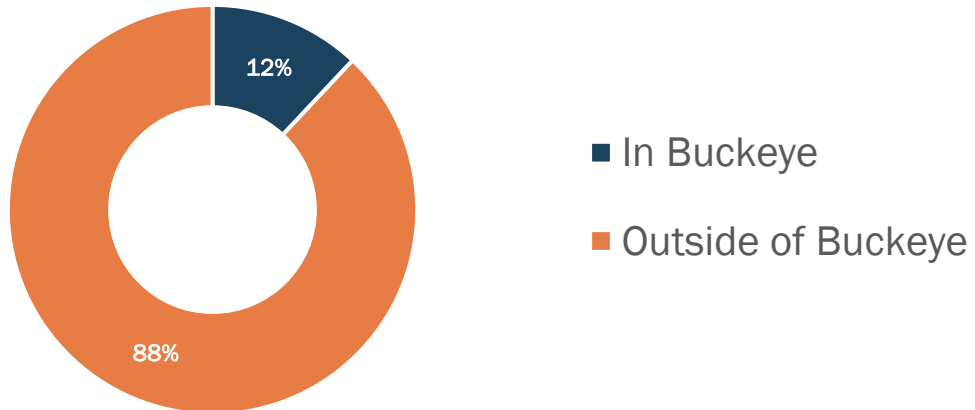


Work Commutes

WHERE BUCKEYE RESIDENTS WORK

Most Buckeye residents travel outside of Buckeye for work. Buckeye ranks third in most work destinations for residents below Phoenix (38%) and Goodyear (15%).

Within Buckeye, residents work mostly around the Sundance Towne Center, with some jobs in Downtown Buckeye and south Buckeye. Outside of Buckeye, some areas with a high number of commute trips are warehousing districts in Goodyear and Tolleson, the Luke Air Force Base in Glendale, and the area of land west of Buckeye that includes the Palo Verde Generating Station.

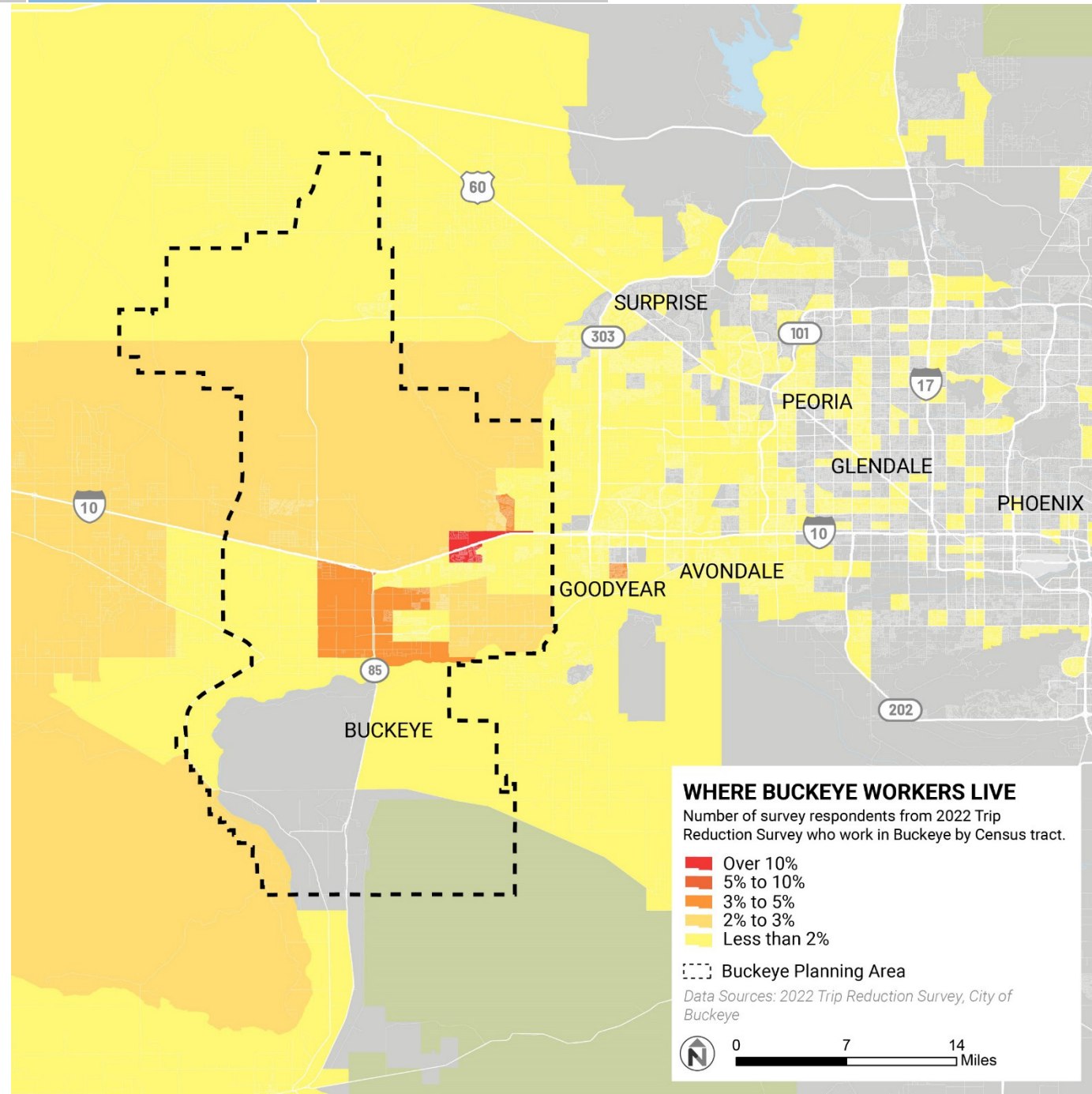
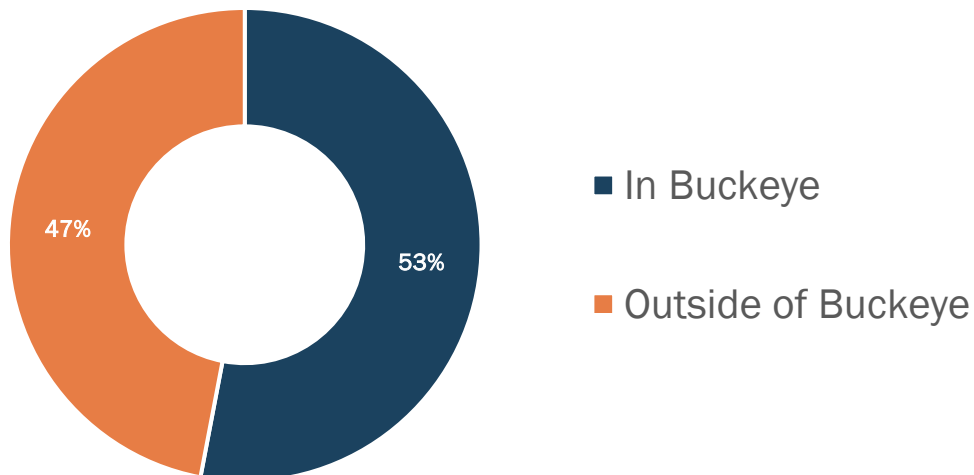


Work Commutes

WHERE BUCKEYE WORKERS LIVE

Most employees who work in Buckeye also live in Buckeye. The cities with the next highest number of Buckeye workers are Goodyear (12%) and Phoenix (10%).

Within Buckeye, workers' residences are concentrated around Sundance and along the 85 corridor. Outside of Buckeye, where workers live is fairly spread out. One concentrated area is in Goodyear in Glenmont Estates and Estrella Vista.



Findings and Opportunities

| Topic | Findings | Implications |
|---|---|---|
| All Trips by Time of Day and Day of Week | <ul style="list-style-type: none"> Goodyear, Avondale, Surprise and Phoenix were the most common destinations regardless of time or day of week. Destinations outside of Buckeye were typically around shopping centers or commercial areas, with some exception to Grand Canyon University and Arizona State Prison. | <ul style="list-style-type: none"> There is significant demand for transportation between Buckeye and surrounding cities. This demand includes other trip purposes other than work commutes. |
| Work Commutes | <ul style="list-style-type: none"> Most Buckeye residents leave Buckeye for work. Most jobs in Buckeye are employed by Buckeye residents. Common areas outside of Buckeye for work commutes to and from the town are in Goodyear and Phoenix. | <ul style="list-style-type: none"> Intercity services would be valuable, particularly to and from Sundance, since most people who work in Buckeye also live in Buckeye. Work commute trips show a strong demand for transportation between Buckeye and Goodyear and Phoenix for the many Buckeye residents who leave the town for work. |

Community Profiles

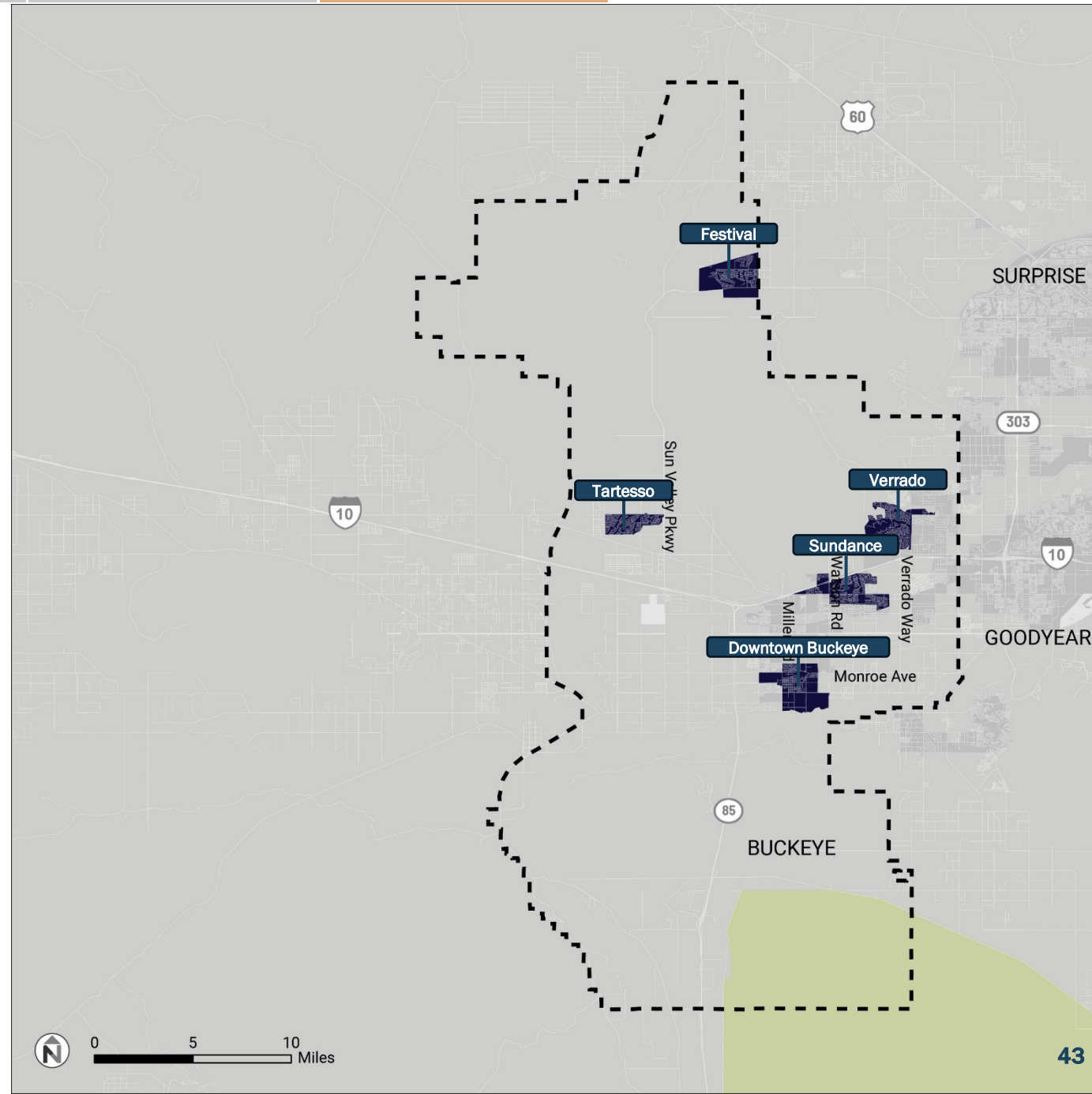
5

Community Profile Overview

5 community areas were selected for an overview of demographics of their resident population, as well as a deep dive on trip generators for trips starting in those communities:

- Festival
- Verrado
- Tartesso
- Sundance
- Downtown Buckeye

This community profiles provide a more detailed understanding of where people who live in different places around Buckeye are travelling. Replica Spring 2023 data was used to evaluate trip generators.



Community Profile: Festival



Population: 6,580



52% of Households have 2+ Vehicles



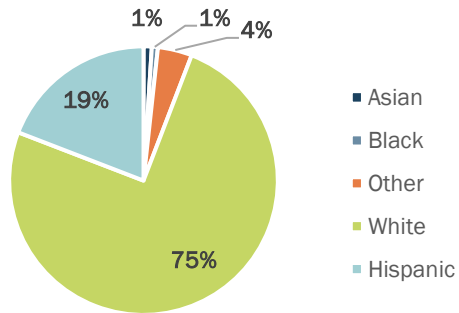
97% of Households are Owners



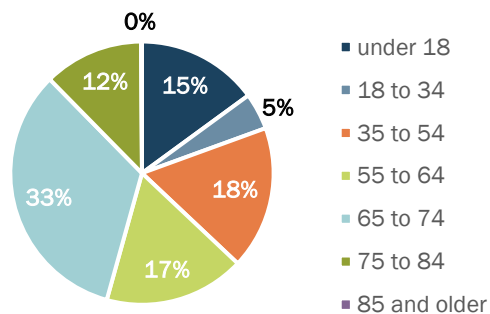
Median Household Income: \$75,000 to \$100,000



Race and Ethnicity:



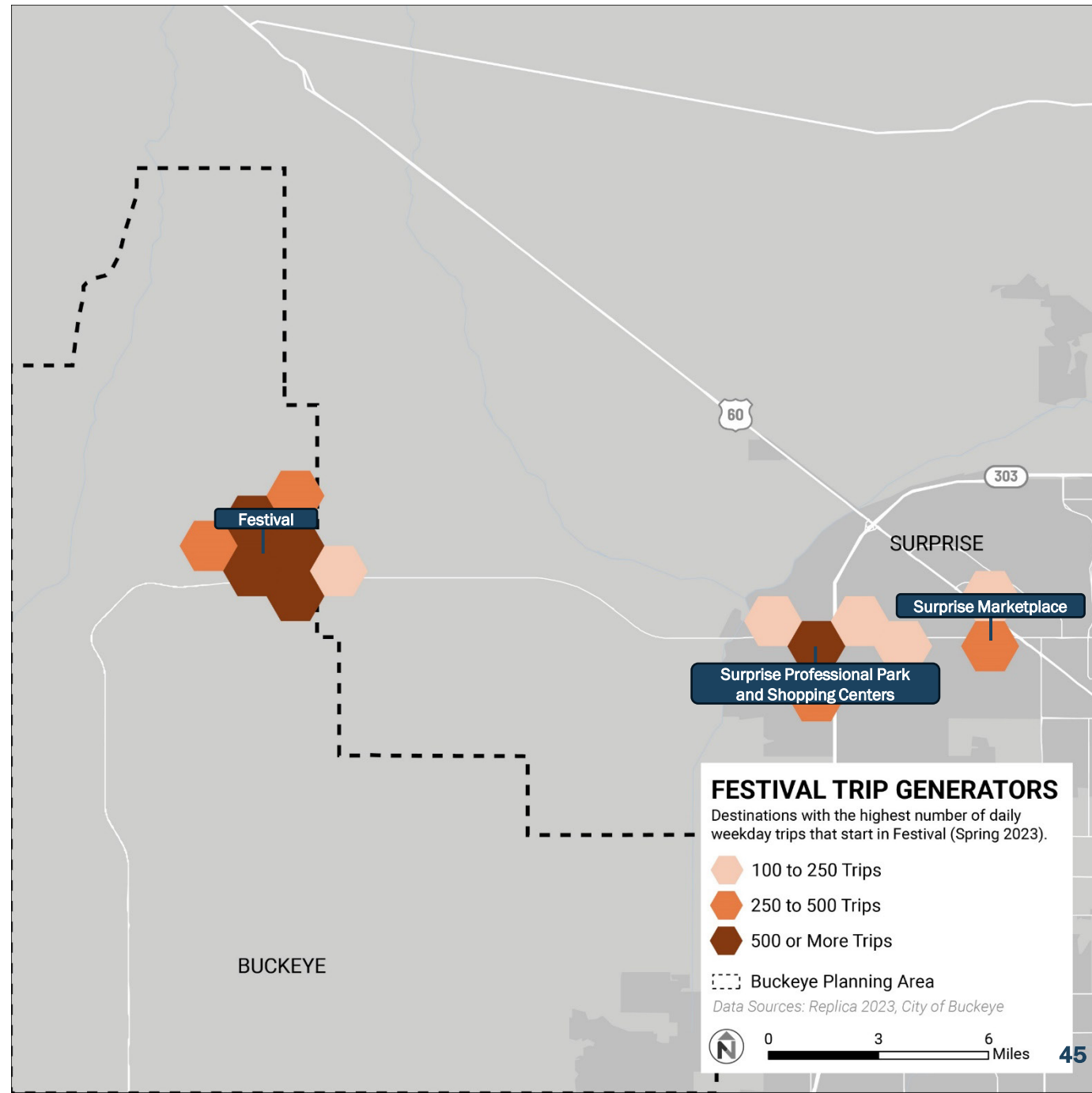
Age Groups:



Community Profile: Festival

The highest daily weekday trip generators from Festival residents are within Festival, as well as trips to Surprise, around the Surprise Professional Park and adjacent shopping centers and the Surprise Marketplace.

Trip patterns are the same for daily weekend trips. Areas in Surprise are mostly for shopping and going out to eat, with some significant daily trips to Surprise for school.



Community Profile: Verrado



Population: 10,413



88% of Households have 2+ Vehicles



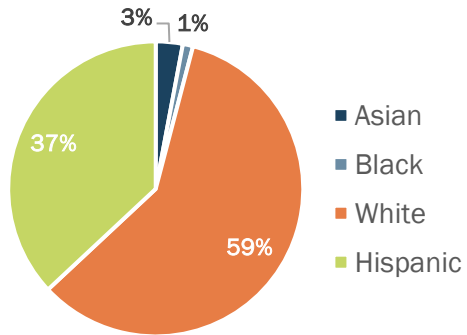
93% of Households are Owners



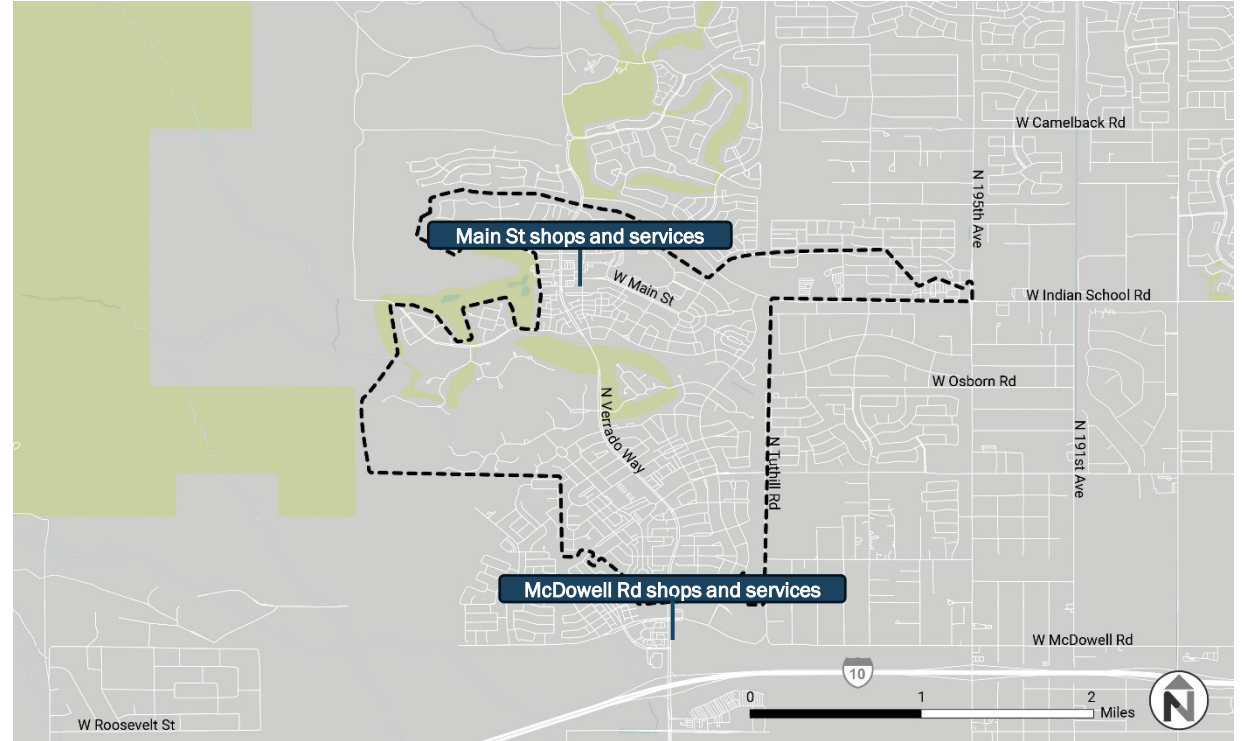
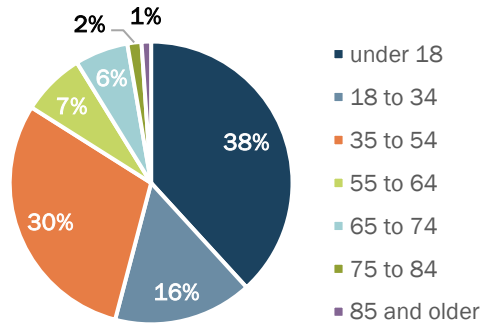
Median Household Income: \$125,000 to \$150,000



Race and Ethnicity:



Age Groups:

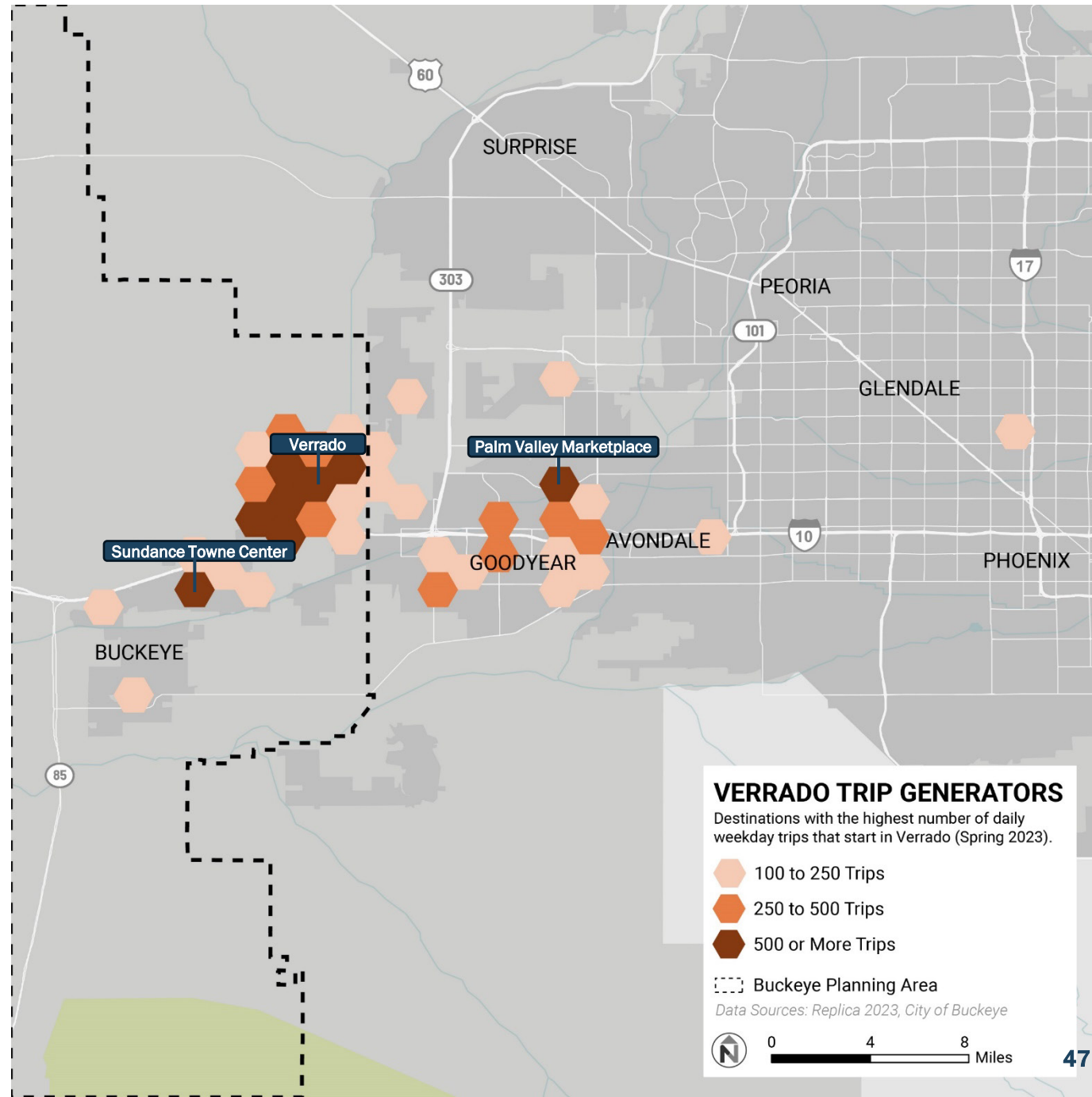


Community Profile: Verrado

The highest daily weekday trip generators from Verrado residents are within Verrado, as well as trips to Sundance Towne Center and Palm Valley Marketplace in Goodyear.

Other areas with significant daily trips are the shopping and business center in Goodyear around Estrella Falls and Canyon Trails, Downtown Buckeye, and Grand Canyon University.

Avondale and Goodyear are bigger trip generators for shopping and dining, for both weekday and weekend trips.



Community Profile: Tartesso



Population: 1,719



71% of Households have 2+ Vehicles



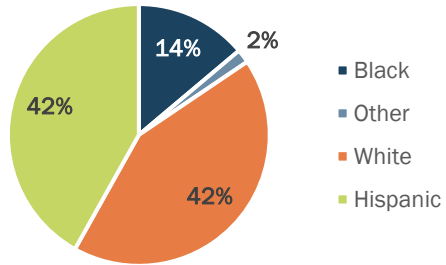
97% of Households are Owners



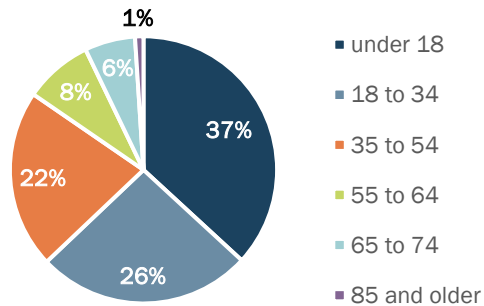
Median Household Income: \$75,000 to \$100,000



Race and Ethnicity:



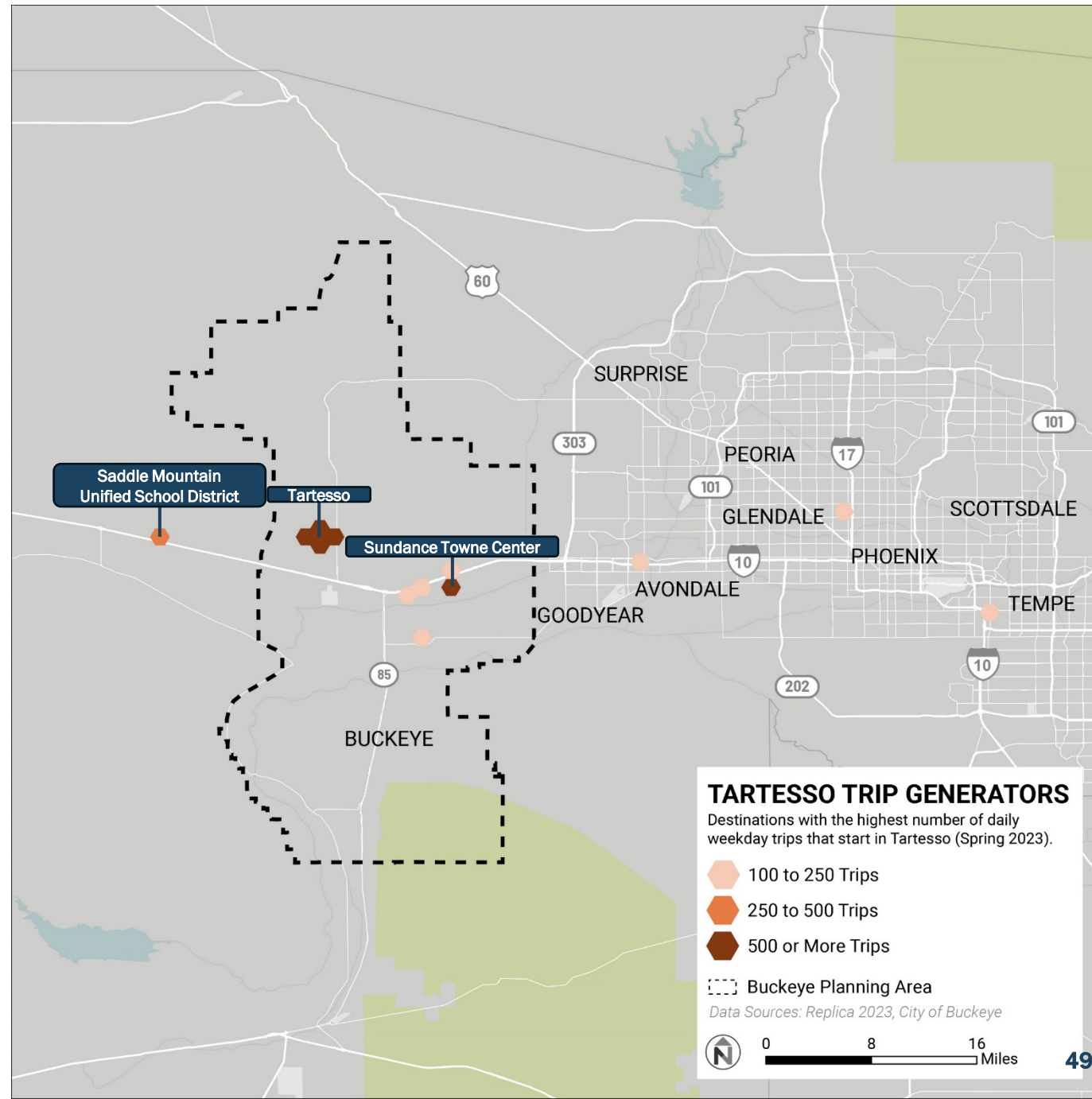
Age Groups:



Community Profile: Tartesso

The highest daily weekday trip generators from Tartesso residents are within Tartesso, as well as trips to Sundance Towne Center and Saddle Mountain Unified School District.

Non-work trips are concentrated in Sundance Towne Center and Palmilla Center in Goodyear. For weekend trips, Palm Valley Pavilions West in Goodyear appears as a major trip generator, especially for shopping and services.



Community Profile: Sundance



Population: 12,511



73% of Households have 2+ Vehicles



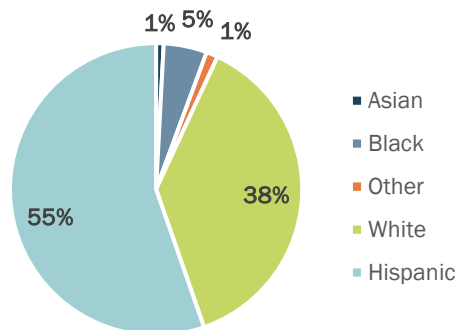
81% of Households are Owners



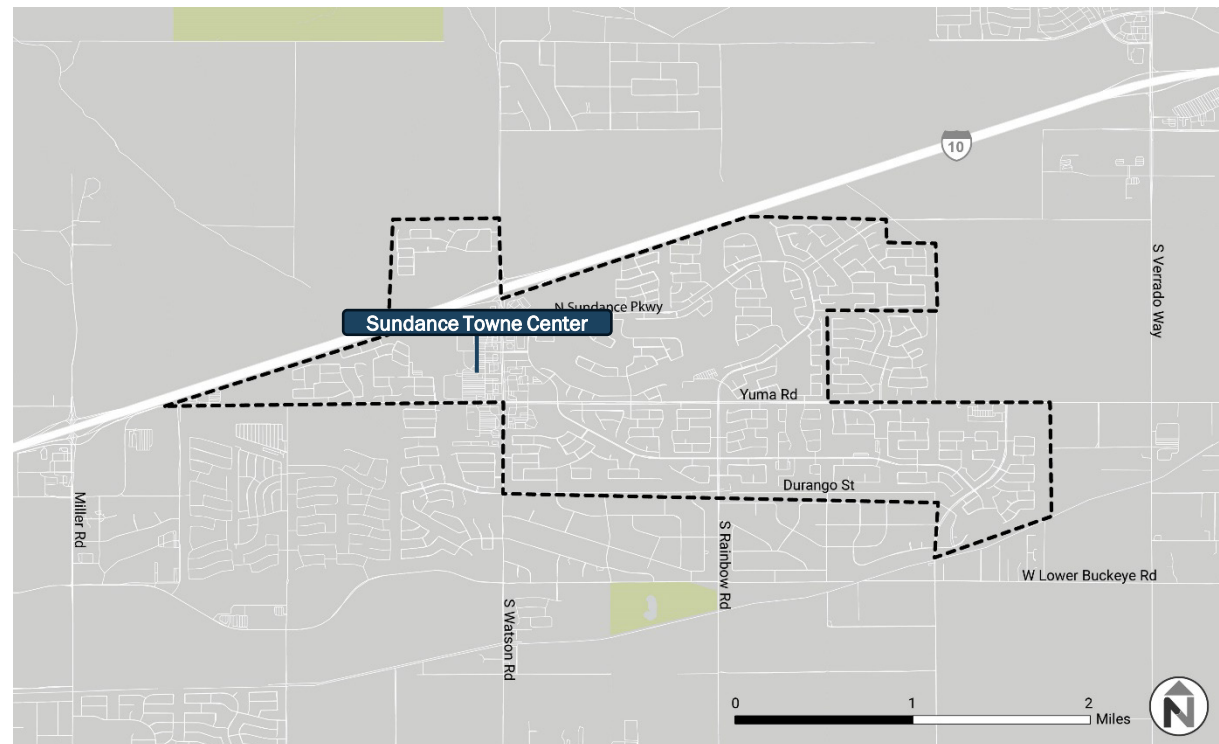
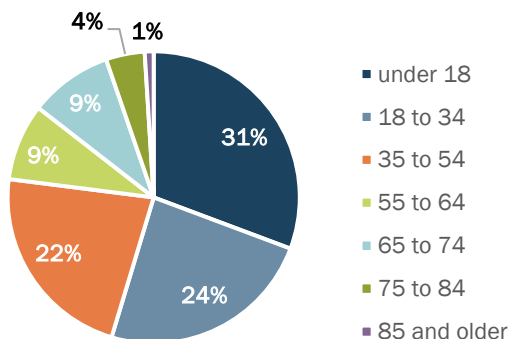
Median Household Income: \$75,000 to \$100,000



Race and Ethnicity:



Age Groups:

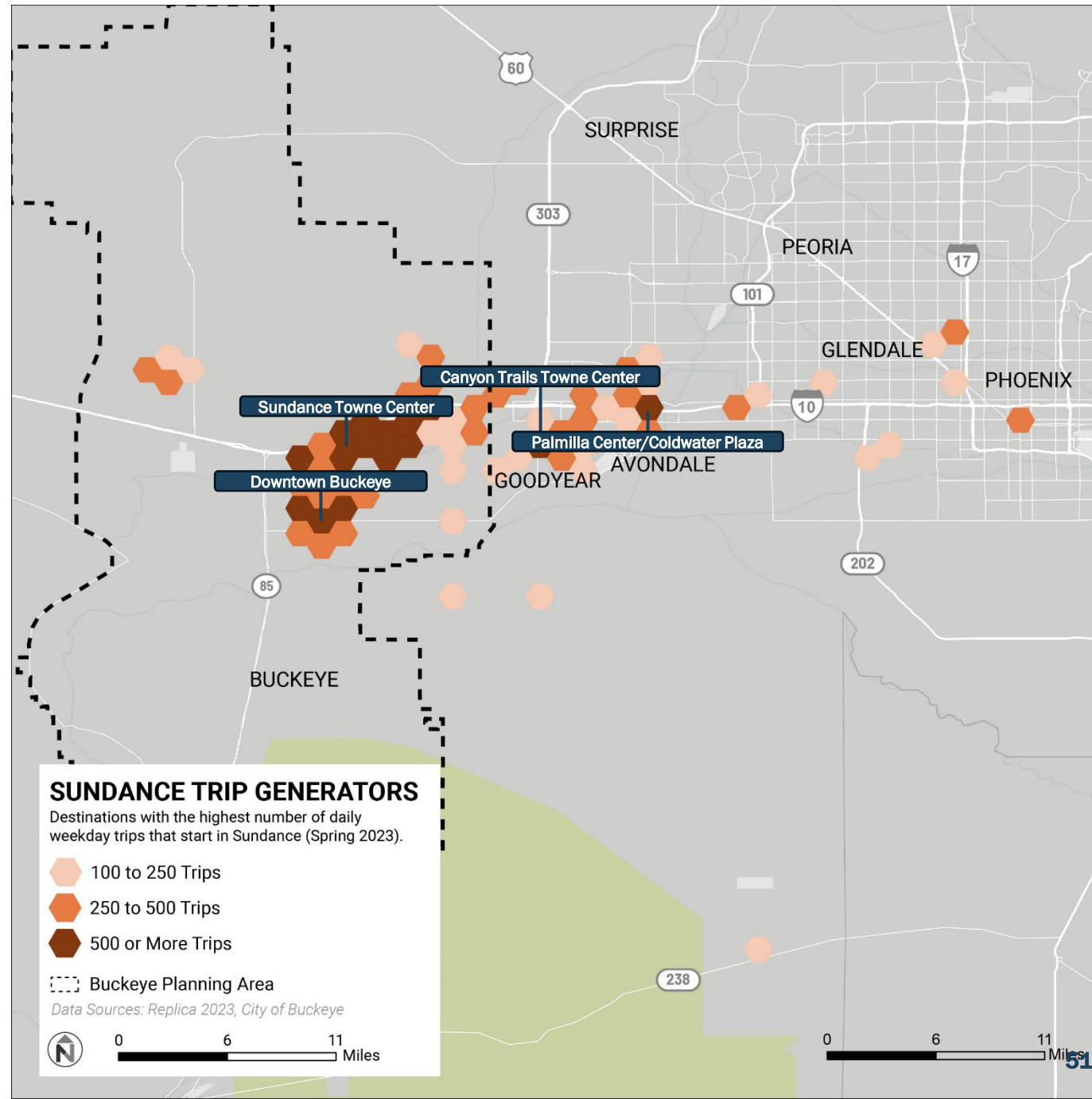


Community Profile: Sundance

The highest daily weekday trip generators from Sundance residents are within Sundance, including the Sundance Towne Center, as well as trips to Downtown Buckeye, Canyon Trails Towne Center, and the area around the Palmilla Center and Coldwater Plaza in Avondale.

Other areas with significant daily weekday trips are in Tartesso, Grand Canyon University, and Downtown Phoenix.

Downtown Phoenix is a particularly high trip generator for work trips from Sundance, while Grand Canyon University and as far as Tempe are popular trips for work and school. For trips related to shopping, food and drink, and services, destinations are usually in Sundance Towne Center or around Downtown Buckeye and Canyon Trails. Weekend trips have the same trip generators, with more trips as far as Avondale for shopping and dining.



Community Profile: Downtown



Population: 3,855



58% of Households have 2+ Vehicles



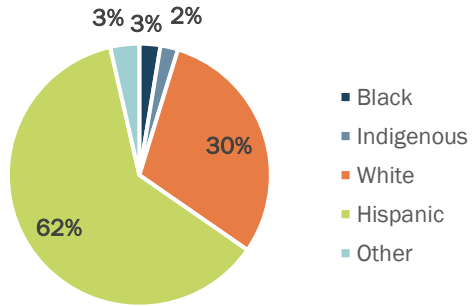
56% of Households are Renters



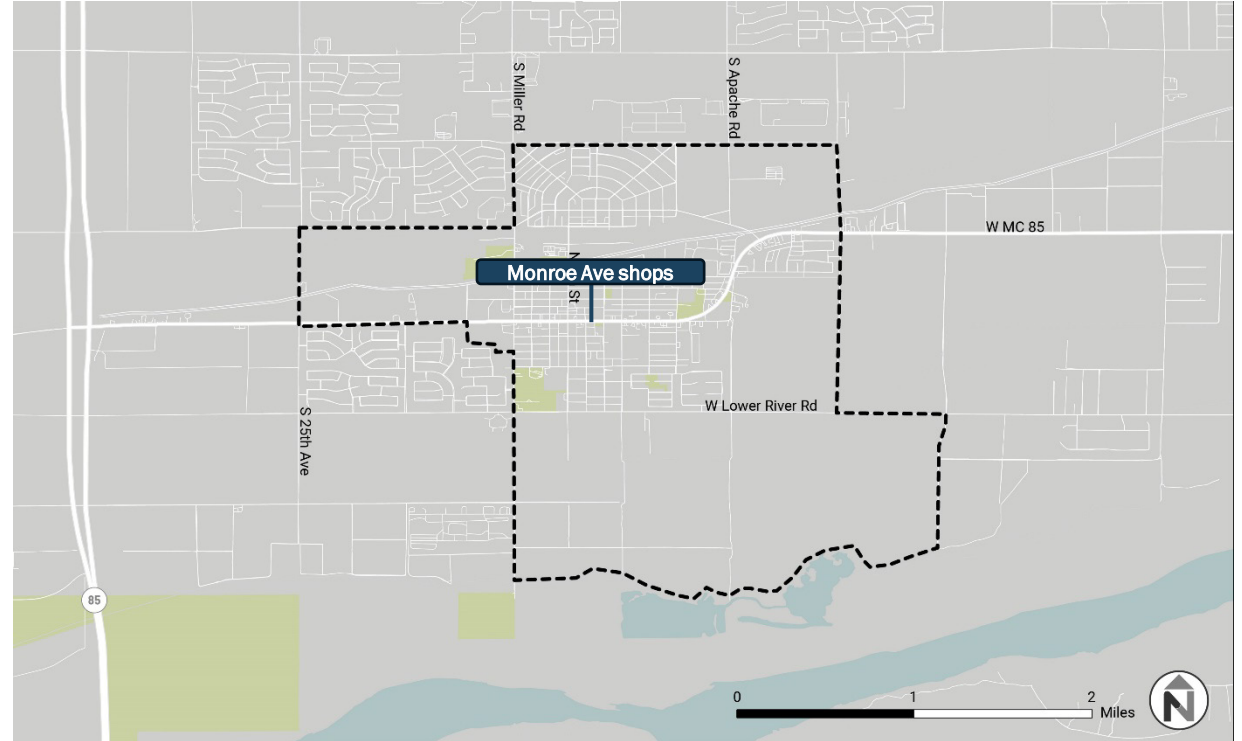
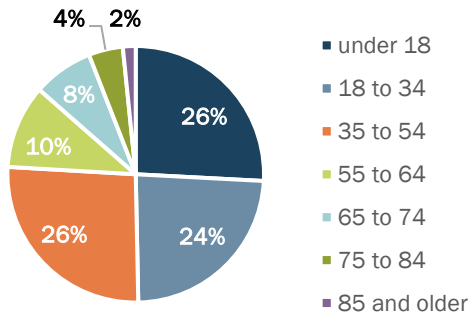
Median Household Income: \$50,000 to \$55,000



Race and Ethnicity:



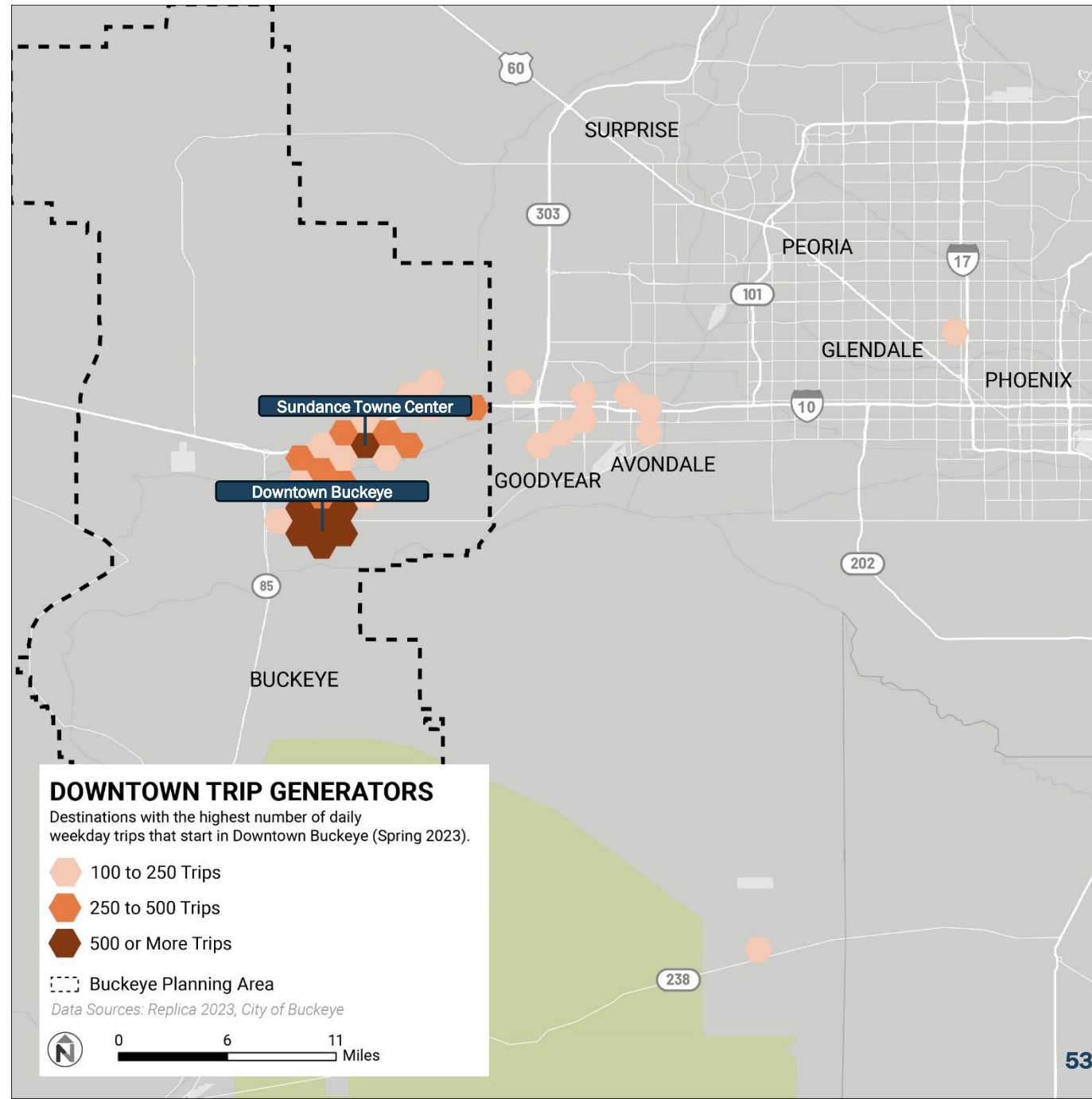
Age Groups:



Community Profile: Downtown

The highest daily weekday trip generators from Downtown Buckeye residents are within the Downtown area, as well as trips to Sundance Towne Center and surrounding Sundance.

The Sundance Towne Center and Downtown Buckeye are the primary trip generators across trip types and between weekday and weekend trips. The Avondale and Goodyear destinations increase in trip share for dining trips.



Neighborhood Summary

| Key Characteristics | Festival | Verrado | Tartesso | Sundance | Downtown |
|------------------------|--|---|--|---|---|
| Income | High | Highest | Moderate | High | Low |
| Vehicle Access | Moderate | Highest | High | High | Moderate |
| Race and Ethnicity | 75% White | 59% White | 42% White | 38% White | 30% White |
| Transit demand factors | <ul style="list-style-type: none"> Higher age profile with 62% of population aged 55+ Segregated land uses mean limited services in neighborhood More travel outside of Festival. | <ul style="list-style-type: none"> Larger population Higher trip volume generally More local trips within neighborhood and to adjacent neighborhoods | <ul style="list-style-type: none"> Segregated land uses mean limited services in neighborhood Longer distance to services as compared with other neighborhoods | <ul style="list-style-type: none"> Larger population Higher trip volume generally More local trips within neighborhood and to adjacent neighborhoods | <ul style="list-style-type: none"> Socio-demographics suggest need for transit Smaller population as compared with other neighborhoods Lots of local trips |

Findings and Opportunities

| Topic | Findings | Implications |
|---|---|---|
| Connection between Communities | <ul style="list-style-type: none"> • Downtown, Sundance, and Verrado stand out as having more transportation needs and opportunities. • As the lowest income neighborhood, Downtown Buckeye, would benefit from more transportation choices, including access to other neighborhoods, like Sundance where there are more jobs and services. • Tartesso is isolated from commercial areas in Buckeye and has a relatively small population. However, higher trip patterns of further distances suggest a need to connect it to other parts of Buckeye. • Most communities have a significant volume of trips to towns next to Buckeye. | <ul style="list-style-type: none"> • In the short-term, there are opportunities to provide connections between Downtown Buckeye and Sundance, plus potentially Verrado. • Longer-term needs could connect Tartesso to Downtown Buckeye and Sundance. • Festival, Verrado, and Sundance have trip patterns that suggest opportunity for connecting transportation services to adjacent cities, particularly Verrado and Sundance to Avondale and Goodyear and Festival to Surprise. |
| Transportation Hub Consideration | <ul style="list-style-type: none"> • Sundance residents have higher incomes, but the neighborhood has more people, jobs and services. There are lots of trips within the community and from other neighborhoods to Sundance. | <ul style="list-style-type: none"> • Sundance is effectively Buckeye's hub – offering more services and employment than other parts of town. It may be a good location for a transportation hub, such as a park and ride lot or mobility hub. |

Thank you!

