



# NAIPTA Mt. Link Boarding & Alighting Study



February 2, 2012

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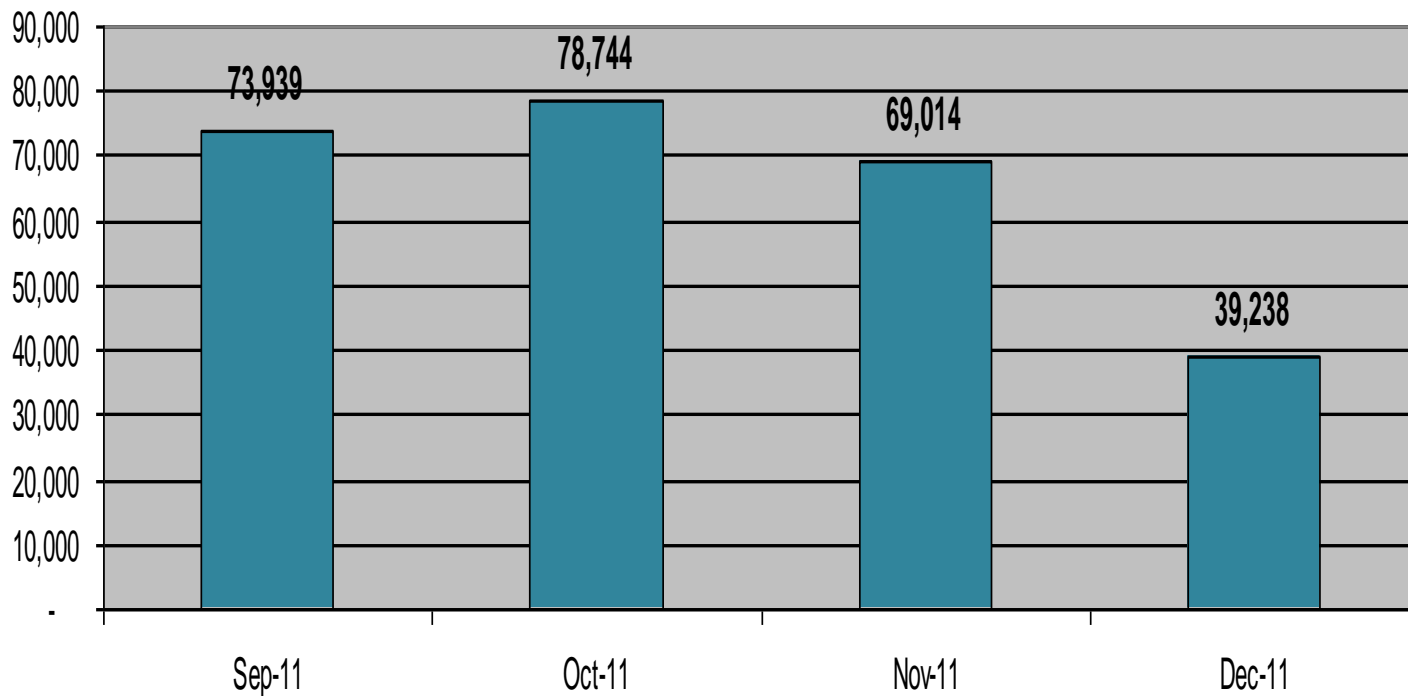




# Mt. Link - Overview



Mountain Link Weekday Riders by Month



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# Boarding & Alighting Survey Parameters

- Ridership by type -
  - Adult, reduced fare, student, Eco-pass
  - Day pass, monthly pass
- Trip Number
- Location -
  - Woodlands Village
  - On campus
  - Downtown



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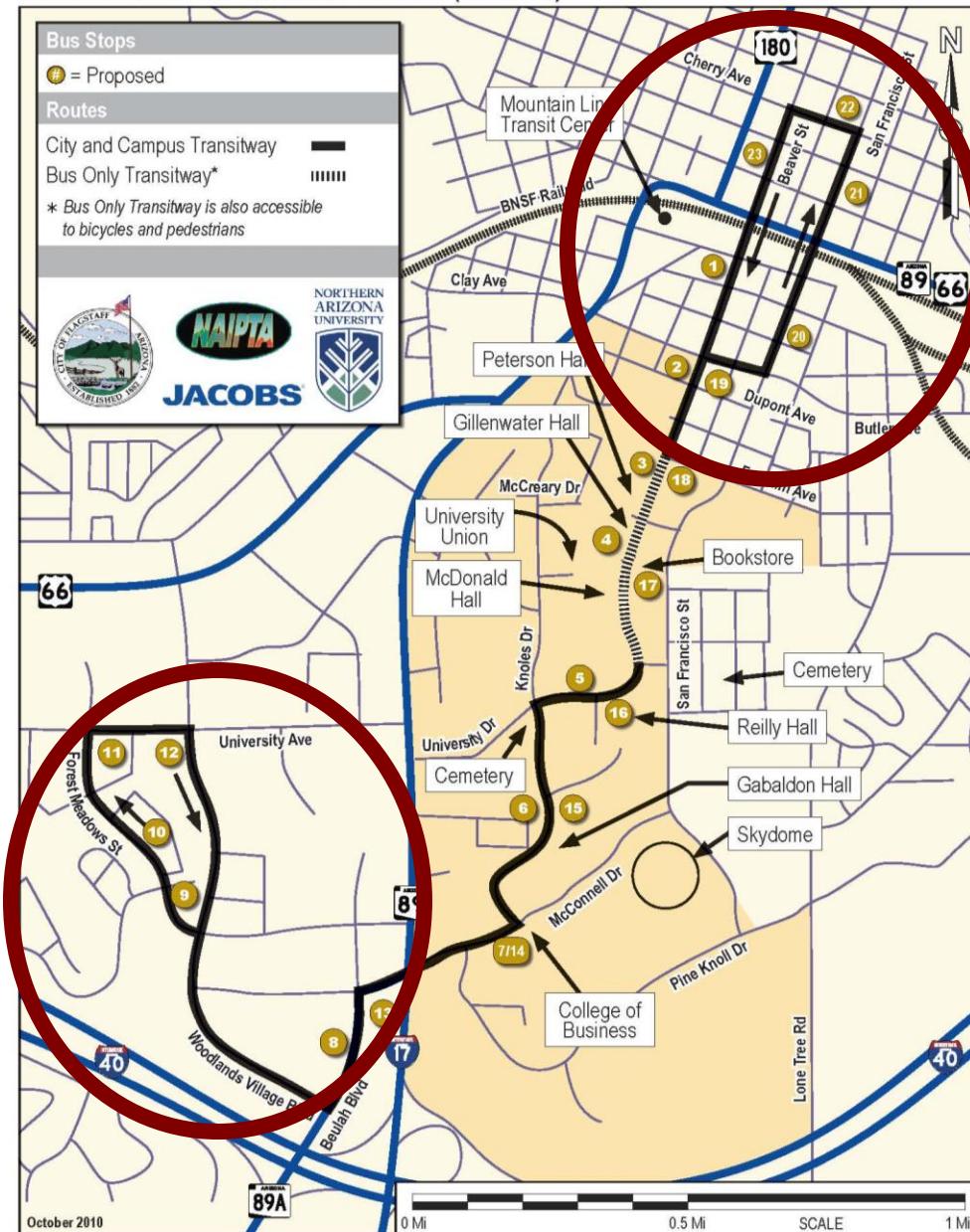
# Mountain Links Bus Route and Stations (Route 10)



**Bus Stops**  
 # = Proposed

**Routes**  
 City and Campus Transitway ———  
 Bus Only Transitway\* |||||

\* Bus Only Transitway is also accessible to bicycles and pedestrians

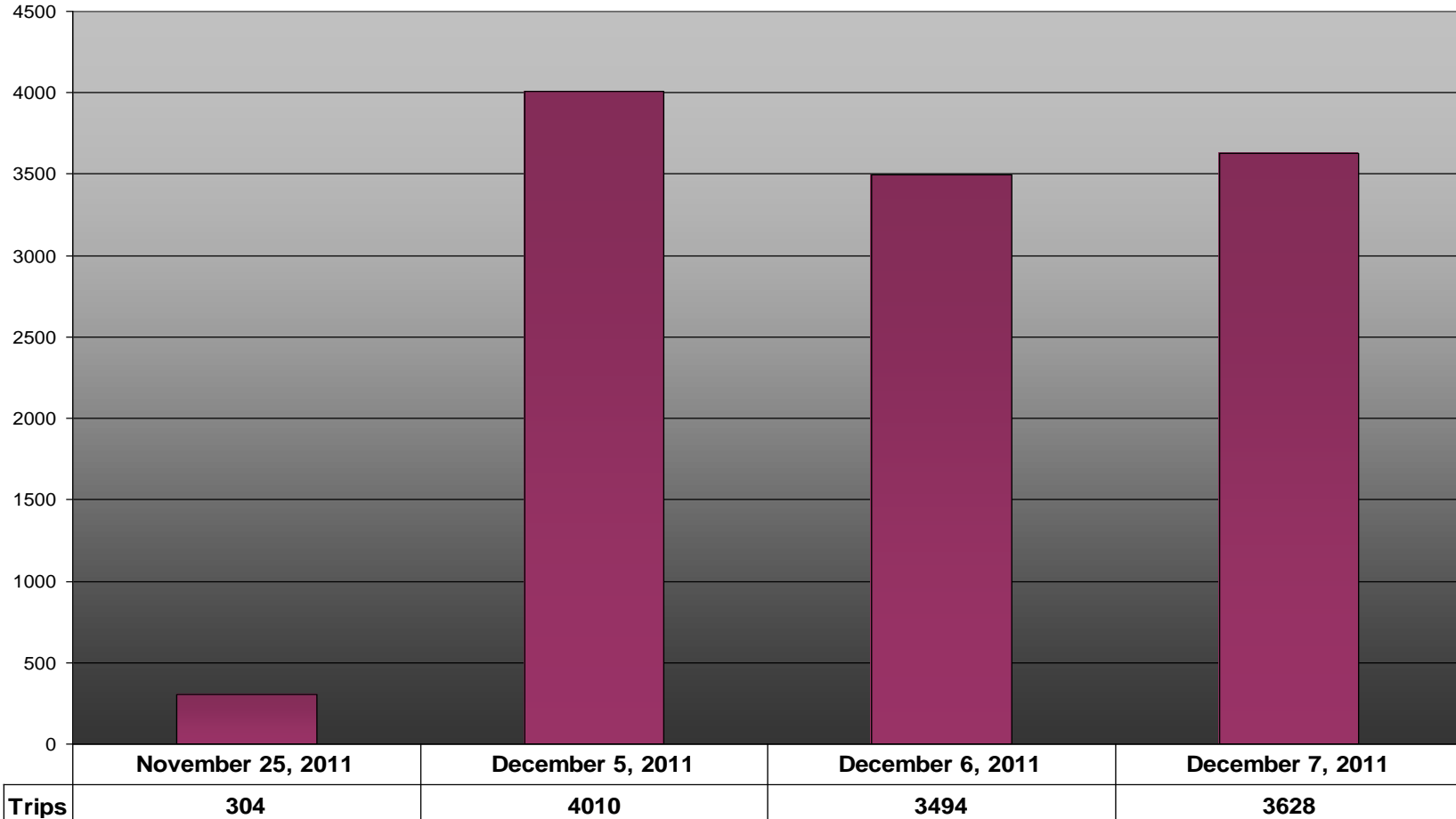


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# Survey Results

Mt. Link Total Daily Ridership

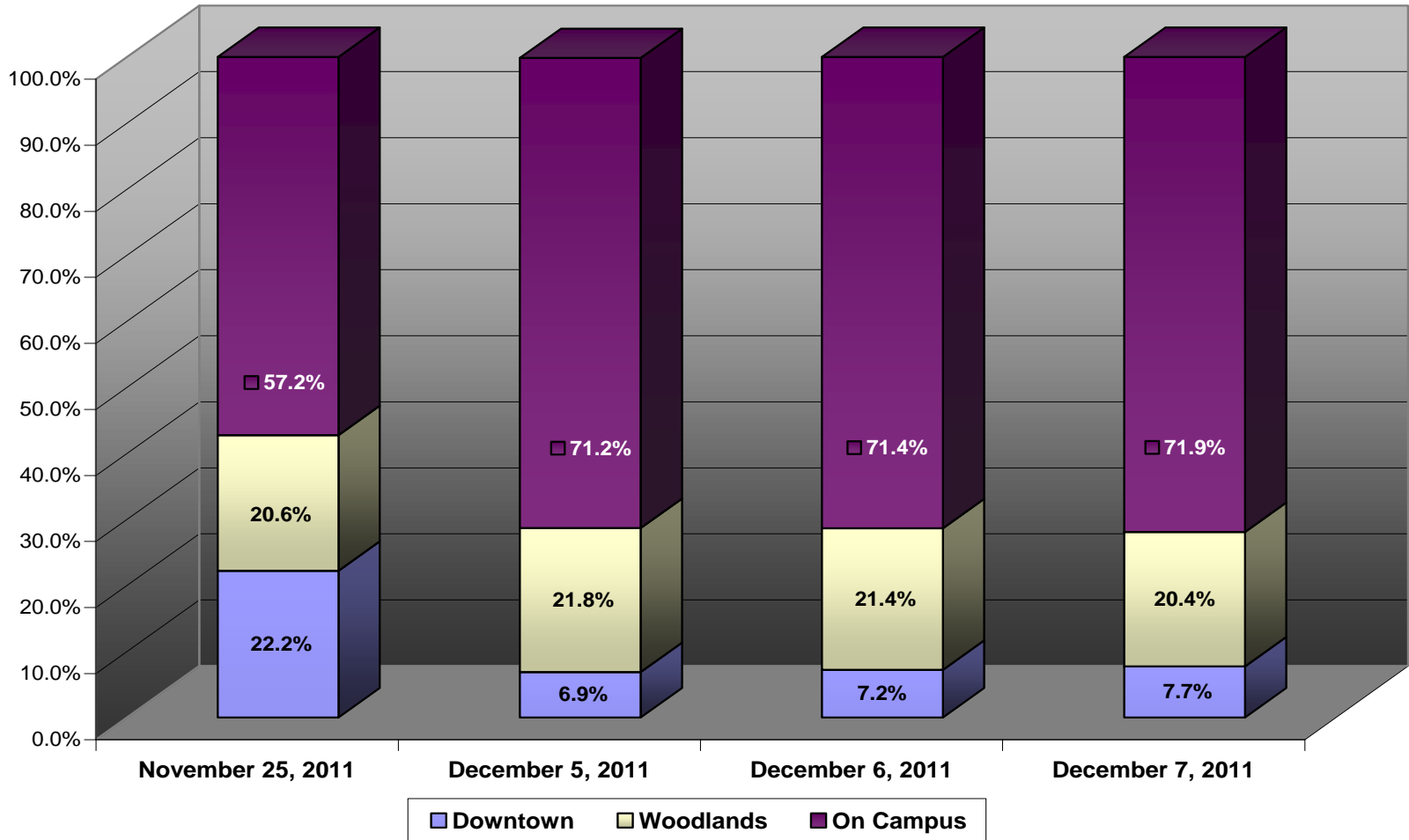


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# Survey Results

## Mt. Link Boarding & Alighting By Day



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# Next Steps

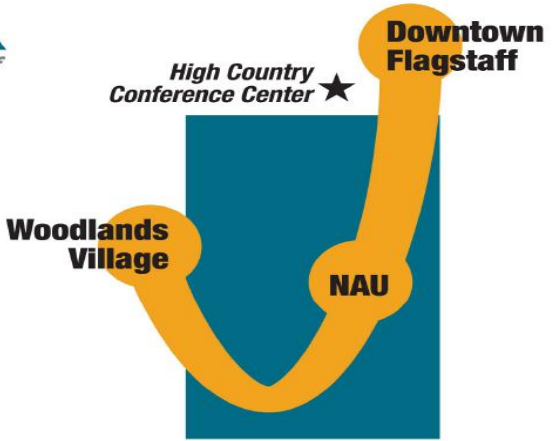
- 5- Year Transit Plan
  - ADOT Awards Planning Contract – Week of February 13<sup>th</sup>
  - Establish Scope: End of February
  - Community Outreach / Forums: Summer & Fall 2012
  - Community Profile / Transit Demand / Ridership Analysis: Spring 2012
  - Goal Setting / Strategy Mapping: Fall 2012
  - Implementation: Winter / Spring 2013



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# “Moving NAIPTA Forward to the Desired Future”



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