

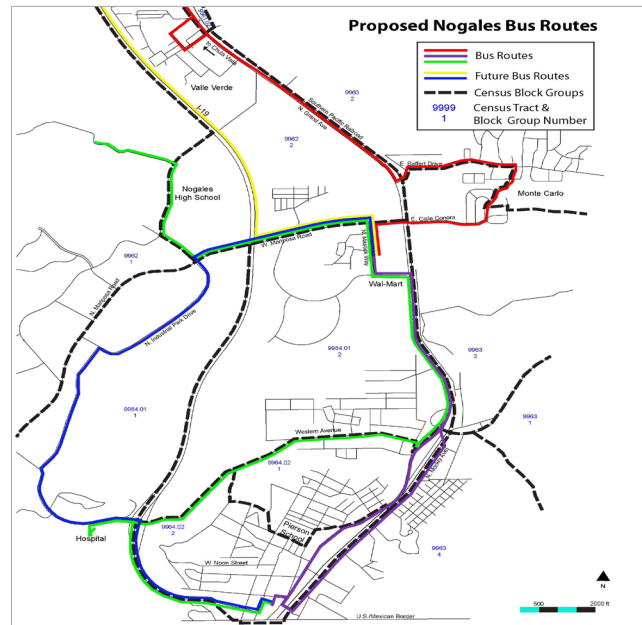
Nogales Transit Feasibility

The small border city of Nogales, Arizona, wanted to know if fixed-route transit could succeed in becoming a significant mode, and if so, how it should operate. The City, in conjunction with the Arizona Department of Transportation, hired Nelson\Nygaard to answer these questions. After determining transit feasibility in Phase I of the project, Nelson\Nygaard went on to detail an implementation plan in Phase II.

Phase I involved mapping and analyzing population density and demographic characteristics conducive to transit ridership, such as low vehicle ownership and poverty status. Since this project proposed a new concept for the city, a heavy emphasis was placed on community involvement. A Technical Advisory Committee of key officials was established, stakeholders were interviewed, and three public workshops in both Spanish and English were held. This qualitative input, paired with quantitative data, revealed that the city both wanted and needed transit.

In Phase II, Nelson\Nygaard proposed three short-term routes serving the heaviest concentrations of population and employment, along with two more routes to be added in subsequent phases. Other operational components included schedules, vehicle sizes and costs, alternative fuels options, and fare structure. The operating and capital costs of running fixed-route and complementary paratransit service was calculated and possible revenue sources such as advertising and grants were reviewed. Public involvement included discussion of an identity for the new service, resulting in proposals for a system name, logo, and colors embraced by the community.

In November 2006, the Nogales City Council, with the recommendation of the Arizona Department of Transportation, adopted Nelson\Nygaard's Transit Implementation Plan. All project documents can be found at <http://www.dot.state.az.us/PTD/NogalesTransit-Feasibility.asp>.



Project Duration: April-November 2006

Total Budget: \$74,000

For more information:

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