



# Transit Projects Update

CTOC – January 5, 2023





# Microtransit City-Wide Project

## Phase I Pilot Project Recap

- Targeted service area
- Cost - \$25K; paid for by Valley Metro as a joint project
- Launched on March 9, 2020; completed on December 31, 2020
- Required using two scheduling software platforms
- Service highlights and lessons learned
  - 329 trips first month vs. 930 trips last month (183% increase) - 6,799 total riders
  - “Choice” riders – 24% never used Glendale Transit
  - Excellent/Good ratings on booking app
  - Wait times less than 30 minutes from booking
  - Real-time trip tracking
  - Lack of scheduling integration with traditional Glendale Dial-A-Ride (dual systems)
  - Unable to test fare payment system fully
  - Traditional dial-a-ride users not wanting to use mobile application
  - Passengers want expanded service area and hours



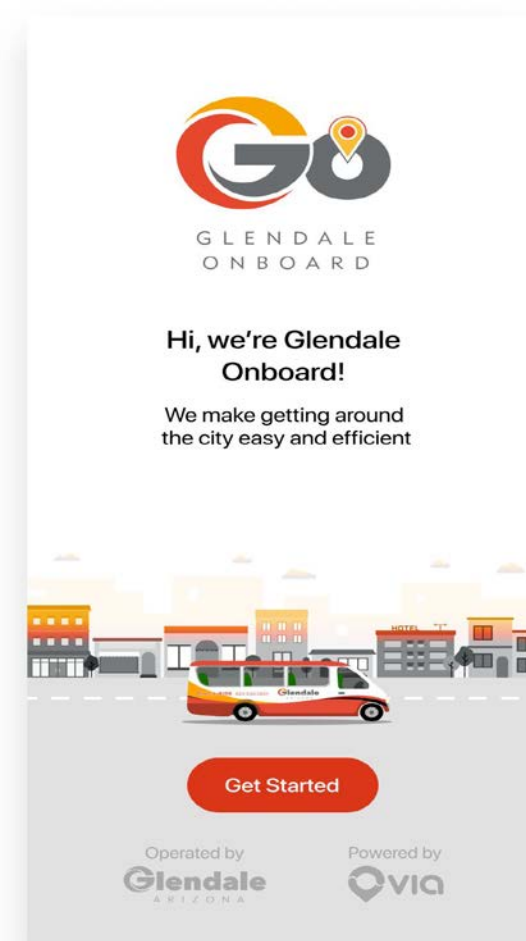
# Main Objectives of Phase II Pilot Project

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- Integrate scheduling software
  - Combine ADA, Non-ADA, On-Demand, Advanced Demand, First Mile/Last Mile Service
  - Taxi “Overflow” service
- Pilot will include Citywide service
- Provides “reminder” (day before trip) and “bus arrival” notices (5-10 minutes out) to passengers
- One-Year Pilot with option for renewals

# Status of Project

- Soft Launch on November 28<sup>th</sup>
- Full Launch on December 12<sup>th</sup>





# Bus Stop Advertising Program

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- Twenty-Six B/S locations identified for advertising in Phase I
- First kiosk/panel was installed on December 9<sup>th</sup> in the Westgate area (Glendale/93<sup>rd</sup> avenues)
- Outfront Advertising had an add up within 4-5 days
- Kiosks/panels will be installed as fabrication is complete
- Program will expand to include shelter “wraps”



# Advertising Kiosks/Panels & Wraps





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Discussion/Questions?

