



City Council Work Session
Municipal Court and Council Chambers
14455 W. Van Buren St., Suite B101
Goodyear, AZ 85338
Monday, August 30, 2021
5:00 PM

Mayor
Georgia Lord

Vice Mayor
Brannon Hampton

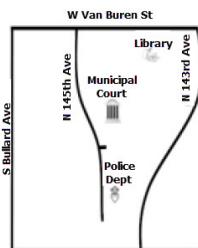
Councilmember
Joe Pizzillo

Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

Councilmember
Laura Kaino



PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No.2018-1879

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 882-7830 or Arizona Relay (TDD) 7-1-1 to request an accommodation to participate in this public meeting.

LA CIUDAD DE GOODYEAR PROCURA HACER TODA JUNTA PUBLICA ACCESIBLE A PERSONAS CON DISCAPACIDADES. Con un aviso de 48 horas por adelantado se puede proveer asistencia especial a personas con discapacidades visuales o auditivas durante la junta. Se harán adaptaciones razonables con previa solicitud para personas con discapacidades o para residentes que no hablan inglés. Favor de llamar a la Secretaria Municipal al (623) 882-7830 o Retransmisión de Arizona (TDD) 7-1-1 para solicitar adaptaciones para participar en la junta pública.



City Clerk's Office: 190 N. Litchfield Rd, Goodyear, AZ 85338 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER

ROLL CALL

AGENDA ITEMS FOR DISCUSSION

ALL ITEMS LISTED ARE FOR DISCUSSION ONLY. NO ACTION CAN NOR WILL BE TAKEN.

1. **AVONDALE GOODYEAR TRANSIT STUDY**

Recommendation

Staff is seeking City Council input and direction regarding the findings of a recently completed transit study conducted by MAG and consultants from Nelson\Nygaard about the feasibility of transit expansion and enhancement in the cities of Goodyear and Avondale. (Christine McMurdy, Project Management Coordinator)

ADJOURNMENT

POSTING VERIFICATION

This agenda was posted on August 25, 2021 at 3:47 p.m. by GM.

ITEM #: 1.
DATE: 08/30/2021
AI #:331



CITY COUNCIL ACTION REPORT

SUBJECT: AVONDALE GOODYEAR TRANSIT STUDY

STAFF PRESENTER(S): Christine McMurdy, Project Management Coordinator

OTHER PRESENTER(S):

Jennifer Valentine, MAG Transportation Planner III, James Gamez, Principal Nelson\Nygaard, Suzie Birdsell, Senior Associate Nelson\Nygaard

SUMMARY

Mayor and City Council will receive the results of the Avondale Goodyear Transit Study conducted by MAG.

Recommendation

Staff is seeking City Council input and direction regarding the findings of a recently completed transit study conducted by MAG and consultants from Nelson\Nygaard about the feasibility of transit expansion and enhancement in the cities of Goodyear and Avondale. (Christine McMurdy, Project Management Coordinator)

FISCAL IMPACT

There is no immediate fiscal impact. MAG staff and the consultants will present options that have associated fiscal impacts that may require further study if the Council provides direction.

BACKGROUND AND PREVIOUS ACTIONS

The last transit study received by the City Council was the Southwest Valley Local Transit System Study in April 2013. The information and findings from this study were rolled into the city's Transportation Master Plan in July 2014. In November 2014, the City Council gave staff direction to commit unallocated Arizona Lottery Funds towards an extension of the Avondale Zoom Circulator that would serve a portion of central Goodyear. In October 2015, the Zoom Circulator expanded service into Goodyear from Dysart and McDowell Roads west to Litchfield Road and north to Indian School Road.

Ridership on the Zoom route in Goodyear has fluctuated over the last five years, but has also increased over this time from a low of 8,842 for the first full year of service to a high of 36,621 at the end of calendar year 2020, which included several months of service during COVID-19 lockdown.

STAFF ANALYSIS

Transportation is not an end by itself but a platform for achieving broader community goals of mobility, equity, economic development, and healthy living. Goodyear and Avondale endeavor to provide high-quality transit services to our neighboring communities. Evaluating the feasibility of transit expansion and enhancement opportunities requires a comprehensive yet tailored approach to evaluating existing conditions, assessing markets, and understanding the needs and perceptions of the community. The Avondale-Goodyear Transit Study also provides both cities with an opportunity to review best practices and explore alternatives to fixed-route service, such as microtransit and mobility hubs. Transit can be provided in many ways, but for it to be most effective, appropriate balances must be met between service coverage and intensity. The Avondale-Goodyear area varies significantly in terms of land use and socio-economic characteristics. The data in this study is sourced from MAG, Valley Metro and local Planning departments and serves as a foundation for exploring a growing wave of consumer desire for on-demand services. Across the country, transit is evolving and not just due to the pandemic. Transit services structured closely around the needs of the rider has already been demonstrated as a success in multiple cities throughout the U.S. The Avondale Goodyear Transit Study is an opportunity to consider whether these innovations could work for Goodyear and Avondale residents.

Attachments

Avondale Goodyear Transit Study Final Report

Avondale Goodyear Transit Study Presentation

Avondale Goodyear

TRANSIT STUDY



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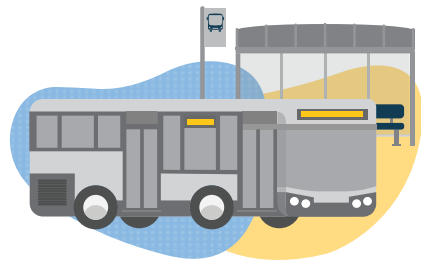
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**Executive
Summary**



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Practices**



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Recommendations



Executive Summary

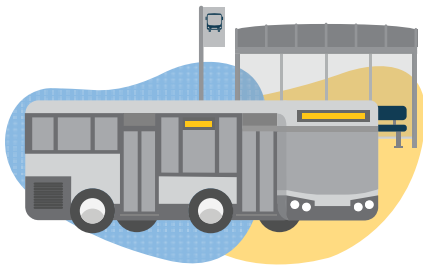


Study Overview

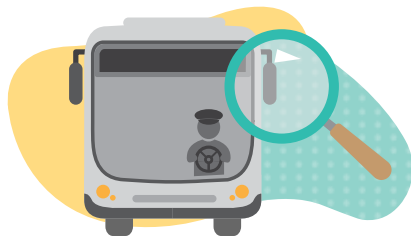
Led by the Maricopa Association of Governments (MAG), the Avondale-Goodyear Transit Study evaluated transit needs for the cities of Avondale and Goodyear. The study examined existing transit services, population and employment conditions, and projected future growth. The study also included a review of transit best practices in similar suburban environments.

The study was initiated during the height of the COVID-19 pandemic. Despite this challenge, community participation remained an important element of the study.

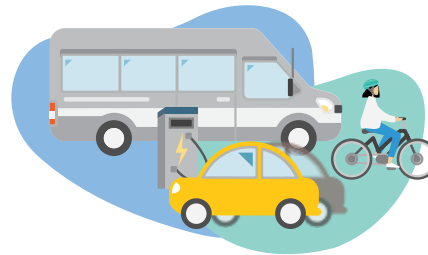
In addition to identifying opportunities for fixed-route bus service improvements, the study also evaluated the suitability for new flexible public transit options and a variety of capital investments.



**Evaluation of
existing transit
services**



**Existing and
future transit
demand analysis**



**Review of national
transit best
practices**



**Community
surveys and
discussions**



**Recommendations
and future
considerations**

Study Timeline

The first phase of the Avondale-Goodyear Transit Study consisted of a comprehensive review of existing transit and market conditions, as well as best practices. This analysis was followed by community and stakeholder outreach that focused on understanding transit needs and desires. Stakeholders representing social service organizations, advocacy groups, educational institutions, recreation centers, and major employers participated in group discussions regarding the transit needs of clients, customers, and employees.

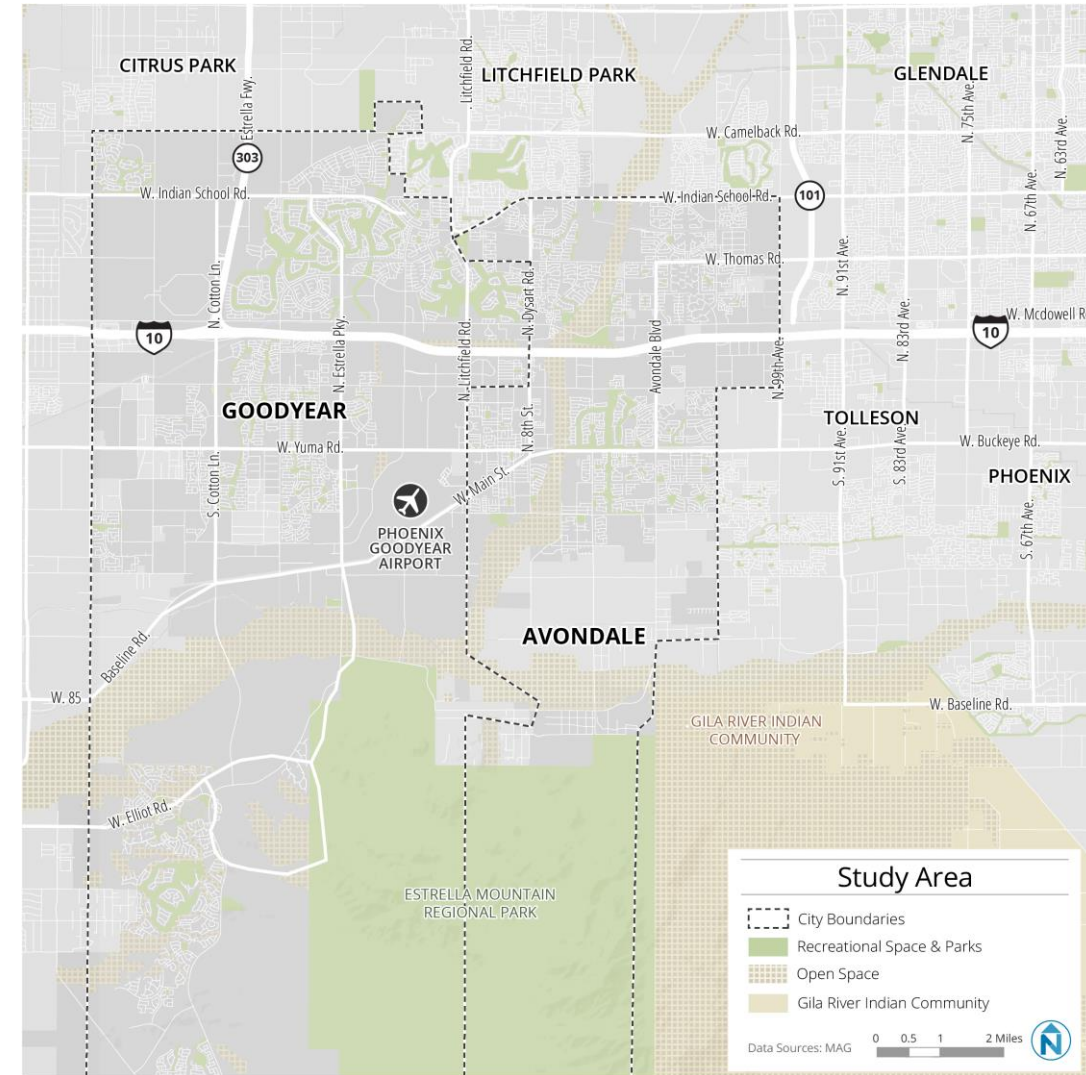
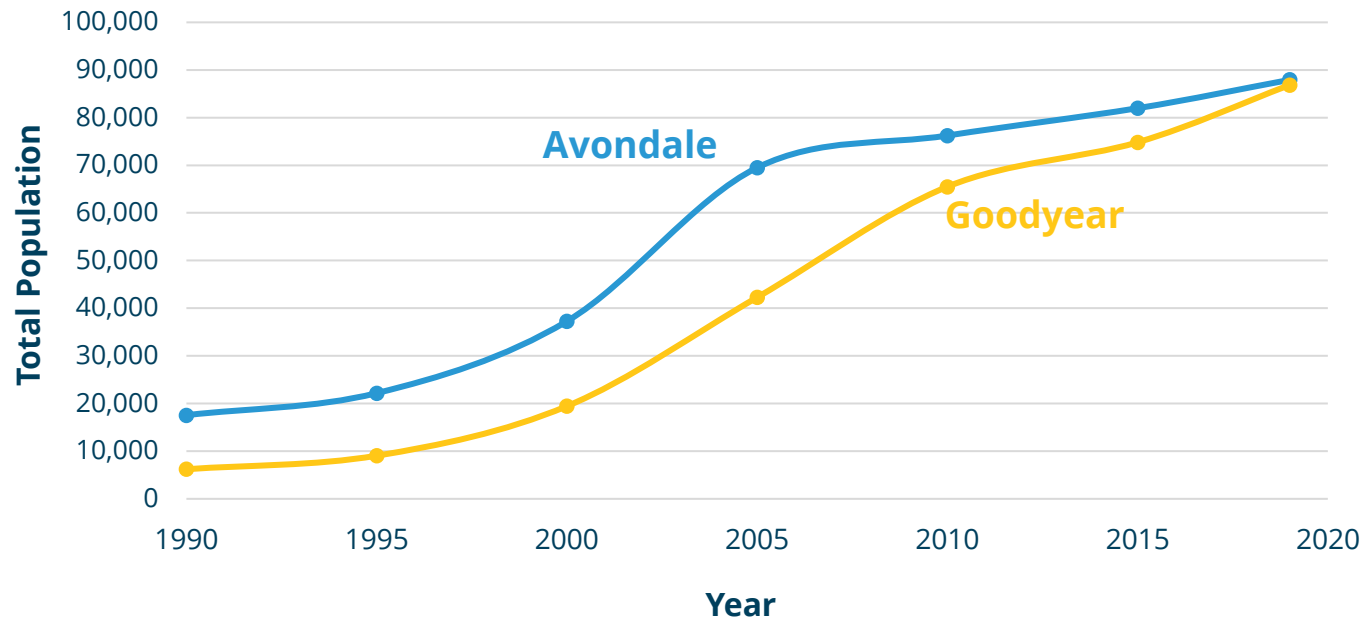
Developed based on findings and feedback, initial recommendations were presented to community members and stakeholders. Next, service and capital recommendations were refined and prioritized over a 20-year planning horizon.



Background

Avondale and Goodyear have both experienced rapid population growth since 1990. Once sparsely populated farming communities, Avondale and Goodyear have transformed into major bedroom communities with an increased mix of land uses. As population and employment in both cities have diversified and expanded, so has the demand for transit.

Historical Population Growth in Avondale and Goodyear



Existing Transit

Existing public transportation options in Avondale and Goodyear include fixed-route local and express bus service, paratransit service, on-demand taxi/rideshare service, and vanpool.

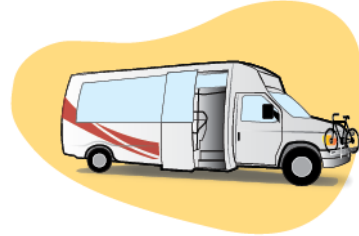
Fixed-route service consists of the Avondale ZOOM circulator, Valley Metro local routes that operate along Van Buren Street and McDowell Road, and Valley Metro express routes that connect Avondale and Goodyear park-and-rides with downtown Phoenix.

Paratransit service is available in areas within $\frac{3}{4}$ mile of fixed-route bus service for persons that are unable to use fixed-route bus service due to a disability. Avondale and Goodyear residents eligible for Valley Metro paratransit service also have access to a more flexible on-demand taxi and rideshare service called RideChoice.

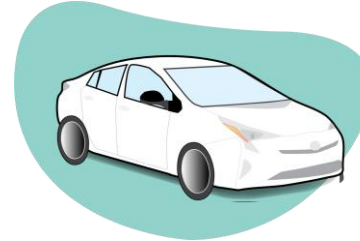
A number of Avondale and Goodyear residents are members of Valley Metro vanpools that commute to Phoenix, Tempe, Chandler, and Ajo.



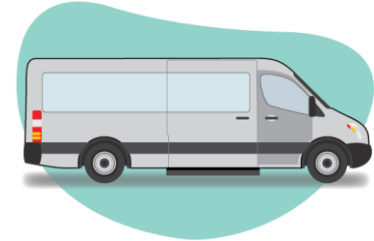
Fixed-route bus



Paratransit



Taxi/rideshare



Vanpool

Transit Needs

Transportation needs vary throughout Avondale and Goodyear due to differences in vehicle ownership, income, age, ability, and other factors.

Many residents and visitors rely on public transit to access employment, education, or other essential services such as grocery stores and medical appointments. Other residents take public transit or are interested in taking public transit to avoid driving or for environmental reasons.

Distinct differences in transit needs and preferences require unique transit services tailored to specific trip purposes and characteristics. A transit user typology was created based on market analysis findings and utilized to establish, develop, and validate study recommendations.



Evolving Conditions

RECOVERING RIDERSHIP

In the Phoenix metropolitan area and across the country, riders are returning to transit at different rates, primarily due to the rise of remote work and hesitancy about crowded environments. As of June 2021, Express bus ridership in Avondale and Goodyear is a fraction of pre-pandemic conditions due to its high proportion of office workers employed in Downtown Phoenix. Transit will remain most important for employees who are required to work on-site and for those who do not own or cannot operate a private vehicle.

FUNDING

The Avondale-Goodyear Urbanized Area (UZA) is expected to merge with the Phoenix-Mesa Urbanized Area in 2023, resulting in changes to Federal Transit Administration (FTA) funding. The most significant impact of the change is that Avondale and Goodyear will not be able to use FTA funding for operating expenses.

The half-cent sales tax for transportation in Maricopa County, known as Proposition 400, expires in 2025. An extension of Proposition 400 is expected to be on the ballot in November 2022, however, the regional tax amount has not yet been determined. It is also possible that some cities will pursue additional ballot initiatives for new or increased local transit funding.

TRANSIT SERVICE OPTIONS

Transit needs and expectations are evolving due to changes in travel patterns, perceptions, and technology. As transit demand in Avondale and Goodyear evolves, it is important for city officials to explore more flexible alternatives to traditional fixed-route bus service, such as microtransit and micromobility.

Recommendations

SERVICE IMPROVEMENTS



Optimize Avondale ZOOM circulator and extend to existing park-and-rides



Extend Valley Metro fixed-routes to improve regional connectivity



Increase service on Valley Metro fixed-routes

NEW TRANSIT OPTIONS



Pilot microtransit in areas that do not support fixed-route bus service



Partner with major employers to pilot flex routes to business parks

CAPITAL INVESTMENTS



Establish mobility hubs to promote multimodal connectivity

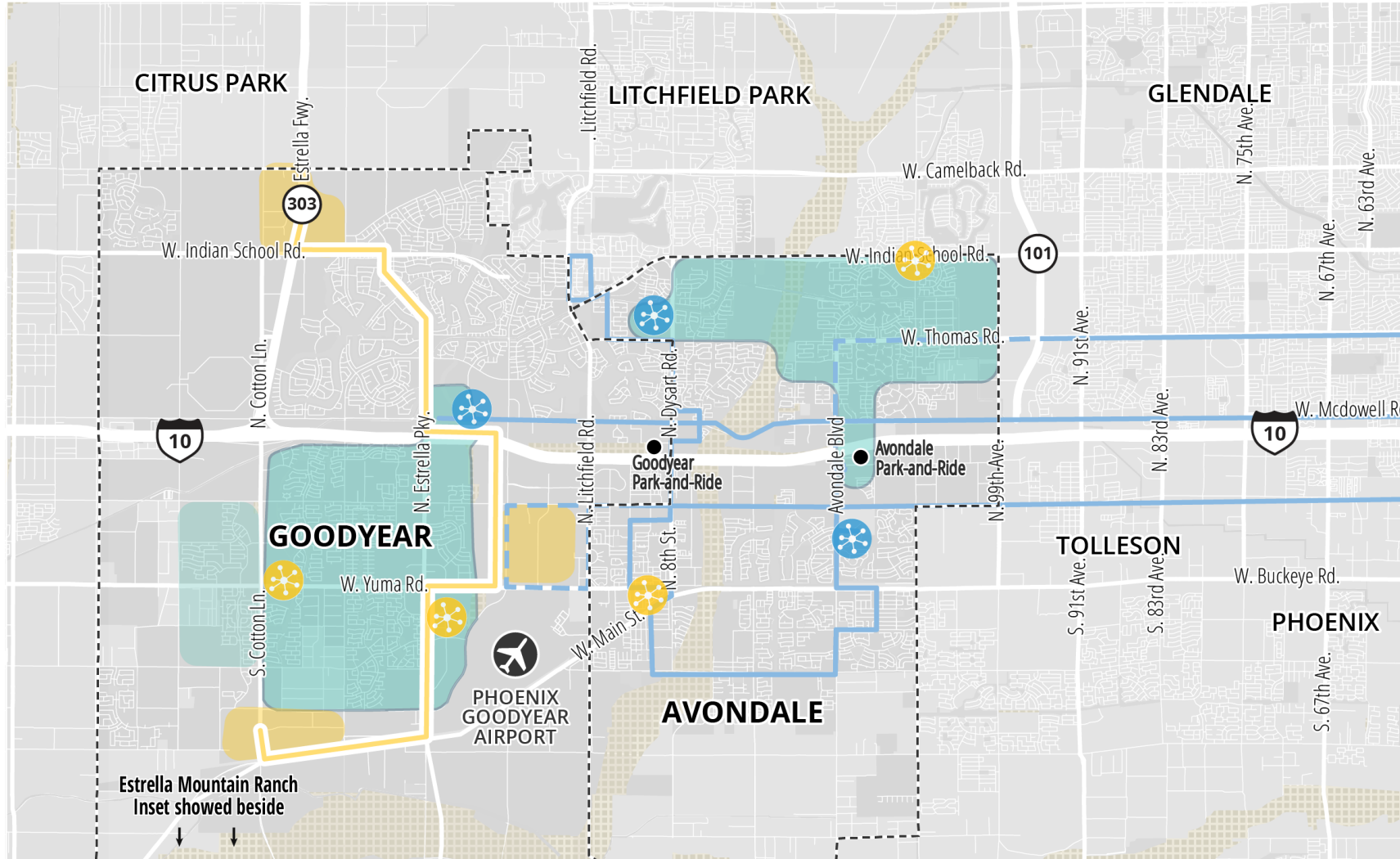


Improve bus stop comfort and safety by introducing enhanced amenities

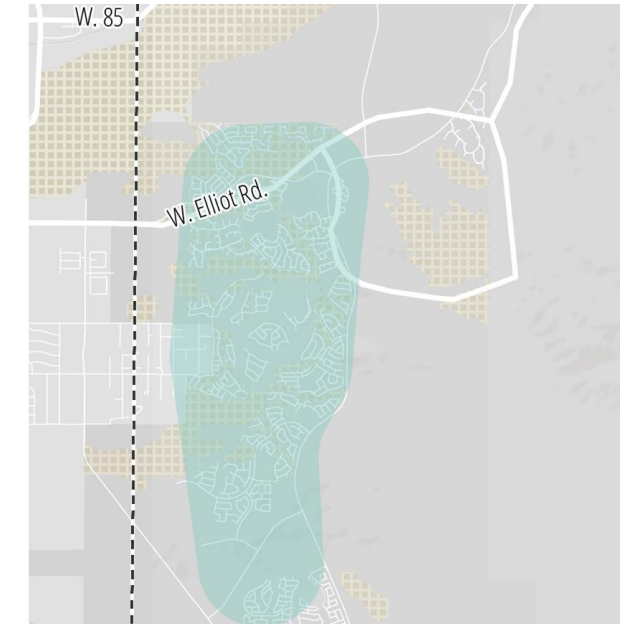


Upgrade amenities at Avondale Park-and-Ride

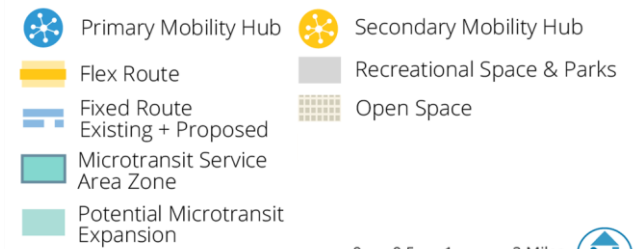
Recommendations



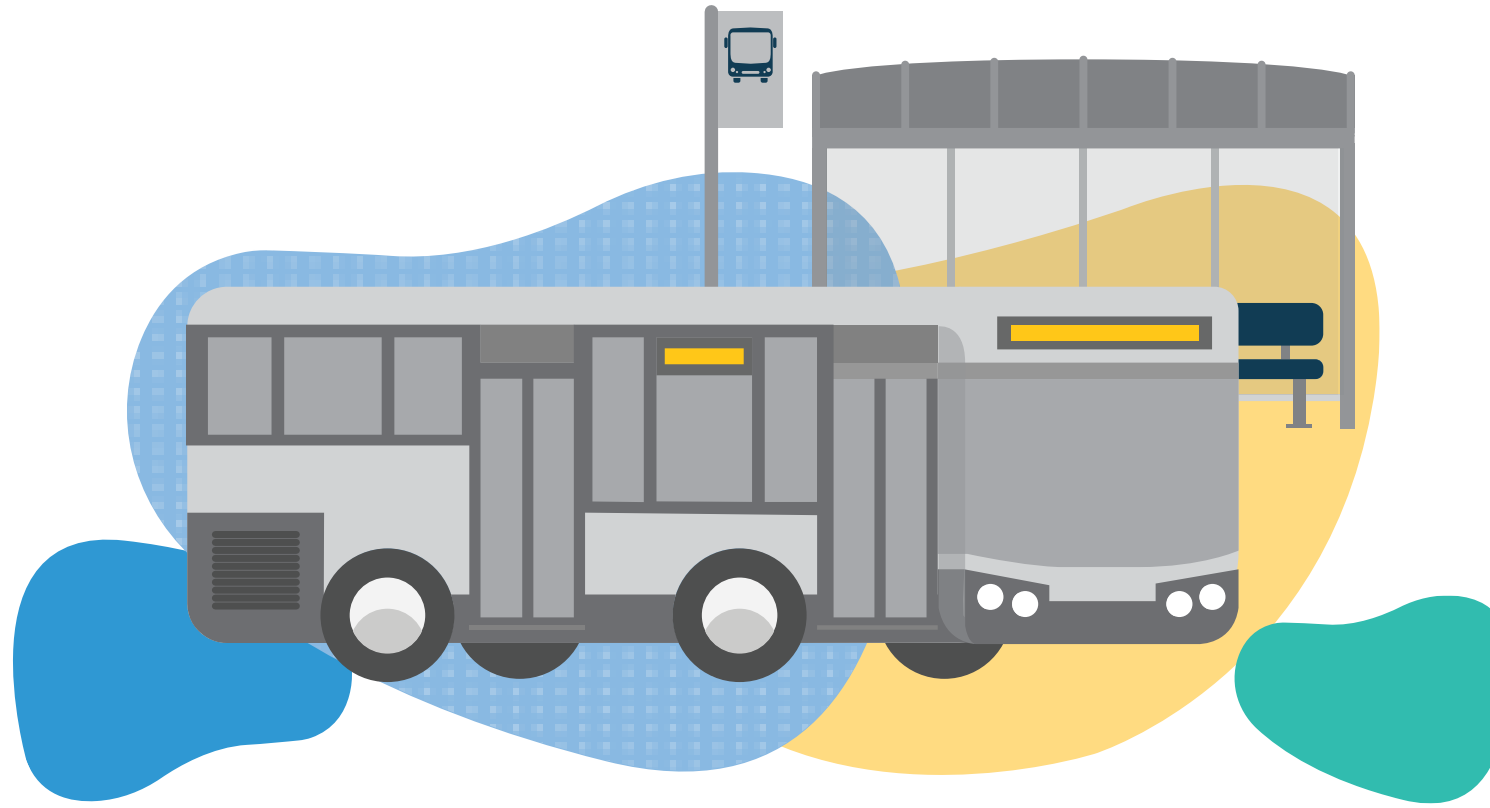
Estrella Mountain Ranch Inset



Future Transit Concepts



Existing Transit

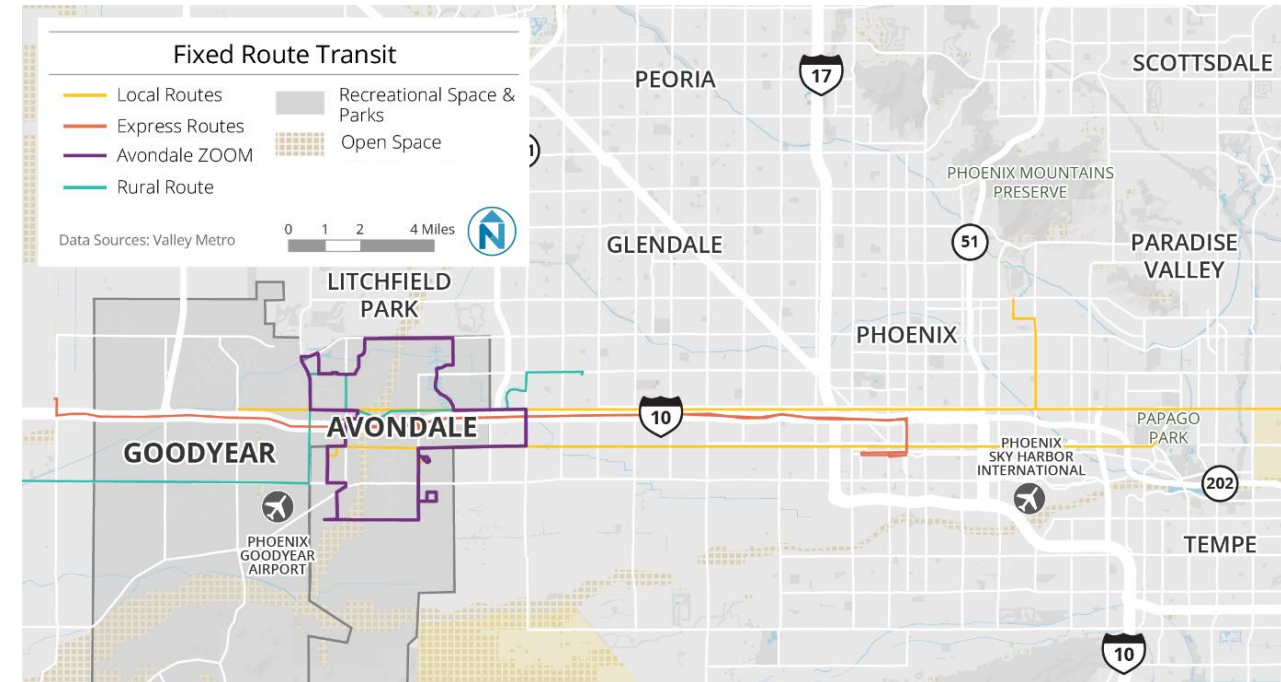


Fixed-Route Transit

SERVICE OVERVIEW

Six transit routes serve the cities of Goodyear and Avondale. The Avondale ZOOM provides local circulation throughout much of Avondale, with stops serving residential, commercial, institutional, and educational areas. Valley Metro local routes operating along Van Buren Street and McDowell Road link Avondale and Goodyear with the greater Phoenix metro area.

Valley Metro express routes connect Avondale and Goodyear park-and-rides with downtown Phoenix during weekday peak periods. Finally, an infrequent rural route connects Ajo and Gila Bend with Avondale, Goodyear, and neighboring West Valley communities.



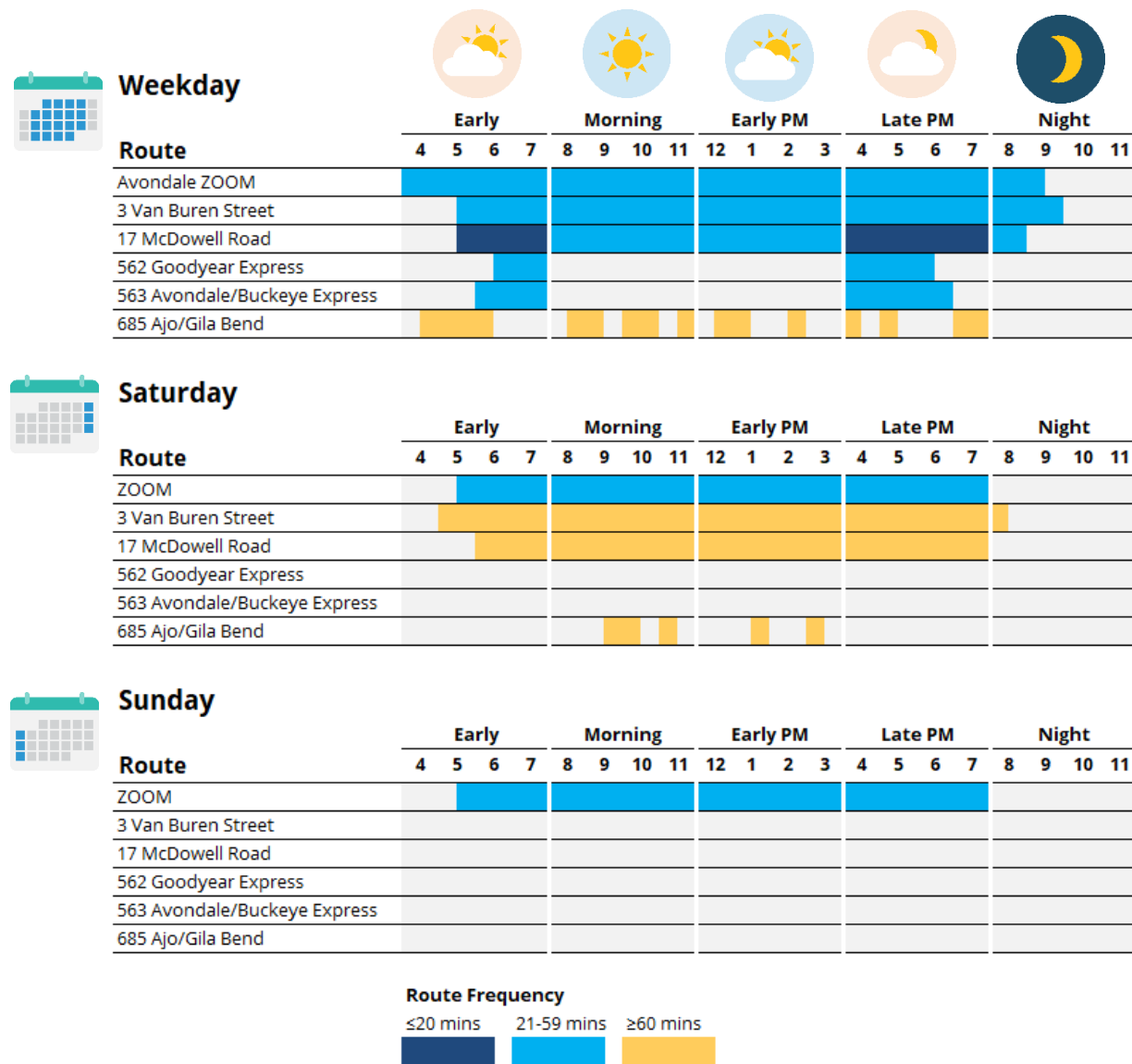
Fixed-Route Transit

SPAN AND FREQUENCY

Avondale ZOOM is the most frequent route in the study area with buses running every 30 minutes on all days of the week.

Within Avondale and Goodyear, Valley Metro Routes 3 Van Buren Street and 17 McDowell Road run every 20-30 minutes on weekdays. Frequencies decrease to 60 minutes on Saturdays. Sunday service is not offered. Both routes have much higher service levels in Phoenix and Scottsdale.

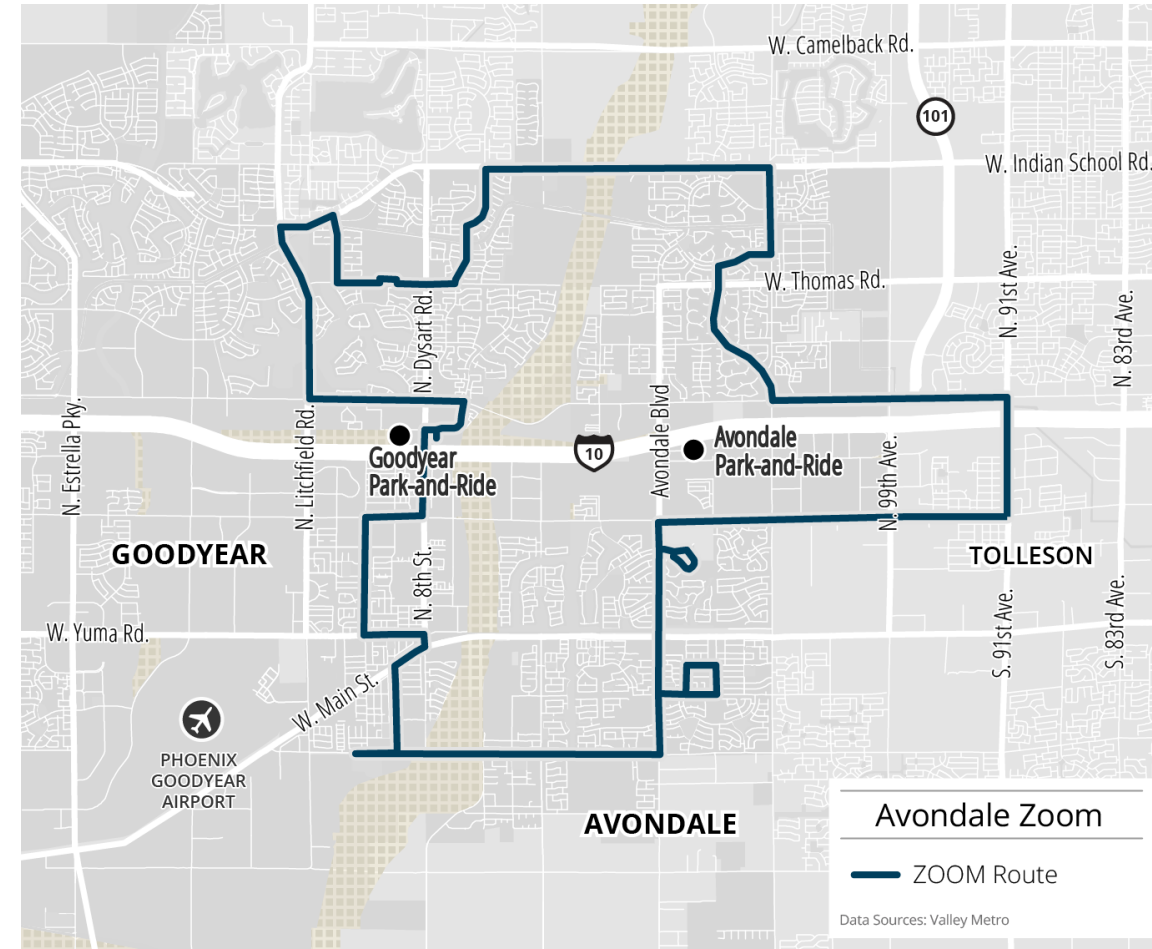
Valley Metro express routes 562 Goodyear Express and 563 Avondale/Buckeye Express connect into downtown Phoenix and run only during peak hours on weekdays.



Avondale ZOOM

SERVICE COVERAGE

The Avondale ZOOM is a neighborhood circulator route that operates throughout Avondale along several arterial streets such as Avondale Boulevard, Lower Buckeye Road, Western Avenue, Central Avenue, Van Buren Street, Dysart Road, McDowell Road, Litchfield Road, Thomas Road, Indian School Road, 107th Avenue, McDowell Road, and 91st Avenue. The route also serves portions of eastern Goodyear and western Tolleson. The route runs in clockwise and counter-clockwise loops and is operated by Valley Metro.



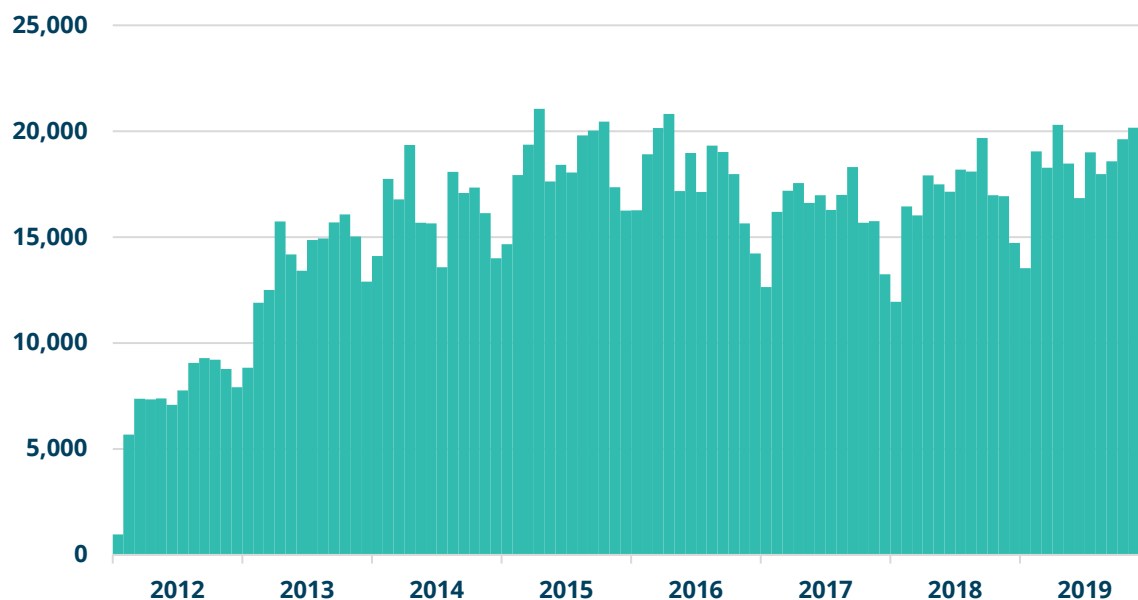
Avondale ZOOM

HISTORICAL RIDERSHIP AND SERVICE MILESTONES

Avondale ZOOM ridership grew from 2012 to 2015 and experienced a slight decline from 2016 to 2018.

The addition of Sunday service followed by the combining of ZOOM North and South routes increased ridership in 2019.

ZOOM Monthly Ridership



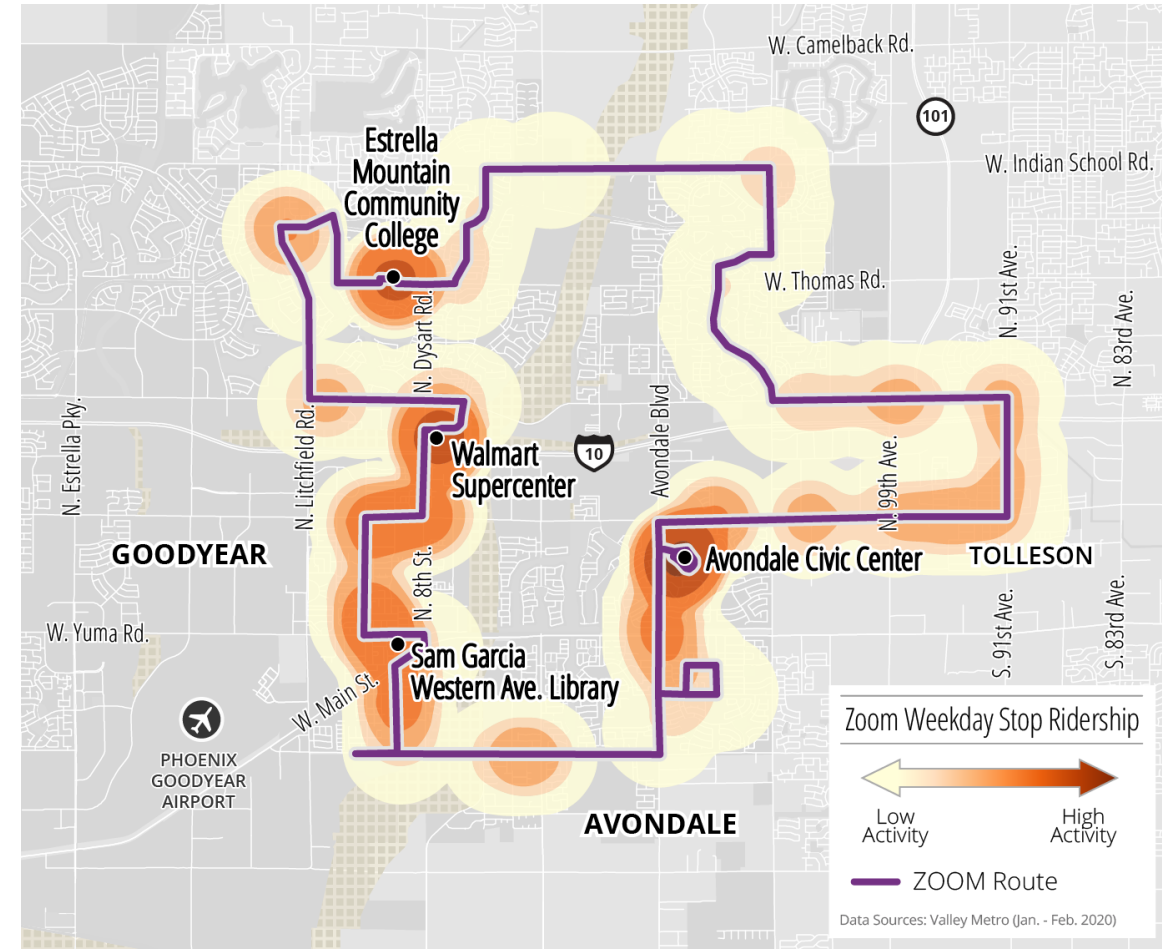
Date	Service Milestone
July 2011	Initial ZOOM (South) route implemented.
July 2012	Saturday service added. Route extended to Tolleson.
January 2014	Route extended to Cashion.
October 2015	Route extended to Goodyear.
October 2017	ZOOM North route added.
April 2019	Sunday service added.
October 2019	ZOOM North and ZOOM South routes combined.
April 2021	Route extended to Avondale Resource Center.

Avondale ZOOM

RIDERSHIP DISTRIBUTION

On weekdays some of the stops with the highest ridership include Avondale Civic Center, Sam Garcia Western Avenue Library, Walmart Supercenter, and Estrella Mountain Community College.

On weekends, the route sees overall lower ridership but the highest ridership stops generally remain the same. However, some stops experience higher ridership on weekends than weekdays, including commercial strip malls such as Avondale Plaza and the Neighborhood Market at Thomas.

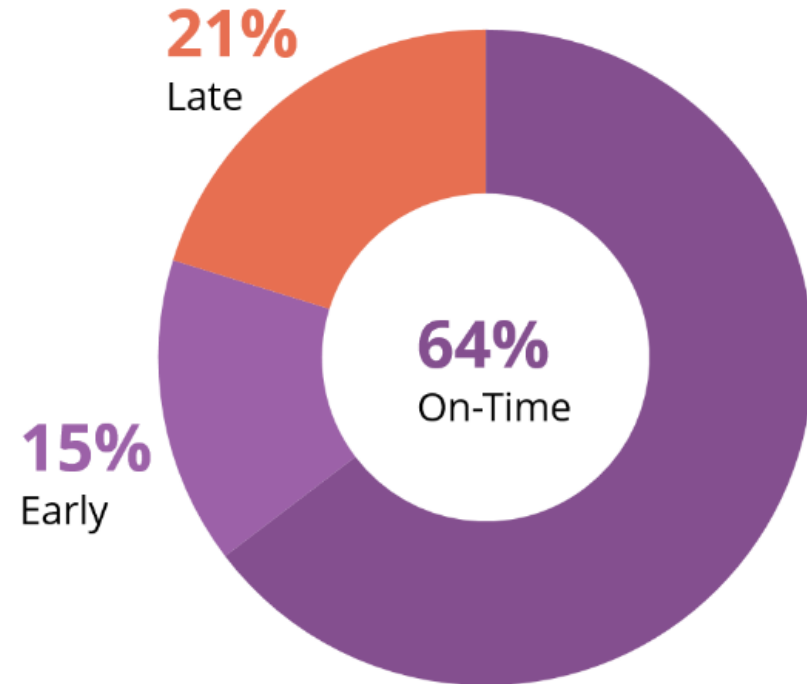


Avondale ZOOM

ON-TIME PERFORMANCE

The Avondale ZOOM has a low on-time performance with 21% of weekday trips arriving late and 15% of trips arriving early.

Factors that limited on-time performance for the Avondale ZOOM include its many turning movements and insufficient time to absorb traffic delays, particularly during peak periods.



Avondale ZOOM

STRENGTHS

Service coverage and days of service have expanded since the initial implementation of the Avondale ZOOM.

Ridership is strong along several segments, including Avondale Boulevard, Western Avenue, Van Buren Street, and Dysart Road. Estrella Mountain Community College and Avondale Civic Center are the most significant ridership generators on the route.

Avondale ZOOM offers daily service and consistent 30-minute frequencies throughout the day.

OPPORTUNITIES

Avondale ZOOM ends service before 8pm on weekends. The route does not directly serve Avondale Park-and-Ride or Goodyear Park-and-Ride. The nearest bus stops are approximately a half-mile from each facility.

Ridership is very low along the northeastern segments of the route, which include Indian School Road, 107th Avenue, and Crystal Gardens Parkway. On-time performance for the route is lower than industry standards.

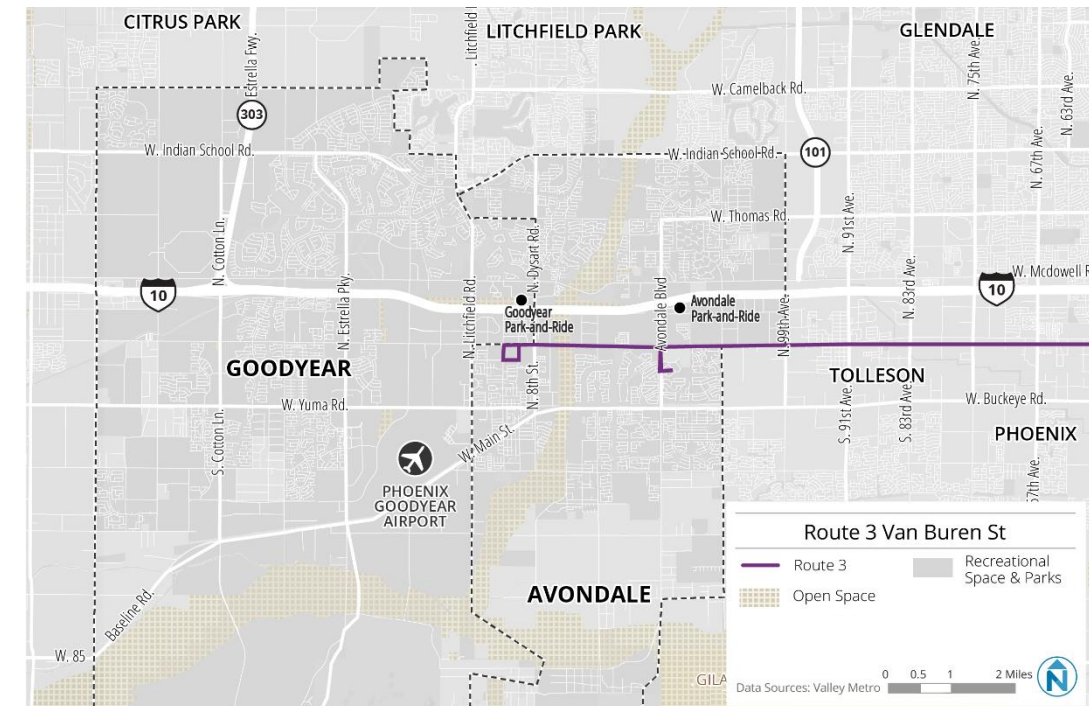
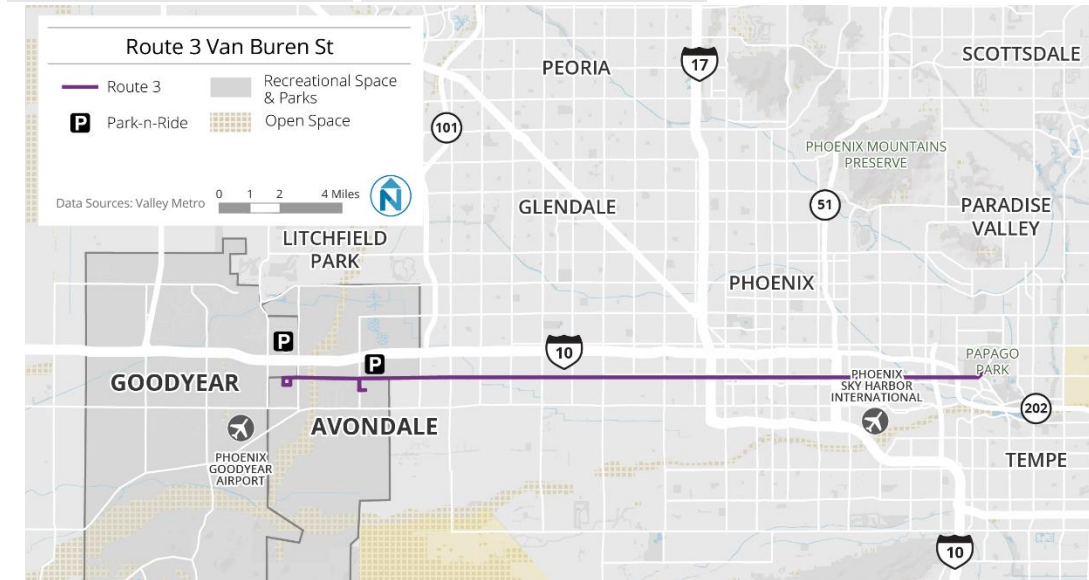
Avondale ZOOM opportunities are addressed in the short-term recommendations.

Route 3 Van Buren St

SUMMARY

Valley Metro Route 3 is a local bus route that runs along on Van Buren Street from Avondale to Phoenix Zoo.

In Avondale and Tolleson, Route 3 runs every 30 minutes during weekdays and every 60 minutes on Saturdays. Route 3 has higher frequencies in Phoenix. Route 3 does not extend to Avondale on Sundays.

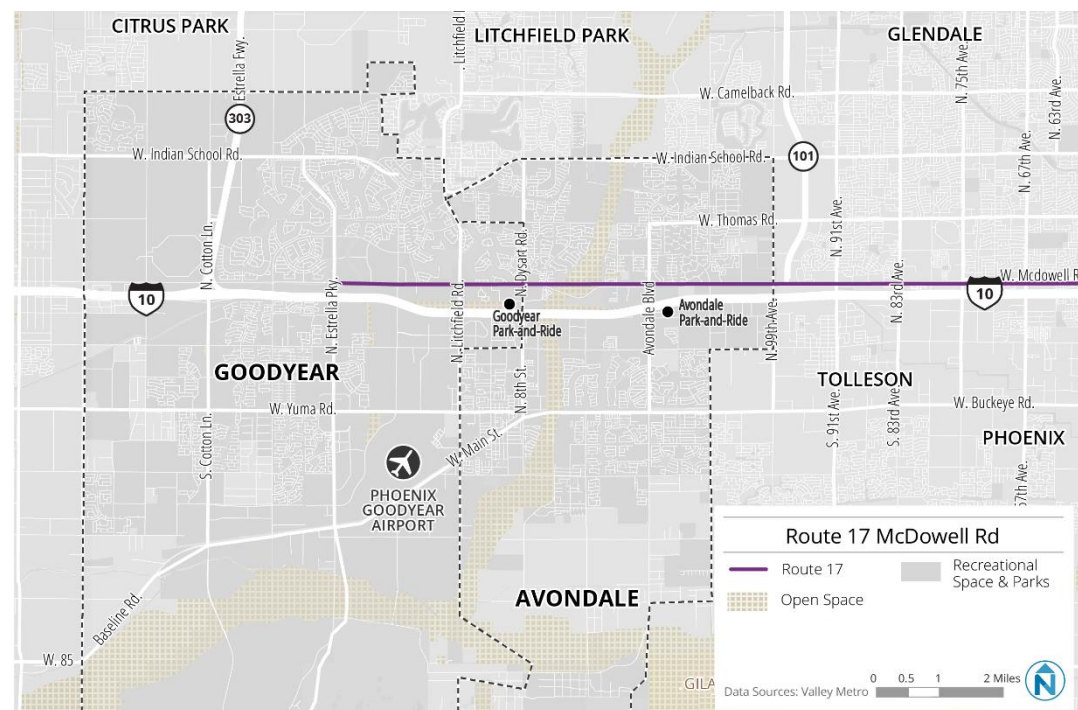
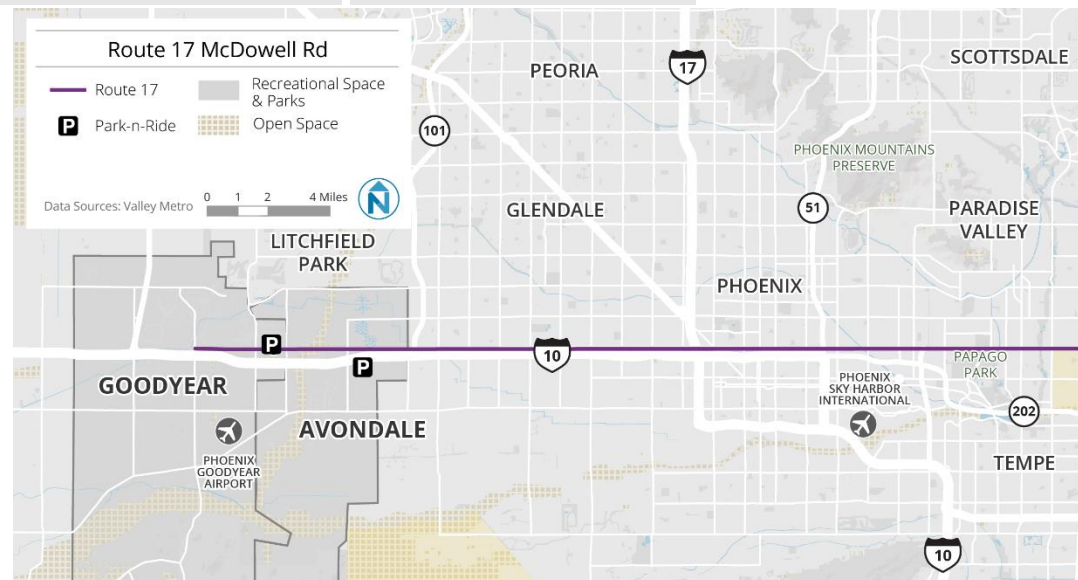


Route 17 McDowell Road

SUMMARY

Valley Metro Route 17 is a local bus route that runs along McDowell Road between Goodyear and Scottsdale, also serving Avondale, Tolleson, and Phoenix.

In Avondale and Goodyear, Route 17 runs every 30 minutes during weekdays and every 60 minutes on Saturdays. Route 17 has higher frequencies in Phoenix. Route 17 does not extend to Avondale and Goodyear Sundays.



Route 562 Goodyear Express

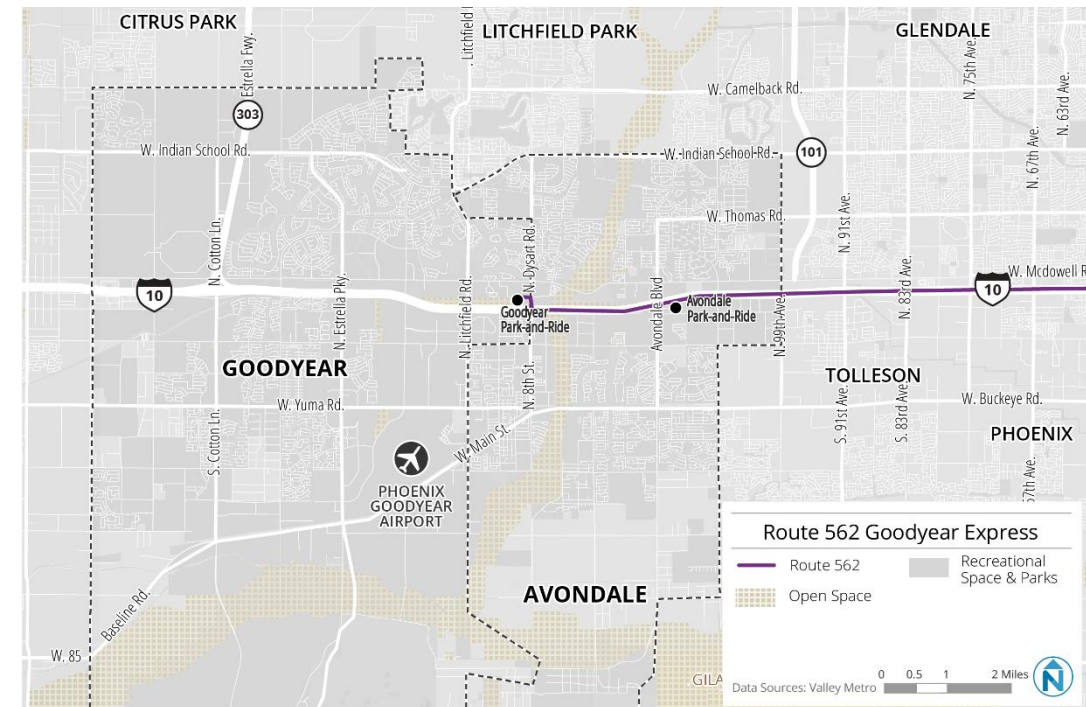
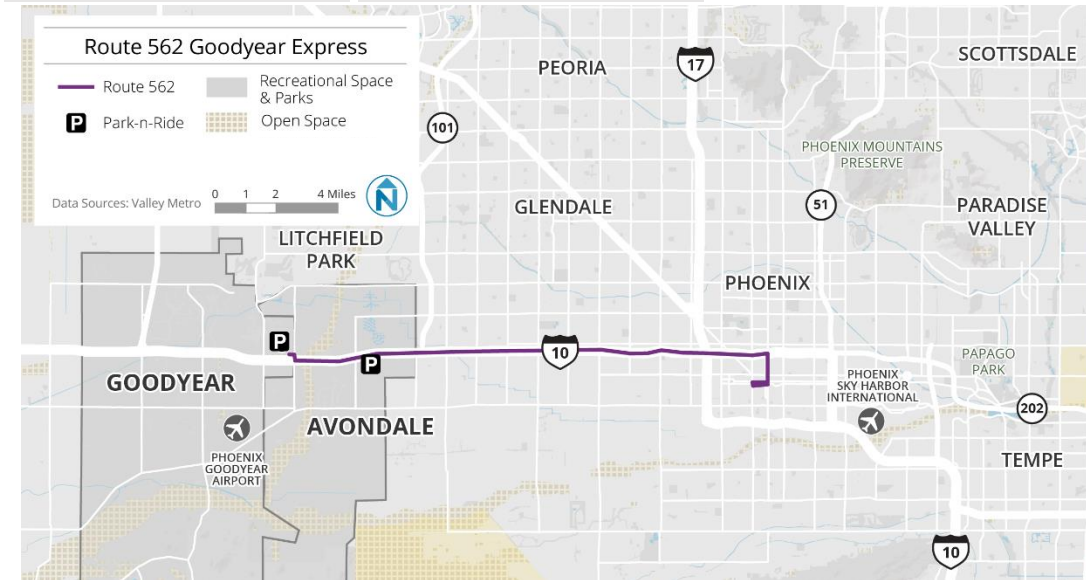
SUMMARY

Valley Metro Route 562 is an express route that connects Goodyear with downtown Phoenix. Route 562 operates non-stop between Goodyear Park-and-Ride and Downtown Phoenix. The route has multiple stops within Downtown Phoenix.

Route 562 operates on weekdays only with three inbound (eastbound) trips during the morning peak period and three outbound (westbound) trips during the afternoon peak period.



Source: Valley Metro

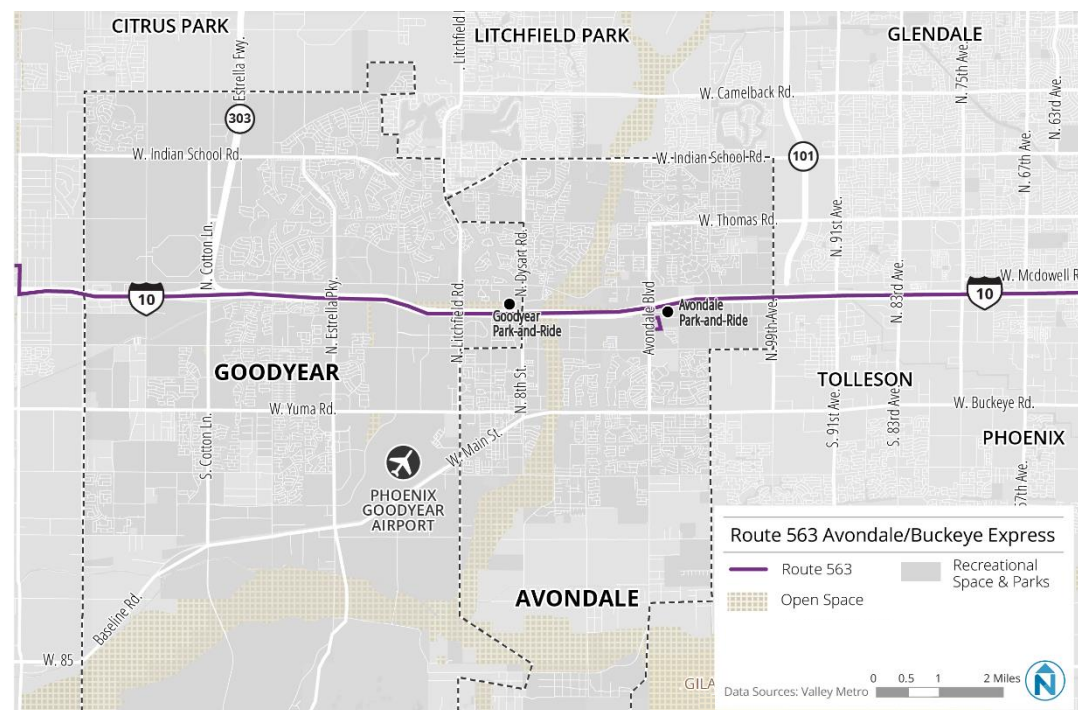
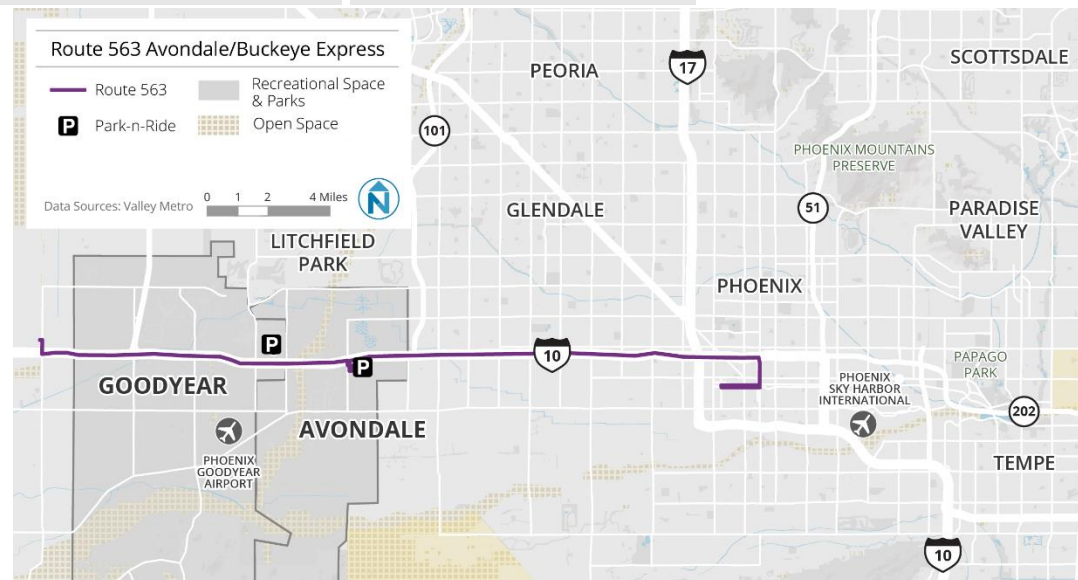


Route 563 Avondale/Buckeye Express

SUMMARY

Valley Metro Route 563 is an express route that connects Buckeye and Avondale with downtown Phoenix. Route 563 operates non-stop between Jackrabbit Park-and-Ride, Avondale Park-and-Ride, and Downtown Phoenix.

Route 563 operates on weekdays only with four inbound (eastbound) trips during the morning peak period and four outbound (westbound) trips during the afternoon peak period.



Fixed-Route Ridership

RECENT RIDERSHIP TREND

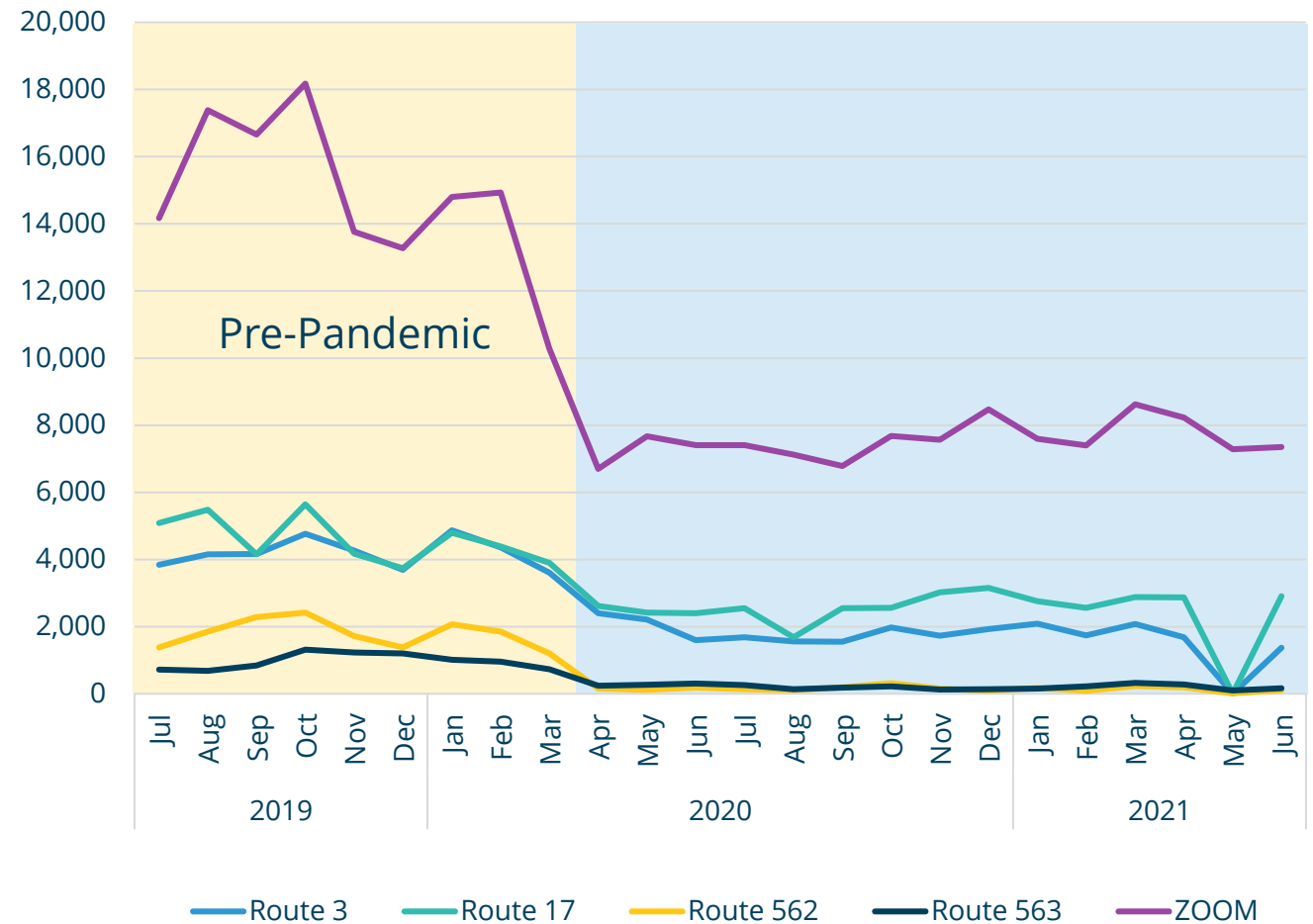
Transit ridership plummeted across the country in Spring 2020 due to pandemic-related restrictions.

Within two months, Avondale ZOOM ridership dropped to 50% of pre-pandemic conditions. Over the next year, ridership increased minimally.

Similarly, ridership on Valley Metro Routes 3 and 17 within Avondale and Goodyear dropped to roughly half of pre-pandemic conditions.

Express Routes 562 and 563 experienced the most significant percent decrease, with ridership falling to only 10-20% of pre-pandemic conditions.

Monthly Ridership by Route

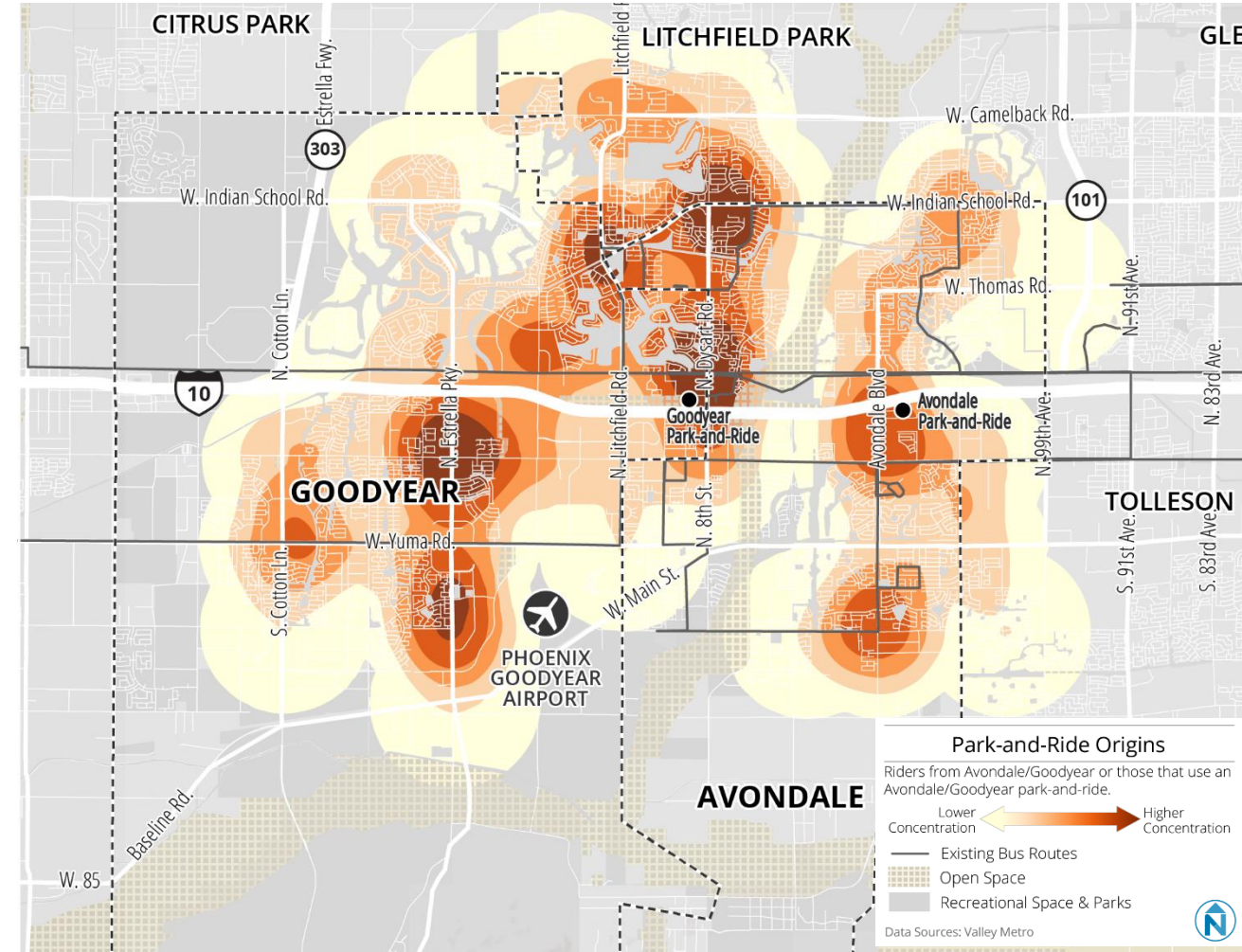
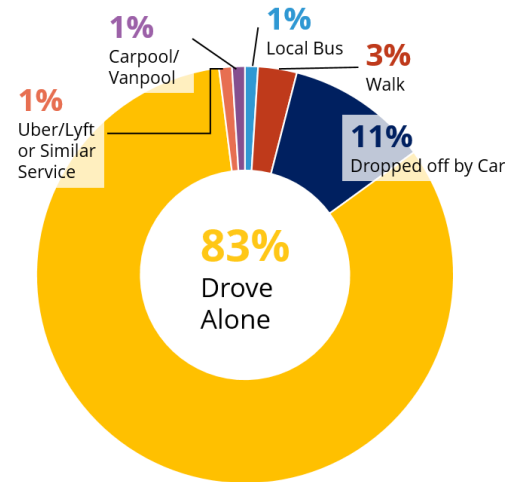


Park-and-Ride Origins

WHERE EXPRESS BUS RIDERS LIVE

Riders who either use the Avondale or Goodyear Park-and-Ride or are from Avondale or Goodyear and use another park-and-ride travel a variety of distances to reach the park-and-rides. While a third of riders travel from within two miles, another third travel two to four miles and another quarter travel five to 10 miles. The highest density of commuter bus riders live along Estrella Parkway, Dysart Road, and Indian School Road east of Litchfield Road.

Most riders (83%) access these services by driving alone and parking, while 11% are dropped off by car. Lack of access to a vehicle can be a large barrier to using commuter services, as they are often difficult to access by foot or bicycle and are often not accessible by local bus.



Route 685 Ajo/Gila Bend

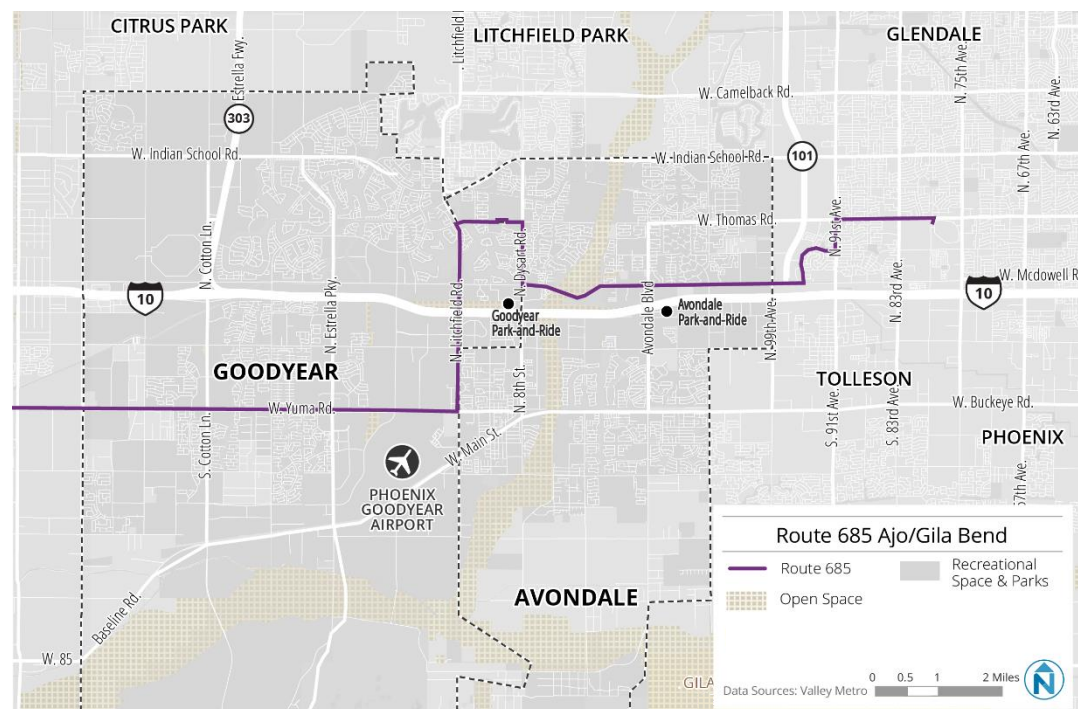
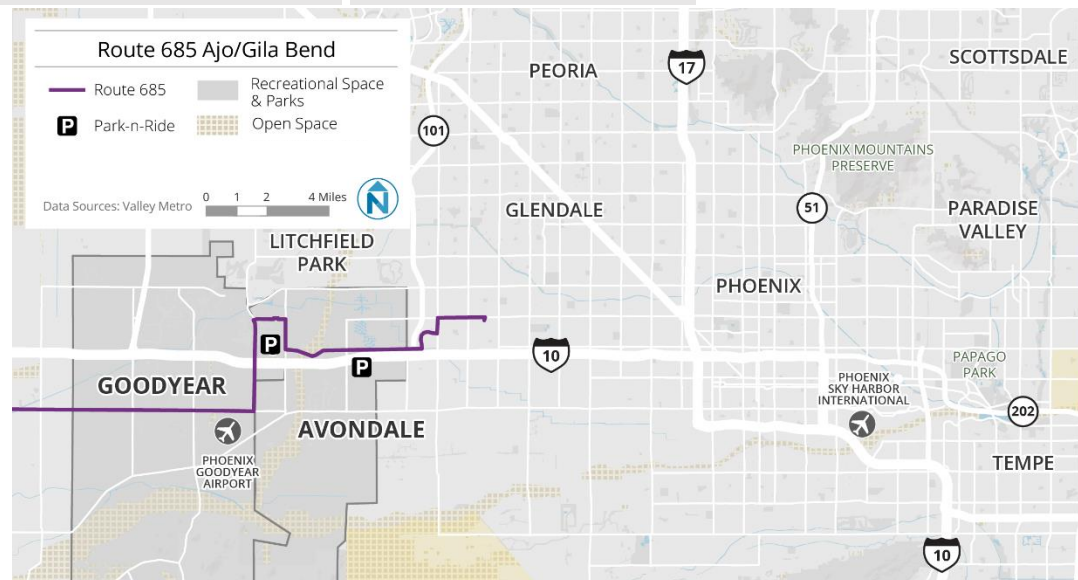
SUMMARY

Route 685 is a rural route operated by Valley Metro that runs between Phoenix and the unincorporated community of Ajo in Pima County via Tolleson, Avondale, Goodyear, and Gila Bend. Route 685 is also a flex route, which means that riders can call ahead and request a pick-up or drop-off within $\frac{3}{4}$ mile from the route.

Route 685 route operates on weekdays and Saturdays. Service is infrequent on weekdays with only 5 round-trips between Ajo and Phoenix. An additional four trips are provided between Buckeye Senior Center and Buckeye Municipal Court/Coyote Branch Library. On Saturday, only two round trips between Ajo and Phoenix are provided.



Source: Valley Metro

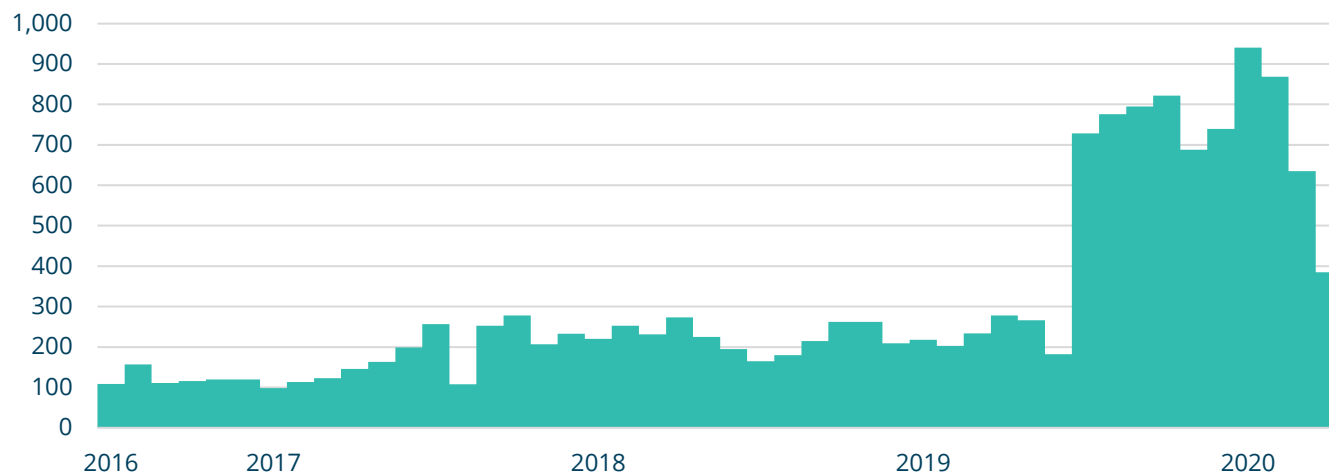


Paratransit

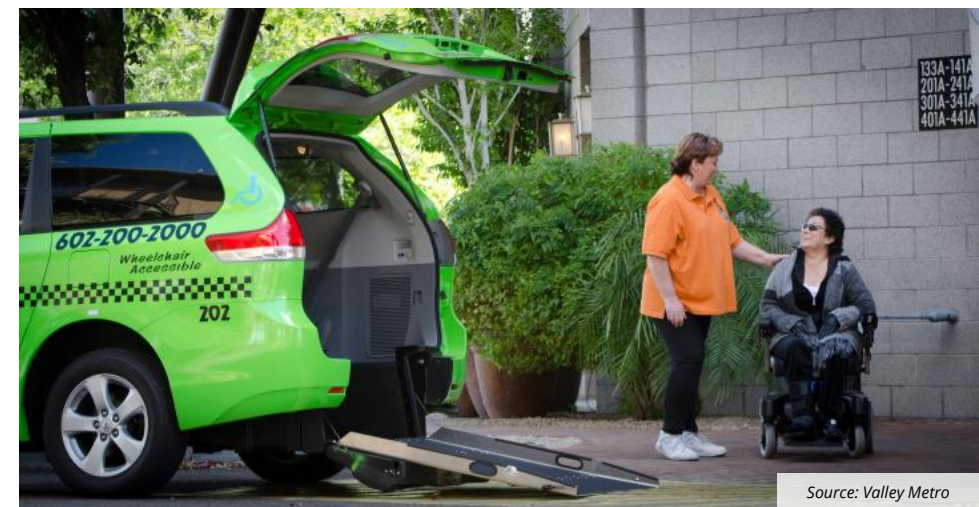
OVERVIEW

Valley Metro provides ADA paratransit service for people with disabilities and senior citizens who are unable to use fixed-route service. In addition to paratransit service, Valley Metro also operates RideChoice which is an on-demand taxi/rideshare program for qualified seniors and people with disabilities. Paratransit ridership has been fast growing in Avondale and Goodyear since the implementation of RideChoice in July 2019 with a monthly peak of 940 trips taken during January 2020.

Historical Paratransit and RideChoice Ridership



Source: Valley Metro



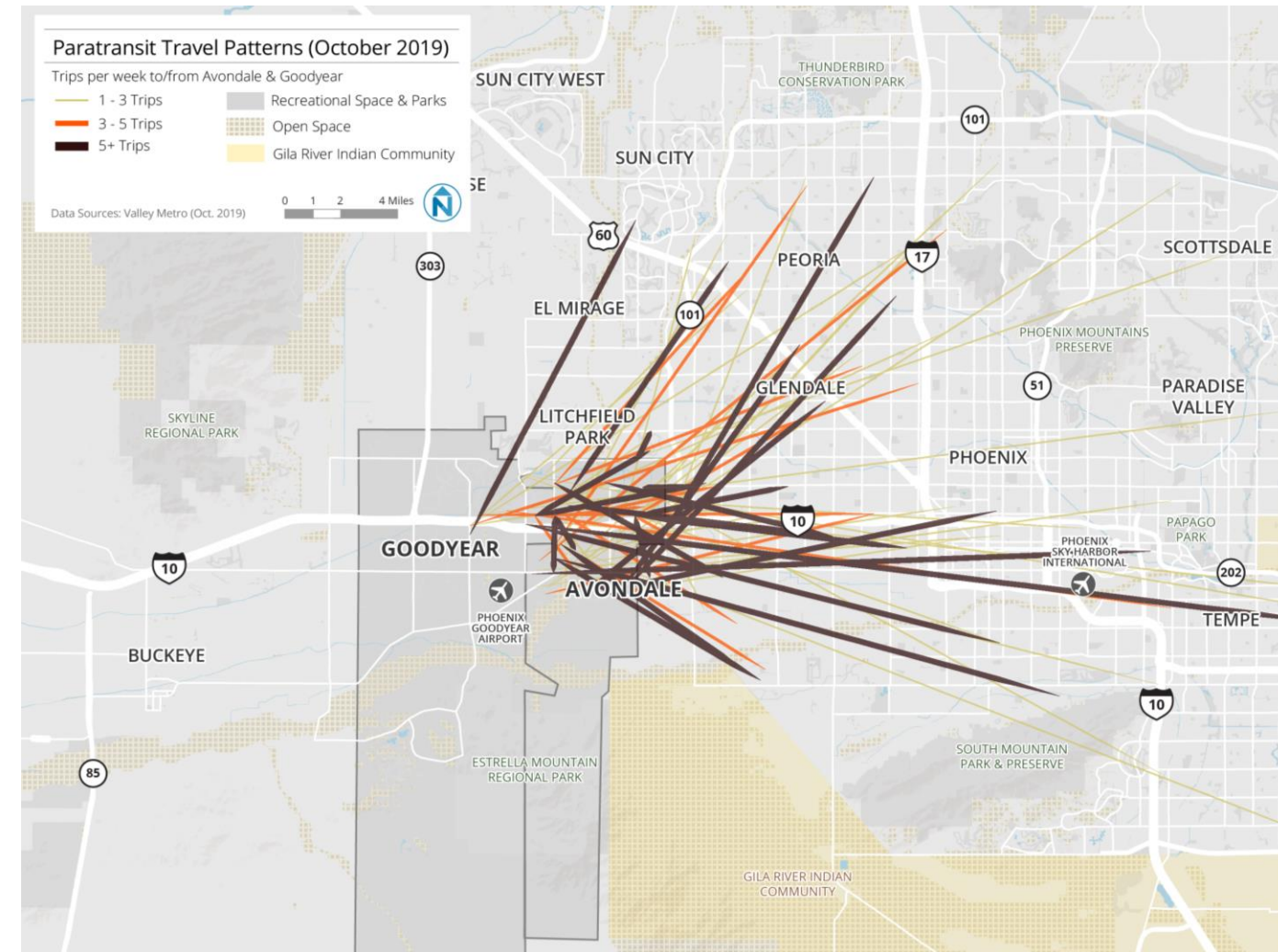
Source: Valley Metro

Paratransit

TRAVEL PATTERNS

Most paratransit trips originating in Avondale and Goodyear are to destinations elsewhere in the region. Top origins and destinations for the paratransit trips in Avondale and Goodyear include:

- Avondale Walmart
- Arizona Department of Economic Security
- Abrazo West Campus
- Fenix Group



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 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

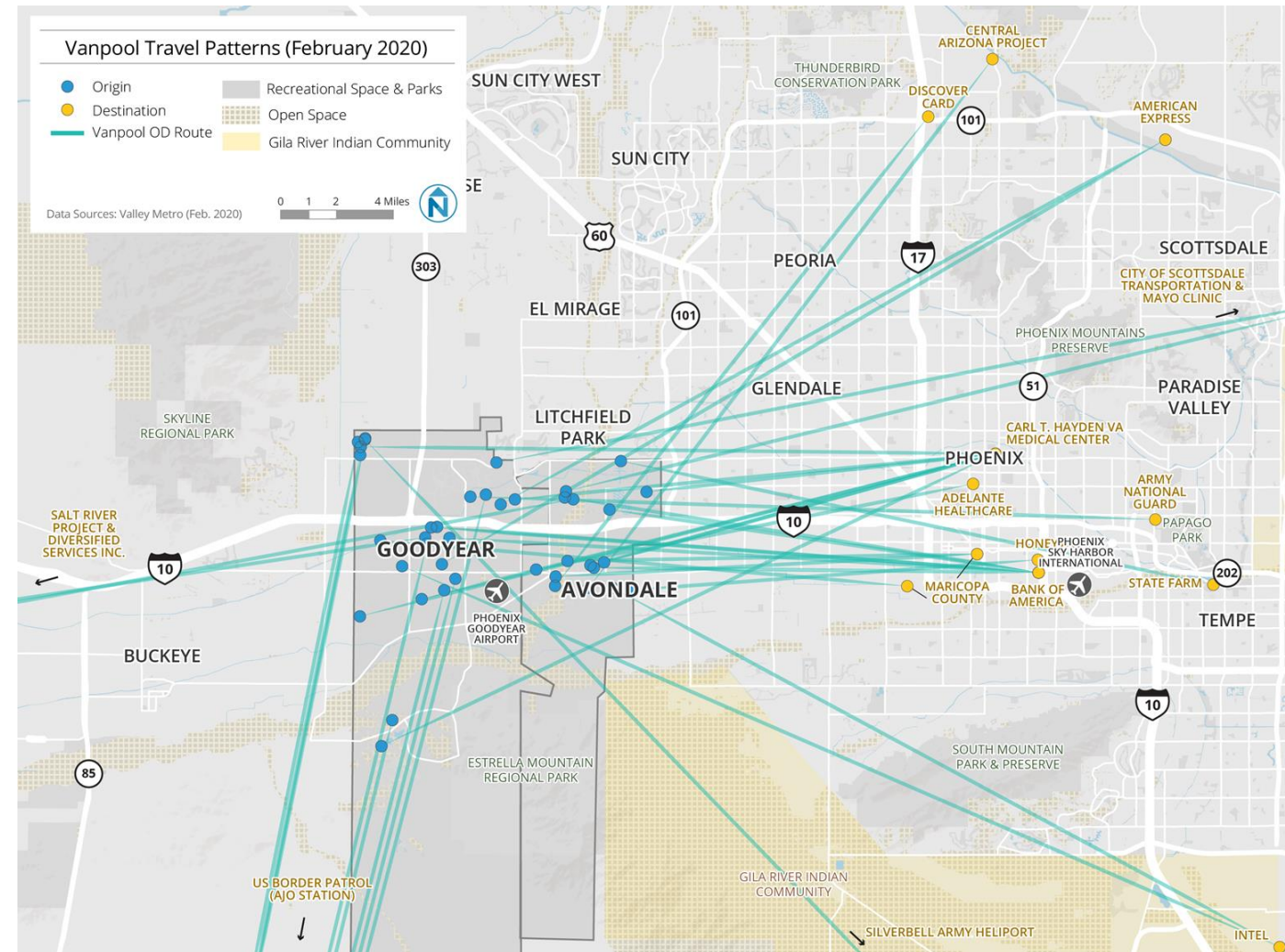
Vanpool

TRAVEL PATTERNS

Most vanpool destinations are located around the core of Phoenix with some destinations in Tempe and Scottsdale.

Popular destinations include:

- Carl T. Hayden VA Medical Center
- Adelante Healthcare, Maricopa County office
- Arizona National Guard Joint Force headquarters
- Downtown Phoenix



Transit Facilities

GOODYEAR PARK-AND-RIDE

Goodyear Park-and-Ride is located north of I-10 near N Dysart Road. The facility opened in 2010 and includes 400 parking stalls, 328 of which are covered. The facility also includes a bus only loop with layover space, a passenger drop-off space, an enclosed passenger waiting area, covered outdoor waiting areas, marked pedestrian crossings, water fountains, restrooms, bike lockers, lighting, and landscaping.

The park-and-ride is served by Route 562 Express which connects Goodyear with downtown Phoenix and operates during weekday peak hours only.



Source: City of Goodyear



Source: Nearmap

Transit Facilities

AVONDALE PARK-AND-RIDE

Avondale Park-and-Ride is located south of I-10 near N Avondale Boulevard. The facility was built in 2013 and includes approximately 370 parking stalls, 107 of which are covered. The facility provides minimal amenities at the bus pick-up/drop-off area with 10 canopy shelters, benches, six bike lockers, and litter containers.

The park-and-ride is served by Route 563 Express which connects Jackrabbit Park-and-Ride in Buckeye and Avondale Park-and-Ride with downtown Phoenix during weekday peak hours only.



Transit Demand



Transit Demand

OVERVIEW

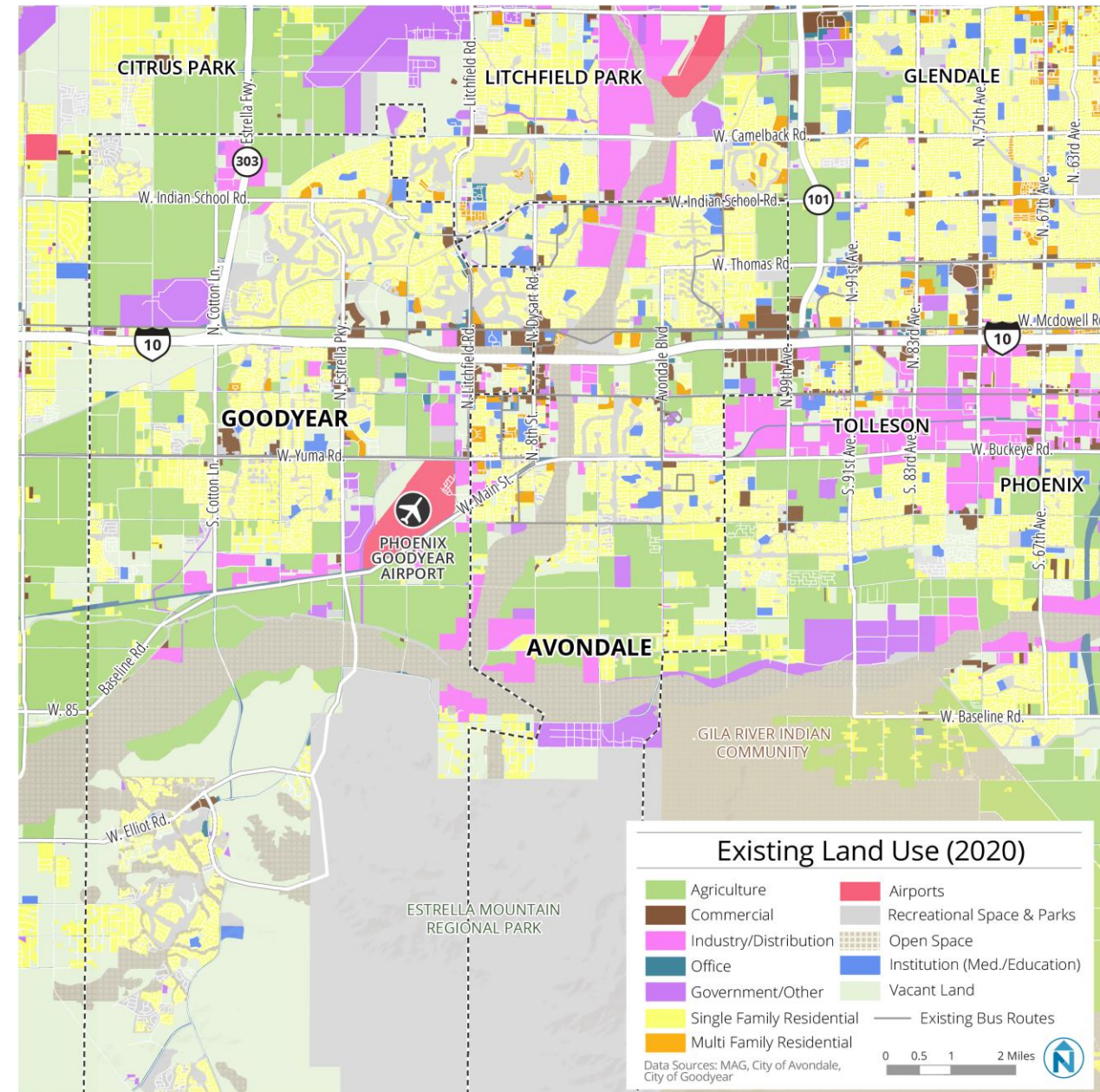
This chapter provides an overview of existing and future transit demand within Avondale and Goodyear. Transit demand is determined according to the following factors:

- Land use
- Walkability
- Place types
- Population
- Demographic and socio-economic characteristics
- Employment
- Activity centers
- Future conditions

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

Land Use

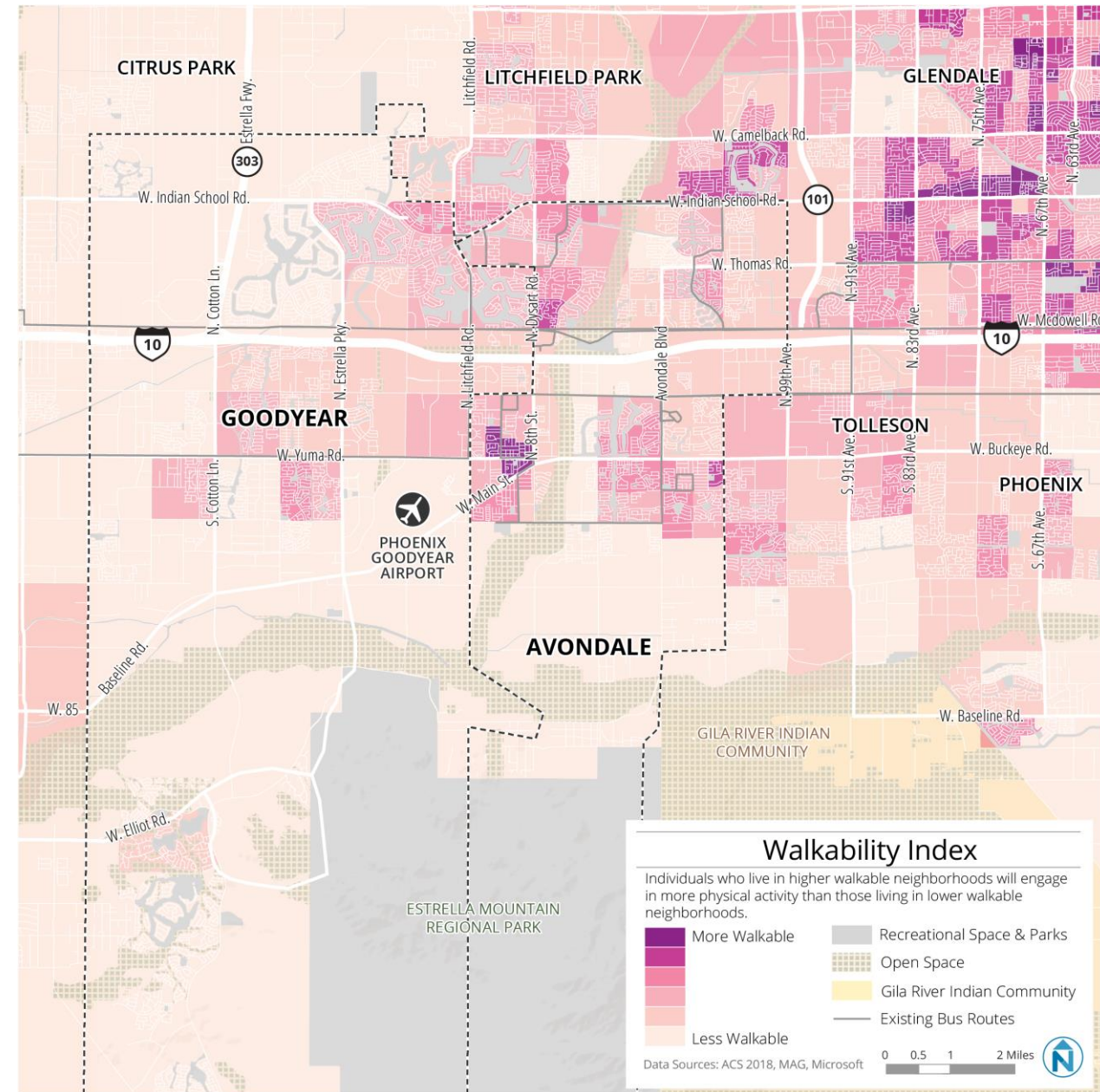
The predominant land use in the cities of Avondale and Goodyear is single-family residential, followed by agriculture and industrial. Other major land uses include industrial and commercial.



Walkability

Every transit user is a pedestrian, whether they travel by foot, skateboard, wheelchair, scooter, or other mobility device. Therefore, it is important to understand which areas are most walkable. Walkable areas make transit more accessible and convenient because it is easier to travel between origins, transit stops, and destinations.

Walkability factors include intersection density, the sidewalk network, land use mix, and parking availability.



Place Types

The diversity of land uses in Avondale and Goodyear is part of what draws residents and jobs to these communities. It also explains why the demand for transit varies significantly throughout the study area. To best serve these diverse land use types, a range of transit services may be necessary for different place types. These place types encapsulate the range of land uses in Avondale and Goodyear.



Place Types



Main Street-Oriented Neighborhoods

Main Street-oriented neighborhoods are characterized by grid street networks that facilitate pedestrian access and higher densities that support fixed-route transit. The primary example of this place type is the historic center of Avondale, situated along Western Avenue between Central Avenue and Dysart Road. This area includes a diverse mix of land uses and is served by the Avondale ZOOM.



Grocery Stores, Retail Centers, and Entertainment Districts

Grocery stores, retail centers, and entertainment districts are important transit destinations for employees and visitors. These place types are located along major arterial streets. Retail centers and entertainment districts in Avondale and East Goodyear are served by the Avondale ZOOM and Valley Metro Routes 3 Van Buren Street and 17 McDowell Road, while those in West Goodyear are not served by fixed-route transit.



Major Institutions

Major educational and civic institutions are most active on weekdays, particularly during non-summer months. Estrella Mountain Community College, Avondale Civic Center, libraries, and community centers are vitally important to serve with transit. Most major institutions in Avondale are served by the Avondale ZOOM and Valley Metro routes while many Goodyear institutions are not served by fixed-route transit.

Place Types



Suburban Neighborhoods and Master Planned Communities

Suburban neighborhoods have characterized much of Avondale and Goodyear's growth, and typically have low densities that do not support fixed-route transit. Avondale and Goodyear are also home to master-planned communities that include a range of housing types and amenities. Many cities have turned to microtransit as an alternative to fixed-route transit for these place types.



Distribution Centers

Warehouse and distribution center employment are fast-growing sectors in the West Valley. These job centers are often best served by flexible transit options such as vanpools, employee shuttles aligned with shift changes, and microtransit. Distribution centers in Avondale and Goodyear are concentrated at Goodyear Crossing, Airport Gateway, PV 303, and Avondale Commerce Center business parks.



Parks and Recreation

Popular parks in the study area include Goodyear Community Park, Loma Linda Park, Friendship Park, Festival Fields Park, and Estrella Mountain Regional Park. Additional recreational opportunities include community centers, neighborhood parks, and pools. Connecting residents, particularly youth and seniors, to recreational opportunities can improve community health.

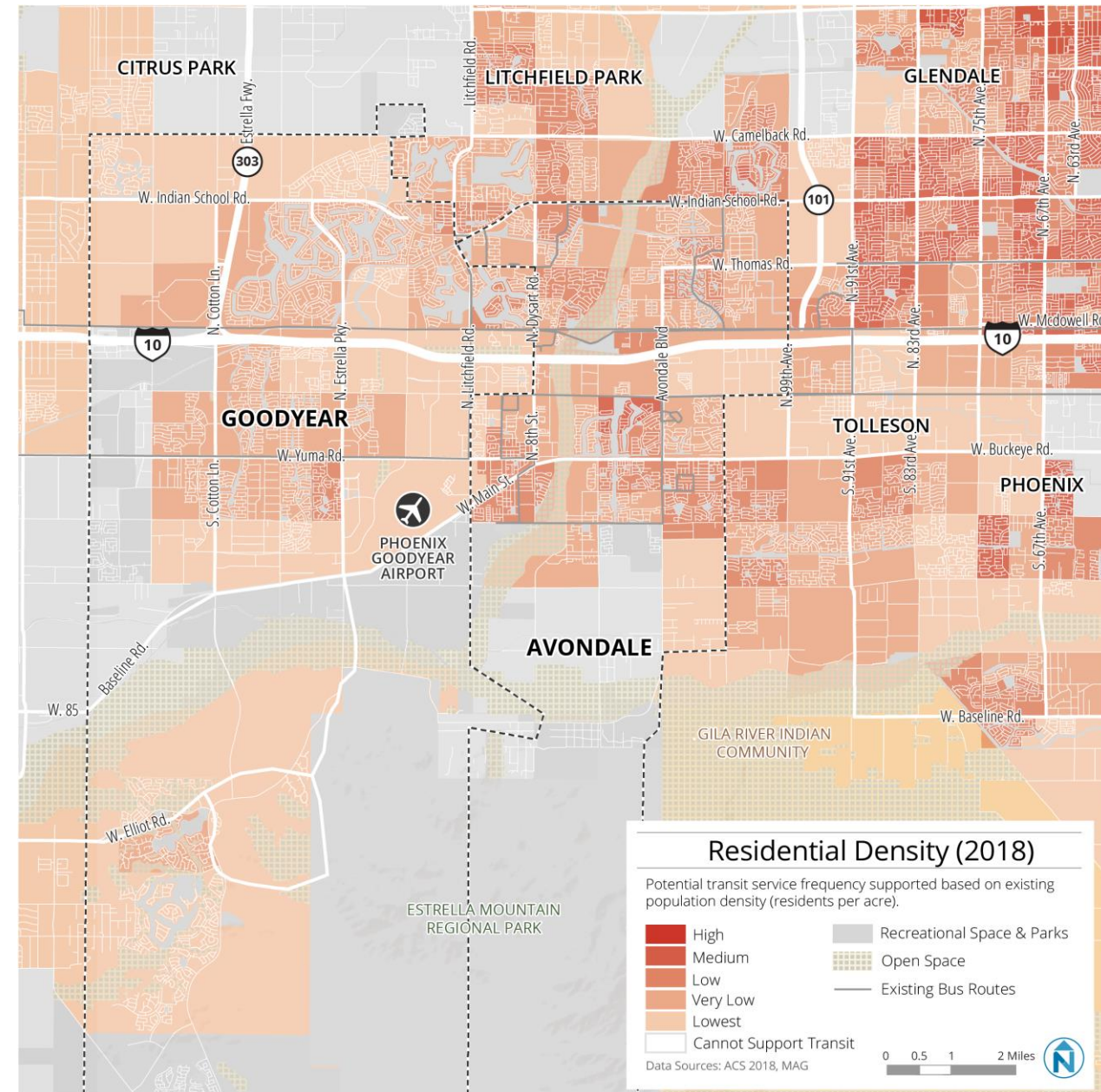
Population

Population density is one of the most important factors in determining the underlying demand for transit. Densely populated areas tend to be more walkable and transit-supportive while sparsely populated areas tend to be more auto-dependent.

As of 2020, Avondale was home to approximately 85,000 people and Goodyear was home to approximately 93,000 people, with residential densities varying from extremely low to medium across the two communities.

Avondale's population densities are highest along Western Avenue, Central Avenue, Coldwater Springs Road, and along Indian School Road.

Most of Goodyear's population density outside of these areas is currently too low to support fixed-route transit.



Demographic Characteristics

In addition to population density, demographic characteristics influence people's propensity to use transit. National research shows that many population groups have a higher propensity for transit use than the overall population. Demographic characteristics that may make residents in one community of Avondale or Goodyear more likely to use transit than another include:

- **Seniors:** Goodyear has a large senior community, with 16% of the population being age 65 or older. Avondale's seniors comprise 8% of its population.
- **Young People:** Young people (those aged 16-25) are 1.6 times more likely than the average resident to take transit. In Avondale, 16% of the population is between the ages of 16-25; in Goodyear, 12% of residents are age 16-25.
- **People with Disabilities:** People with disabilities comprise about 8% of Avondale's population and about 4% of Goodyear's population.
- **Race and Ethnicity:** Minority residents generally have higher rates of transit use. The provision of effective transit service to minority populations is particularly important to the Federal Transit Administration and is a requirement under Title VI of the Civil Rights Act of 1964. Approximately 68% of Avondale's population and 45% of Goodyear's population is made up of minority residents, most of whom identify as Hispanic or Latino.

Socioeconomic Characteristics

Socioeconomic characteristics that may make residents in one community of Avondale or Goodyear more likely to use transit than another include:

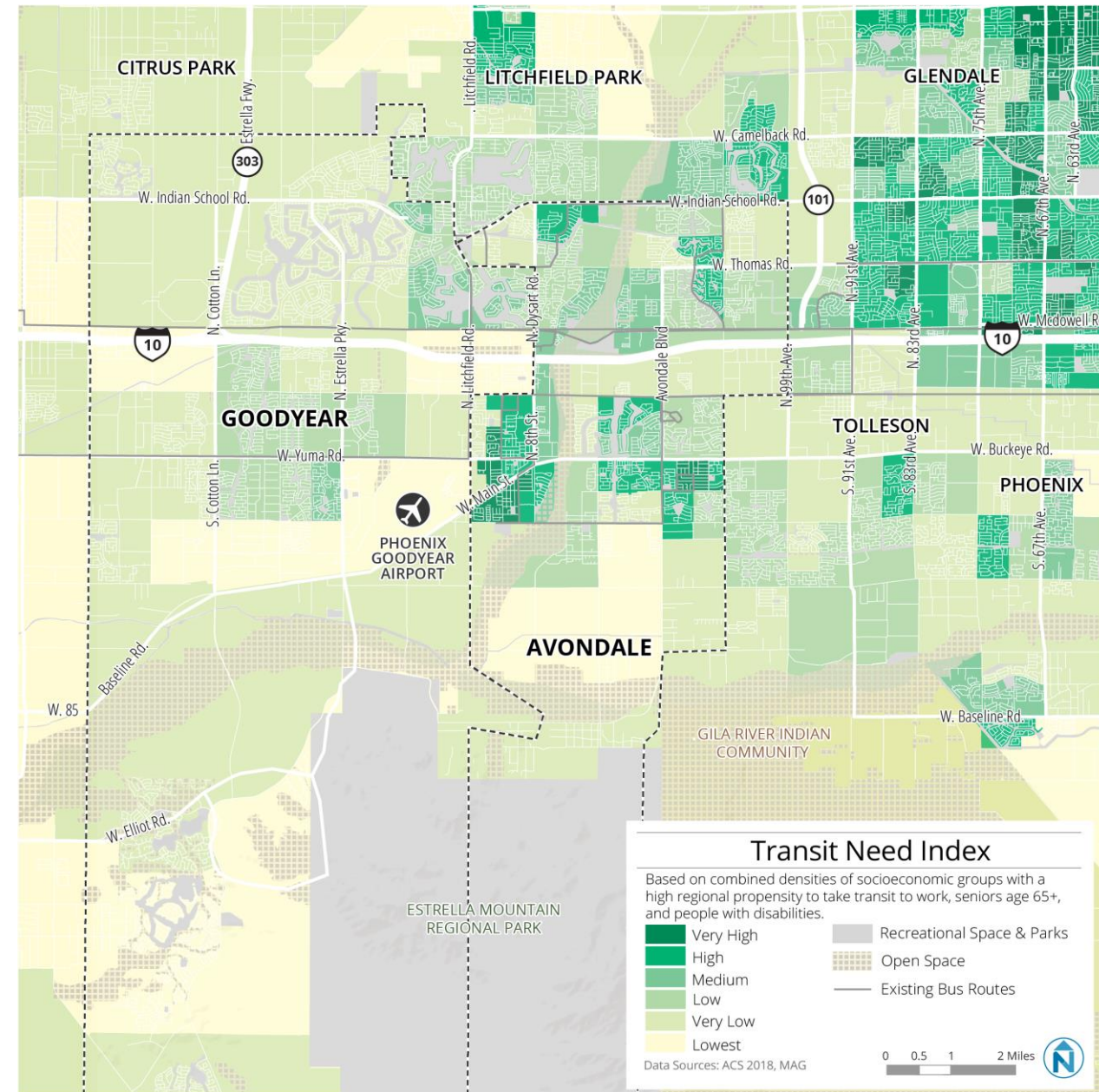
- **Vehicle Ownership and Access:** Households with limited or no access to a personal vehicle, either by choice or by necessity, are more likely to rely on transit. Other households have fewer cars than workers, and one-vehicle households also have higher rates of transit use. In Avondale, 5% of residents live in a household with no vehicle and 30% live in a household with one vehicle. In Goodyear, 2% of residents are in zero-vehicle households, and 26% are in one-vehicle households.
- **Low-Income Residents:** Residents with lower incomes tend to use local transit to a greater extent because it is less expensive than owning and operating a personal vehicle, and many rely on transit as their primary mode of transportation. Members of households earning less than \$35,000 a year use transit to a greater extent than the general population. Residents of low-income households comprise 9% of Avondale's population and about 5% of Goodyear's population.
- **Immigrant Communities:** Residents who are foreign-born are more likely to use public transit relative to the general population. Immigrant communities are more likely to use transit because of the cost burden associated with arriving in a new country and the difficulty in obtaining a vehicle or a driver's license. About 16% of Avondale's population and 12% of Goodyear's population is foreign-born.

Transit Need

To understand where transit need is highest in Avondale and Goodyear, block groups were scored based on their proportion of the demographic and socioeconomic groups that indicate a higher-than-average likelihood to need, or rely on, public transportation.

Based on the densities of socioeconomic groups most likely to rely on transit, transit need is highest in the following areas:

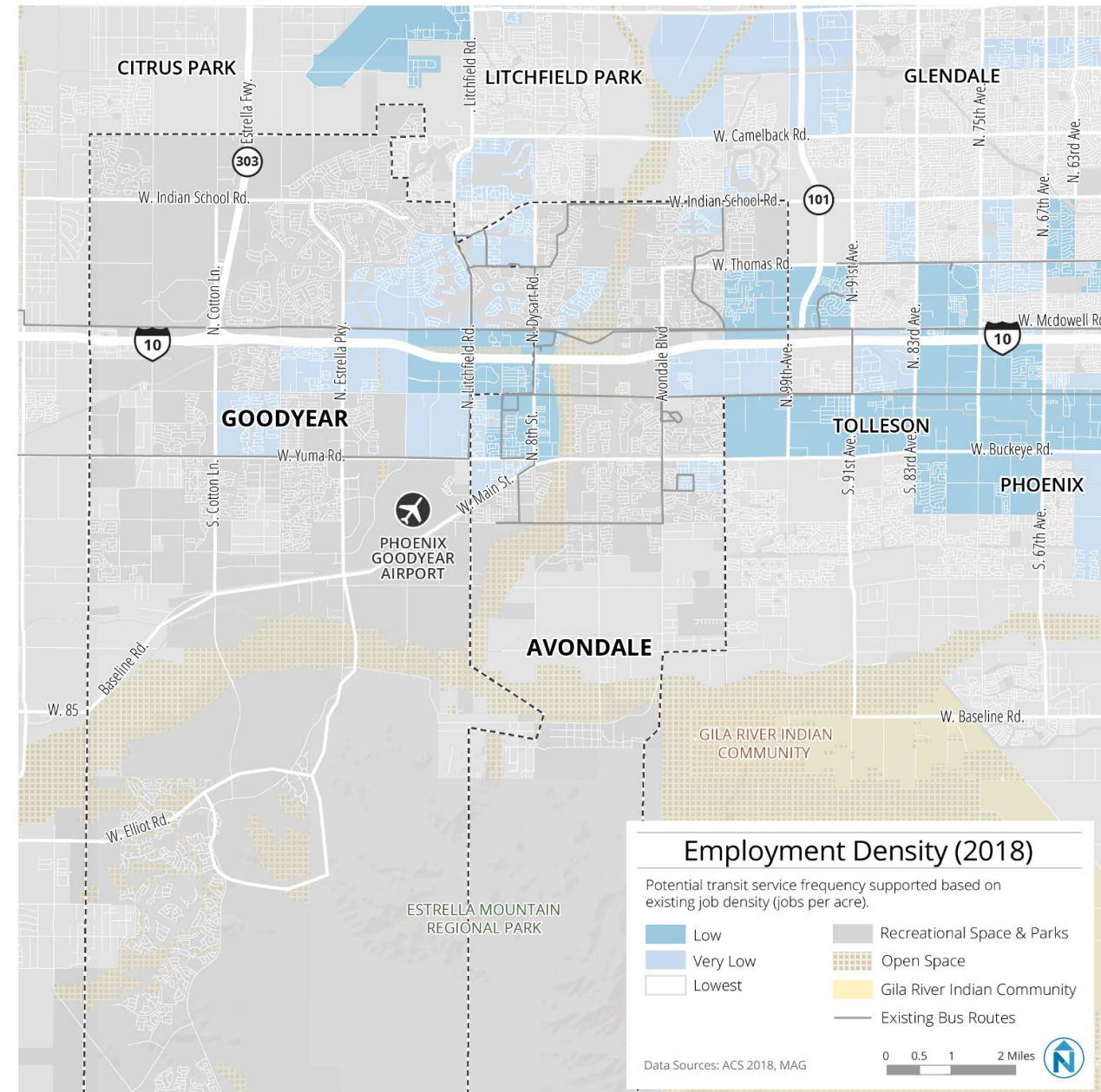
- Historic Avondale and immediately surrounding neighborhoods
- Along Buckeye Road in Avondale
- Near the intersection of W. Indian School Road and Dysart Road in Avondale
- Coldwater Springs residential community south of Van Buren Street in Avondale
- Near the intersection of Thomas Road and 107th Avenue in Avondale



Employment

Employment density is also an important indicator of transit demand. Employment density in the study area is highest within a half-mile of the I-10 corridor, particularly between Litchfield Road and the Agua Fria River.

Areas with moderate employment density include Western Avenue in Historic Avondale, Gateway Crossing and Gateway Pavilions in East Avondale, and Canyon Trails Town Center in Goodyear.



Job Types

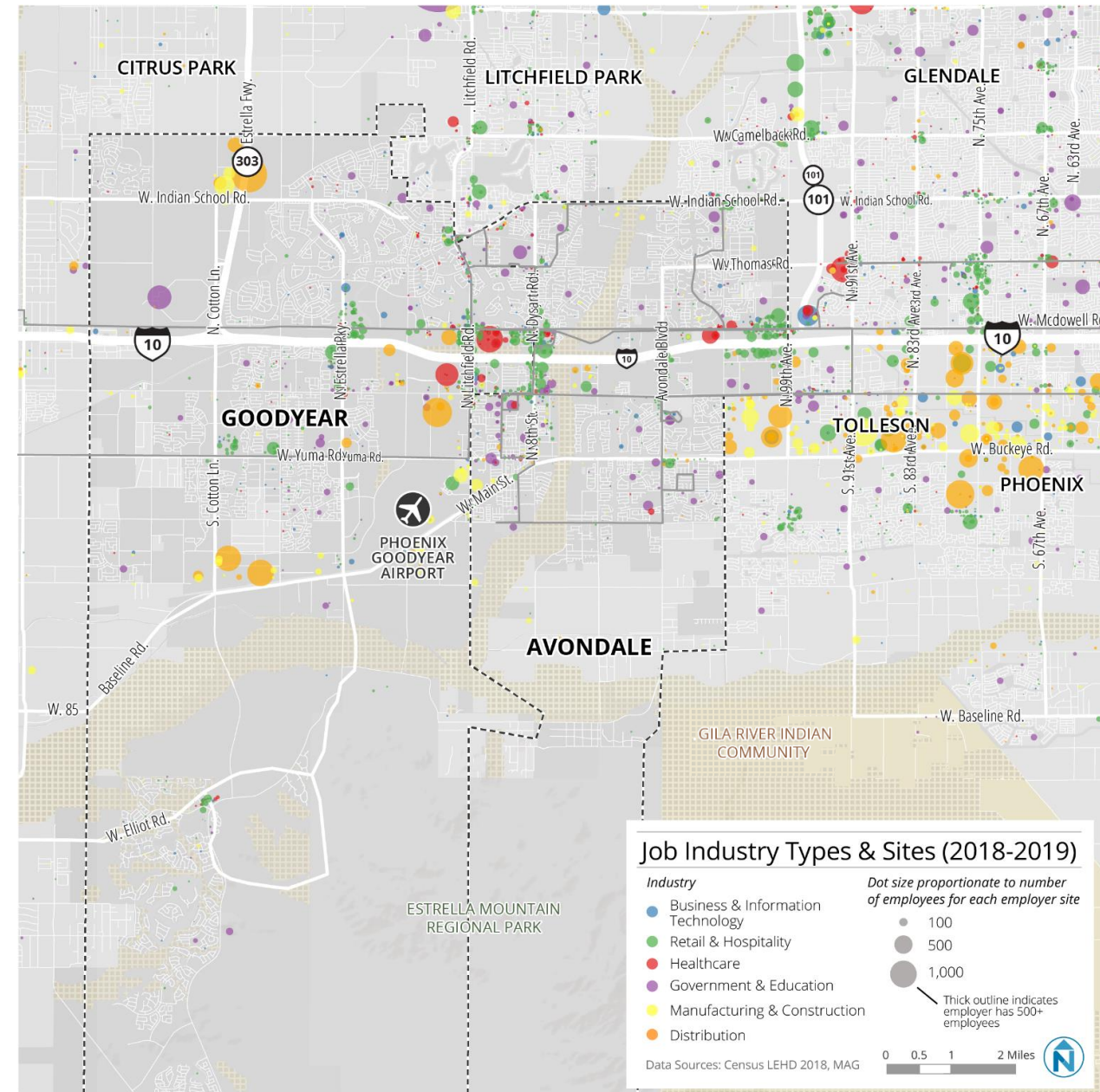
Avondale and Goodyear have diverse employment portfolios.

Distribution and manufacturing jobs are clustered at three industrial parks: PV 303 in northwest Goodyear, Goodyear Crossing along Cotton Lane and County Road 85, and Airport Gateway north of Phoenix-Goodyear Airport.

Retail jobs are concentrated near I-10 along major arterials, including McDowell Road, Van Buren Street, and Dysart Road.

Abrazo West Campus is a major healthcare campus located along McDowell Road in Goodyear. The ten largest employers in the Avondale and Goodyear area are:

- UPS
- Chewy
- Abrazo Healthcare
- Macy's
- Amazon
- State of Arizona Corrections
- Western Regional Medical Center
- Subzero
- Akos
- Walmart



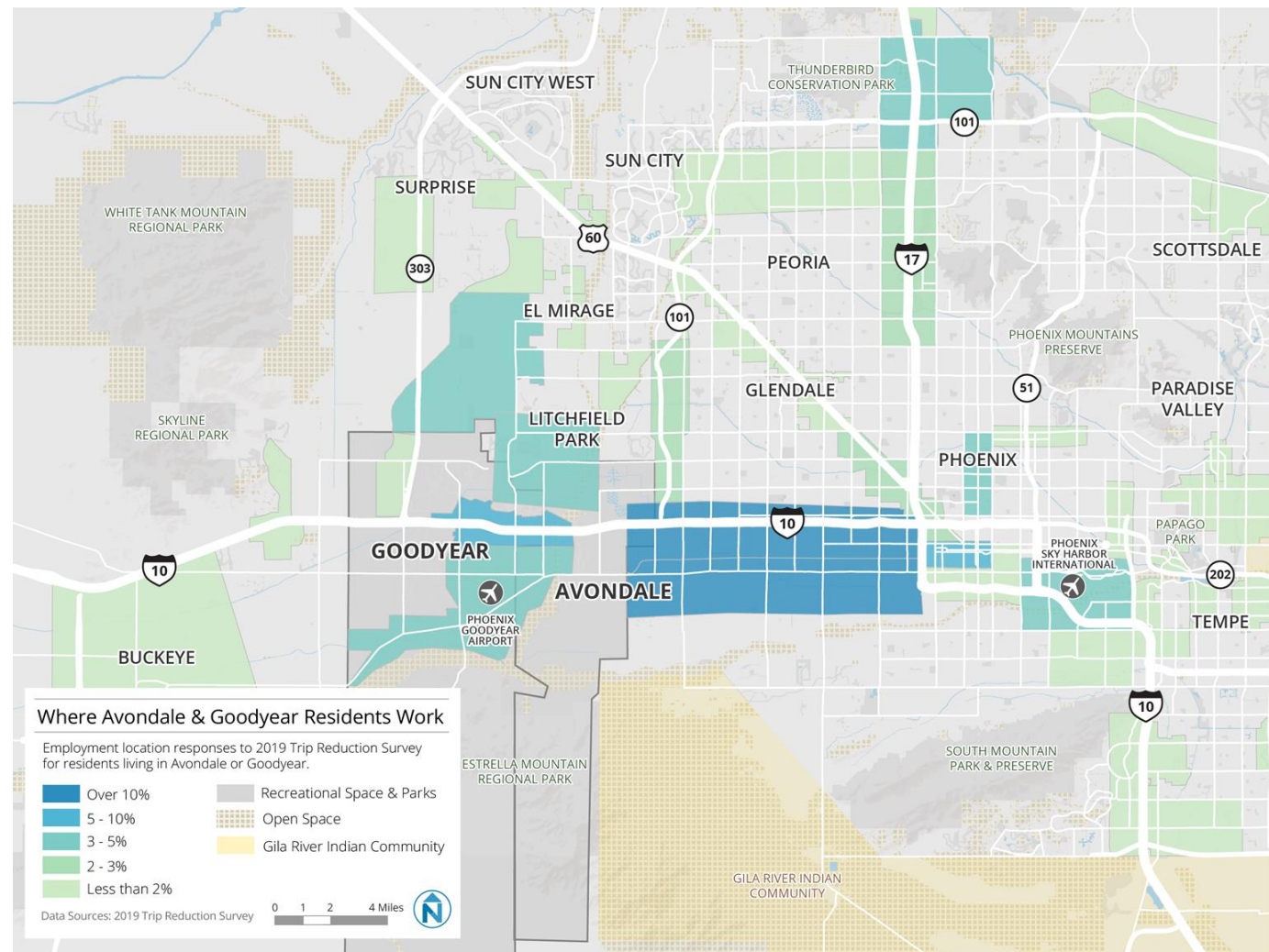
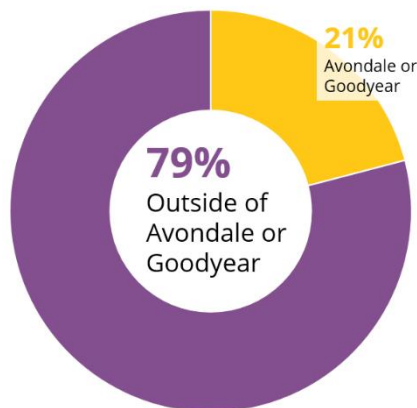
Regional Commute Patterns

WHERE AVONDALE & GOODYEAR RESIDENTS WORK

Nearly four out of five Avondale and Goodyear residents that are employed work in other cities.

Almost a quarter of employees from Avondale and Goodyear worked in the I-10 West Corridor or Southwest Phoenix which border one another.

Where Residents from Avondale or Goodyear Work



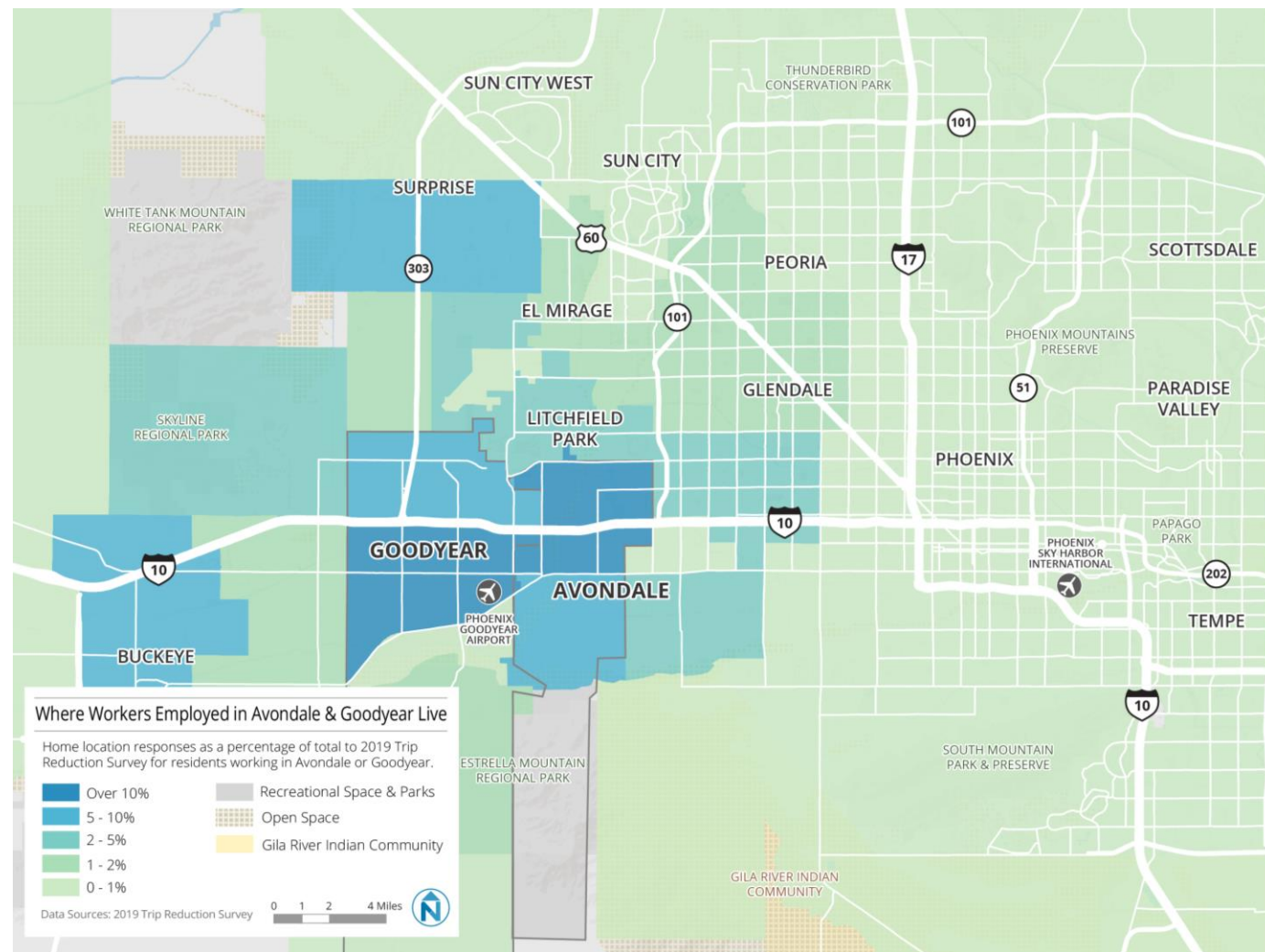
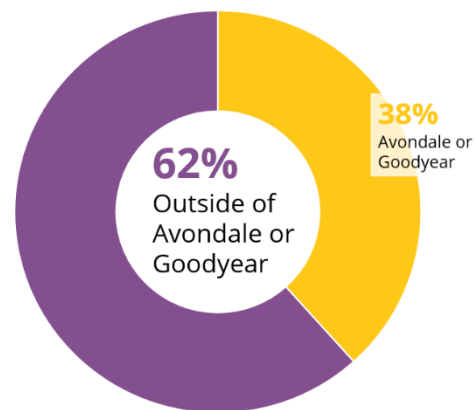
Regional Commute Patterns

WHERE PEOPLE WHO WORK IN AVONDALE & GOODYEAR LIVE

Approximately 38% of people who work in Avondale or Goodyear also live in the area.

Cities with moderate concentrations of people who work in Avondale and Goodyear include Buckeye, Surprise, and Litchfield Park, followed by Glendale and the western edge of Phoenix.

Where Workers Who Work in Avondale or Goodyear Live

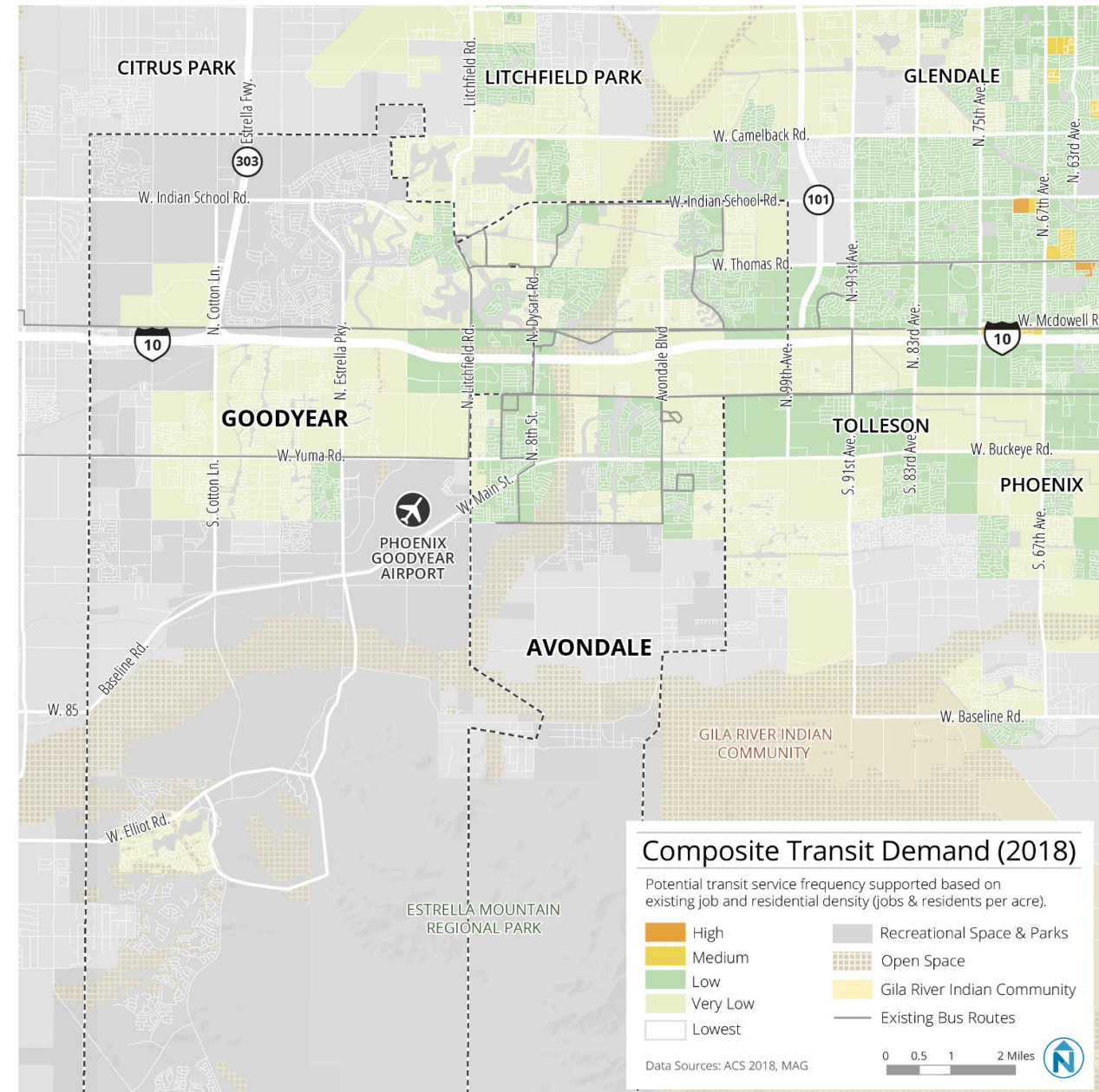


Overall Transit Demand

Population and employment density can be combined to highlight areas with the highest transit demand. Generally, demand for fixed-route transit service is low to very low throughout the majority of Avondale and Goodyear.

Based on this measurement, transit demand is currently highest between Litchfield Road and the Agua Fria River, particularly along the following corridors:

- McDowell Road
- Dysart Road
- Van Buren Street
- Litchfield Road
- Western Avenue
- Thomas Road



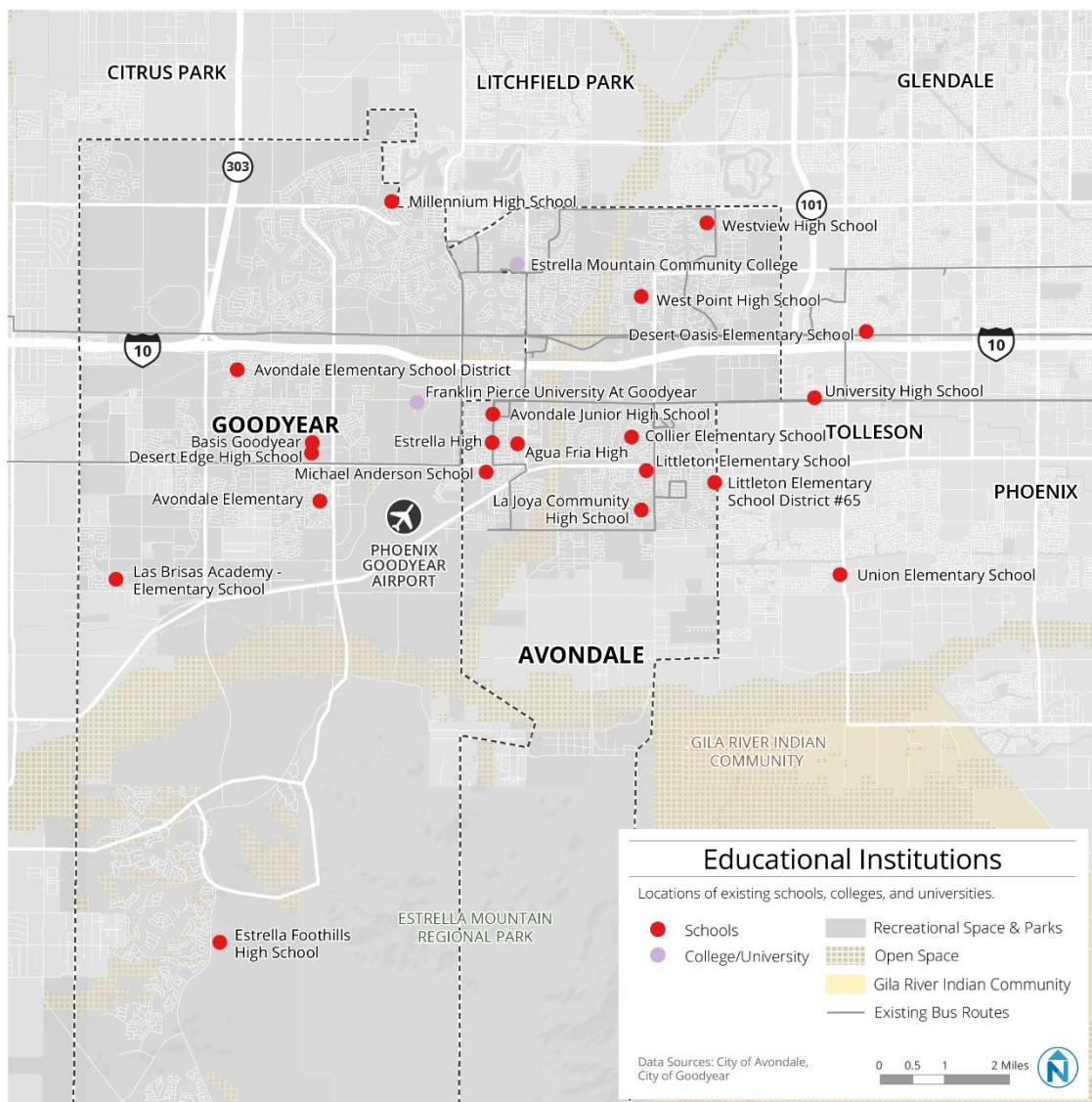
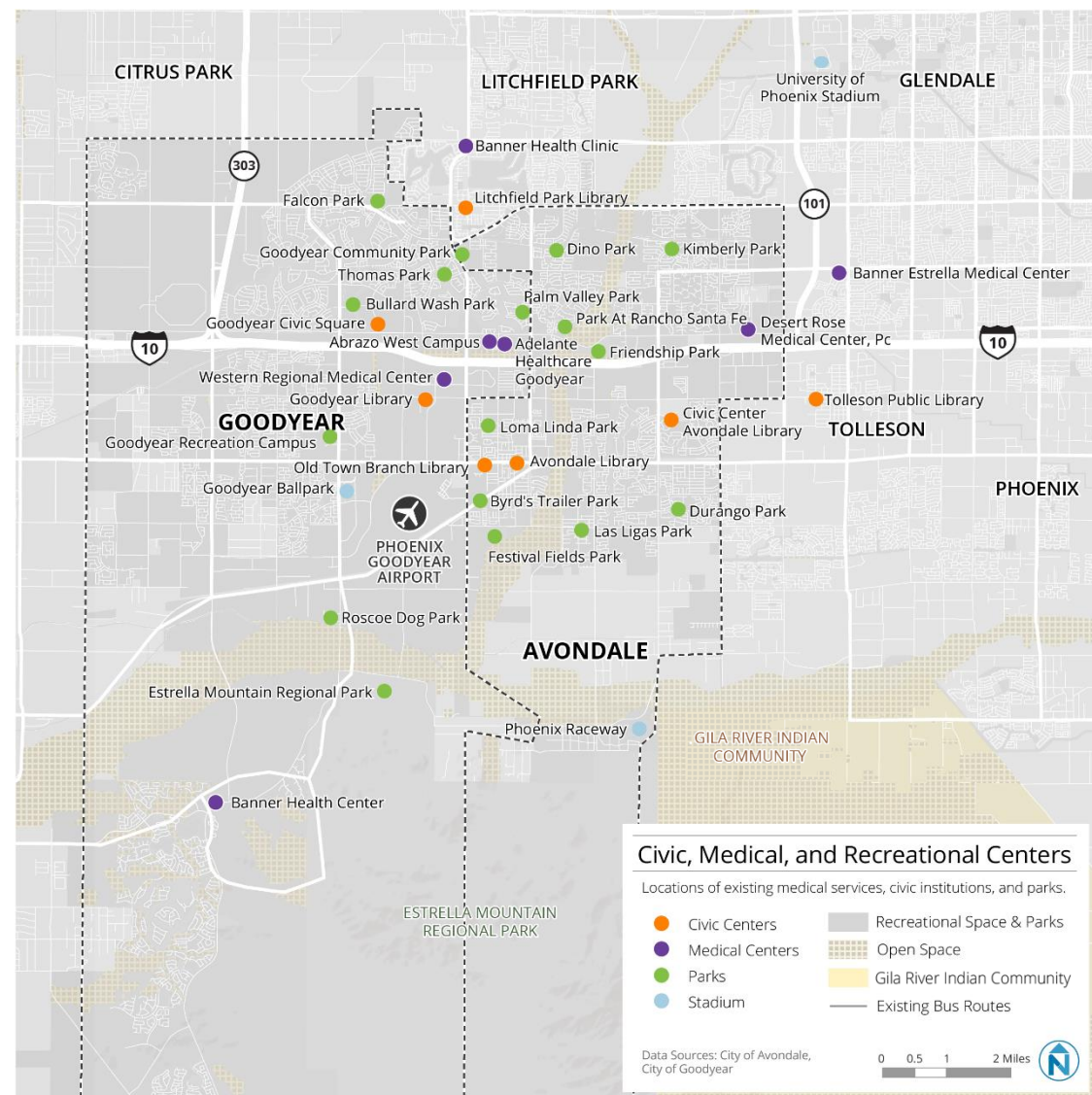
Activity Centers

Activity centers such as shopping centers and grocery stores generate relatively consistent demand for transit throughout the year. Conversely, schools and recreational centers have long periods of reduced transit demand.

The Avondale ZOOM and Valley Metro fixed routes connect most Avondale residents with many major activity centers.



Shopping Centers and Grocery Stores

**Educational Institutions****Civic, Medical, and Recreational Centers**

Future Conditions

PROJECTED GROWTH

Rapid population and employment growth is anticipated in Avondale and Goodyear over the next two decades.

Population

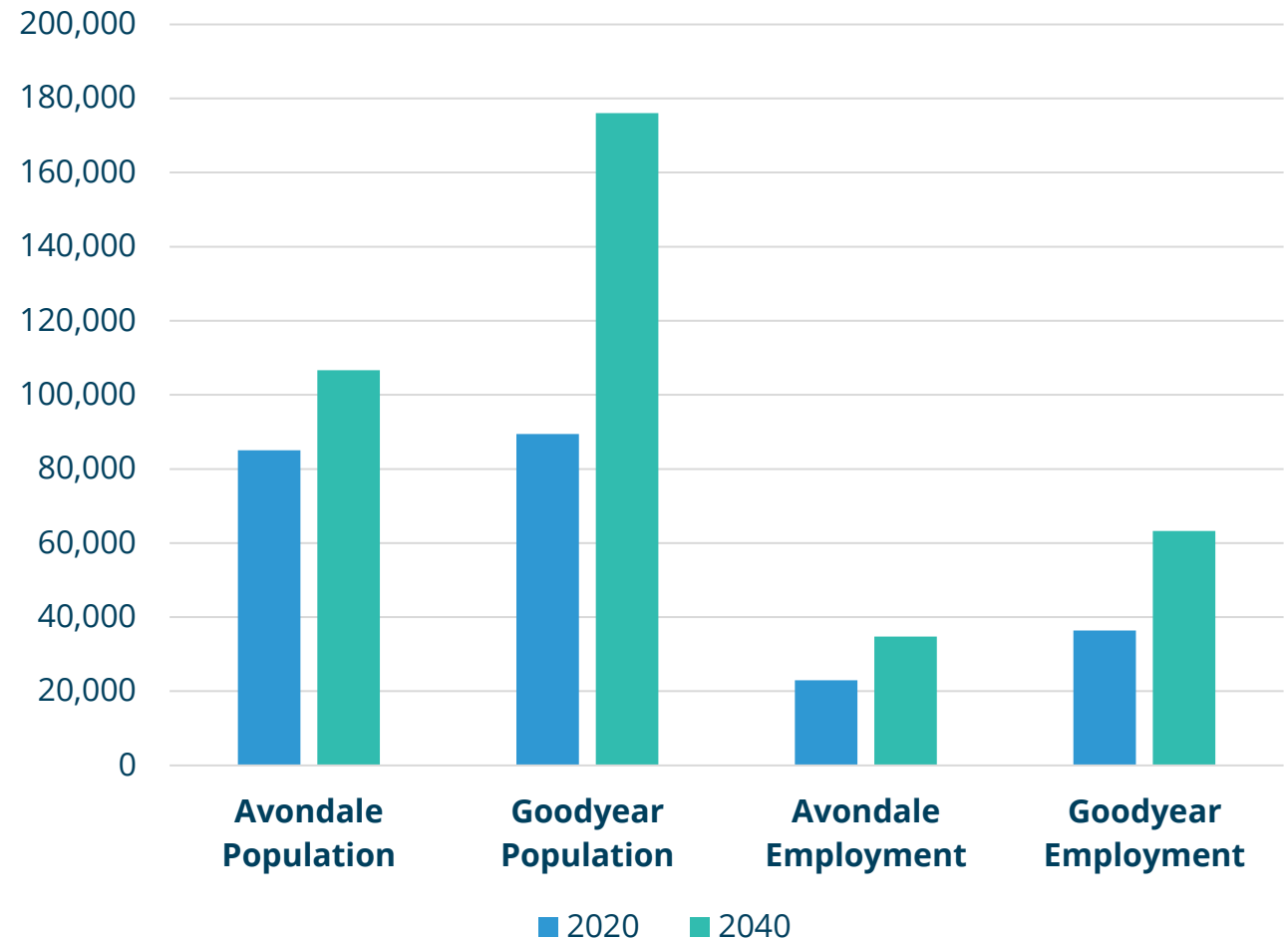
By 2040, Avondale's population is projected to grow by 25% or approximately 20,000 residents. During the same period, Goodyear's population is projected to double.

Employment

Avondale's employment figures are projected to grow by approximately 50% or 35,000 jobs.

The number of jobs in Goodyear is projected to increase by more than 60,000 or roughly 75%.

Projected Population and Employment Growth



Source: MAG

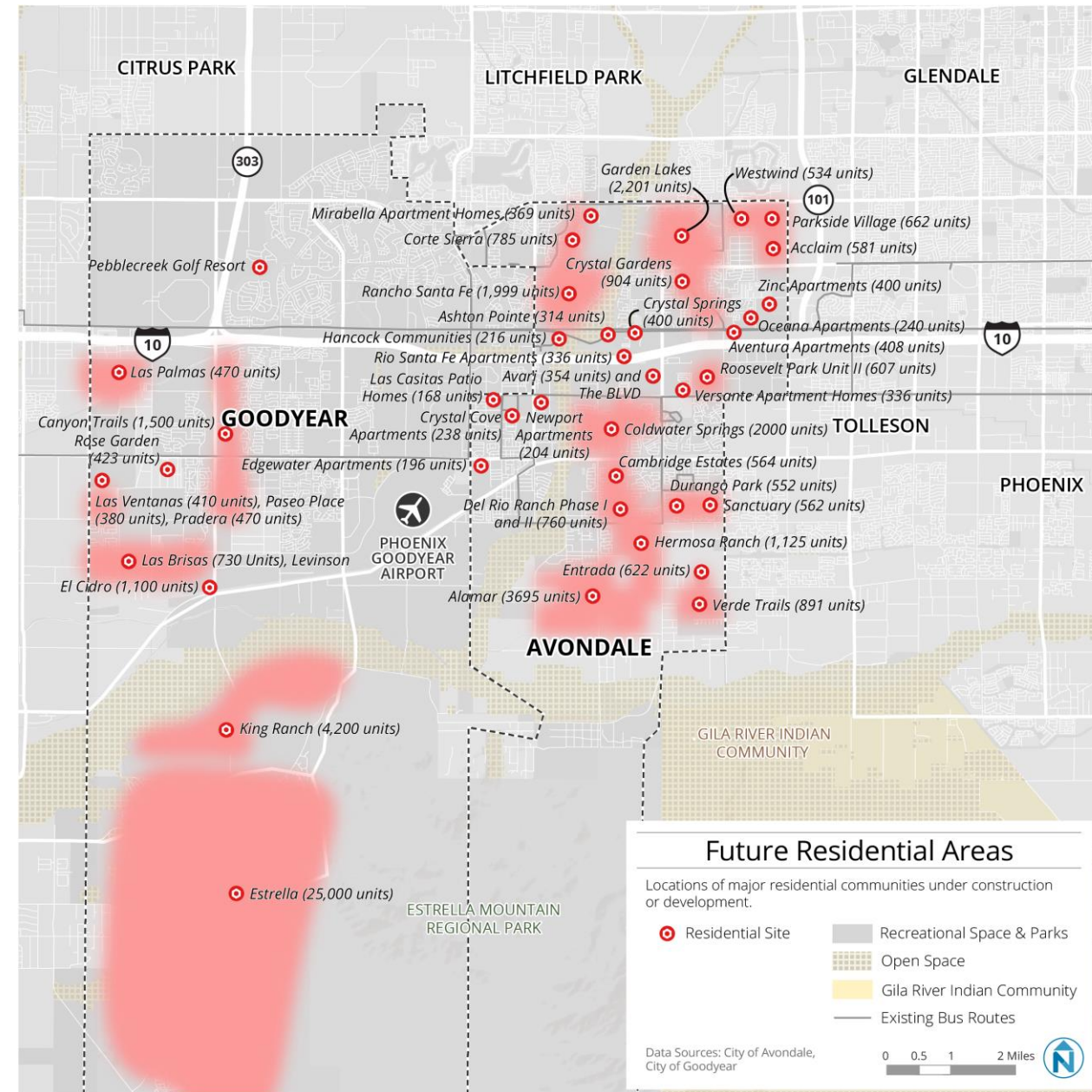
Future Conditions

PLANNED RESIDENTIAL GROWTH

Several multi-family and single-family residential developments are either planned or under construction throughout Avondale and Goodyear.

Several apartments are planned in existing farmland along the eastern edge of Avondale or along major arterials such as McDowell Road, Van Buren Street, and Cotton Lane.

The largest single-family residential developments are Estrella and King Ranch in South Goodyear and Alamar in South Avondale.

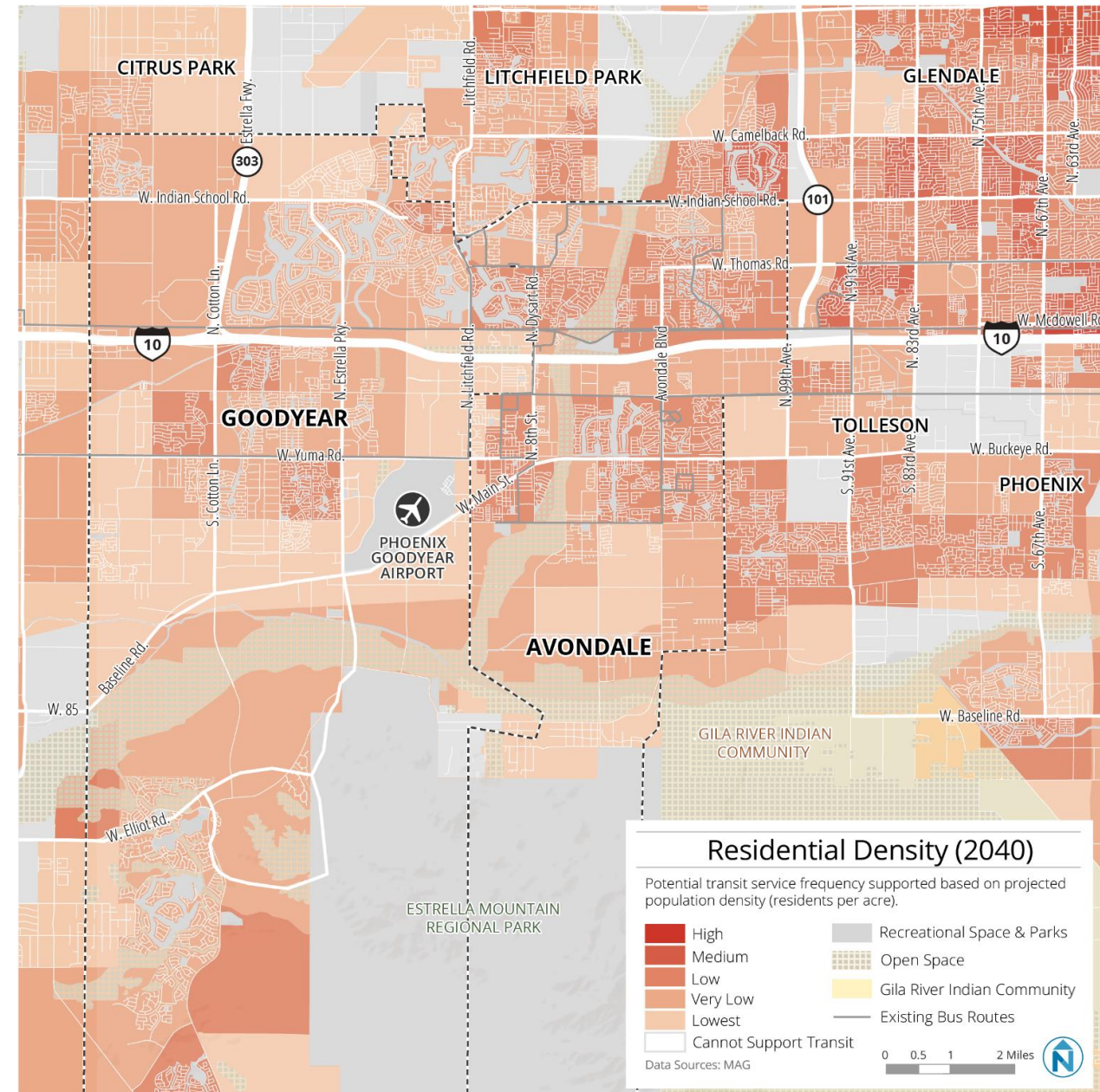


Future Conditions

2040 PROJECTED RESIDENTIAL DENSITY

Residential densities in Avondale are projected to increase as infill development occurs between Indian School Road and Lower Buckeye Road.

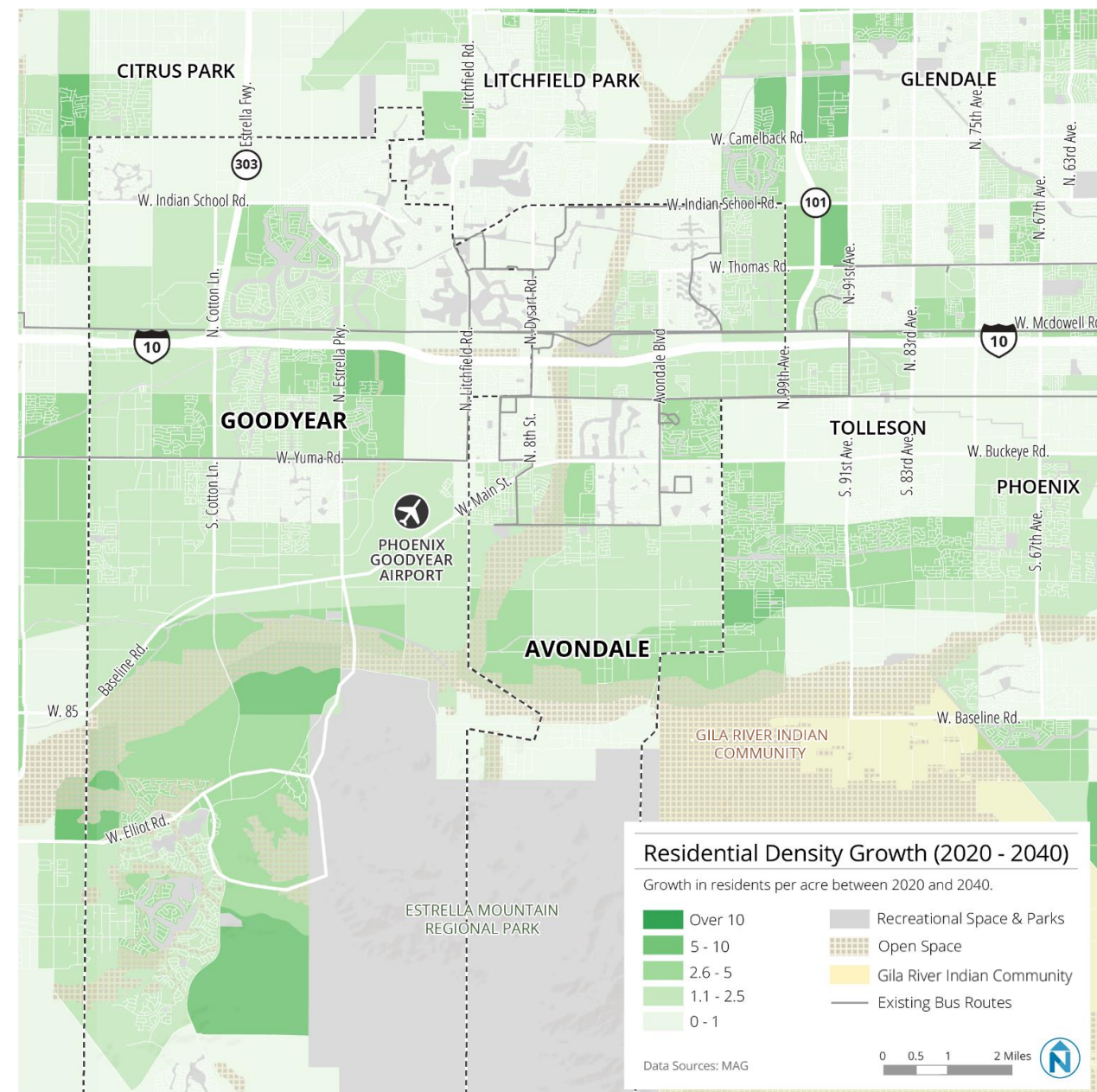
Goodyear is projected to remain significantly lower in residential density than Avondale, however, significant increases are projected east of Estrella Mountain Ranch.



Future Conditions

2040 PROJECTED RESIDENTIAL GROWTH

The most significant increases in residential area projected to occur south of Buckeye Road in Avondale and south of the Gila River in Buckeye.

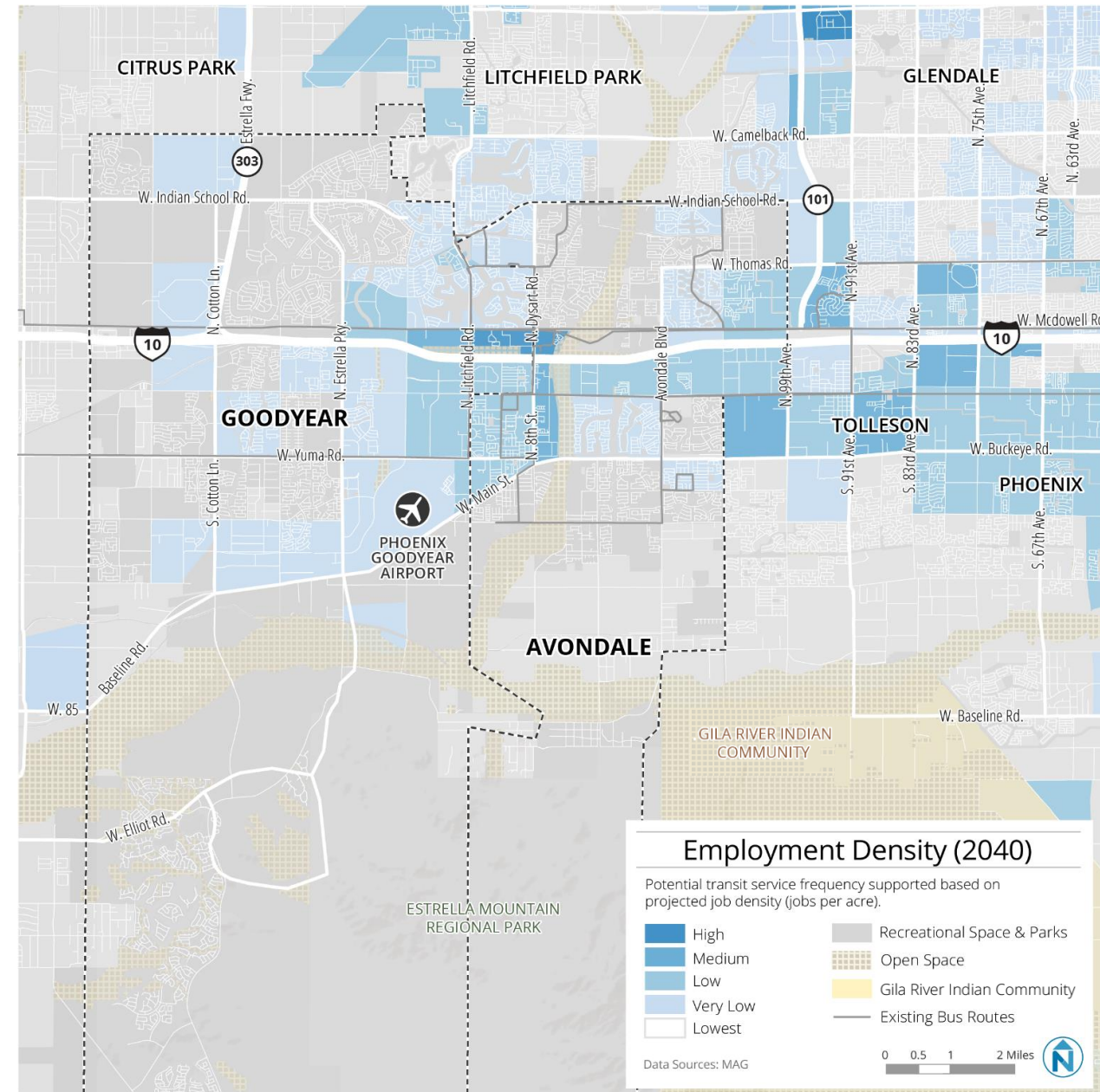


Future Conditions

2040 PROJECTED EMPLOYMENT DENSITY

Employment density is projected to increase along McDowell Boulevard and Dysart Road, which already have the highest densities within Avondale and Goodyear.

As this growth occurs, these areas should be able to support higher levels of fixed-route transit service.

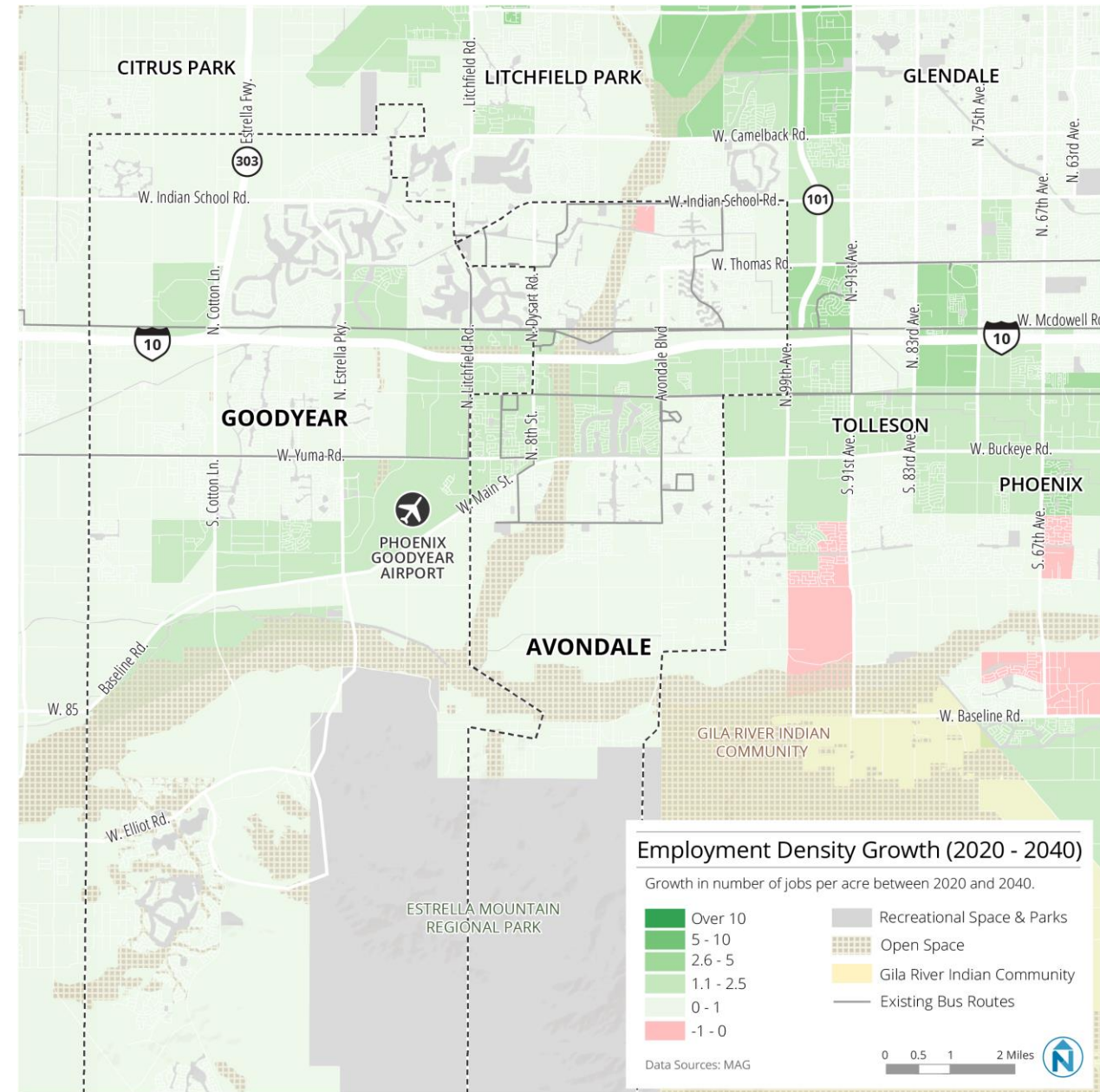


Future Conditions

2040 PROJECTED EMPLOYMENT GROWTH

Future job growth in Avondale and Goodyear is projected to cluster along both sides of the I-10 corridor.

Employment density is also projected to increase between Van Buren Street and County Road 85 in both cities.



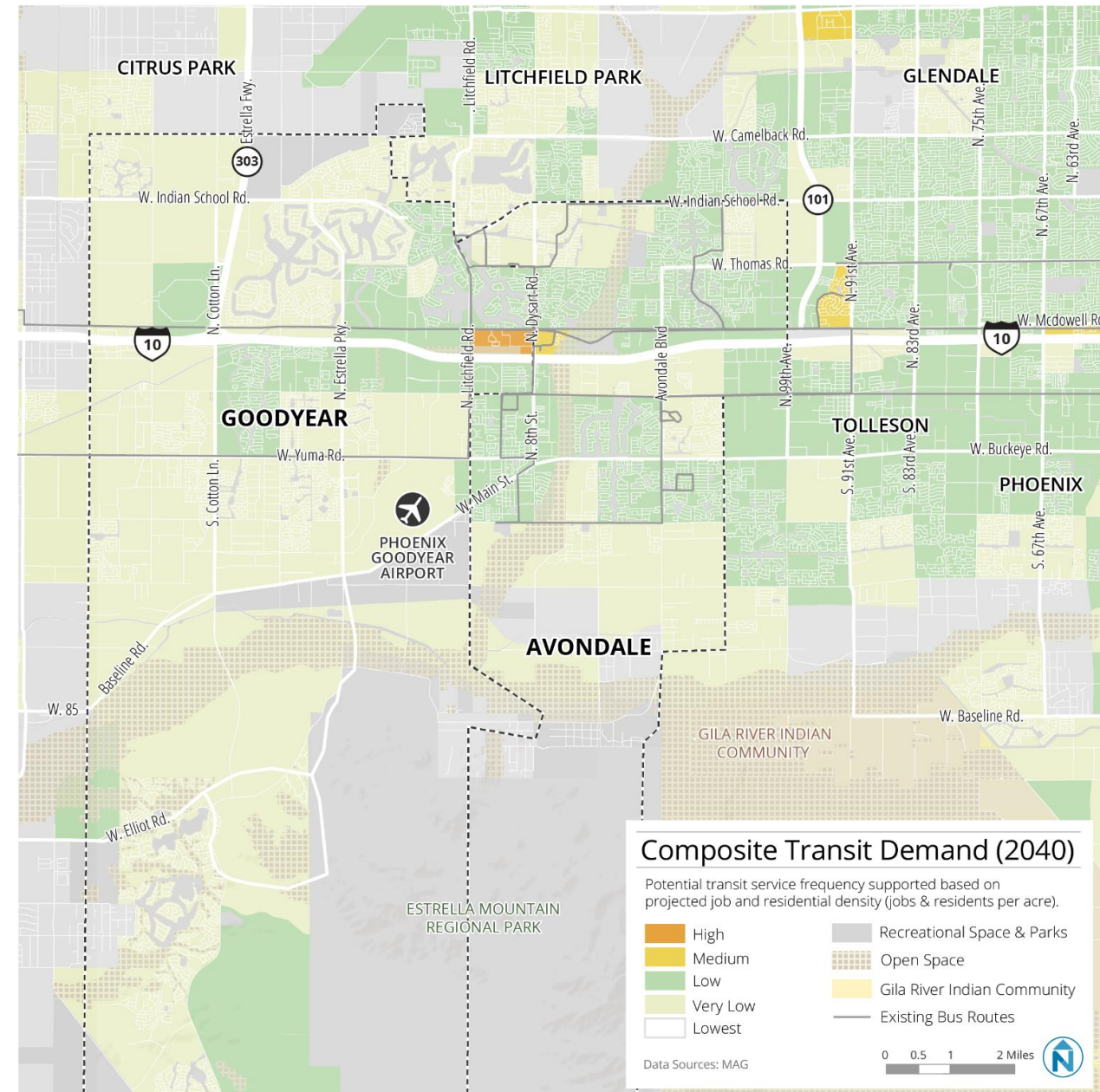
Future Conditions

2040 PROJECTED TRANSIT DEMAND

Projected residential and employment growth will result in high transit demand along McDowell Road east of Litchfield Road that can support high-frequency transit service.

Most of Avondale north of the Gila River and portions of Goodyear will be able to support at least hourly service.

On-demand transit will likely be the most appropriate transit option for North Avondale and the majority of Goodyear.



Transit Best Practices



Transit Best Practices

INTRODUCTION

Microtransit, mobility hubs, and climate-adaptive bus stops are innovative transit services and amenities that have been successfully implemented in communities with similar densities, land use, amenities, or climate as Avondale and Goodyear.

Multiple case studies were developed to gain a better understanding of planning, funding, implementation, policy, performance, and customer feedback.



Source: Nelson\Nygaard

Microtransit

CASE STUDY: SACRT (SACRAMENTO, CA)

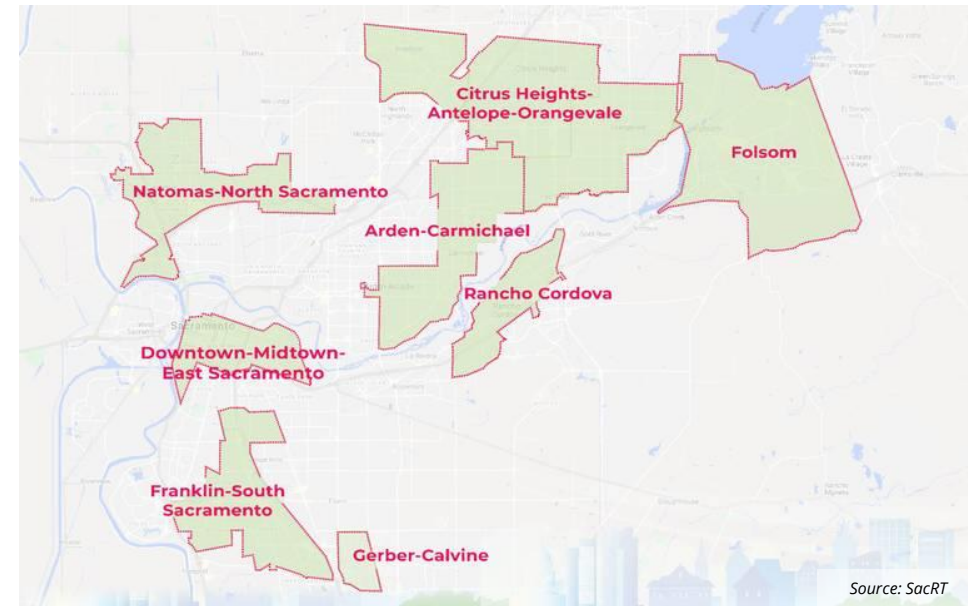
Sacramento Regional Transit (SacRT) introduced microtransit service (Smart Ride) in February 2018. Smart Ride offers curb-to-curb and corner-to-corner pickup services. The success of the pilot program resulted in SacRT making the service permanent and expanding to nine zones in the Sacramento Area. The program currently has a fleet of 42 vehicles.

Initially relying on a five-year \$14 million grant, the program received positive feedback from the community and was awarded a \$12 million grant by Sacramento Transportation Authority to implement microtransit service in areas underserved by the fixed-route service.

Riders can use a smartphone application to book service with fares starting at \$2.50 for a single ride with discounted fare for seniors and persons with disabilities. Smart Ride also offers free rides for groups of five or more.



Source: SacRT



Source: SacRT

Microtransit

CASE STUDY: ARLINGTON, TX

The City of Arlington partnered with Via and launched a pilot microtransit program in December 2017, after it eliminated its fixed-route bus service. Initially serving a 7.5 sq. mi area around downtown Arlington, the success of the pilot program resulted in the city expanding the service area twice and eventually offering rideshare service to the entire city.

The rideshare program offers both block-to-block and curb-to-curb pickup services. Customers are encouraged to book trips using an app with rides costing between \$3-\$5, depending on the distance traveled. Service is available weekdays from 6 a.m. to 9 p.m. and Saturdays from 9 a.m. to 9 p.m. A fleet of over 70 vans and sedans are dedicated to the rideshare program.

Initial funding for the rideshare program was mostly covered by an FTA grant.



Source: MOD Learning Center



Source: Via

Mobility Hubs

CASE STUDY: COLUMBUS, OH

The City of Columbus launched six mobility hubs in July 2020. The average cost of designing and constructing each mobility hubs was just over \$200,000.

Mobility hub amenities include an interactive trip planning kiosk, Wi-Fi, bike racks, bike-share and scooter-share parking, ride-share pick-up/drop-off zones, car share parking, and EV charging stations.

The hubs were built in areas with high pedestrian activity such as the local community college, a branch library, and existing transfer facilities.



Source: Smart Columbus

Mobility Hubs

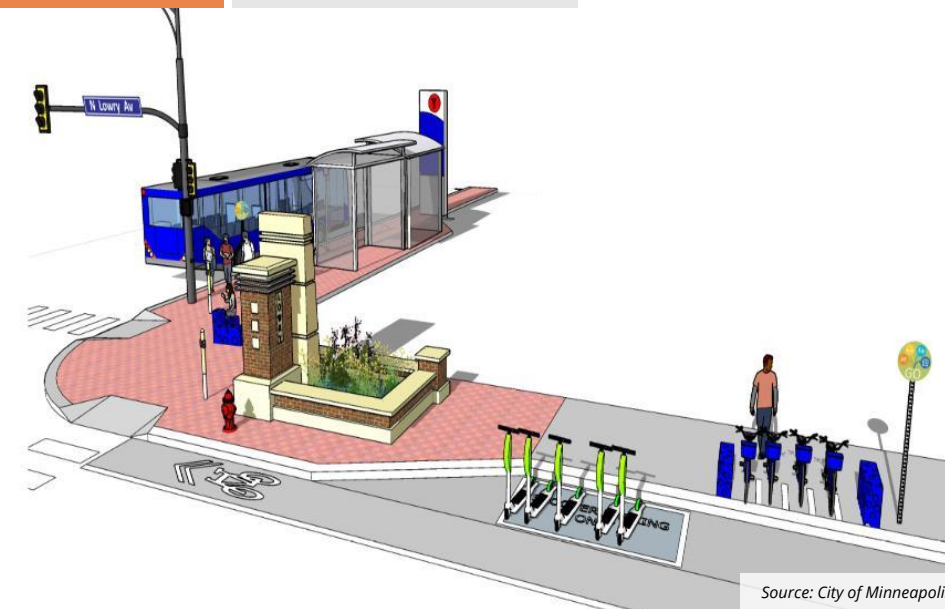
CASE STUDY: MINNEAPOLIS, MN

Introduced in 2019, a pilot program was launched by the City of Minneapolis to upgrade existing bus stops to mobility hubs.

The mobility hubs are located along high-frequency bus routes and bus rapid transit (BRT) routes. Since 2019, a total of 25 hubs have been built in 14 different neighborhoods across the city.

Amenities incorporated at the mobility hubs include modular street furniture, bike/scooter parking, multi-lingual signage and wayfinding system, information kiosks, and solar phone chargers.

The success of the mobility hubs has resulted in the City of Minneapolis expanding the program. The City of Minneapolis has also made a conscious effort in building partnerships with agencies, local organizations, neighborhood groups, and micromobility providers.



Source: City of Minneapolis



Source: City of Minneapolis

Climate-Adaptive Bus Stops

CASE STUDY: MIAMI, FL

The Miami-Dade County's Department of Transportation and Public Works launched a pilot air-conditioned bus stop in 2016. The bus stop is located at the Hialeah Metrorail Station which is heavily utilized by senior citizens.

The bus stop was built at a cost of \$65,000 and accommodates up to 15 passengers. The bus stop includes automatic sliding doors and real time transit information. The department plans on installing similar amenities at 30 additional existing major bus stops across the county.



Source: Phillip Pessar

Climate-Adaptive Bus Stops

CASE STUDY: DUBAI, U.A.E

The City of Dubai in the United Arab Emirates pioneered in the concept of air-conditioned bus stops to provide relief for transit users from the hot desert climate where average summer temperatures exceed 105 degrees Fahrenheit.

The City of Dubai introduced 50 air-conditioned shelters in 2008 and expanded the program by over 800 shelters in subsequent years. Each bus shelter is designed to accommodate up to 14 passengers. The City of Dubai is in the process of installing solar panels to power shelter lighting and air conditioning.



Source: Gulfnews

Recommendations



Recommendations Summary

A range of service and capital investments are recommended based on the following study efforts:

- Evaluation of existing transit services
- Existing and future transit demand analysis
- Review of transit best practices
- Community surveys and stakeholder discussions

Recommendations are divided into four investment types:

- Improvements to existing transit services
- New transit services
- Improvements to existing capital facilities
- New capital facilities

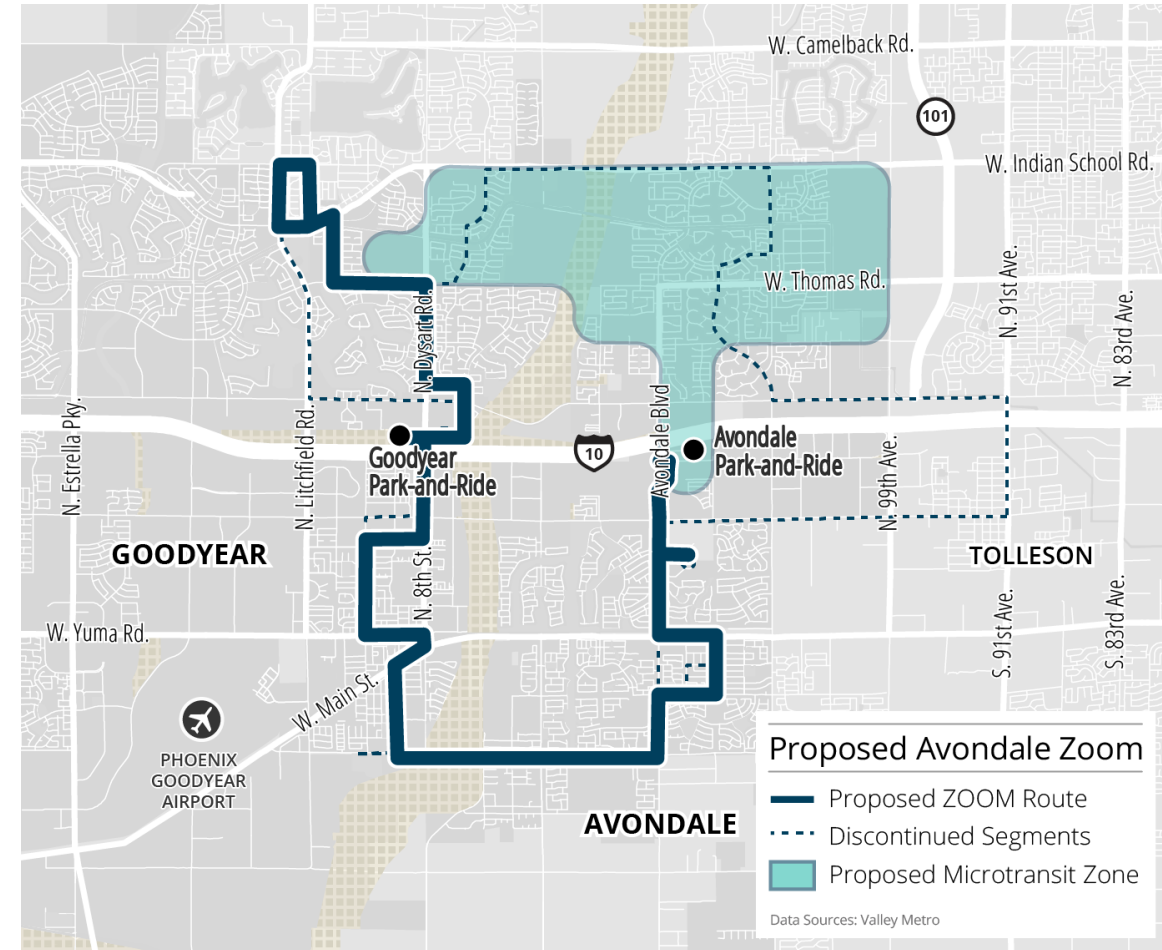
Investment Type	Recommendation
Improvements to Existing Transit Services	Optimize Avondale ZOOM Route
	Extend Valley Metro Route 3
	Extend Valley Metro Route 29
	Upgrade Valley Metro Routes 3 and 17
New Transit Services	North Avondale Microtransit
	Goodyear Microtransit
	Estrella Mountain Ranch Microtransit
	Goodyear Flex Route
Improvements to Existing Capital Facilities	Enhanced bus stops
	Upgrade Avondale Park-and-Ride
New Capital Facilities	Avondale Civic Center Mobility Hub
	Estrella Mountain Community College Mobility Hub
	Historic Avondale Mobility Hub
	North Avondale Mobility Hub
	Canyon Trails Mobility Hub
	Goodyear Ballpark Mobility Hub

Avondale ZOOM

PROPOSED CHANGES

Proposed changes for the Avondale ZOOM include:

- Streamlining the route to focus on segments with the highest ridership.
- Replacing lower ridership segments of the route with microtransit service.
- Extending service to Goodyear Park-and-Ride to improve connectivity with Valley Metro Express Route 562
- Providing transfer opportunities with proposed microtransit service and at proposed mobility hubs.



Avondale ZOOM

COST ESTIMATES

The proposed ZOOM route is significantly shorter than the existing alignment. This change would reduce the number of vehicles required to operate the service. The number of annual hours would also be decreased by 33%, resulting in an annual operating cost savings of approximately \$1.5 million.

				
Route	Route Length	Vehicles	Annual Hours	Cost
Existing	58 miles	8	45,000	\$4,500,000
Proposed	30 miles	5	30,000	\$3,000,000
SAVINGS		3	15,000	\$1,500,000

Note: An hourly rate of \$100 was used to estimate total operating costs. Costs may be updated by changing this rate and multiplying by annual hours.

Valley Metro

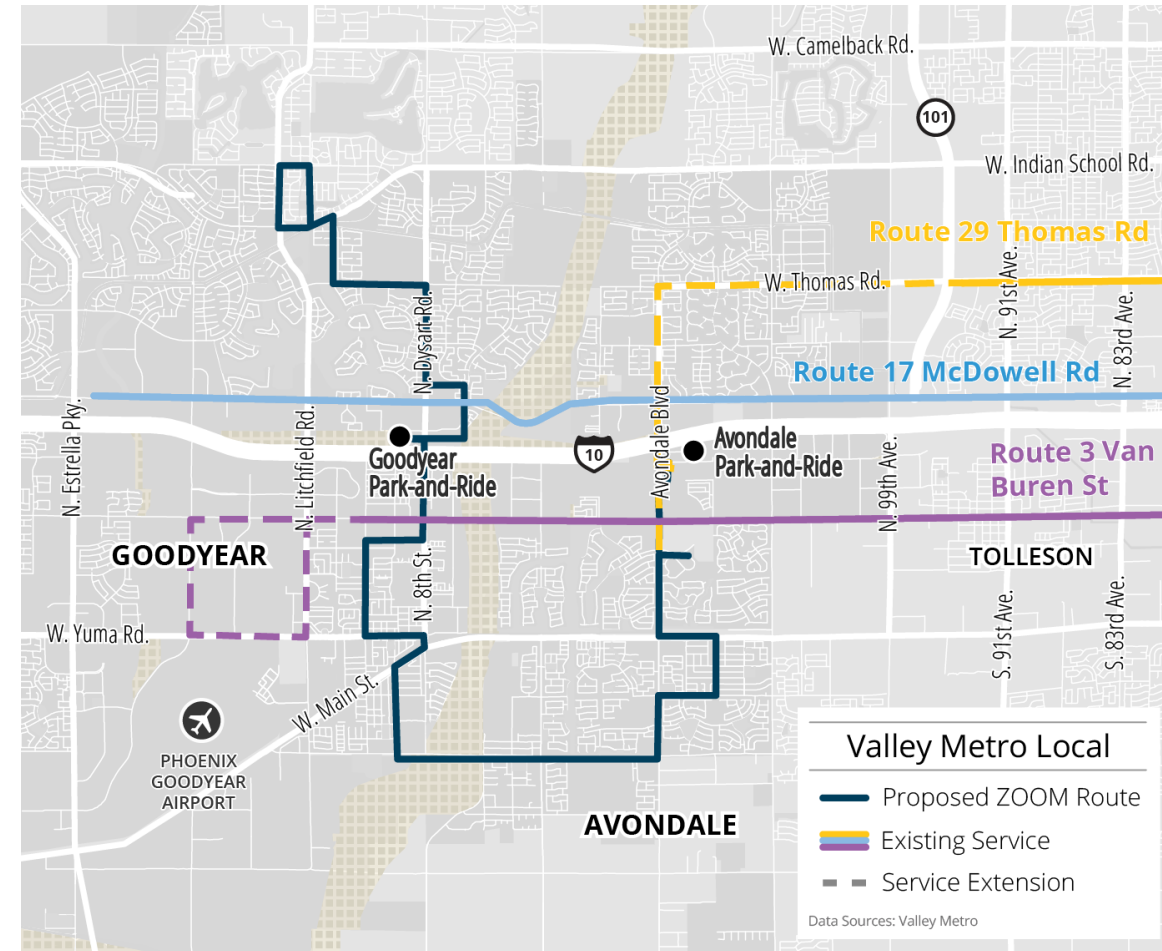
PROPOSED SERVICE EXPANSION

Service expansion is recommended for three Valley Metro routes serving Avondale and Goodyear.

Route 3 should be extended from Van Buren Street and Central Avenue to Yuma Road and Bullard Avenue to provide access to several major employers in Goodyear in the Airport Gateway industrial park. The extension will also provide connectivity with the proposed Goodyear flex route.

The frequency of **Route 17** should be upgraded west of 83rd Avenue to improve access to/from Tolleson, Phoenix, and Scottsdale. Higher frequencies reduce wait times, improve connections, and result in higher ridership over time. Sunday service should also be added to Route 17 to improve access to employment and other activities.

Route 29 should be extended from Thomas Road and 99th Avenue to Avondale Civic Center to improve access to jobs and amenities in Avondale and Phoenix. The extension will also improve connectivity opportunities between transit services at the proposed Avondale Civic Center mobility hub.



Valley Metro

PROPOSED SERVICE EXPANSION

The Route 3 extension would require one additional vehicle and 7,000 additional annual service hours.

The Route 17 frequency upgrade and additional of Sunday service would require 8,000 additional annual service hours.

The Route 29 extension would require two additional vehicles and 14,000 additional annual service hours.

					
Route	Action	Segment Length	Additional Vehicles	Additional Annual Hours	Additional Annual Cost
3	Route Extension	4.9 miles	1	7,000	\$700,000
17	Frequency Upgrade	14.0 miles	0	8,000	\$800,000
29	Route Extension	5.4 miles	2	14,000	\$1,400,000
TOTAL			3	29,000	\$2,900,000

Microtransit

OVERVIEW

Microtransit operates similar to Transportation Network Companies (TNCs) such as Uber and Lyft. Riders typically request service using a smartphone app. Microtransit can provide door-to-door or curb-to-curb trips within a specified service area. Rides are usually shared with others traveling in the same general direction.

Microtransit works best for:

- Serving low-density areas.
- Completing the “first or last mile” of transit trips.
- Riders who prefer not to walk due to uncomfortable weather.
- Providing options for passengers who have limited mobility.



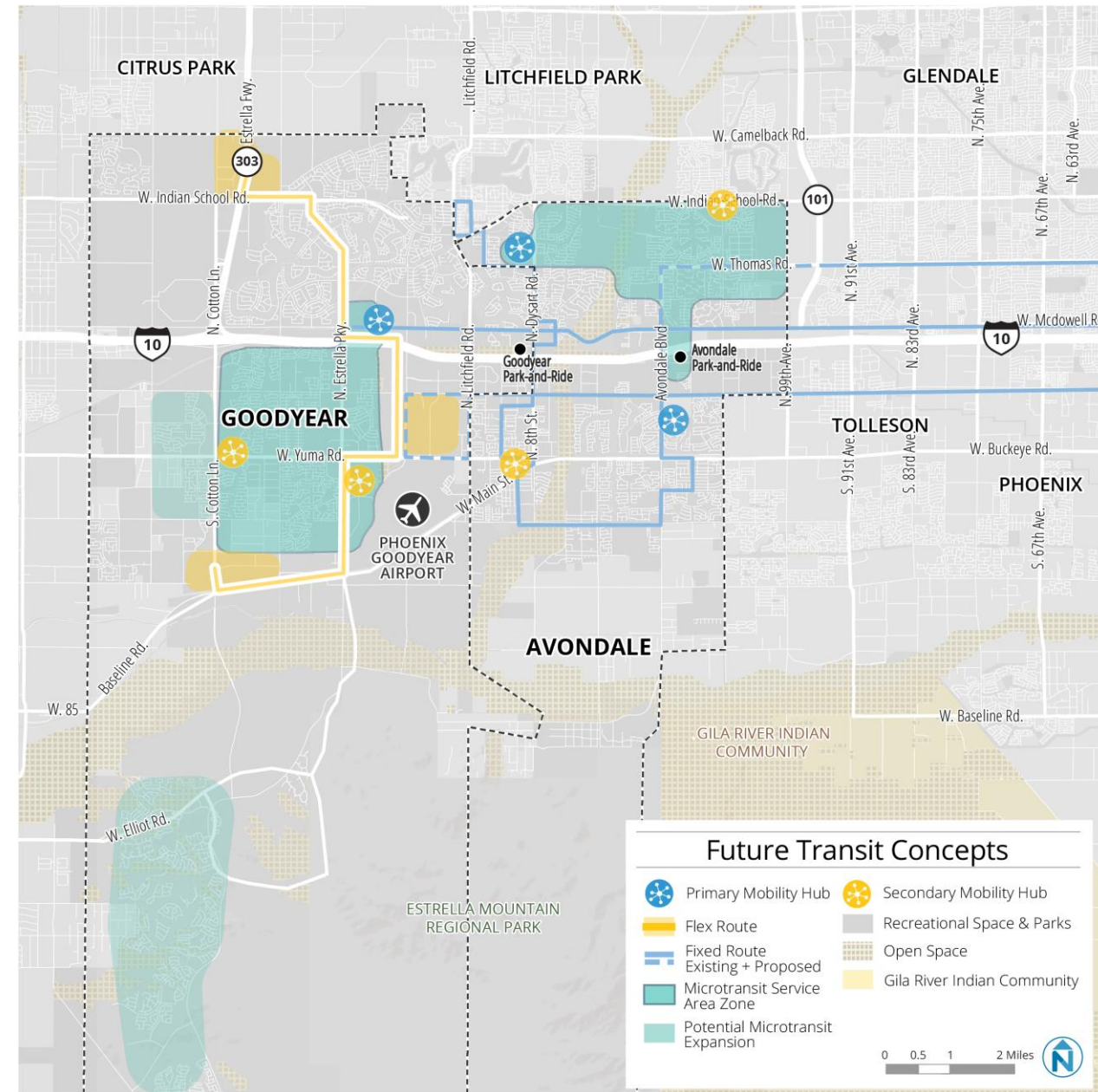
Source: Jax Daily Record

Microtransit

PROPOSED ZONES

A six square mile area in North Avondale is proposed for a microtransit pilot program. This area is currently served by the Avondale ZOOM route but is better suited for microtransit due to its street network, land use, and population density.

Two additional areas that are not suitable for fixed-route service but could potentially support microtransit as infill development continues include Goodyear (between I-10 and County Road 85) and Estrella Mountain Ranch.



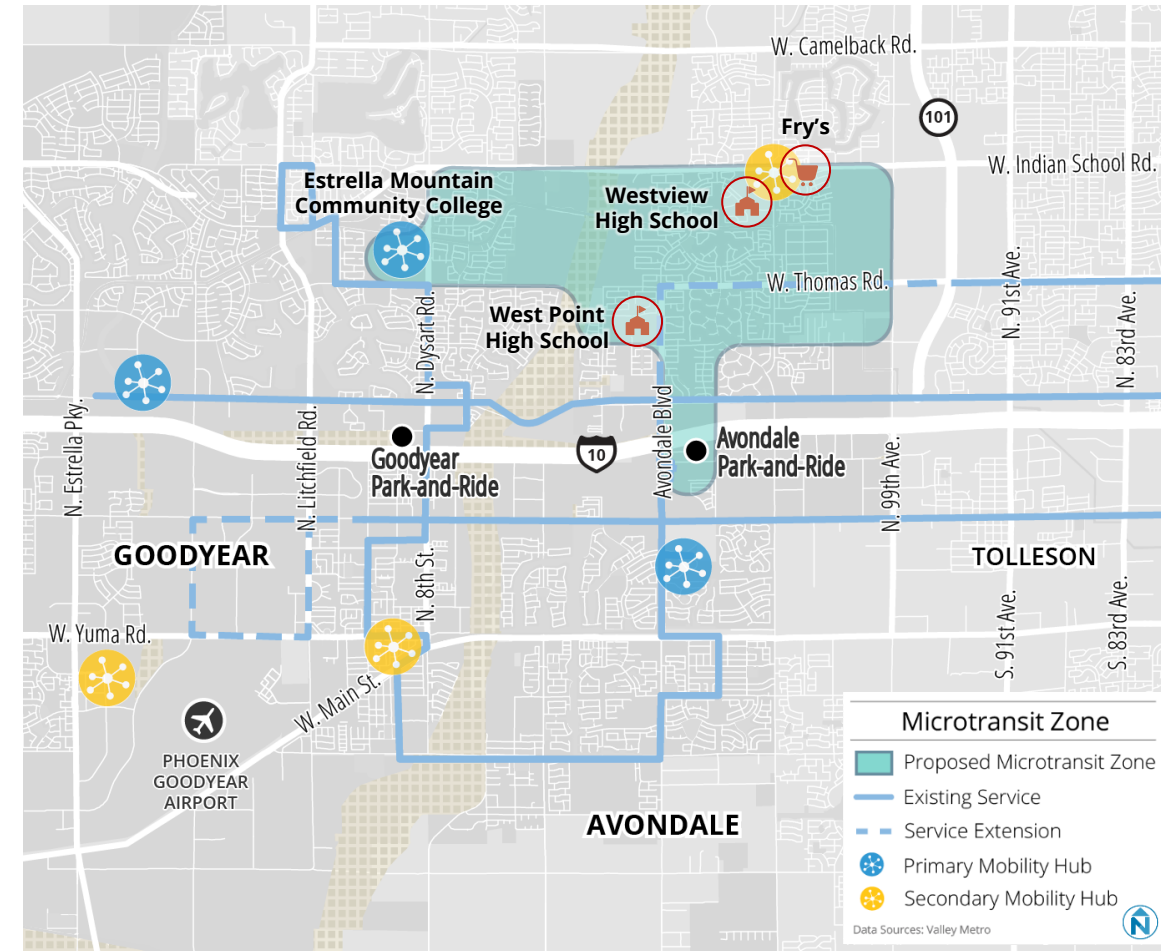
Proposed Microtransit Pilot

NORTH AVONDALE

The proposed North Avondale microtransit zone stretches from Estrella Mountain Community College on the west to North 99th Avenue on the east. The northern boundary of the zone is Indian School Boulevard, and the southern portion extends to Avondale Park-and-Ride. Approximately 28,000 people live within the proposed North Avondale microtransit zone.

The proposed microtransit zone is currently served by the Avondale ZOOM and Valley Metro Route 17. Valley Metro Route 29 is proposed for extension into the zone.

The proposed microtransit zone would be anchored by proposed mobility hubs at Estrella Mountain Community College, a proposed mobility hub at Indian School Boulevard and 107th Avenue, and the Avondale Park-and-Ride.



Proposed Microtransit Pilot

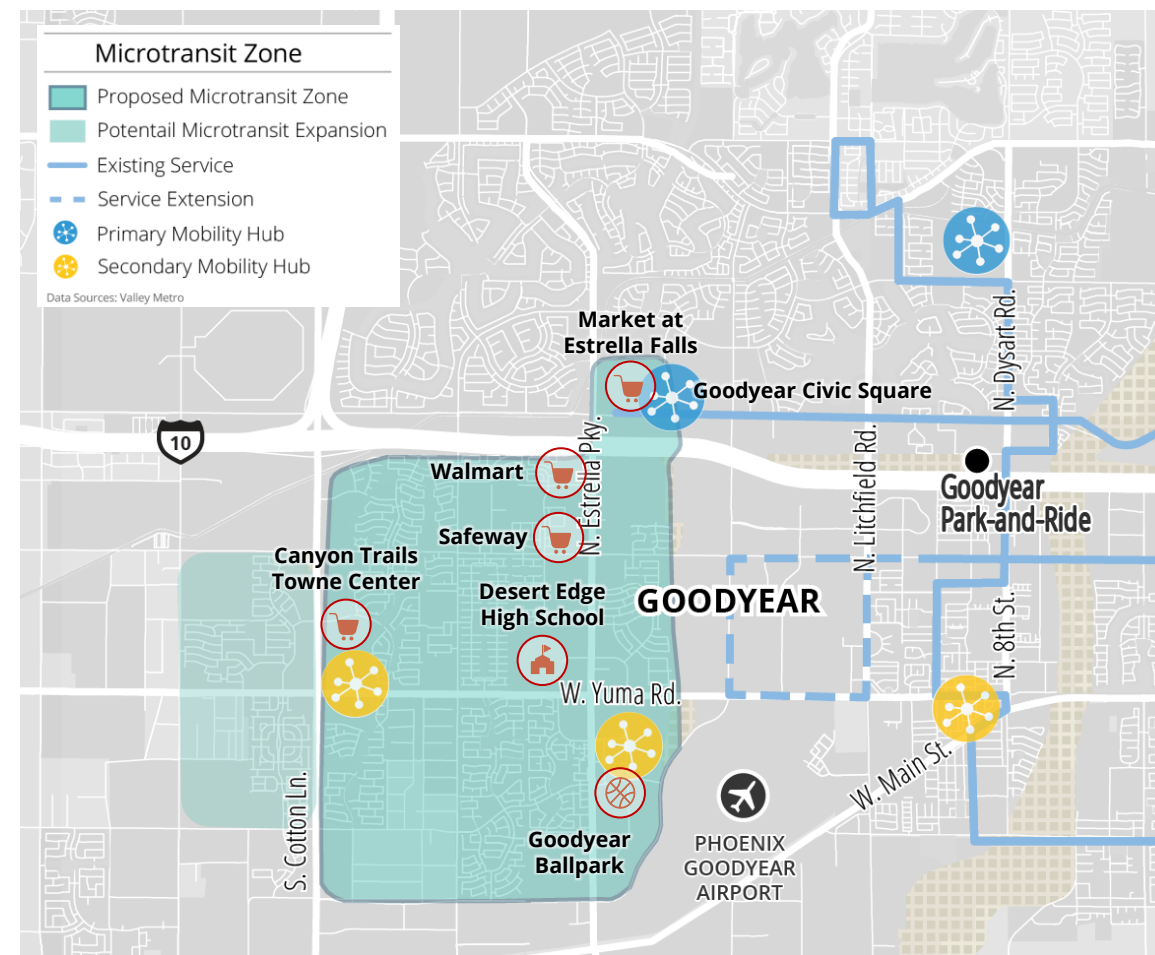
GOODYEAR

Microtransit is a more suitable transit option than fixed-route bus service in areas of Goodyear with low-to-moderate densities. The proposed Goodyear microtransit zone spans 10 square miles and is home to approximately 30,000 residents.

Major activity centers within the zone include the Canyon Trails Towne Center, Goodyear Ballpark, and the future Goodyear Civic Square. Mobility hubs are proposed for each of these activity centers.

The Goodyear microtransit zone is currently served by Route 17 and would also be served by the proposed flex route.

Over time, the zone could be expanded west of Cotton Lane as infill development increases.



Microtransit Pilot

POTENTIAL PHASING PLAN

Phase	Timeframe	Days	Hours	Fare	Vehicles
1	0 – 6 months	Mon - Fri Sat Sun	7 am – 7 pm	Free	3
2	6 months – 12 months	Mon - Fri Sat Sun	7 am – 7 pm	\$2.00	3
3	Year 2	Mon - Fri Sat Sun	7 am – 7 pm	\$2.00	3
4	Year 3	Mon - Fri Sat Sun	6 am – 8 pm	\$2.00	4
5	Year 4	Mon - Fri Sat Sun	6 am – 8 pm	\$2.00	5

Microtransit Pilot

PHASING PLAN

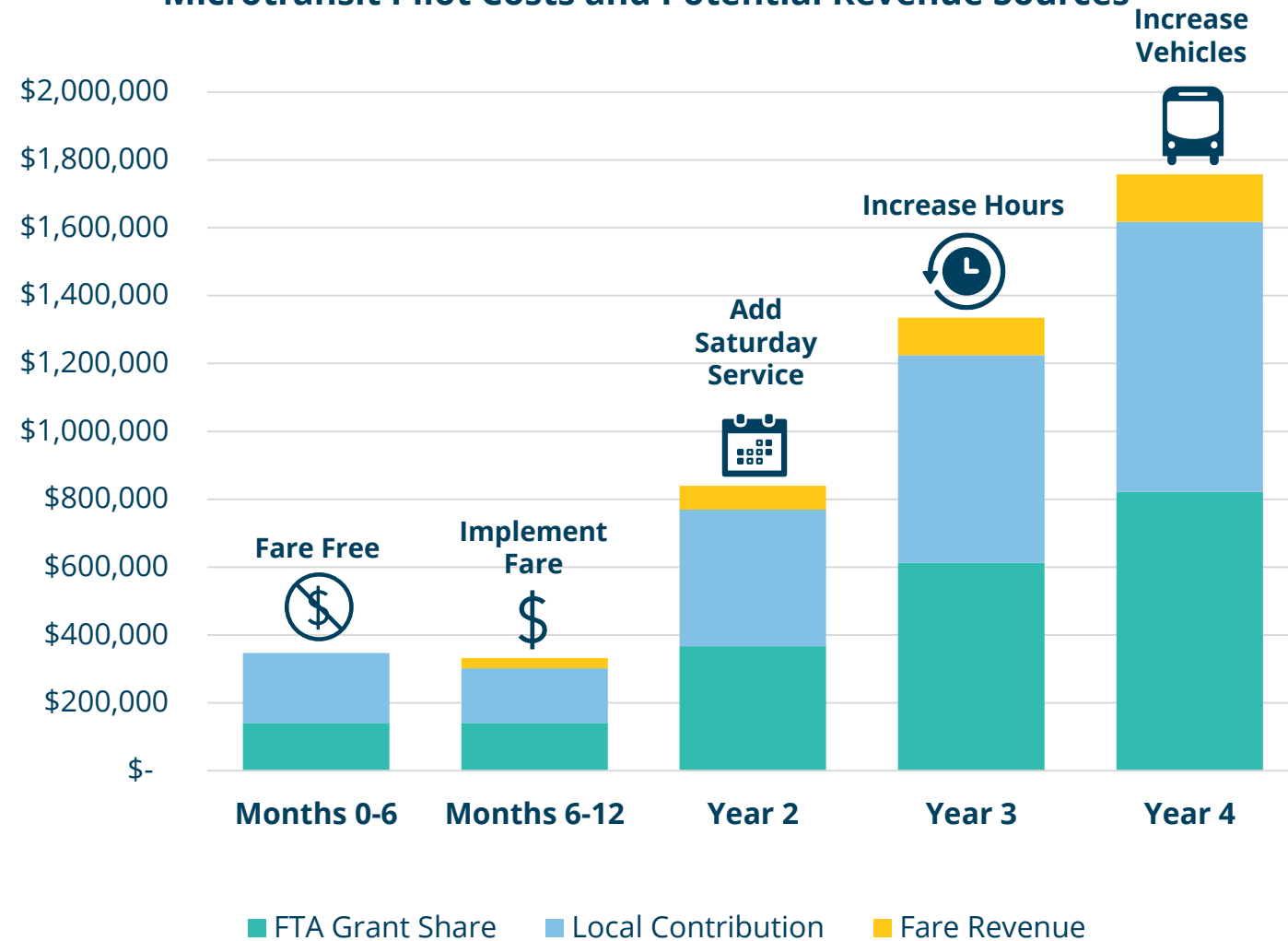
The following phasing plan and cost estimates apply to microtransit pilot programs in Avondale or Goodyear and consist of five phases over a four-year period.

Fare free service is recommended during the first six months of the program. A fare would be introduced during the second phase which would run for an additional six months.

The third phase of the program (Year 2) would see the addition of Saturday service. The fourth phase (Year 3) of the program would see increased hours of service from 12 to 14 hours. The fifth phase (Year 4) of the program would see an expansion in the number of vehicles with the anticipation of increased ridership.

The annual total program cost would increase from 700K in Year 1 to \$1.8M in Year 4. Cost assumptions assume cities would contract with a microtransit provider.

Microtransit Pilot Costs and Potential Revenue Sources



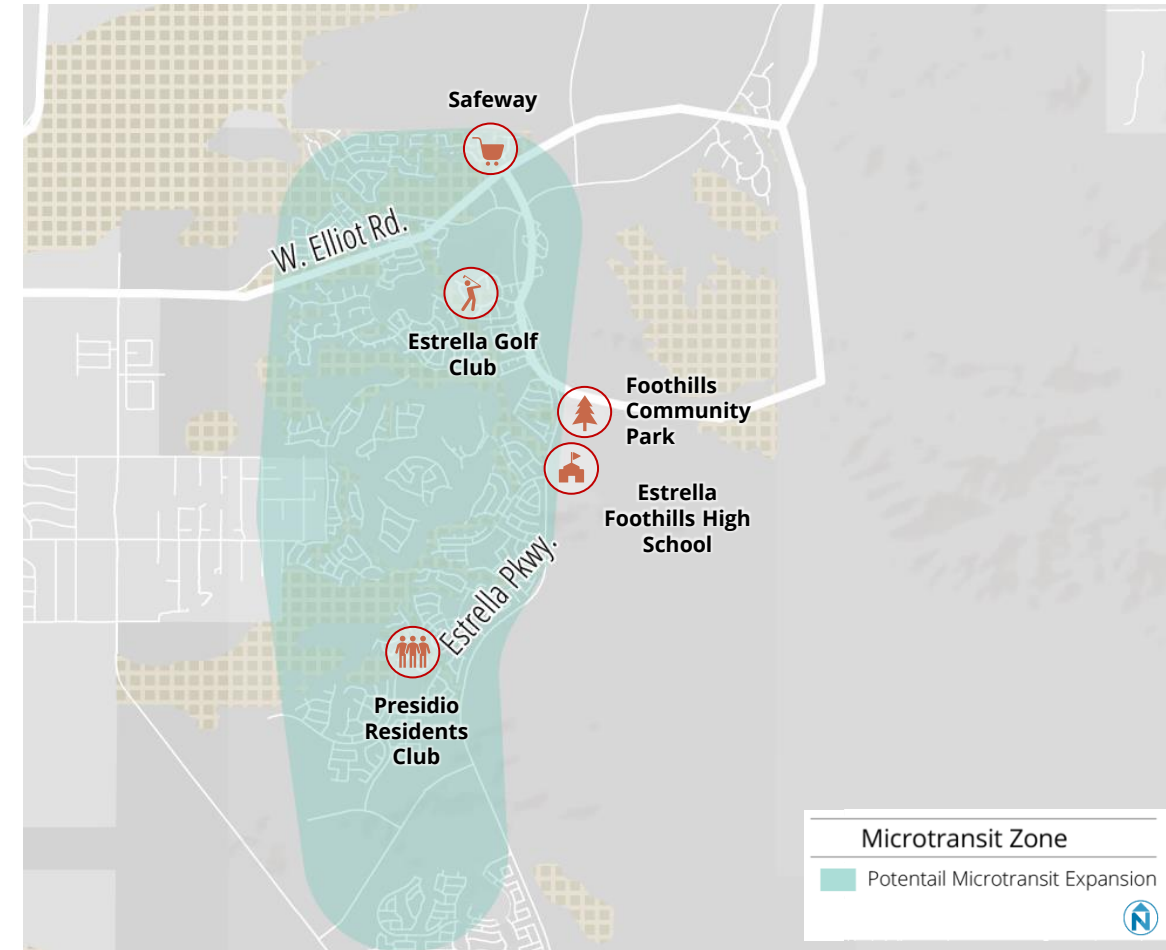
Future Microtransit Zone

ESTRELLA MOUNTAIN RANCH

Estrella Mountain Ranch is a low-density planned community south of the Gila River. The community is isolated from the rest of Goodyear and has a high senior population. Valley Metro does not operate fixed-route bus service in Estrella Mountain Ranch.

The proposed Estrella Mountain Ranch microtransit zone spans 7 square miles and is home to approximately 12,000 residents. Major destinations include Safeway and Estrella Foothills High School.

Infill development is in progress in Estrella Mountain Ranch and higher-density development is planned east of Estrella Parkway and south of Estrella Foothills High School.

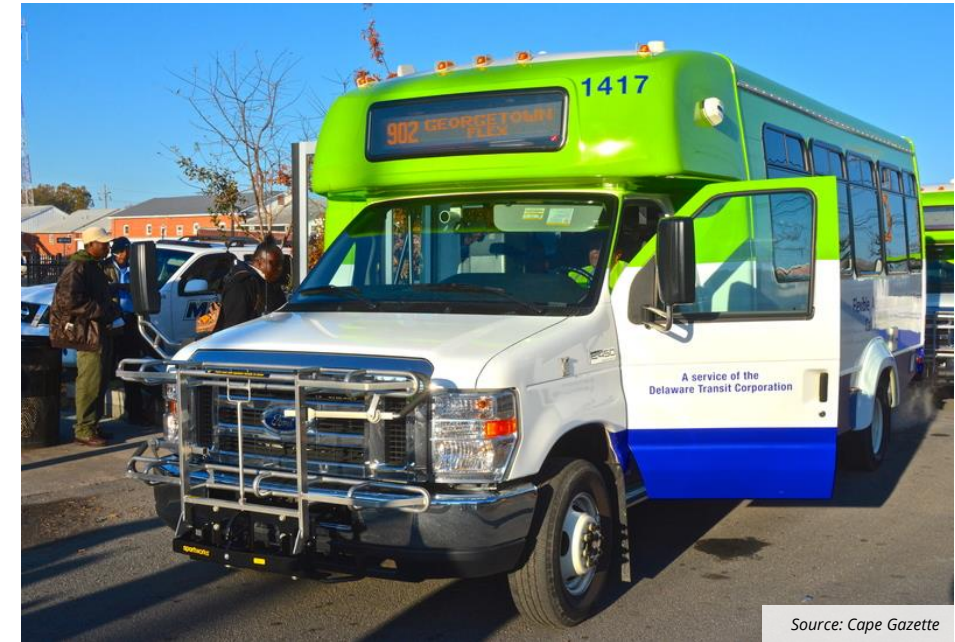


Flex Route

OVERVIEW

Flex routes work much like fixed route bus service, with a regular alignment, designated stops, and a published schedule. Unlike fixed route bus service, flex routes allow for deviations off the regular route within specified zones.

Smaller vehicles are typically used for flex routes to provide improved access to areas with challenging pedestrian environments.

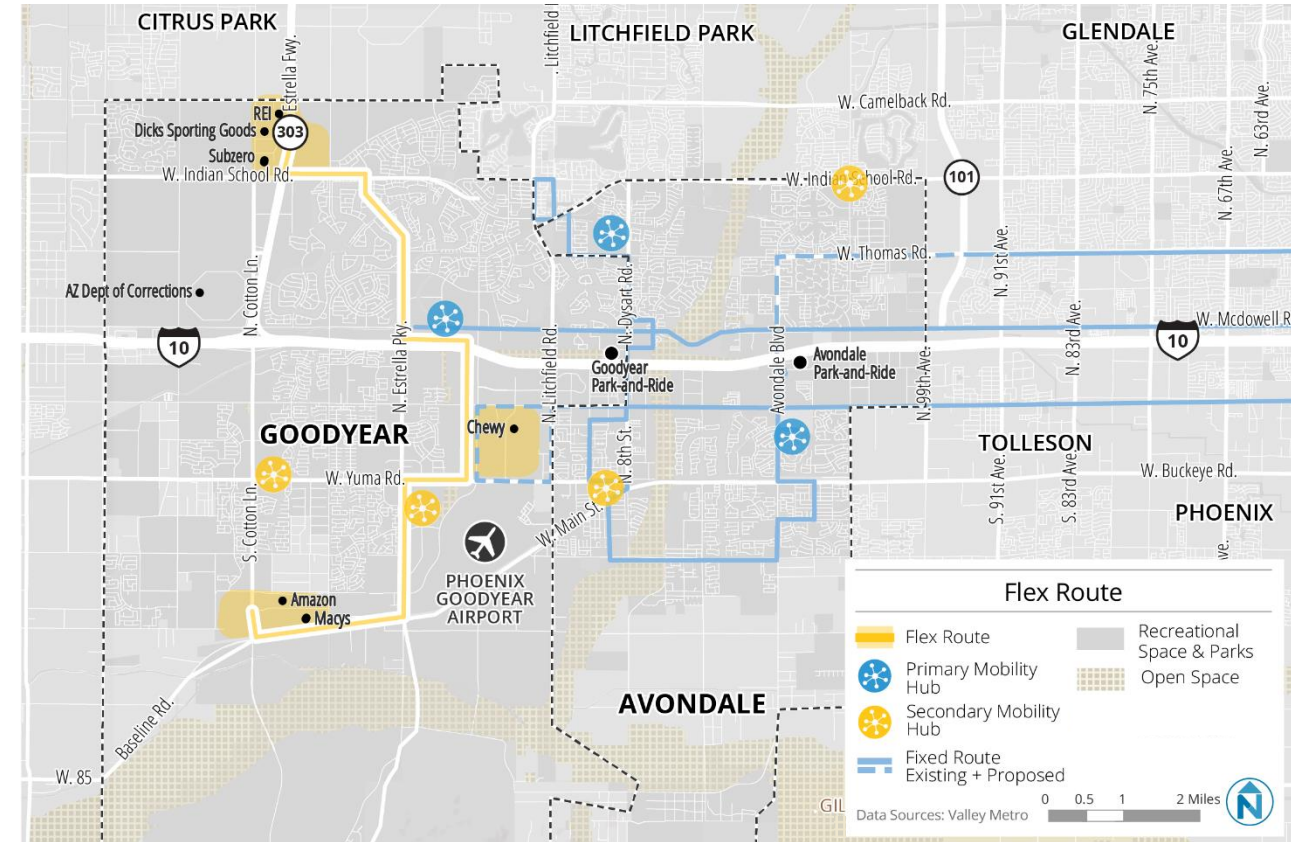


Proposed Flex Route

GOODYEAR

A flex route is recommended to serve several major distribution and manufacturing employers clustered in Goodyear industrial parks. These facilities are difficult to reach with traditional fixed-route transit due to long block lengths and large parking lots.

Timed connections with fixed-routes is crucial to the success of flex routes. In addition, flex routes should be scheduled with major shift changes in mind.



Flex Route

COST ESTIMATES

The proposed Goodyear flex route would run every 30-60 minutes throughout the day using four vehicles. The service would require 16,500 annual service hours with a total cost of approximately \$1.65 million annually assuming the City of Goodyear contracts with Valley Metro.

Partnering with major employers is a potential way of providing the local match necessary to operate flex route service.

				
Route	Route Length	Vehicles	Annual Hours	Cost
Proposed Flex Route	22 miles	4	16,500	\$1,650,000

Note: An hourly rate of \$100 was used to estimate total operating costs. Costs may be updated by changing this rate and multiplying by annual hours.

Mobility Hubs

Mobility hubs are more than ordinary bus stops or isolated commuter park-and-ride lots. Mobility hubs are facilities that connect multiple modes of sustainable and/or shared transportation, such as:

- Walking
- Cycling
- Transit
- Microtransit
- E-bikes and/or e-scooters
- Vanpools and carpools
- Rideshare
- Taxis

Mobility hubs are recommended at several existing and emerging activity centers in Avondale and Goodyear.



Mobility Hubs

Primary mobility hubs are located at major activity centers. These hubs are located off-street and include a wider range of amenities than secondary mobility hubs.

Secondary mobility hubs can be located on-street or off-street near minor activity centers. Secondary mobility hubs offer fewer amenities than primary hubs.



Primary Mobility Hubs



Bus Stop Amenities



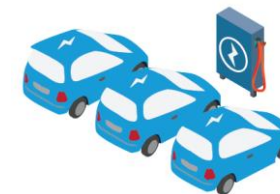
Bike Racks



Bike/Scooter Share



Car Share



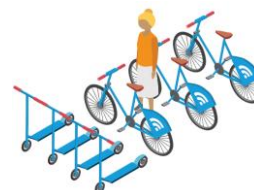
EV Charging Station



Lockers



Secondary Mobility Hubs



Mobility Hub Amenities



Sheltered Bus Stops increase comfort and improve the overall transit experience



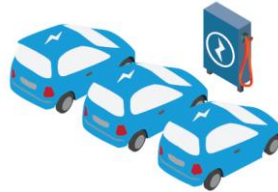
Bike Racks are available for transit riders to securely park their bikes while they switch modes



Bike and/or Scooter Share help transit riders with first and last mile connections



Car Share offers transit riders with the option to rent cars by the hour or for short periods of time



Electric Vehicle Charging Stations at mobility hubs offer a convenient charging spot for riders with electric vehicles



Lockers at mobility hubs provide a convenient option for users to pick up packages on-the-go

Mobility Hubs

Three primary mobility hubs and four secondary mobility hubs are recommended within the study area.



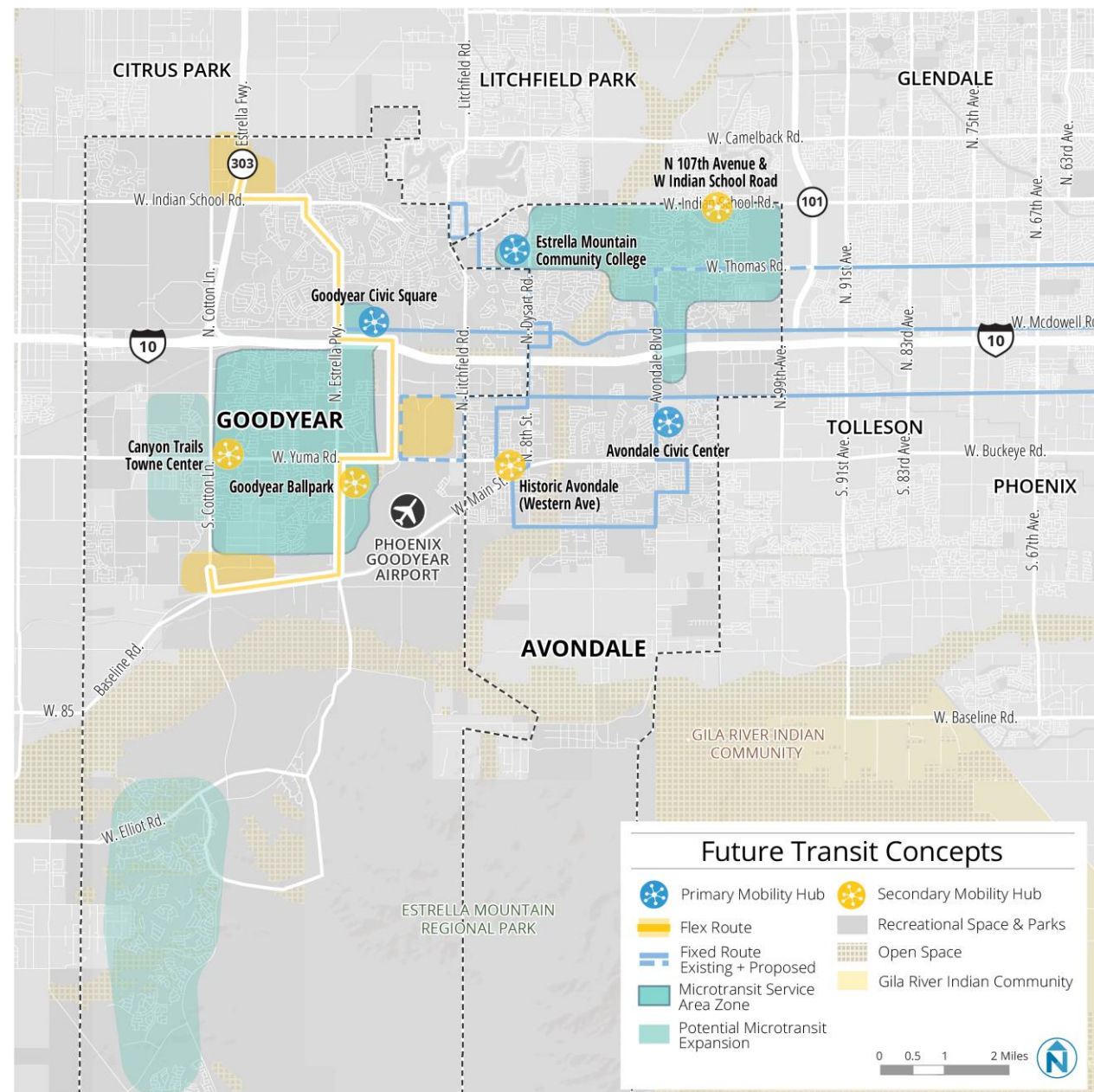
Primary Mobility Hubs

- Avondale Civic Center
- Estrella Mountain Community College
- Goodyear Civic Square



Secondary Mobility Hubs

- N 107th Avenue & W Indian School Road
- Historic Avondale (Western Ave)
- Goodyear Ballpark
- Canyon Trails Towne Center



Mobility Hubs



AVONDALE CIVIC CENTER

A



Bike/Scooter
share

B

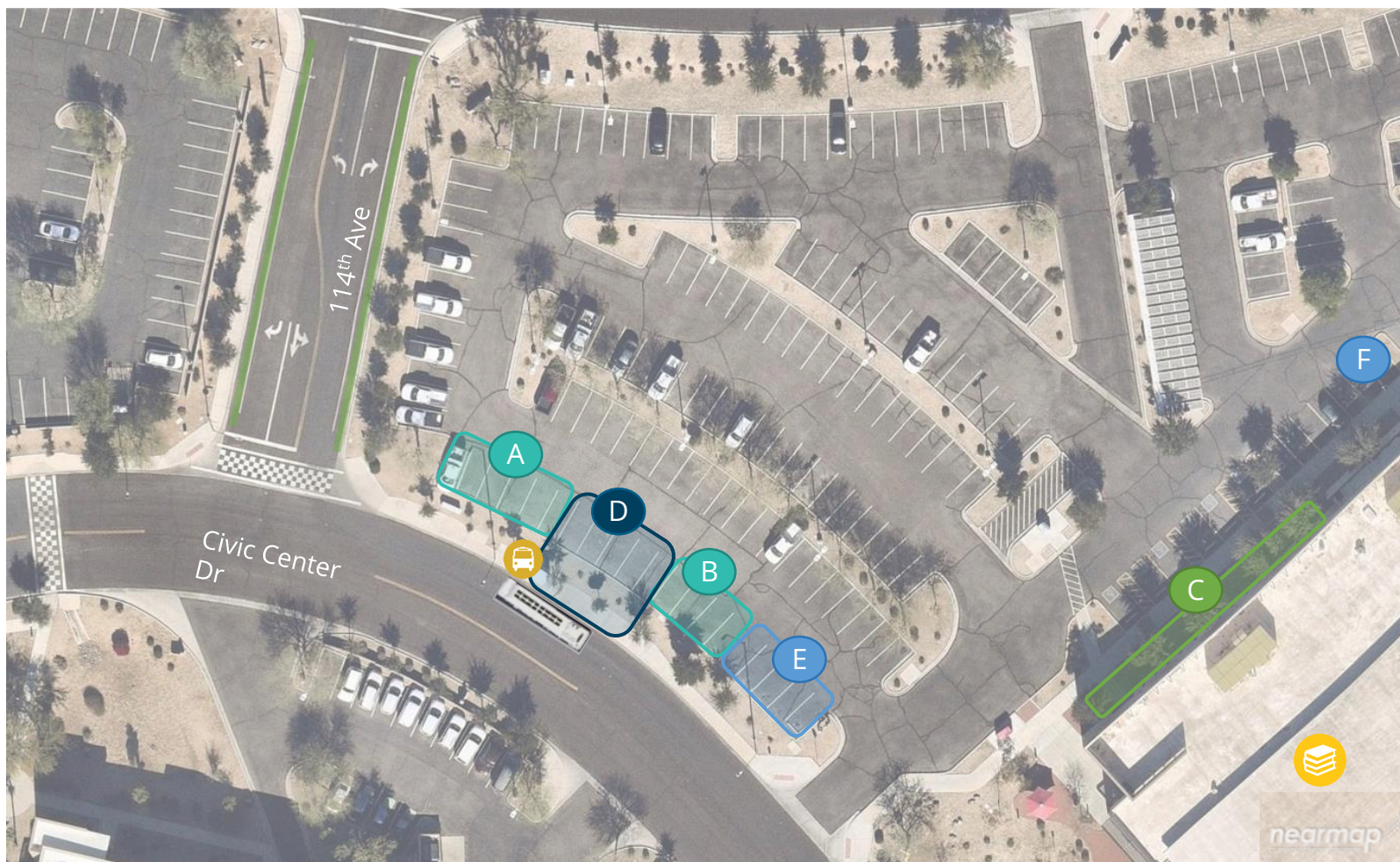


Bike Racks

C



Lockers



D



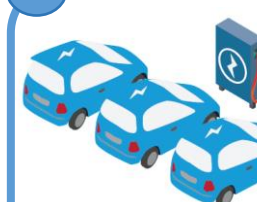
Bus Stop
Amenities

E



Car Share

F



EV Charging
Station

Mobility Hubs



ESTRELLA MOUNTAIN COMMUNITY COLLEGE

A

Proposed
Mobility
Hub



Estrella
Mountain
Community
College Bus
Stop

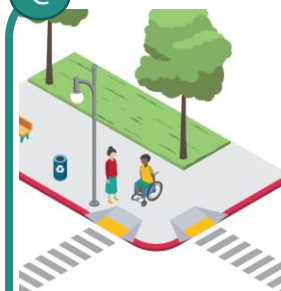


B



Proposed
Signalized
Intersection
with
crosswalks

C

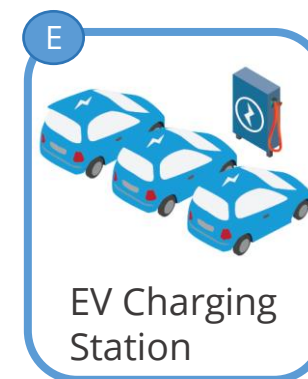
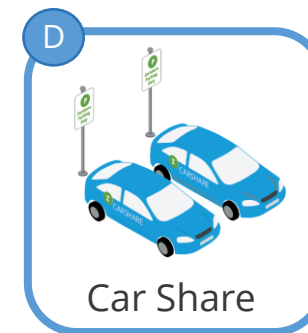
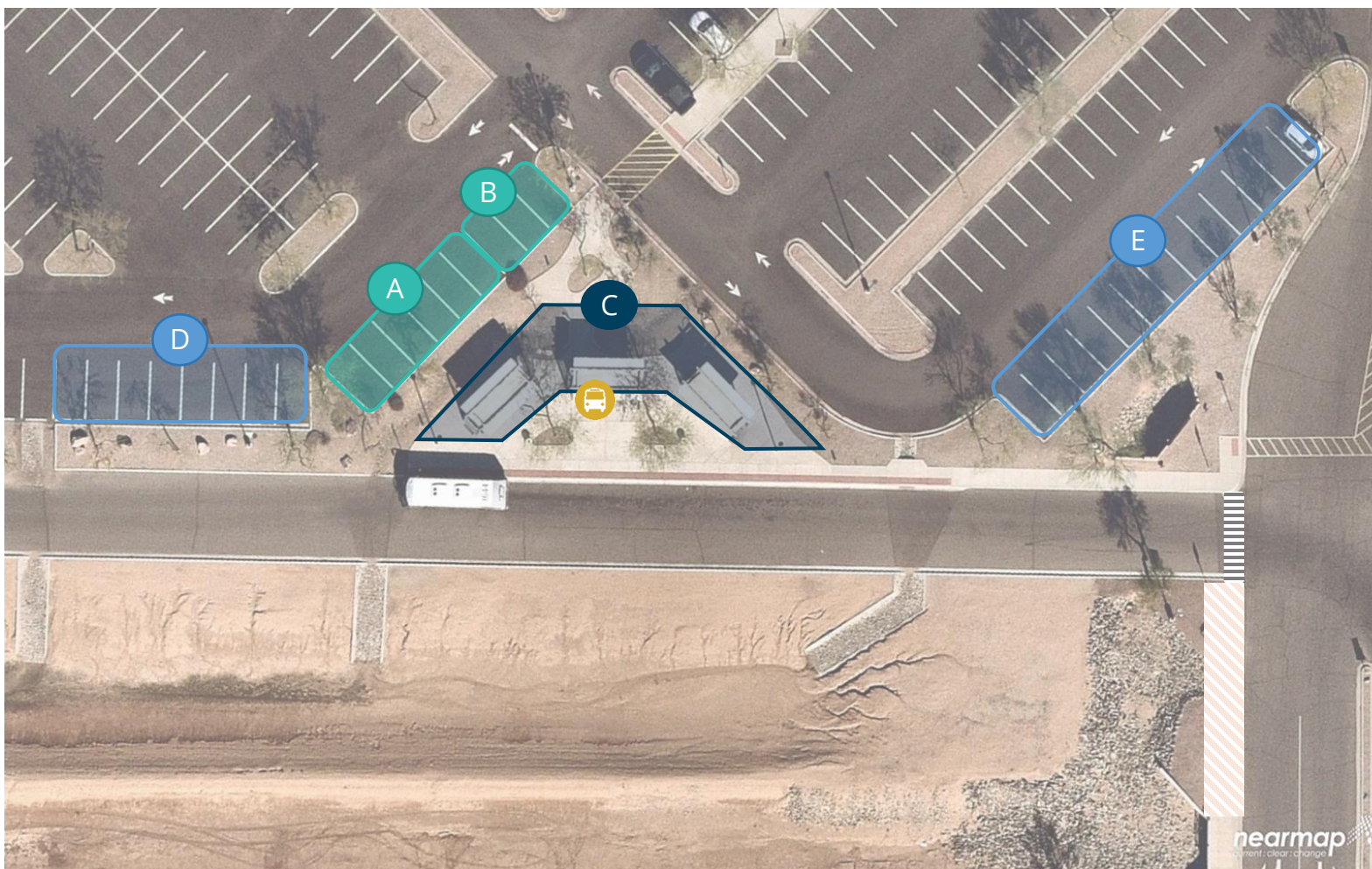


Sidewalk
Extension and
Crosswalk

Mobility Hubs



ESTRELLA MOUNTAIN COMMUNITY COLLEGE



Mobility Hubs

NORTH 107TH & WEST INDIAN SCHOOL ROAD

A

Proposed
Mobility
Hub



ZOOM/Valley
Metro Bus
Stops



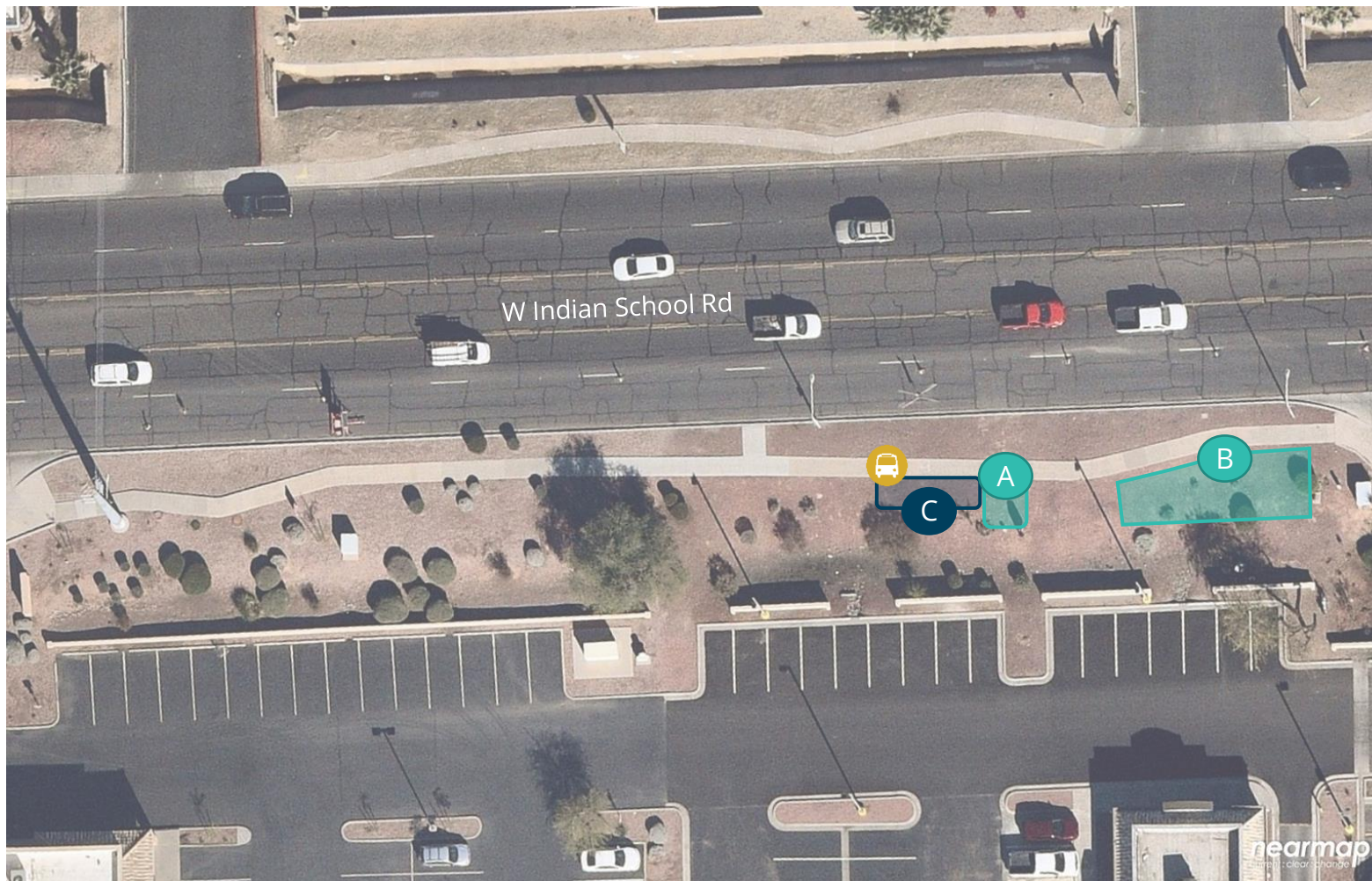
B



Proposed
Pedestrian
Activated
Crosswalk

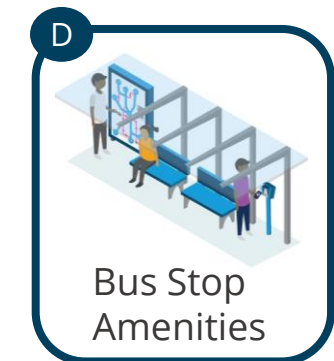
Mobility Hubs

NORTH 107TH & WEST INDIAN SCHOOL ROAD



Mobility Hubs

HISTORIC AVONDALE WESTERN AVENUE



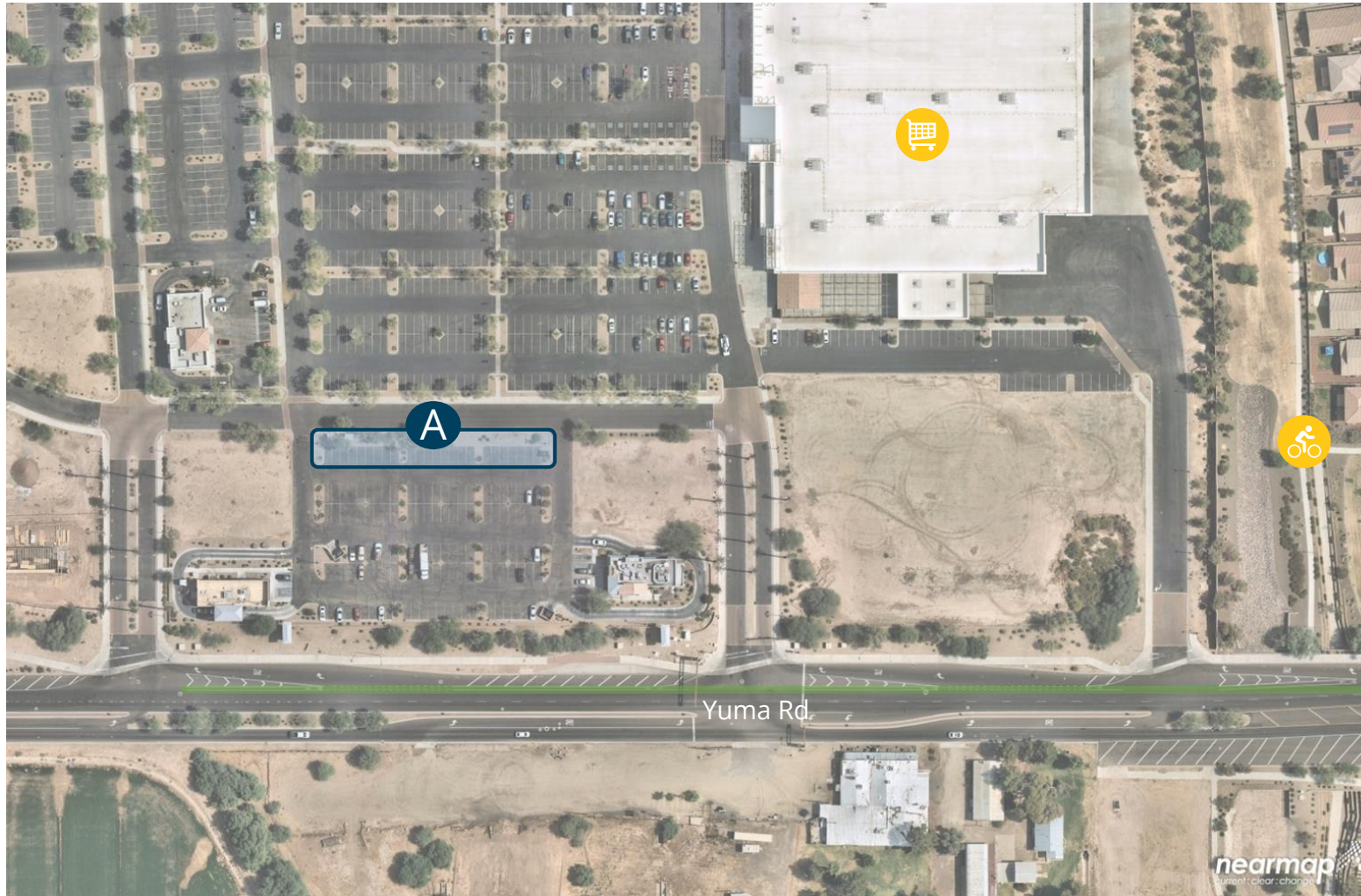
Mobility Hubs



CANYON TRAILS TOWNE CENTER

A

Proposed
Mobility
Hub



Mobility Hubs



CANYON TRAILS TOWNE CENTER

A

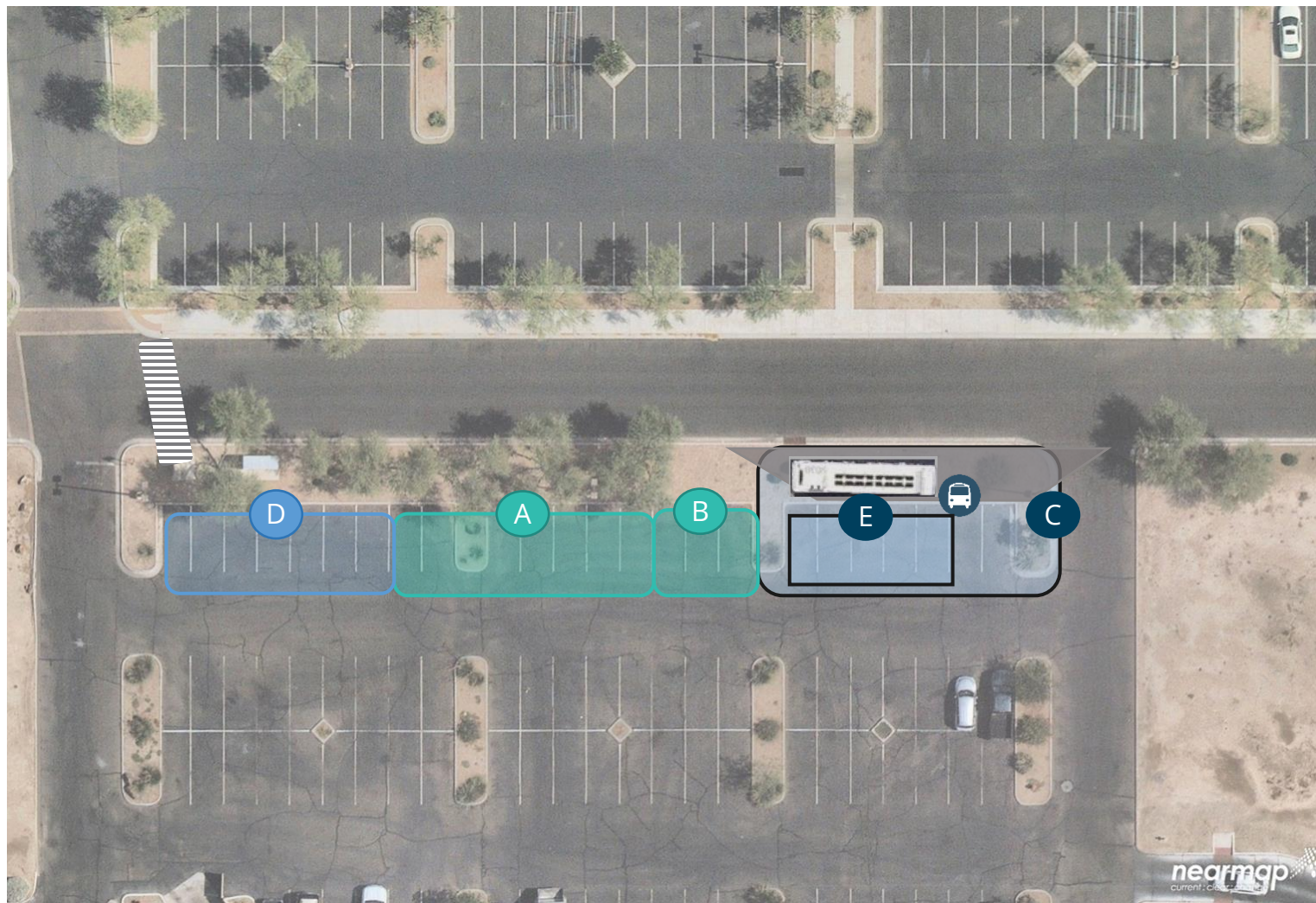


Bike/Scooter
share

B



Bike Racks



C

Proposed
Flex
Route
Pick-
up/Drop-
off Point

D



Car Share

E



Bus Stop
Amenities

Mobility Hubs



GOODYEAR BALLPARK

A

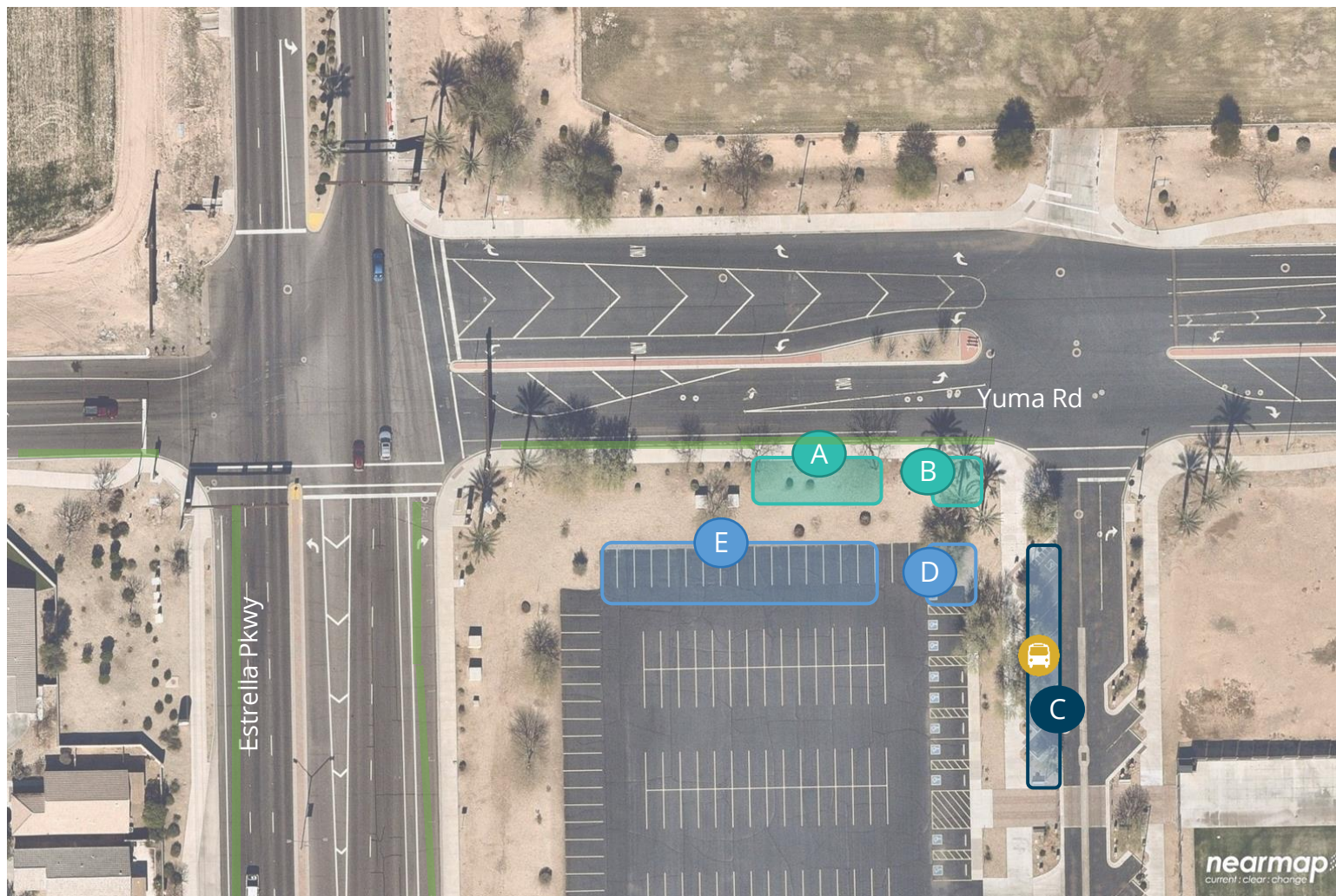


Bike/Scooter share

B



Bike Racks



C

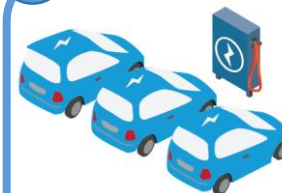
Proposed
Flex
Route
Pick-up/Drop-off Point

D



Car Share

E



EV Charging
Station

Mobility Hubs

SUMMARY TABLE

Type	Location	Transit Options	Destinations
 Primary	Avondale Civic Center	Avondale ZOOM	City Hall, Library
	Estrella Mountain Community College	Avondale ZOOM, Route 685	Estrella Mountain College
	Goodyear Civic Square	Route 17	City Hall, Library, Park
 Secondary	North 107 th Avenue & West Indian School Road	Avondale ZOOM, Route 45	Medical Offices, Westview High School, Fry's
	Goodyear Ballpark	-	Goodyear Ballpark
	Western Avenue	-	Library, Boys and Girls Club
	Canyon Trails Towne Center	-	Target

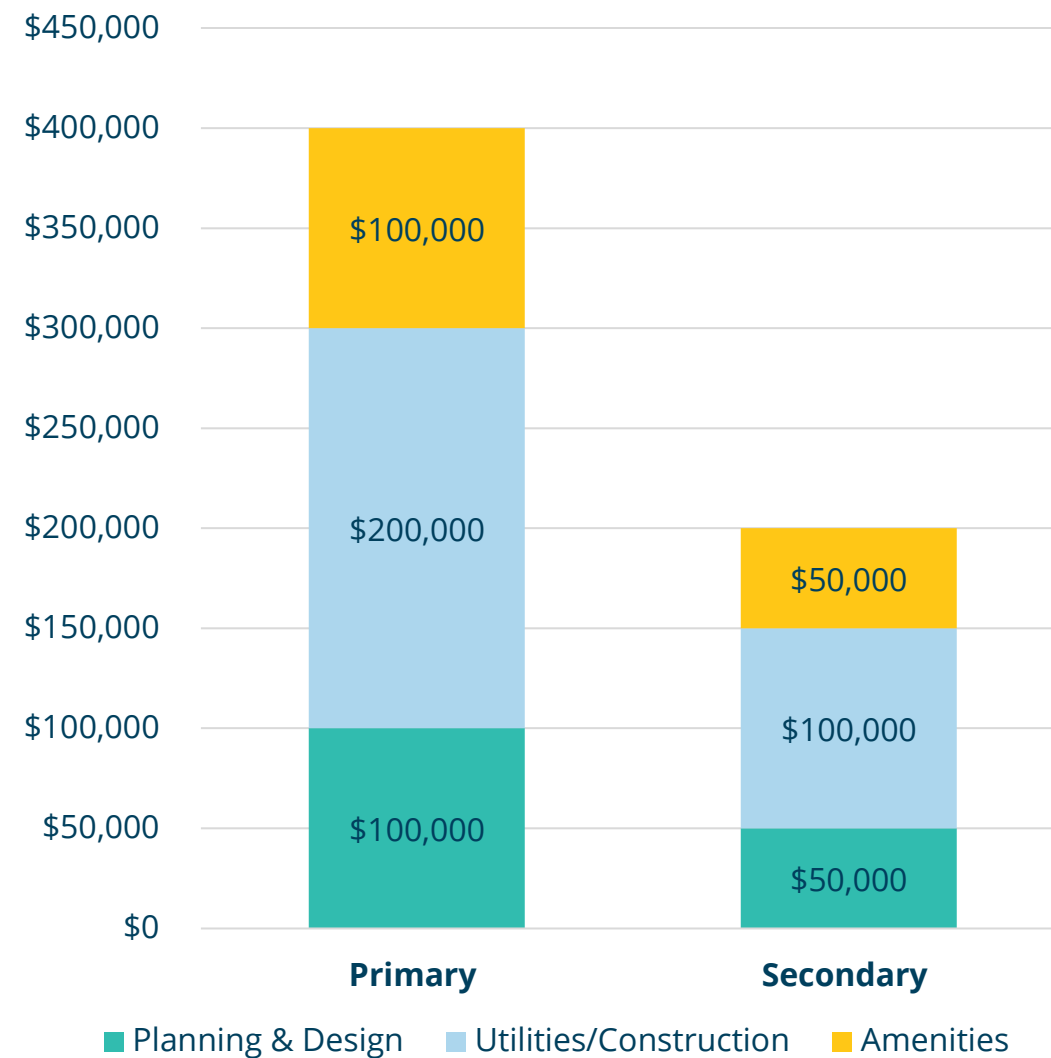
Mobility Hubs

ESTIMATED COSTS

Mobility hub costs are comprised of planning and design, land, utilities/construction, and amenities. Construction costs are comparatively higher for primary hubs due to additional amenities.

Land costs are not estimated as some hubs are proposed on public land while others are on private land. Maintenance and future expansion costs are also not estimated.

Costs for amenities would vary by specific mobility hub location. Estimated costs for unique amenities are included in the following Enhanced Bus Stops section.



Enhanced Bus Stops

In addition to establishing mobility hubs at major activity centers, upgrading typical bus stops can elevate the rider experience, decrease perceived wait times, and increase ridership.

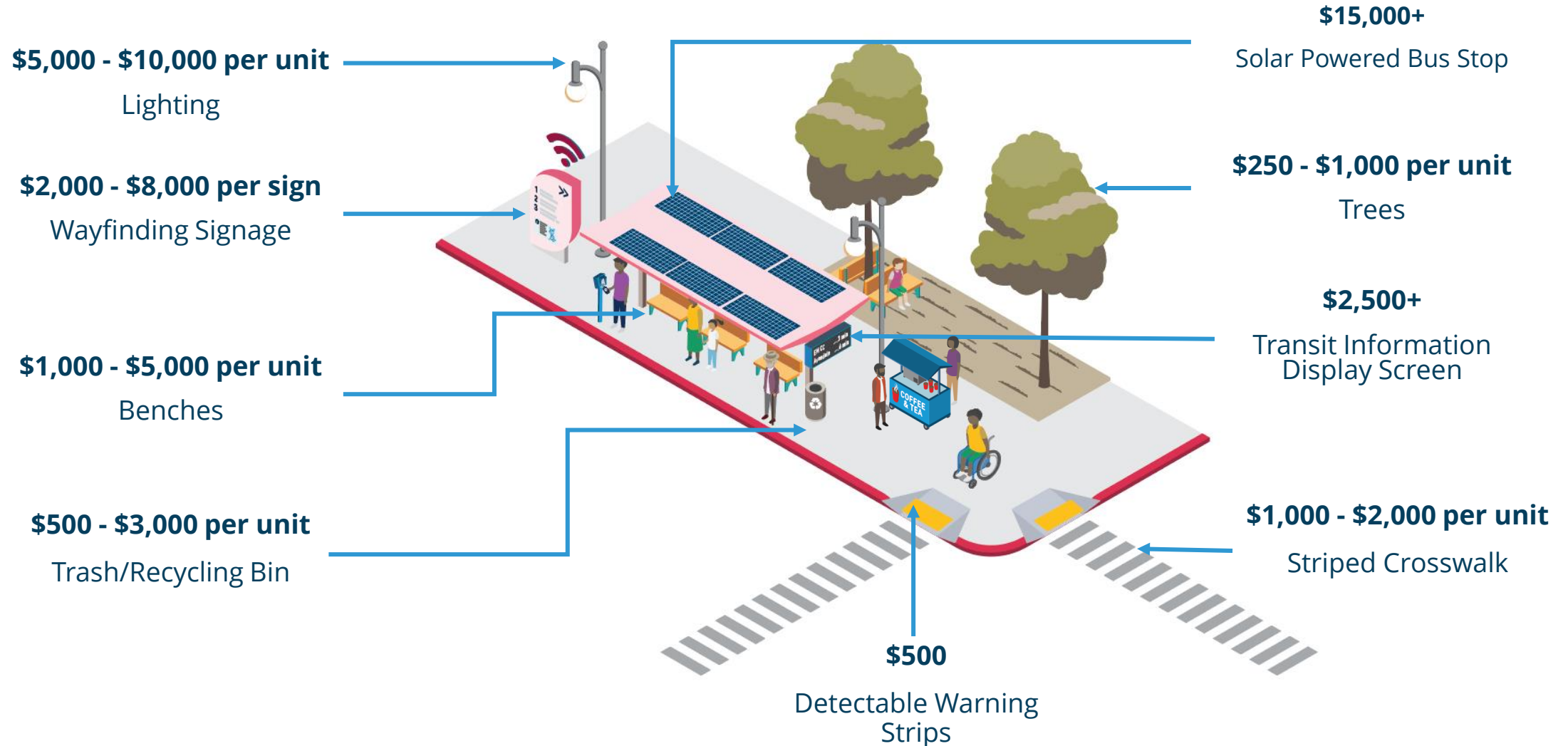
Amenities most valued by transit riders include shelters, seating, lighting, real-time information displays, and wayfinding. Innovative amenities that could counter the region's extreme summer heat include water filling machines and air-conditioned shelters. Solar panels on bus shelters can generate power to run lighting, real-time information displays, and potentially air conditioning.

Bus stops that generate at least 25 boardings per weekday are suitable candidates for bus shelters. Premium amenities such as air conditioning and real-time information display should be reserved for bus stops that generate at least 50 boardings per weekday.



Enhanced Bus Stops

COSTS



Avondale Park-and-Ride

UPGRADE OPPORTUNITIES

There are multiple opportunities to enhance the passenger experience at the Avondale Park-and-Ride. Recommended improvements include:

- Real-time transit information
- Waiting area with a raised platform for easy boarding
- Canopy shelters for the uncovered car parking stalls
- Public restrooms and water fountains
- Additional bike lockers and bike spaces for bicyclists



Recommendations Phasing

Investment Type	Recommendation	Immediate Priority (2022-2023)	Medium-Term Priority (2024-2029)	Long-Term Priority (2030-2040)
Improvements to Existing Transit Services	Optimize Avondale ZOOM Route			
	Extend Valley Metro Route 3			
	Extend Valley Metro Route 29			
	Upgrade Valley Metro Route 17			
New Transit Services	North Avondale Microtransit			
	Goodyear Microtransit			
	Estrella Mountain Ranch Microtransit			
	Goodyear Flex Route			
Improvements to Existing Capital Facilities	Enhanced bus stops			
	Upgrade Avondale Park-and-Ride			
New Capital Facilities	Avondale Civic Center Mobility Hub			
	Estrella Mountain Community College Mobility Hub			
	Goodyear Civic Square Mobility Hub			
	Historic Avondale Mobility Hub			
	North Avondale Mobility Hub			
	Canyon Trails Mobility Hub			
	Goodyear Ballpark Mobility Hub			

Service Recommendations

POTENTIAL FUNDING SOURCES

FEDERAL

The Avondale-Goodyear UZA is expected to merge with the Phoenix-Mesa UZA in 2023. As a result of this likely change, Avondale and Goodyear will no longer be able to use FTA 5307 formula funding for operating assistance.

STATE

Money from Arizona Lottery ticket sales goes to cities and towns in Maricopa County to maintain and improve their public transportation programs.

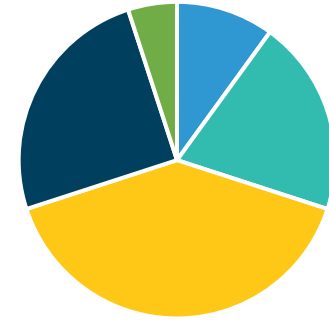
REGIONAL

The half-cent sales tax for transportation in Maricopa County, known as Proposition 400, expires in 2025. An extension is expected to be on the ballot in November 2022, however, the new tax rate has not yet been determined. A higher tax rate could reduce local funding contributions.

LOCAL

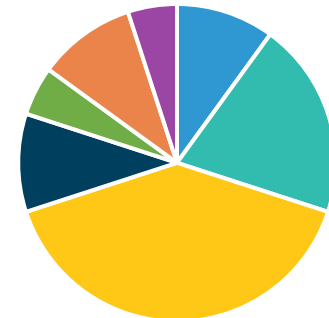
General fund allocation and/or local transit taxes are the primary sources of local funding, followed by fare revenue and advertising. Other potential local funding sources include impact fees and contributions from local partners, such as colleges and major employers.

Traditional Funding Sources for Microtransit and/or Flex Routes



■ Federal ■ State ■ Regional ■ General Fund ■ Fares

Diversified Funding Sources for Microtransit and/or Flex Routes



■ Federal ■ State ■ Regional ■ General Fund
■ Fares ■ Local Tax ■ Partnerships

Service Recommendations

ESTIMATED COSTS AND POTENTIAL FUNDING SOURCES

Recommendation	FY 2023 Annual Operating Cost	Federal		State	Regional	Local		
		FTA 5307 AZGY UZA 2022-2025	FTA 5307 PHX UZA 2025+	AZ Lottery	Sales Tax 2025+	General Fund / Tax	Fares	Other
Optimize Avondale ZOOM Route	\$3,000,000	✓		✓	✓	✓	✓	✓
Extend Valley Metro Route 3	\$700,000	✓		✓	✓	✓	✓	✓
Extend Valley Metro Route 29	\$1,400,000	✓		✓	✓	✓	✓	✓
Upgrade Valley Metro Route 17	\$800,000	✓		✓	✓	✓	✓	✓
North Avondale Microtransit	\$700,000 - \$1,800,000	✓				✓	✓	✓
Goodyear Microtransit	\$1,000,000	✓				✓	✓	✓
Estrella Mountain Ranch Microtransit	\$500,000	✓				✓	✓	✓
Goodyear Flex Route	\$1,650,000	✓				✓	✓	✓

Capital Recommendations

POTENTIAL FUNDING SOURCES

FEDERAL

The renovation, modification, or construction of park-and-rides and mobility hubs are eligible expenses of FTA 5339 capital formula and competitive funding.

STATE

ADOT also makes uncommitted 5307 and 5339 funding for small urban designated areas (i.e. existing Avondale-Goodyear UZA) available for capital projects such as transit centers and mobility hubs through a competitive process. Avondale and Goodyear will not be eligible for this funding opportunity beyond FY 2023 if they are absorbed into the Phoenix-Mesa UZA.

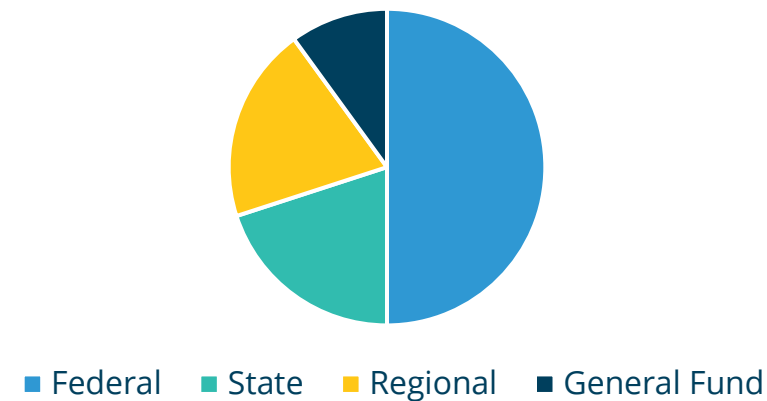
REGIONAL

In addition to typical local funding sources, grant funding for mobility hubs is also available from the Maricopa Association of Governments Active Transportation Design Assistance program.

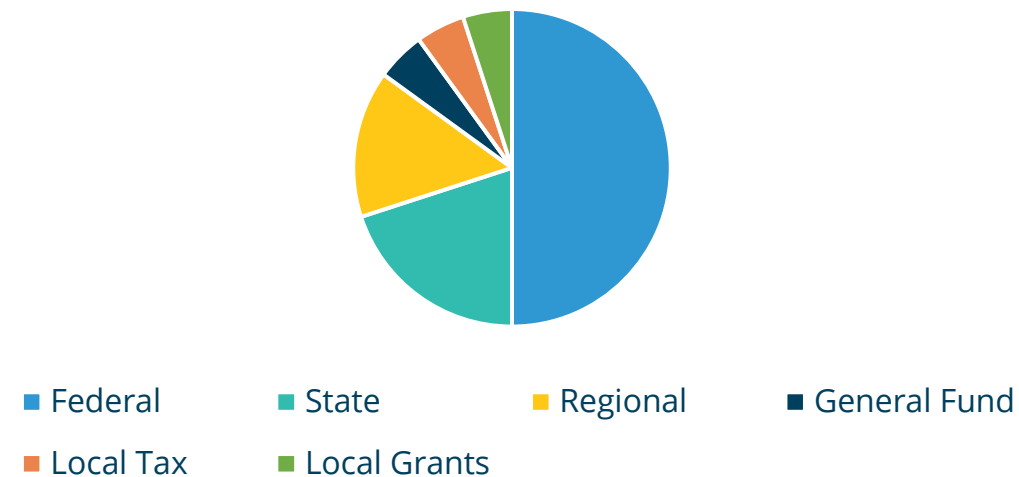
LOCAL

General fund allocation and/or local transit taxes are the primary sources of local funding. Other potential funding includes public-private partnerships.

Traditional Funding Sources for Mobility Hubs



Diversified Funding Sources for Mobility Hubs



Capital Recommendations

ESTIMATED COSTS AND POTENTIAL FUNDING SOURCES

Recommendation	Approximate Capital Cost	Federal			State	Regional	Local	
		FTA 5307 AZGY UZA 2022-2025	FTA 5307 PHX UZA 2025+	FTA 5339	AZ Lottery	Sales Tax 2025+	General Fund / Tax	Other
Enhanced bus stops	TBD	✓	✓		✓	✓	✓	✓
Upgrade Avondale Park-and-Ride	TBD	✓	✓	✓	✓	✓	✓	✓
Avondale Civic Center Mobility Hub	\$400,000	✓	✓	✓	✓	✓	✓	✓
Estrella Mountain CC Mobility Hub	\$400,000	✓	✓	✓	✓	✓	✓	✓
Goodyear Civic Square Mobility Hub	\$400,000	✓	✓	✓	✓	✓	✓	✓
Historic Avondale Mobility Hub	\$200,000	✓	✓	✓	✓	✓	✓	✓
North Avondale Mobility Hub	\$200,000	✓	✓	✓	✓	✓	✓	✓
Canyon Trails Mobility Hub	\$200,000	✓	✓	✓	✓	✓	✓	✓
Goodyear Ballpark Mobility Hub	\$200,000	✓	✓	✓	✓	✓	✓	✓

Regional funding availability for mobility hubs is to be determined as the Maricopa Association of Governments updates its Regional Transportation Plan. In any case, mobility hubs would likely require a local funding match.

Governance Options

JOINT POWERS ORGANIZATION (JPO) OR INTERGOVERNMENTAL AUTHORITY (IGA)

The Arizona State Legislature – through state statute – created different models for how cities, counties, and other partners may form legal entities to govern transit service. Individual governance models have eligibility constraints and offer different powers and authority.

A subset of cities within a county can use Joint Powers Organizations (JPO) or Intergovernmental Authorities (IGA) to govern and manage transit services. JPO and IGA members collaborate and negotiate functions, roles and terms of their organization and they have authority to develop, operate, and contract for transit services. In Arizona, a JPO or IGA does not have authority to levy taxes.

A JPO or IGA can form a lean and efficient organization that is focused on delivering transit service. However, as noted, a JPO or IGA can not levy taxes and must rely on member contributions, partnerships, and fares for revenue.

More information on JPOs and IGAs can be found in the Arizona Revised Statutes (ARS) 11-951, 11-952 and 40-1152.

Governance Options

VALLEY METRO PARTNERSHIP

Partnering with Valley Metro reduces administrative and operational responsibilities for the cities of Avondale and Goodyear.

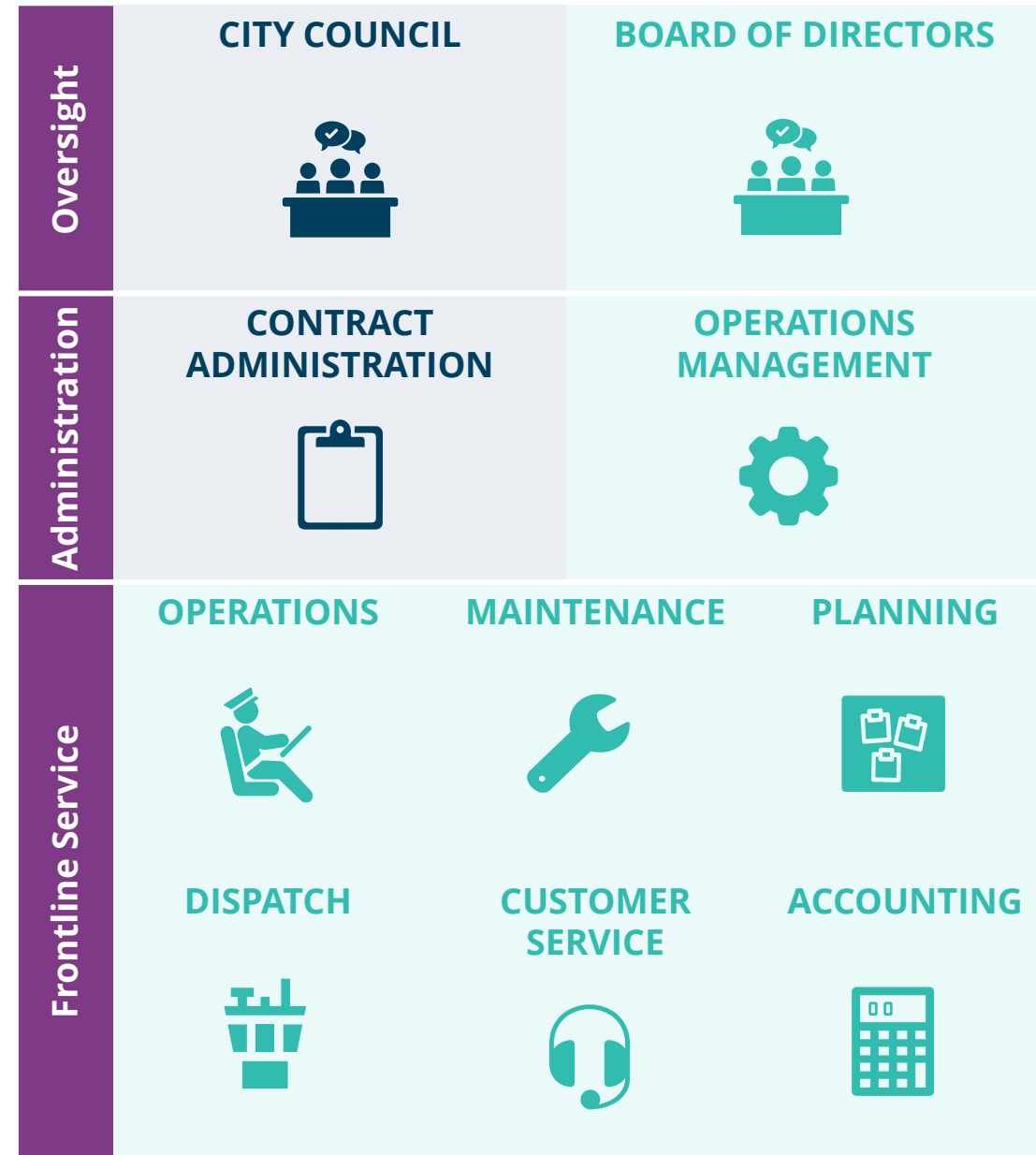
Day-to-day aspects such as operations, supervision, maintenance, and fare collection are managed by the region's established public transportation provider. In addition, Valley Metro provides planning, scheduling, and marketing services.

Disadvantages to the partnership include limited control over service design and a potentially higher cost structure than if either city managed and operated their own service.



CITY

VALLEY METRO



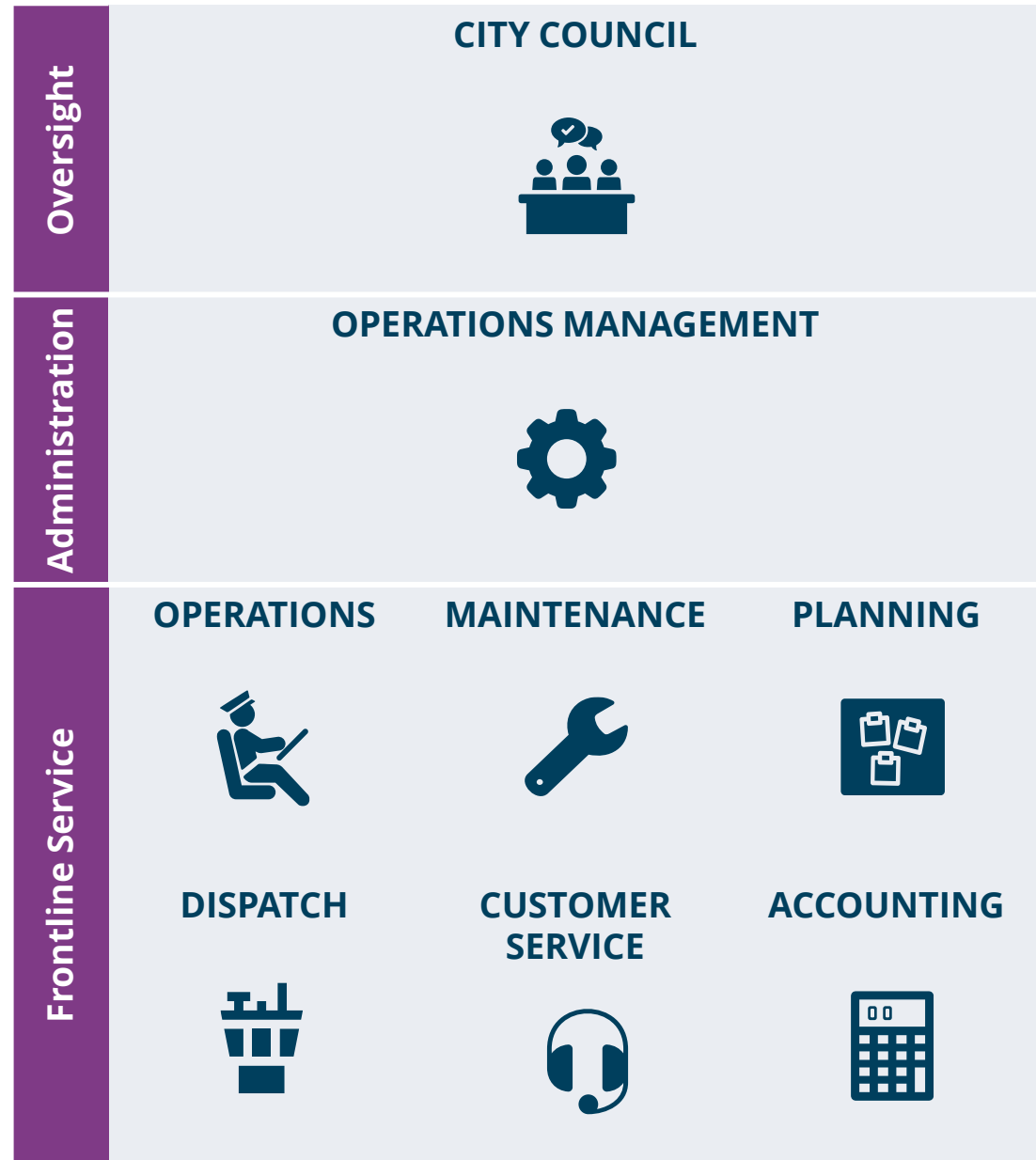
Governance Options

CITY OPERATED

As a sole provider and operator of public transportation, cities would be responsible for all aspects of public transportation services. This includes hiring all employees or contracting with a private transportation operator. In either situation, the City would be responsible for meeting all state and federal requirements.

This would be a significant effort, requiring the creation of new employment positions, the establishment of operating procedures, and the purchase of necessary equipment. Service providers operating a small number of vehicles are held to the same state and federal requirements as the largest public transportation providers.

An advantage of this arrangement is that the City would have complete control of service planning and contracting terms.



Potential Future Study

MICROTRANSIT PILOT IMPLEMENTATION

While this study provides a service plan for microtransit pilot programs in Avondale and Goodyear, additional study would further refine the service area, program parameters, policy options, cost estimates, and funding sources. This information would assist the Cities of Avondale and Goodyear in developing a request for proposal for a prospective microtransit service provider.

TOLLESON / SOUTHWEST PHOENIX

The I-10 West Corridor in Tolleson and Southwest Phoenix is one of the region's primary distribution and manufacturing job centers. This area employs a large share of Avondale and Goodyear residents. The long block lengths and extensive parking lots require fixed-route transit riders to walk a significant distance to reach their place of employment. Serving these areas with flexible transit would greatly improve access to employment. Further study of Tolleson/Southwest Phoenix employee origins and potential flexible transit options is recommended.

Potential Future Study

COMMUTER BUS

The MAG Commuter Bus Feasibility Study completed in 2020 recommended increased service levels to both the Avondale and Goodyear Park-and-Rides into downtown Phoenix, as well as new service serving Phoenix North Central, another large job center where many Avondale and Goodyear residents work.

Commuter bus funding would likely be modified in the upcoming Regional Transportation Plan. The future of commuter and express services, however, is in flux due to changes in office work. More than any other type of transit service, commuter services have seen the largest decreases in ridership due to increased remote work for office employees.

At the time of this report, express services in Avondale and Goodyear operate at the same service levels as before the pandemic yet generate a fraction of the ridership. Future study should explore how demand for these services evolves as commute patterns change in the coming months and years.



Avondale Goodyear

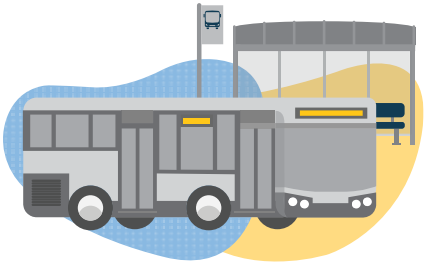
TRANSIT STUDY



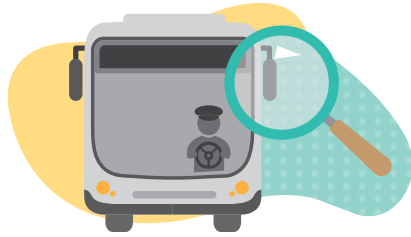
Study Timeline



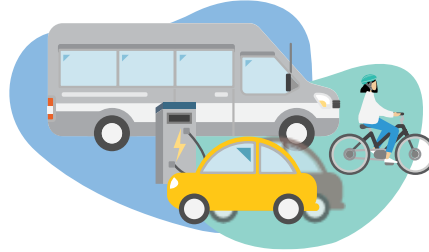
Study Overview



**Evaluation of
existing transit
services**



**Existing and
future transit
demand analysis**



**Review of national
transit best
practices**



**Community
surveys and
discussions**

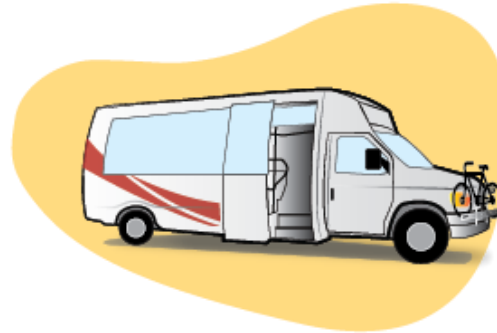


**Recommendations
and future
considerations**

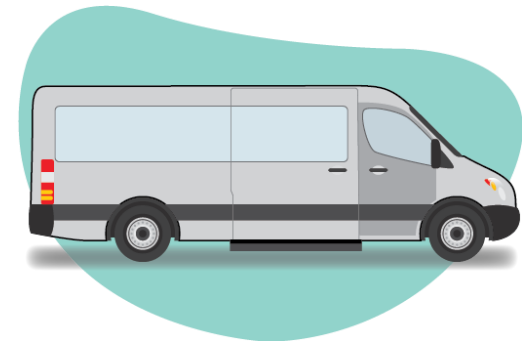
Existing Transit



Fixed-route bus

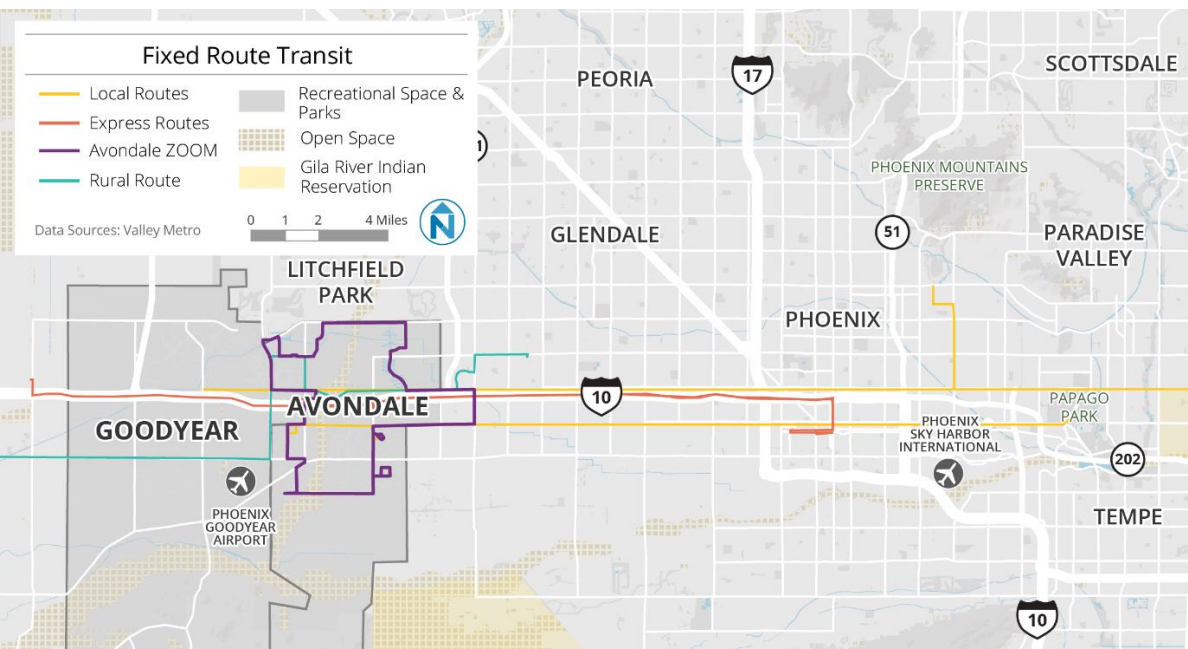


Paratransit

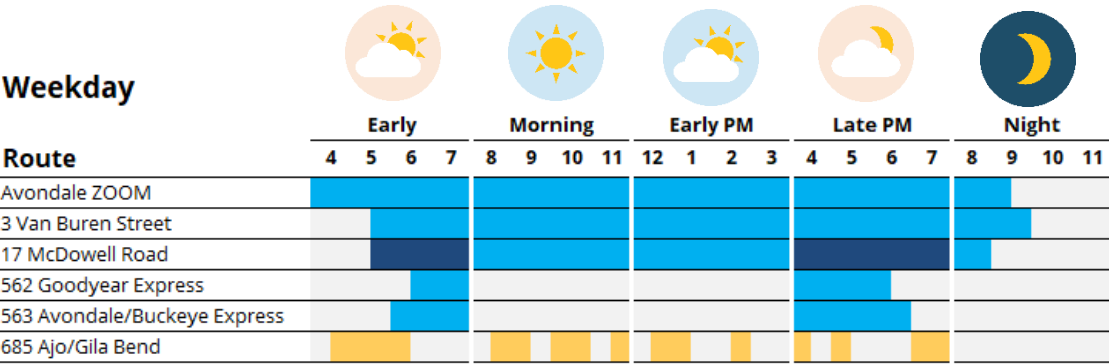


Vanpool

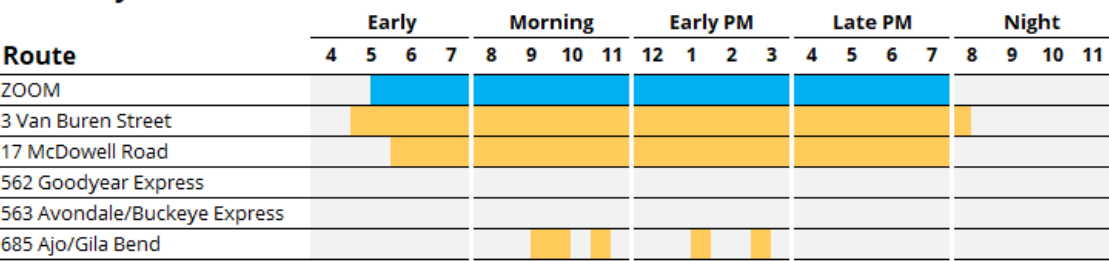
Fixed-Route Bus



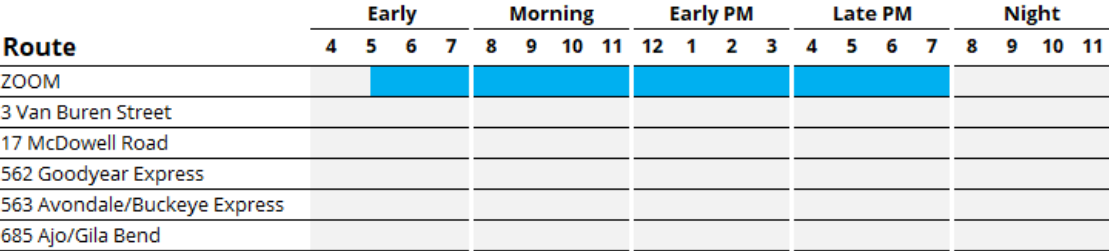
Weekday



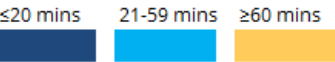
Saturday



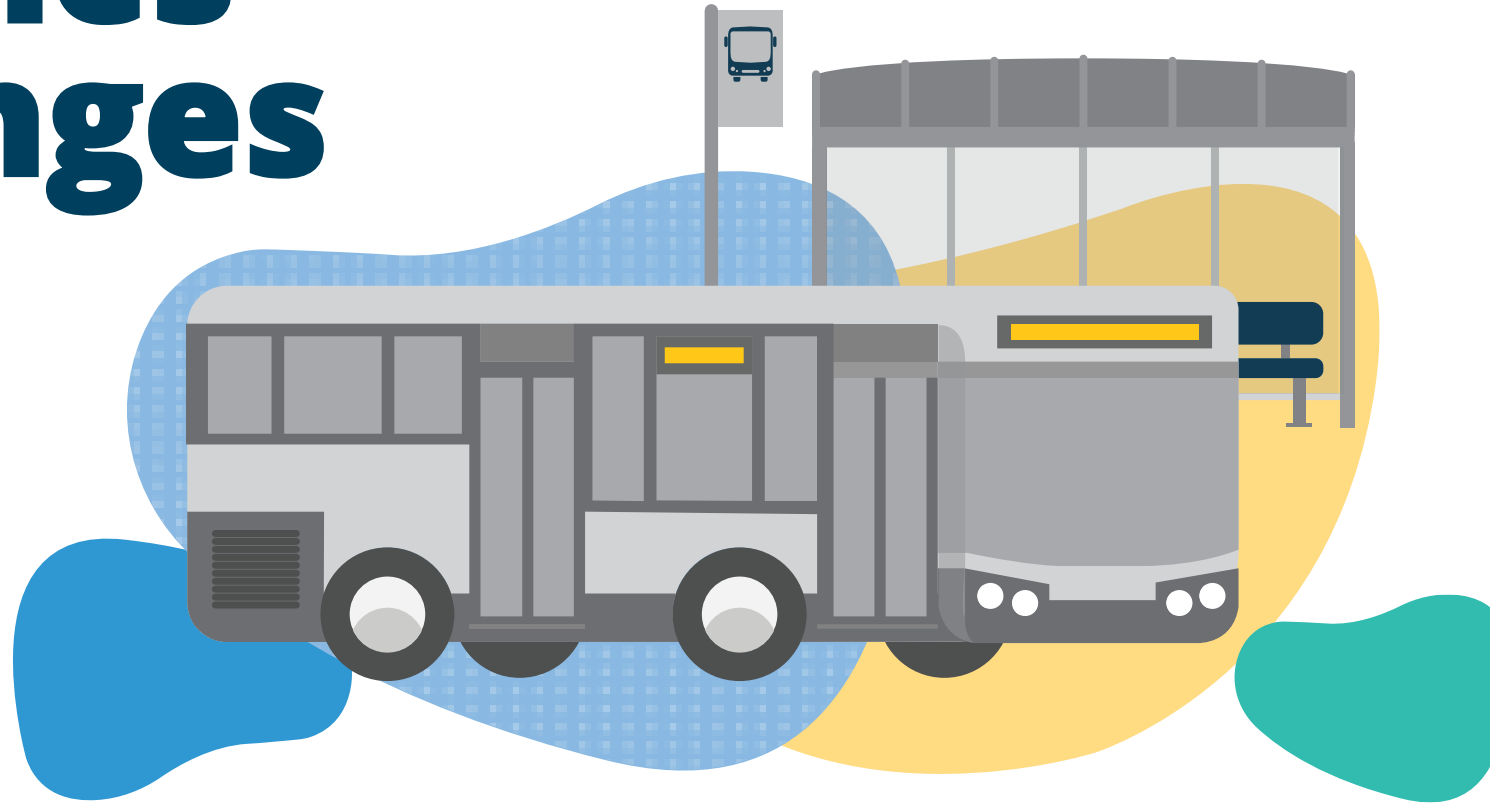
Sunday



Route Frequency



Opportunities and Challenges



Sustained Growth

2016

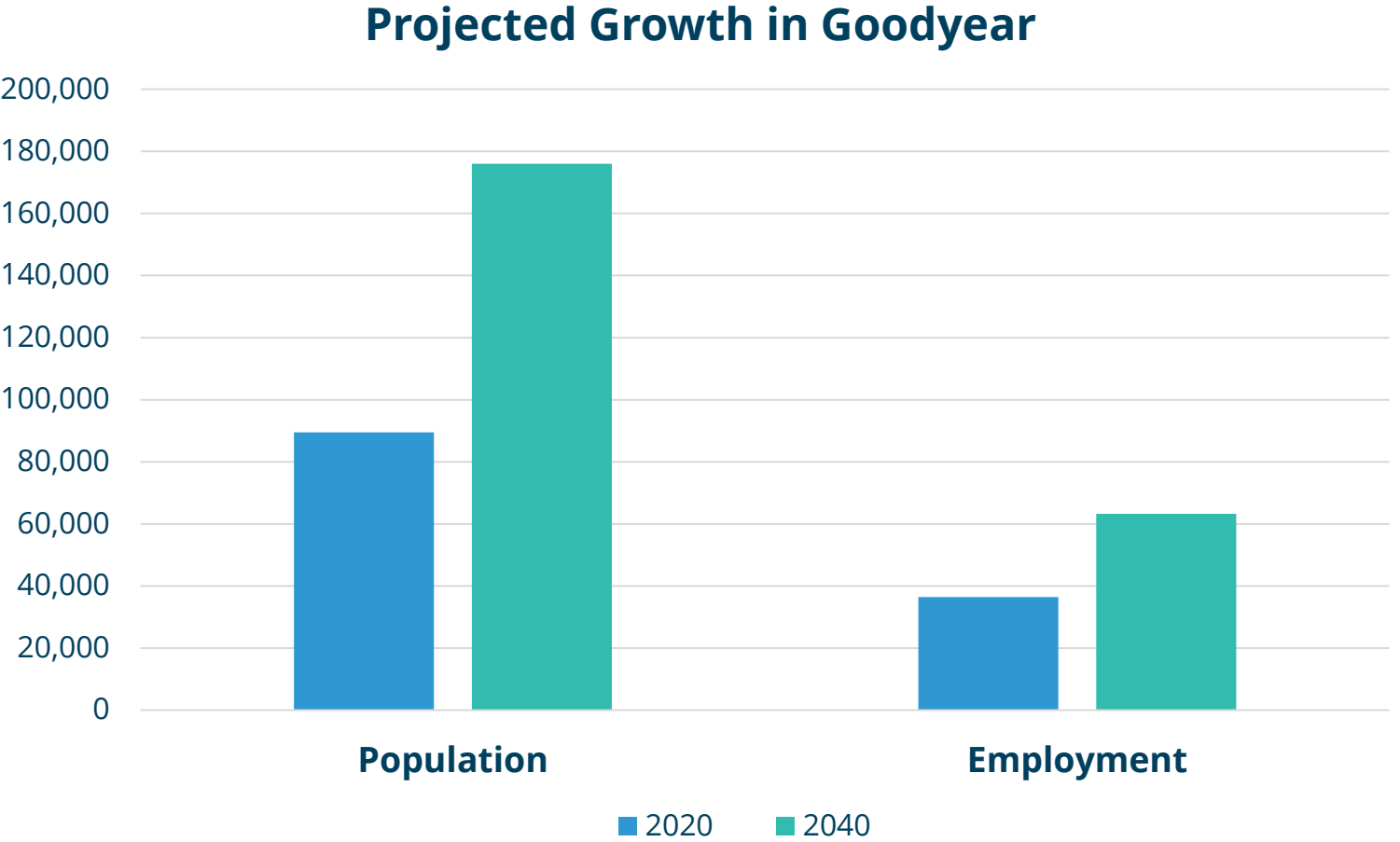


Sustained Growth

2021

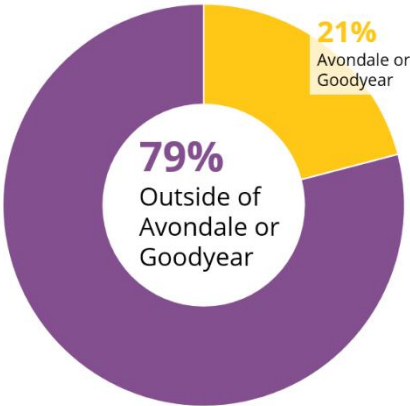


Sustained Growth

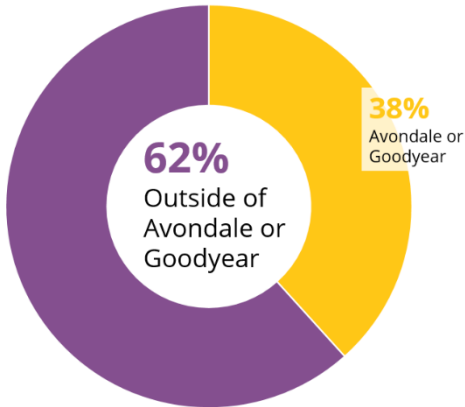


Regional Commute Patterns

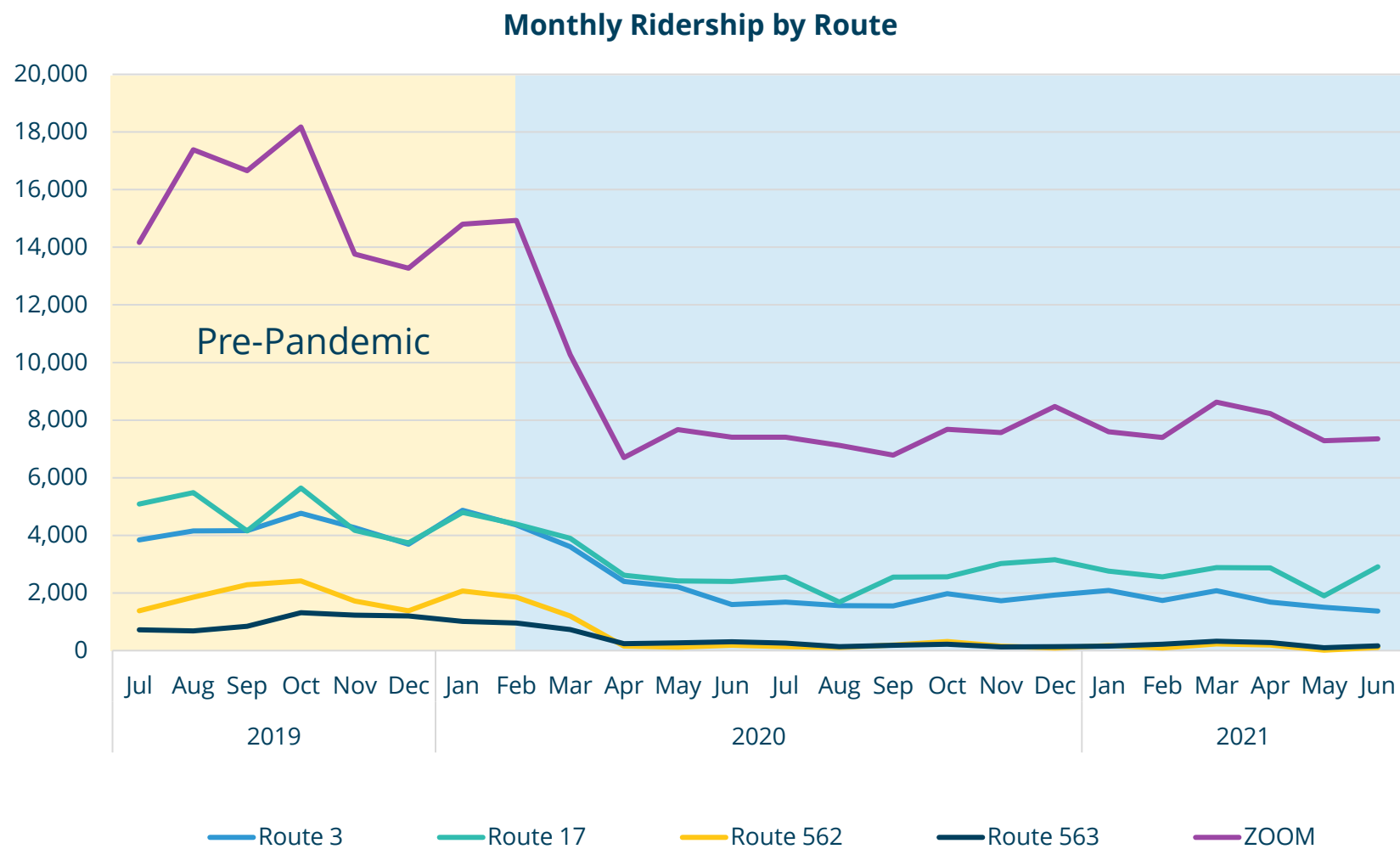
Where Residents
from Avondale
or Goodyear Work



Where Workers Who
Work in Avondale or
Goodyear Live



Recovering Transit Ridership



Unique Market Groups



Young adults



**Families without
vehicles**



Seniors



Employees



Commuters

Diverse Destinations



**Grocery, Retail, and
Entertainment**



Education



Town Center



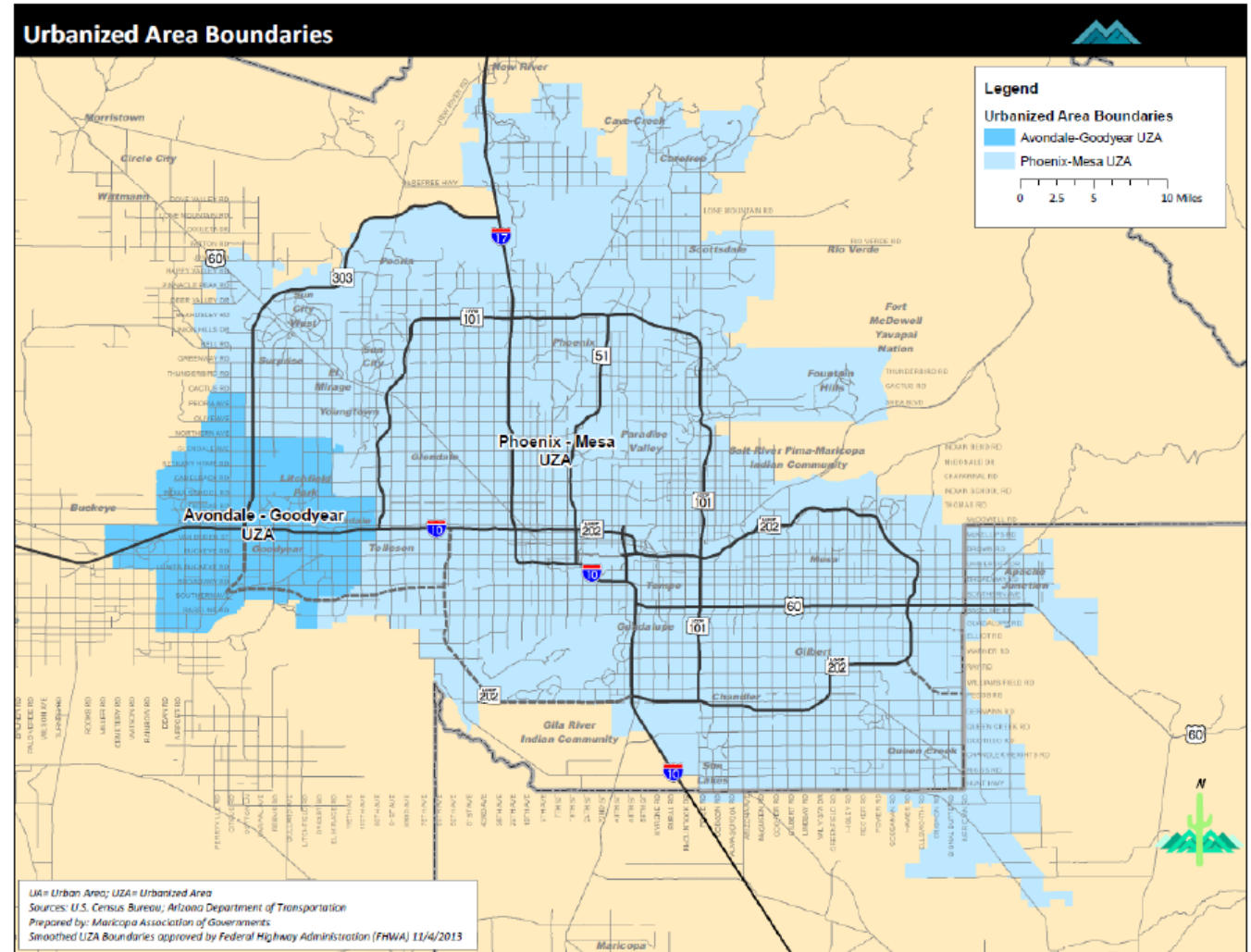
**Distribution
Centers**



**Parks and
Recreation**

Funding

- UZA status
- Prop 400



Changing Perceptions

- Focus on transportation equity
- Interest in on-demand service
- Attention to rider comfort



Rider/Community Feedback

- Strong interest in recommendations
 - Fixed-route upgrades
 - Microtransit
 - Flex route
 - Mobility hubs

More trips on route 562 to accommodate (pre-COVID) and future demand.

Extend routes further west. Later hours for buses.

Transit hubs should be more visible, and bike routes and facilities should be prioritized.

Do not want transit service in Goodyear. It brings other unwanted things to the area.

We have extremely little transit help in Estrella Mountain Ranch. Shared ride that doesn't cost a fortune would be nice.

Cover benches for all bus stops. It's AZ very hot.

Just need more options.

We need to expand our public transportation by a LOT! We are so far behind other areas.



Stakeholder Feedback

- Improve access from low-income areas to basic needs and opportunities
- Partner with major employers to improve last-mile connections
- Serve new multi-family developments with transit
- Pursue non-traditional transit options
- Improve bike infrastructure to support transit



- Goodyear Park-and-Ride
- Planned residential growth
- Future Goodyear Civic Square

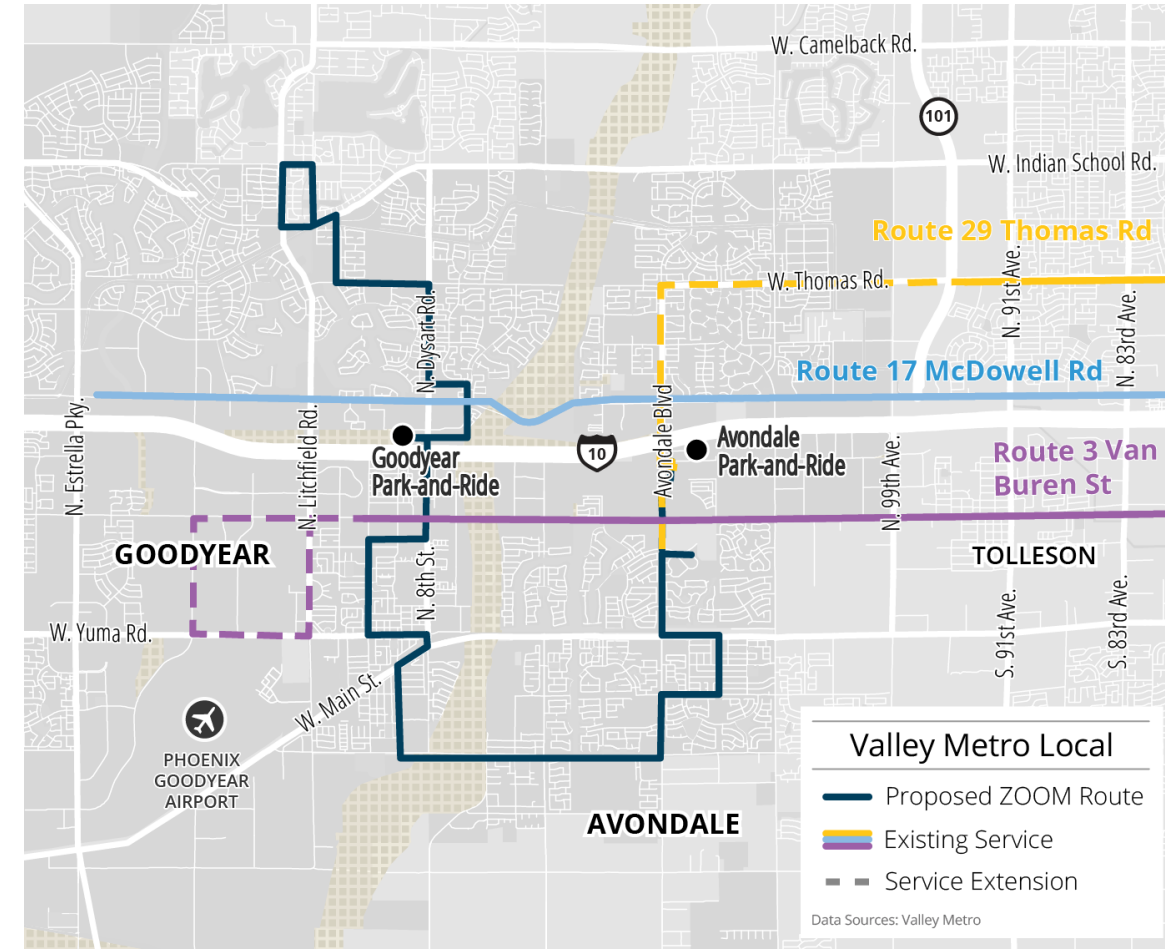


Recommendations



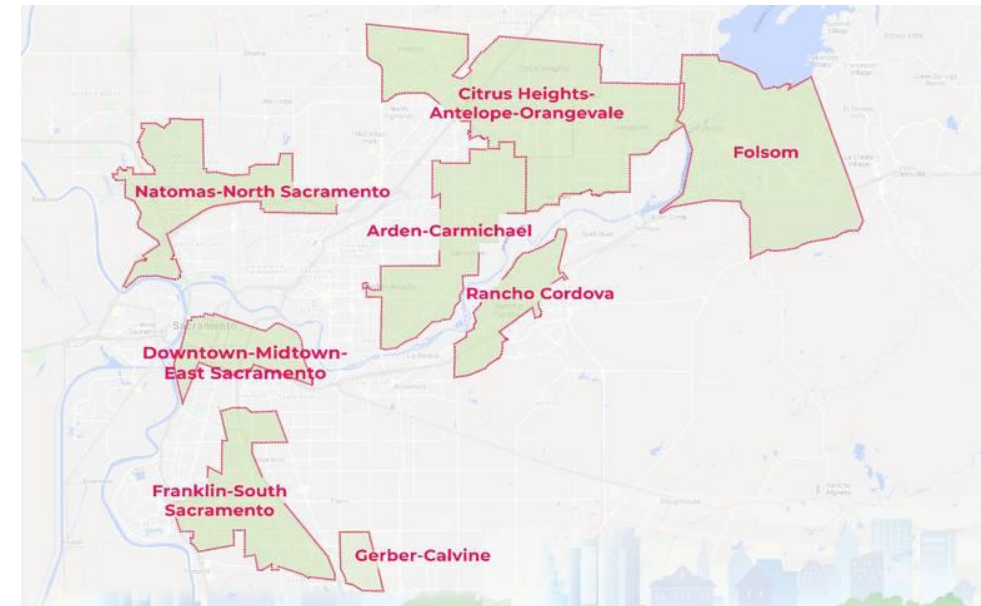
Fixed-Route Improvements

- Extend Valley Metro routes to improve regional connectivity and access to jobs
 - Route 3 Van Buren St
 - Route 29 Thomas Rd
- Add Sunday service
 - Route 17 McDowell Rd



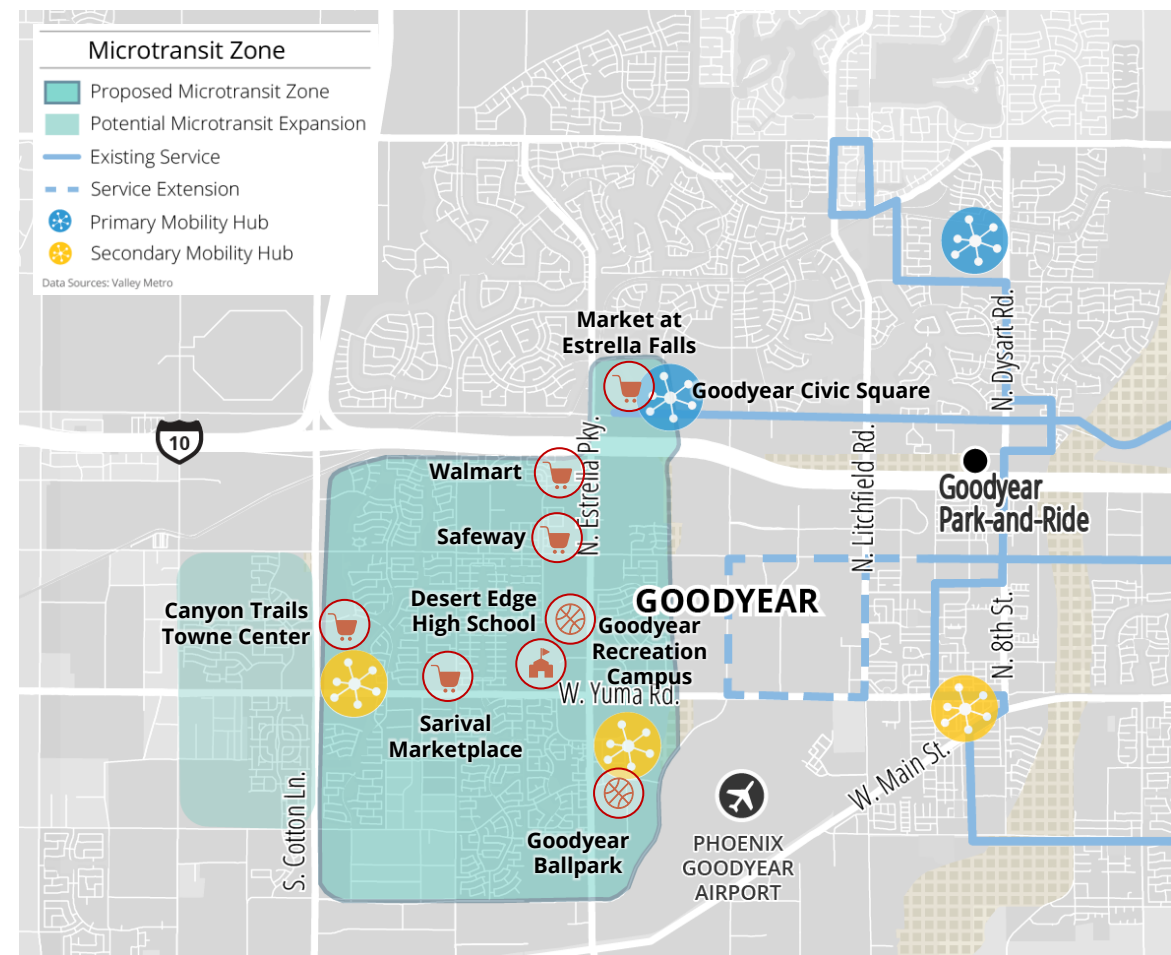
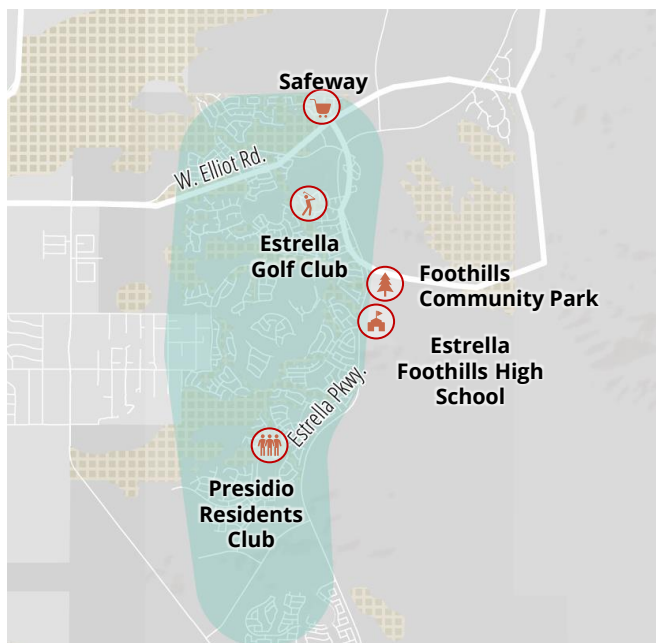
Microtransit

- Service operates with a specified area
- Riders typically request trips using a smartphone app like Lyft and Uber
- Trips are typically curb-to-curb
- Rides are usually shared with others traveling in the same general direction

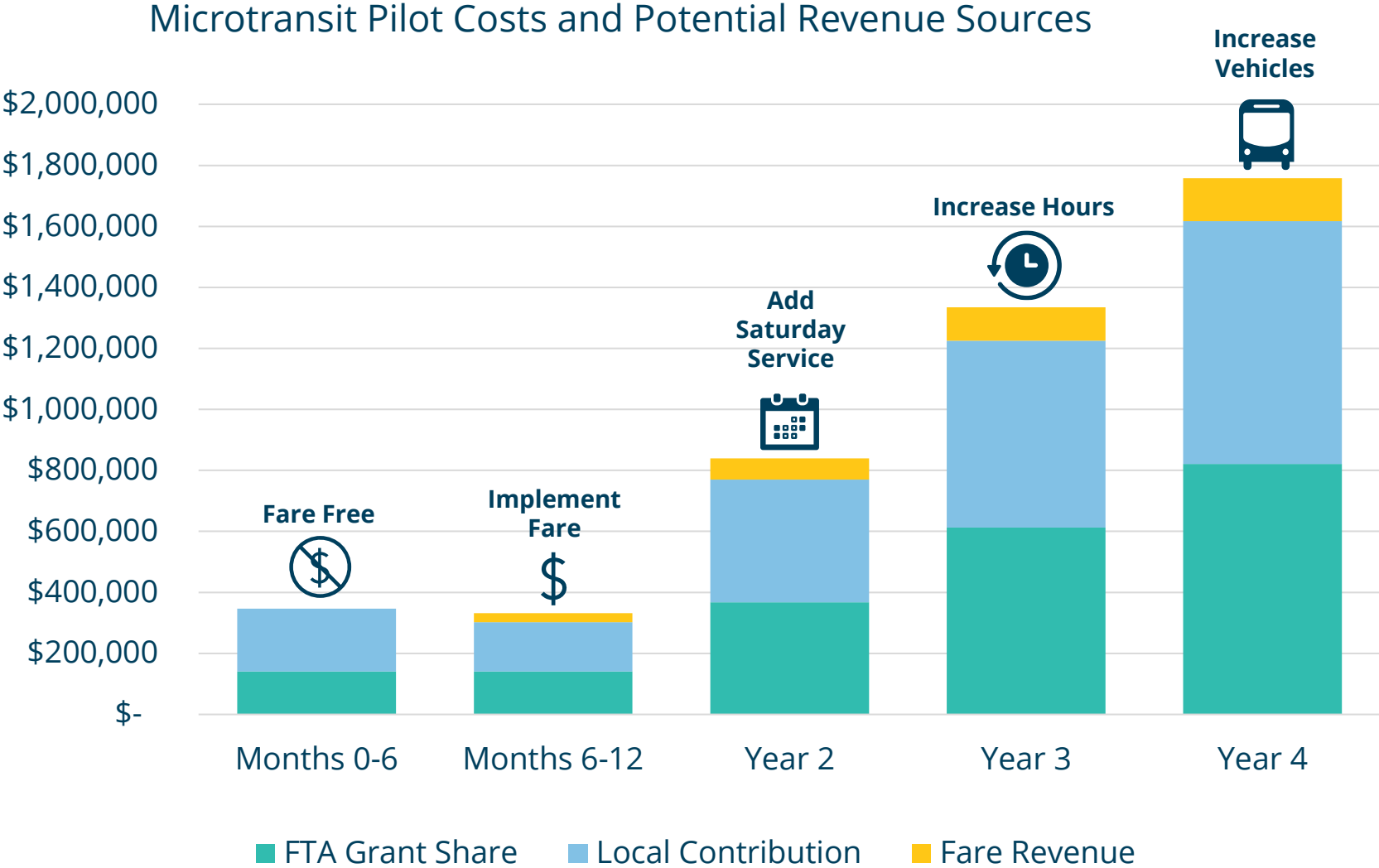


Microtransit Pilot

- Pilot microtransit in West Goodyear
 - Transit demand exists yet not sufficient for fixed-route service
- Expand service based on demand



Microtransit Pilot

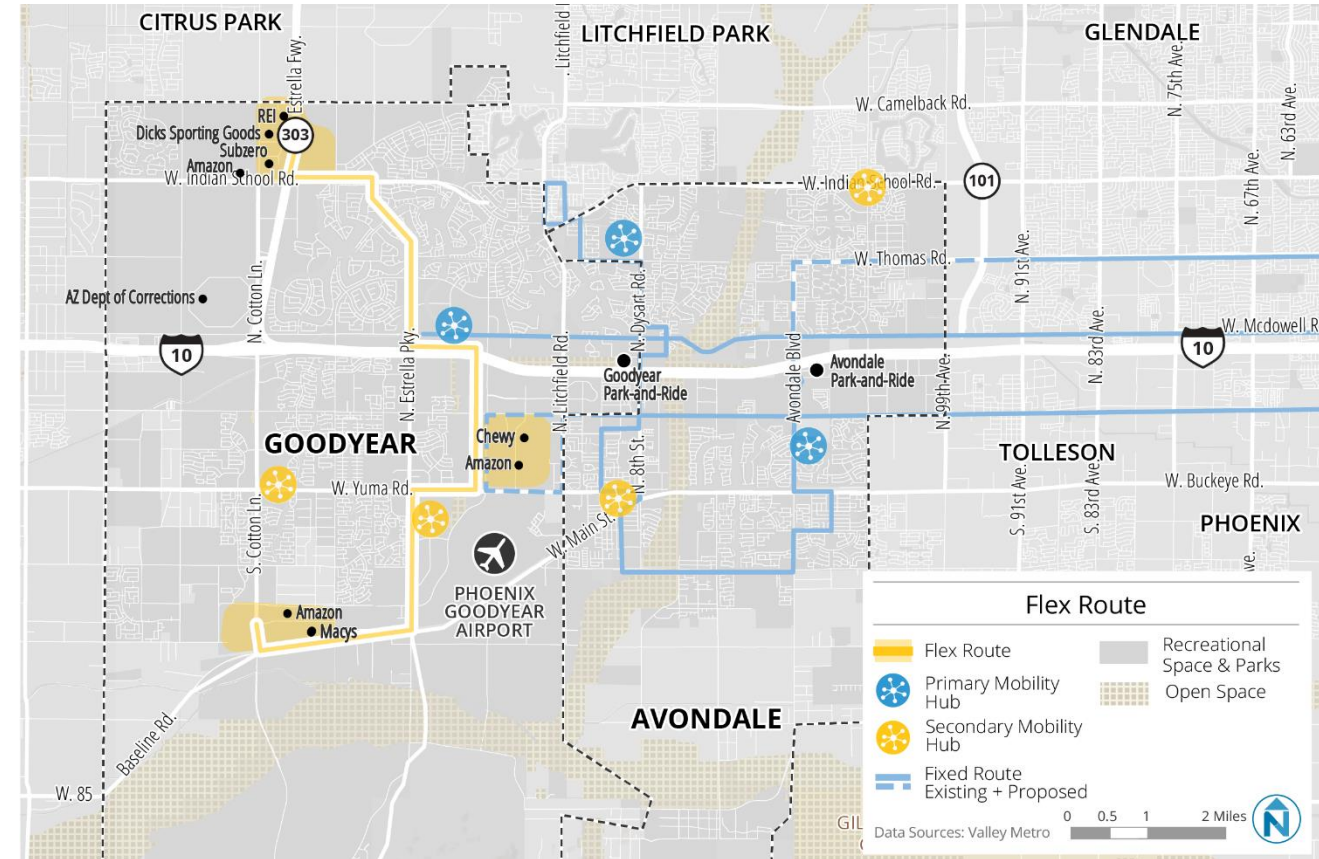


Microtransit Pilot

Phase	Timeframe	Days	Hours	Fare	Vehicles
1	0 – 6 months	Mon - FriSatSun	7 am – 7 pm	Free	3
2	6 months – 12 months	Mon - FriSatSun	7 am – 7 pm	\$2.00	3
3	Year 2	Mon - FriSatSun	7 am – 7 pm	\$2.00	3
4	Year 3	Mon - FriSatSun	6 am – 8 pm	\$2.00	4
5	Year 4	Mon - FriSatSun	6 am – 8 pm	\$2.00	5

Flex Route Pilot

- Partner with major employers to pilot a flex route to business parks
- Focus on peak hours and shift changes



Mobility Hubs

Mobility hubs are facilities that connect multiple transportation modes, such as:

- Walking
- Cycling
- Transit
- Microtransit
- E-bikes and/or e-scooters
- Vanpools and carpools
- Rideshare
- Taxis



Bus Stop Amenities



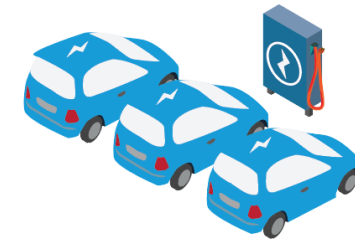
Bike Racks



Bike/Scooter Share



Car Share



EV Charging Station



Lockers

Mobility Hubs

Primary Mobility Hubs

- Estrella Mountain Community College
- Avondale Civic Center
- Goodyear Civic Square*

Secondary Mobility Hubs

- N 107th Avenue & W Indian School Road
- Old Town Avondale (Western Ave)
- Goodyear Ballpark
- Canyon Trails Towne Center



Proposed Goodyear Ballpark Mobility Hub

GOODYEAR BALLPARK

A

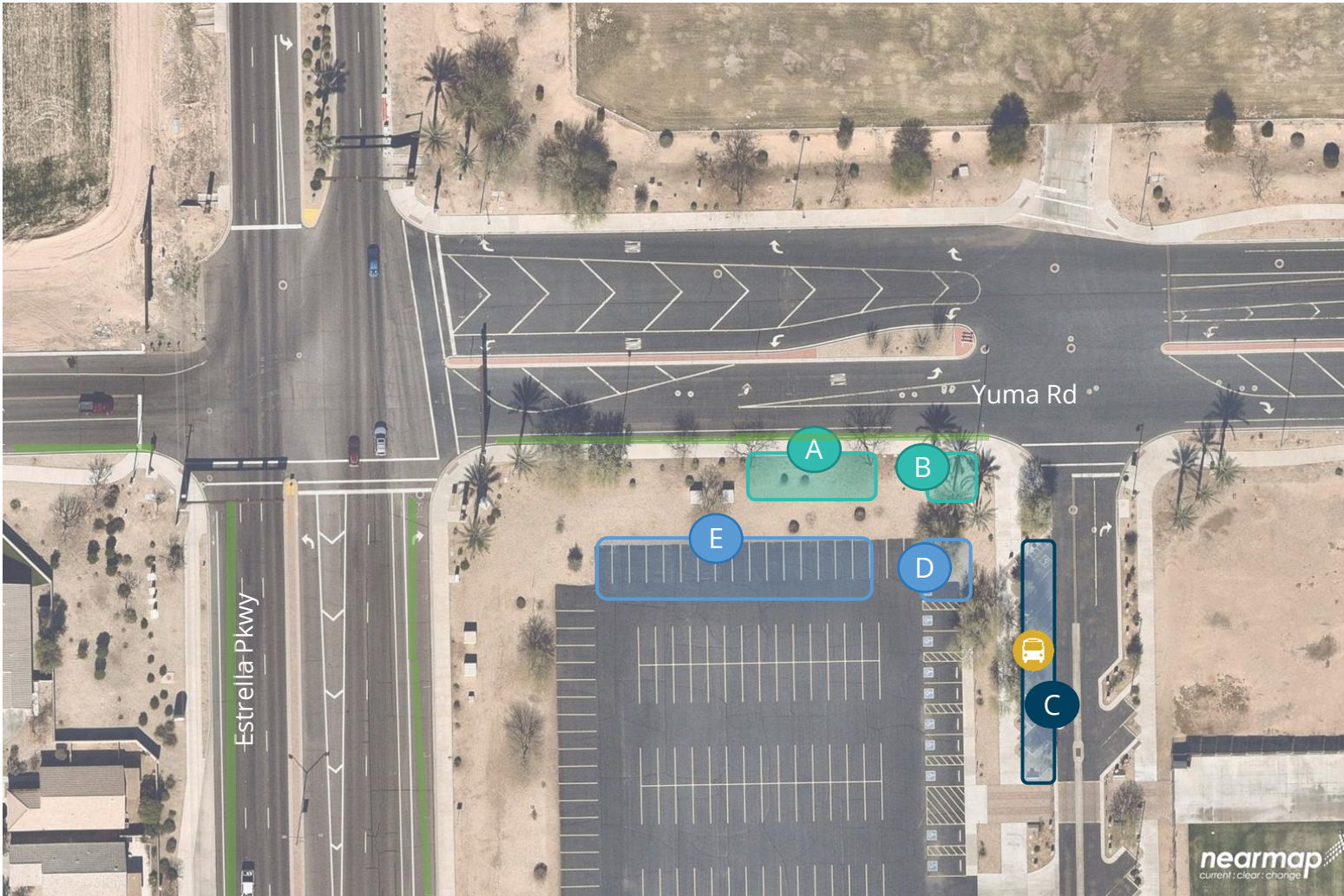


Bike/Scooter share

B



Bike Racks



C

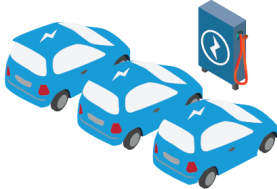
Proposed Flex Route Pick-up/Drop-off Point

D



Car Share

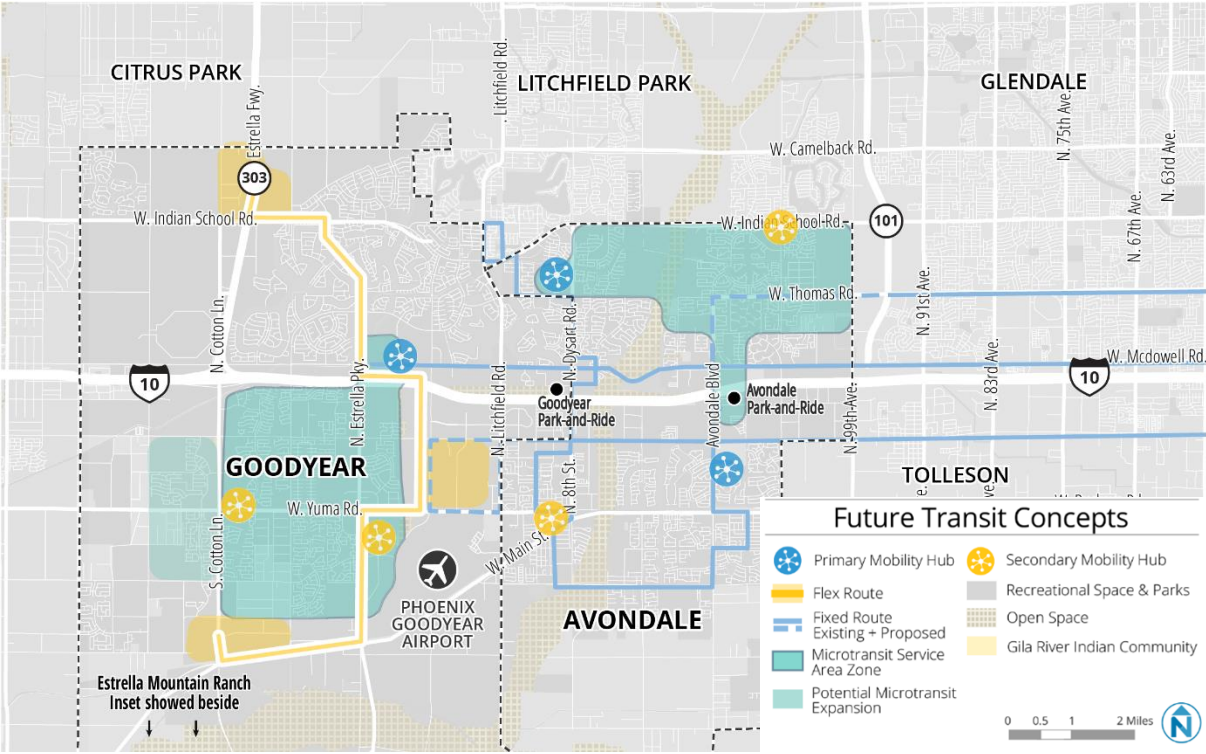
E



EV Charging Station

Recommendations

Investment Type	Recommendation
Improvements to Existing Transit Services	Extend Valley Metro Route 3
	Extend Valley Metro Route 29
	Upgrade Valley Metro Routes 3 and 17
New Transit Services	Goodyear Microtransit
	Goodyear Flex Route
	Estrella Mountain Ranch Microtransit
New Capital Facilities	Goodyear Civic Square Mobility Hub
	Canyon Trails Mobility Hub
	Goodyear Ballpark Mobility Hub



Recommendations Phasing

Investment Type	Recommendation	Immediate Priority (2022-2023)	Medium-Term Priority (2024-2029)	Long-Term Priority (2030-2040)
Improvements to Existing Transit Services	Extend Valley Metro Route 3			
	Extend Valley Metro Route 29			
	Upgrade Valley Metro Route 17			
New Transit Services	Goodyear Microtransit			
	Goodyear Flex Route			
	Estrella Mountain Ranch Microtransit			
New Capital Facilities	Goodyear Civic Square Mobility Hub			
	Canyon Trails Mobility Hub			
	Goodyear Ballpark Mobility Hub			



**Great! But
what will it
cost?**



Service Recommendations

ESTIMATED COSTS AND POTENTIAL FUNDING SOURCES

Recommendation	FY 2023 Annual Operating Cost	Federal		State	Regional	Local		
		FTA 5307 AZGY UZA 2022-2023	FTA 5307 PHX UZA 2023+	AZ Lottery	Sales Tax 2025+	General Fund / Tax	Fares	Other
Extend Valley Metro Route 3	\$700,000	✓		✓	✓	✓	✓	✓
Extend Valley Metro Route 29	\$1,400,000	✓		✓	✓	✓	✓	✓
Upgrade Valley Metro Route 17	\$800,000	✓		✓	✓	✓	✓	✓
Goodyear Microtransit	\$1,000,000	✓				✓	✓	✓
Goodyear Flex Route	\$1,650,000	✓				✓	✓	✓
Estrella Mountain Ranch Microtransit	\$500,000	✓				✓	✓	✓

Capital Recommendations

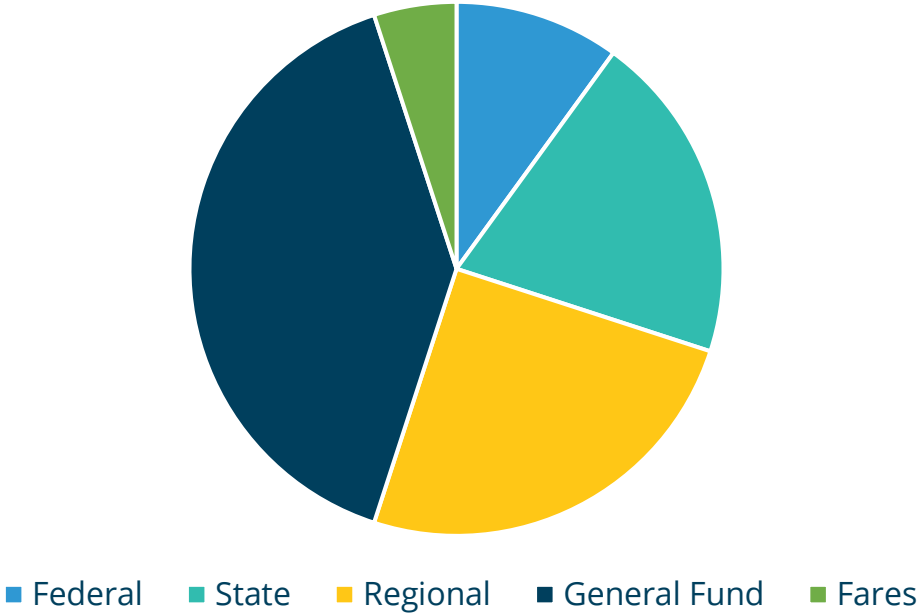
ESTIMATED COSTS AND POTENTIAL FUNDING SOURCES

Recommendation	Approximate Capital Cost	Federal			State	Regional	Local	
		FTA 5307 AZGY UZA 2022-2023	FTA 5307 PHX UZA 2023+	FTA 5339	AZ Lottery	Sales Tax 2025+	General Fund / Tax	Other
Goodyear Civic Square Mobility Hub	\$400,000	✓	✓	✓	✓	✓	✓	✓
Canyon Trails Mobility Hub	\$200,000	✓	✓	✓	✓	✓	✓	✓
Goodyear Ballpark Mobility Hub	\$200,000	✓	✓	✓	✓	✓	✓	✓

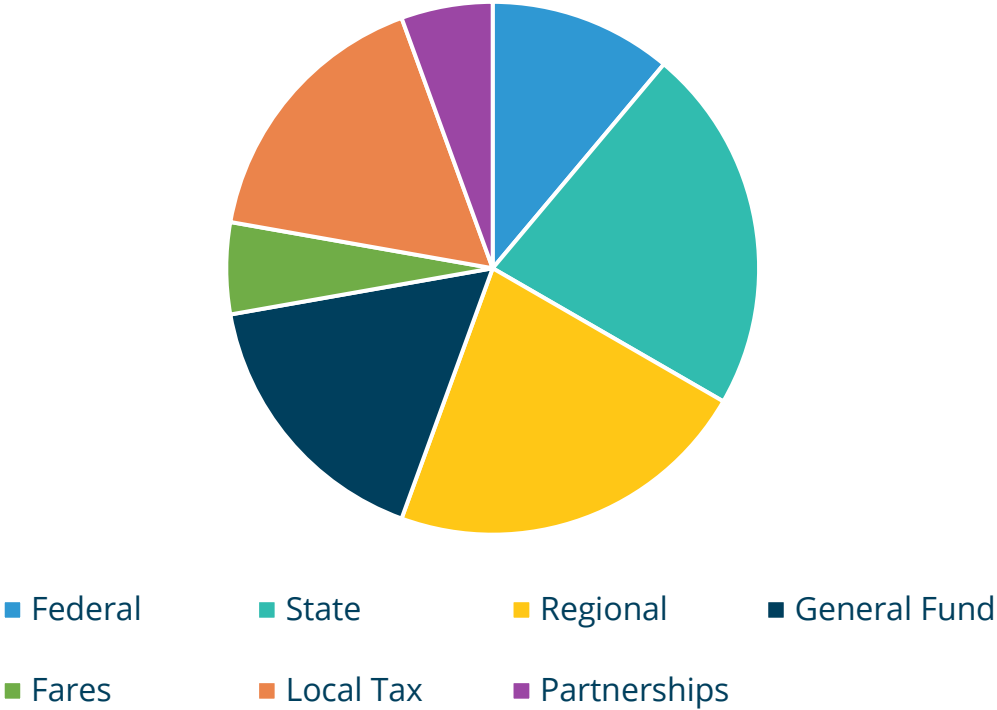
Service Recommendations

POTENTIAL FUNDING SOURCES

Traditional Funding Sources for Microtransit and/or Flex Routes



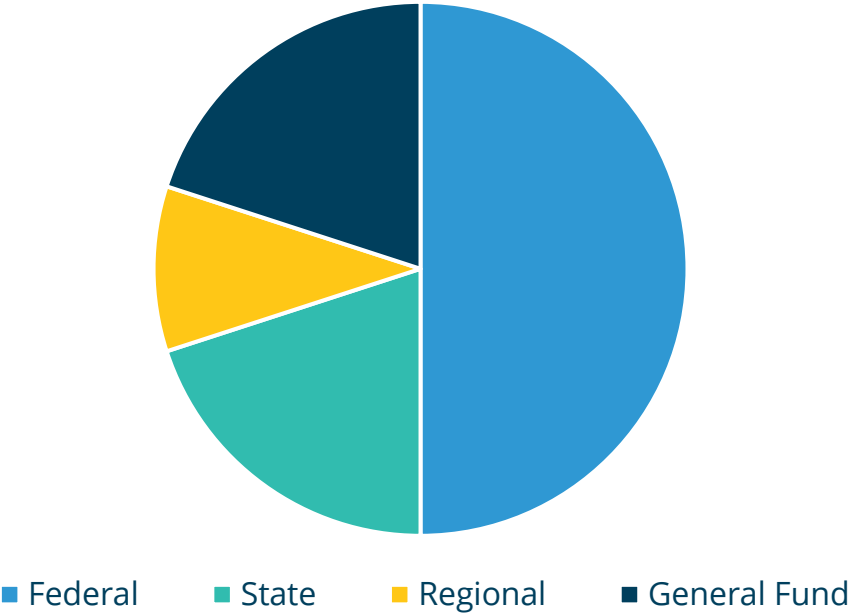
Diversified Funding Sources for Microtransit and/or Flex Routes



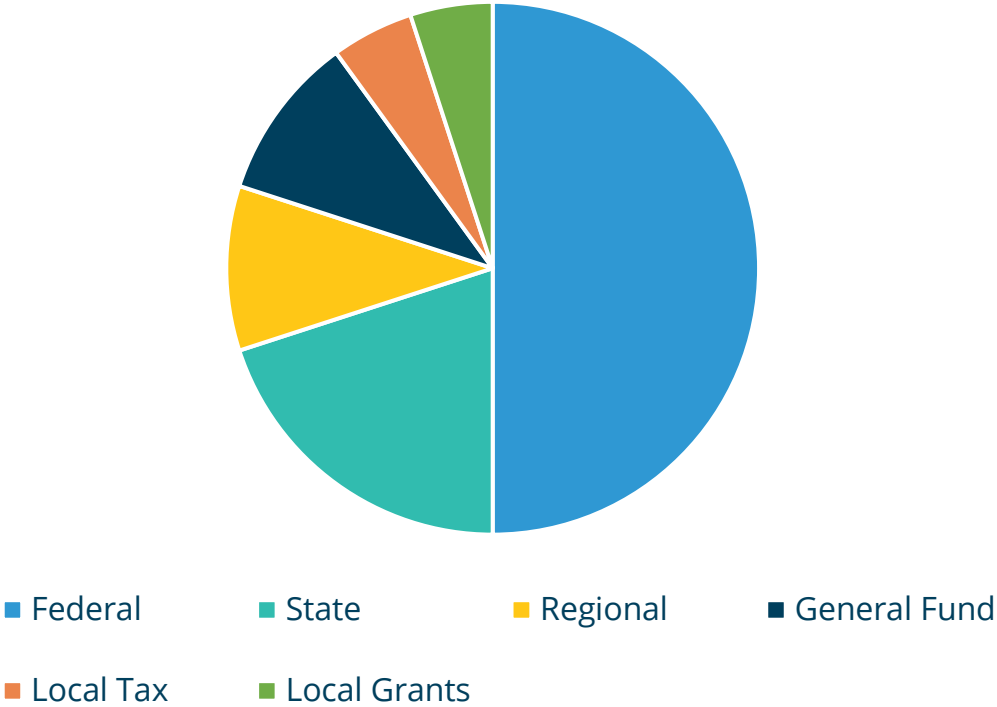
Capital Recommendations

POTENTIAL FUNDING SOURCES

Traditional Funding Sources for Mobility Hubs



Diversified Funding Sources for Mobility Hubs



Questions?

