



City Council Work Session
Municipal Court and Council Chambers
14455 W. Van Buren St., Suite B101
Goodyear, AZ 85338
Monday, January 31, 2022
5:00 PM

Mayor
Joe Pizzillo

Vice Mayor
Brannon Hampton

Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

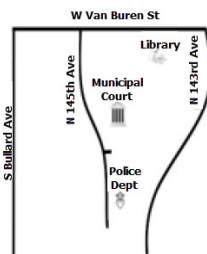
Councilmember
Laura Kaino

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. MICROTRANSIT PILOT PROGRAM**Summary**

Council discussion to consider implementing a one-year Microtransit Pilot program.
(Christine McMurdy, Project Management Coordinator)

INFORMATION ITEMS

Comments, commendations, report on current events and presentations by Mayor, Councilmembers, staff or members of the public. The Council may not propose, discuss, deliberate or take any legal action on the information presented, pursuant to A.R.S. § 38-431.02.

1. Reports from the Mayor and City Council
 - a. This may include current events and activities as well as requests for information or future agenda items.
2. Report from the City Manager
 - a. This may include updates from events, staff summary, update of legislative issues, clarification on items being requested by City Council and Manager's update on Council Related Matters.

FUTURE MEETINGS

February 7, 2022

Regular Meeting

5:00 p.m.

ADJOURNMENT**POSTING VERIFICATION**

This agenda was posted on January 26, 2022, at 3:40 p.m. by V.M.

ITEM #: 1.
DATE: 01/31/2022
AI #:579



CITY COUNCIL ACTION REPORT

SUBJECT: MICROTRANSIT PILOT PROGRAM

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

Summary

Council discussion to consider implementing a one-year Microtransit Pilot program. (Christine McMurdy, Project Management Coordinator)

FISCAL IMPACT

There is no immediate fiscal impact. Staff will present options that have associated fiscal impacts that may require further action.

BACKGROUND AND PREVIOUS ACTIONS

Several recent studies accepted by the City Council point to the need to look beyond traditional fixed route bus service to provide enhanced mobility solutions in Goodyear. A Citizens Satisfaction Survey conducted in 2021 revealed that at least 6 in 10 Goodyear residents rated enhancements to local public transit services as essential or very important. The City's FY2022-2024 Strategic Plan includes a "Quality of Life" goal to complete an evaluation of public transit options, identify unmet needs and evaluate funding requirements. In August 2021, staff and consultants from Nelson Nygaard presented the results of the Avondale Goodyear Transit Study, which included public engagement feedback highlighting the need to improve access from low-income areas to basic needs and opportunities, serving new multifamily developments with transit and pursuing non-traditional transit options. In November 2021, staff presented a Community and Neighborhood Services Master Plan Phase 1 focusing on Human Services. This plan included transportation as one of four priority service areas, based on community and stakeholder engagement.

The collected outcomes of these studies and accompanying conversations by members of the City Council created a pathway for staff to explore possible solutions to providing more mobility opportunities for residents in Goodyear. As identified in the recent Nelson Nygaard transit study, microtransit could play a role in improving mobility for many of our citizens. Staff will present an opportunity to execute a microtransit pilot program to further examine the viability of on-demand transit in Goodyear.

STAFF ANALYSIS

Currently, Goodyear offers limited local transit options to residents through two regional Valley Metro bus routes, express bus service at the Park and Ride and associated Dial-A-Ride and RideChoice service for ADA certified customers. The global pandemic has severely impacted traditional transit services, forcing public agencies across the country to re-imagine how to continue the provision of mobility to better serve passengers that have travel needs during nights, weekends and other periods as work days shift from the old 9 to 5 to all the time. Also, how do you get transit to be faster and reliable, so it becomes a more desirable option than sitting in a car on a congested freeway.

Goodyear has a golden opportunity to take advantage of a Covid-induced decline in transit ridership nationwide and pivot to a more effective transportation solution.

Attachments

Presentation



MICRO TRANSIT PILOT PROGRAM

January 31, 2022

How did we get here?



SURVEYS, STUDIES, AND MASTER PLANS



**Enhancements
rated “essential” or
“very important.”**



- Demand exists
- Not sufficient for fixed route service



Vulnerable residents need options that support:

- Getting to and from work
- From job to job
 - Stops for child care
 - Basic retail needs

Current state



REGIONAL & EXPRESS SERVICES



Proposition 400 funds:

- Route 3 (Van Buren)
- Route 17 (McDowell)
- Route 562 (Express bus)



MAG referring the Momentum 2025 Plan to the AZ Legislature to authorize a ballot initiative for November 2022.

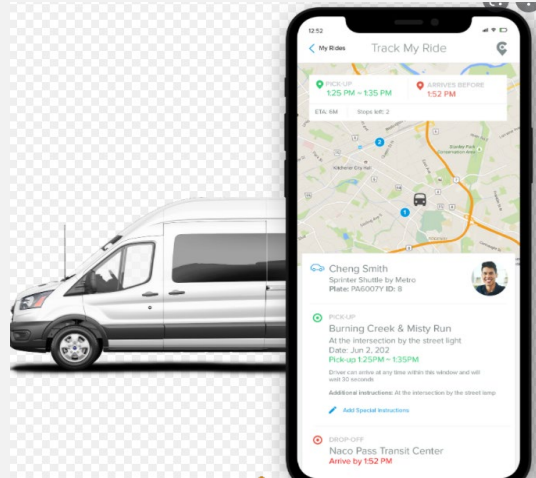
What is Microtransit?



HOW DOES IT WORK?



Specific area



Smartphone app



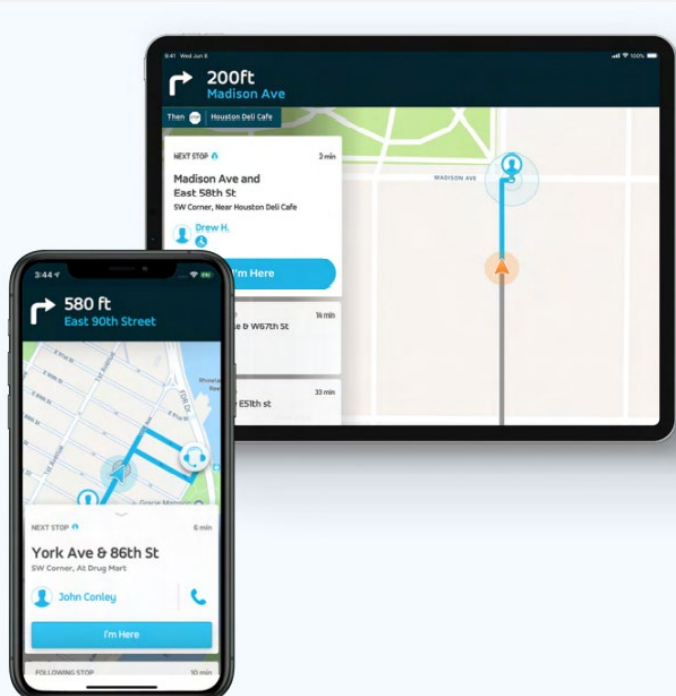
Vehicle types

Goodyear on Demand



MICROTRANSIT TRIP

- 7am-7pm 5 days/week
- Max wait time pickup = 10 - 20min
- Avg walk distance to stop = $\frac{1}{4}$ mi <
- Fare = free promo period / \$2 per trip after



The Pillars of Microtransit

IT'S A BALANCING ACT



- Geographic span
- Operating hours
- Demographics

Coverage



- Wait times
- Reliability
- Walking distance

Convenience

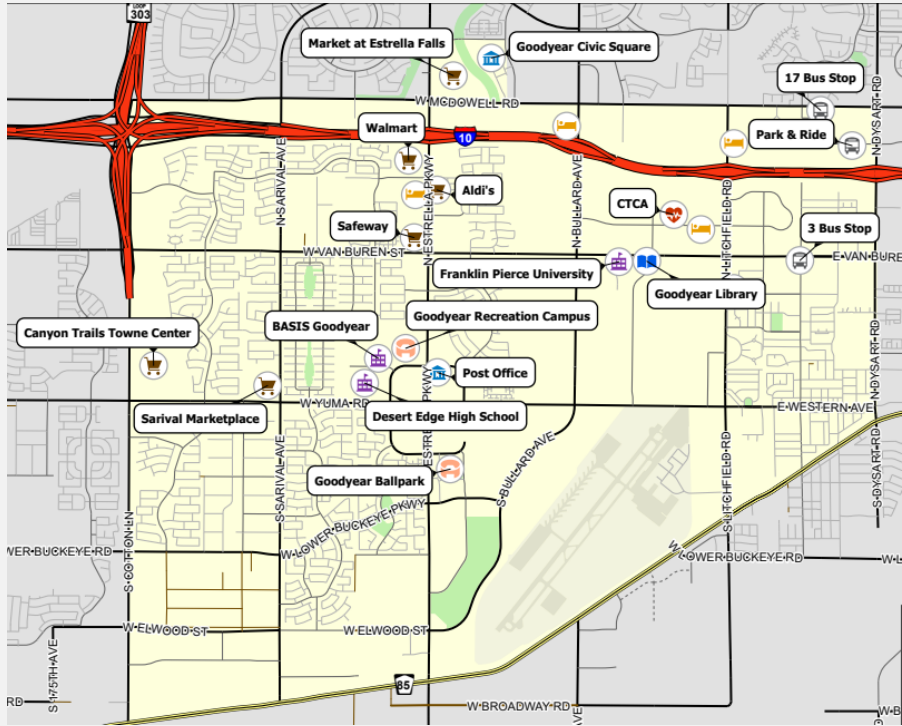


- Vehicle Count
- Cost per ride
- Operations Model

Cost

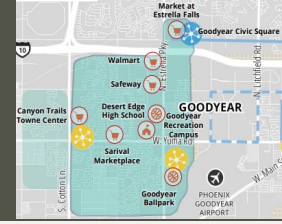
Coverage – Convenience - Cost

COVERAGE



Goodyear on Demand – Phase I

- Consultant recommended
- Extended to:
 - Northern Subdivisions
 - Historic Goodyear
 - McDowell Commercial corridor
- Can adjust zones based on demand.



Coverage – Convenience – Cost

CONVENIENCE

Download the App

- Phone # / customer service
- Custom to Goodyear

Begin/end trips anywhere in the service area

- Options to get from point A to point B
- Accessible vehicles/bike racks

Confirm trip, Board, pay and ride

- Credit/debit card, Apple Pay, Google Pay
- Discounts, concessions, promotions

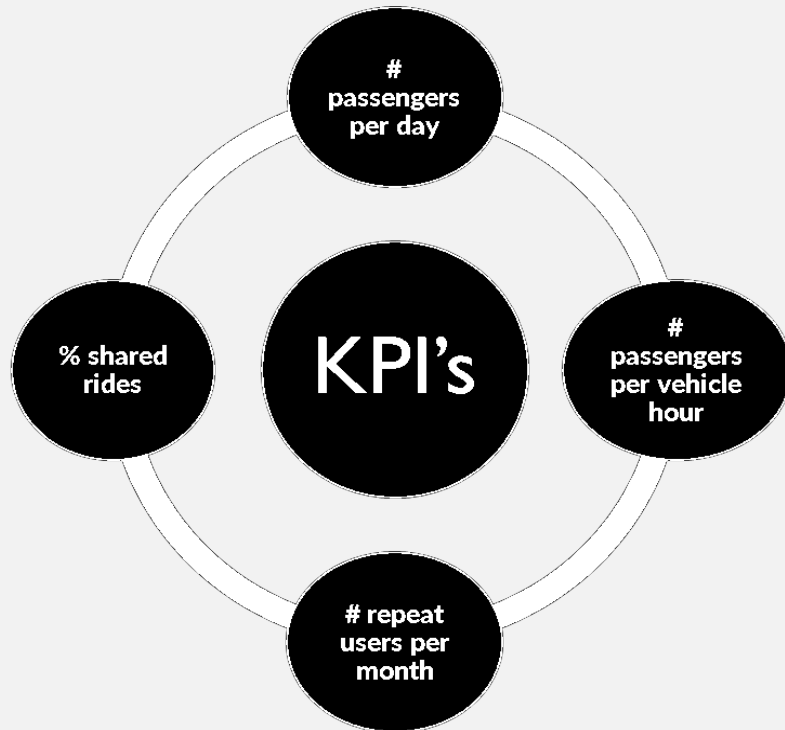
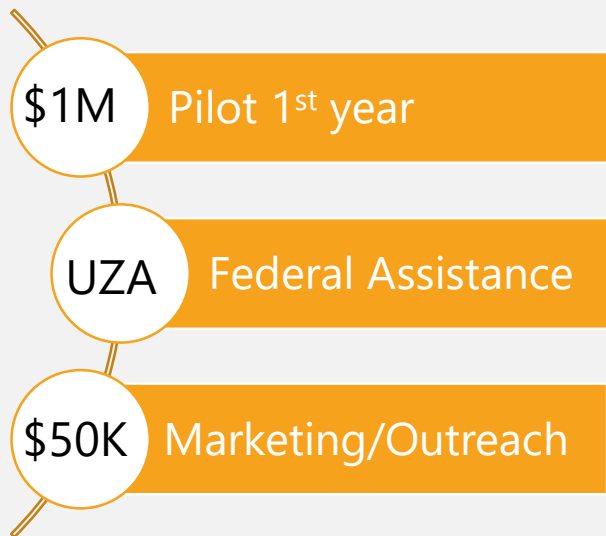


Coverage – Convenience – Cost



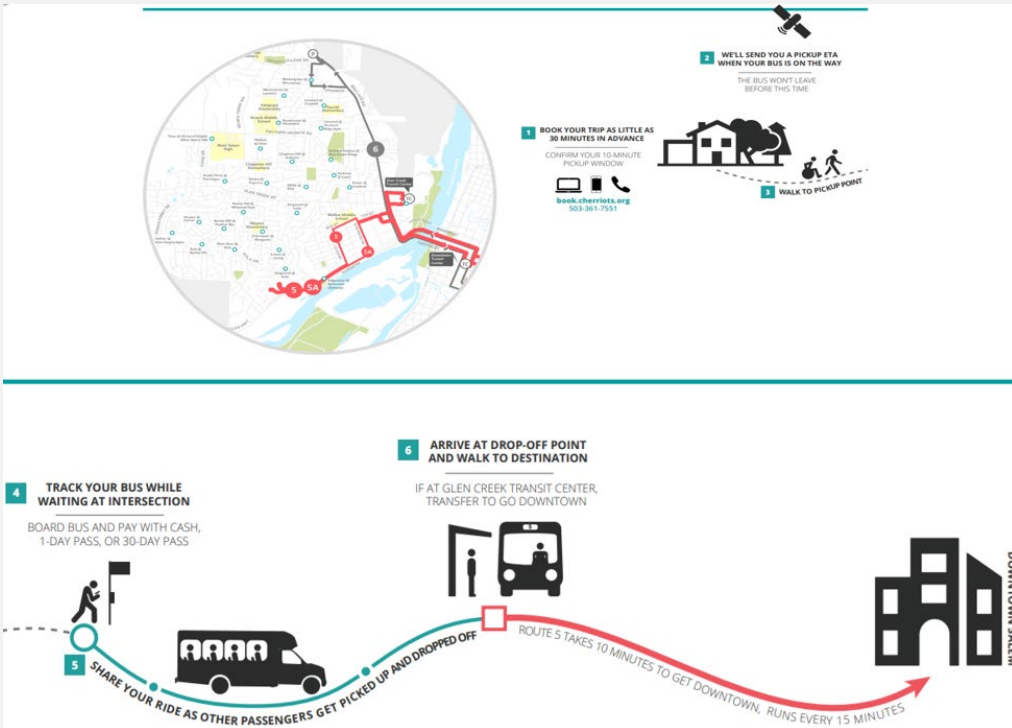
PILOT / KEY PERFORMANCE INDICATORS

Turnkey Contract



Marketing / Outreach

A NEW AND UNFAMILIAR SERVICE



Peers Marketing Methods

- Direct Mail w/ free ride coupons
- Brochures, flyers, flags
- Direct outreach:
 - Human services
 - HOA's,
 - Hotel front desk
 - Employers
- City staff

Timeline



NEXT STEPS



Request
for
Proposals

Select
Provider

Prepare
Marketing

Launch
July 2022



Joint RFP

Separate
Brands

Questions?

