



City Council Work Session
City Hall - Canyon Trails Conference Room 1 & 2
1900 N. Civic Square
Goodyear, AZ 85395
Monday, October 23, 2023
5:00 PM

Mayor
Joe Pizzillo

Vice Mayor
Laura Kaino

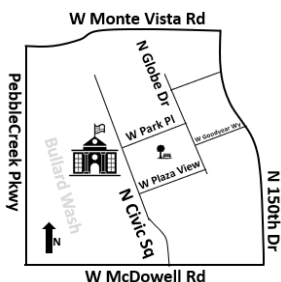
Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

Councilmember
Brannon Hampton

Councilmember
Vicki Gillis



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.

Si necesita asistencia o traducción en español, favor de llamar al menos 48 horas antes de la reunión al (623) 882-7830.



City Clerk's Office: 1900 N. Civic Square, Goodyear, AZ 85395 (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. ECONOMIC OVERVIEW PRESENTATION**Summary**

Council will receive a Real Estate market overview. (Wendy Bridges, Economic Development Director)

2. PHOENIX-GOODYEAR AIRPORT UPDATE**Summary**

Phoenix-Goodyear Airport personnel will provide an operations update regarding the Phoenix-Goodyear Airport, and will discuss noise and flight pattern concerns expressed by residents. (Justin Fair, Deputy City Manager)

3. REVIEW RESULTS OF MICROTRANSIT PILOT PROGRAM AND DISCUSS OPTIONS FOR FUTURE SERVICE**Summary**

Staff will present the results of the Microtransit pilot program (WeRIDE) and request Council feedback. (Christine McMurdy, Project Management Coordinator)

FUTURE MEETINGS

Future meetings are tentatively scheduled as follows:

October 30, 2023

Council Meeting

5:00 p.m

ADJOURNMENT**POSTING VERIFICATION**

This agenda was posted on 10/18/2023 at 4:38 p.m. by PP.

ITEM #: 1.
DATE: 10/23/2023
AI #:1663



CITY COUNCIL ACTION REPORT

SUBJECT: ECONOMIC OVERVIEW PRESENTATION

STAFF PRESENTER(S): Wendy Bridges, Economic Development Director

OTHER PRESENTER(S):

Mark Stapp, Executive Director, MRED/Fred E. Taylor Professor in Real Estate, W.P. Carey Master of Real Estate Development and Director of the Center for Real Estate Theory and Practice at Arizona State University

Summary

Council will receive a Real Estate market overview. (Wendy Bridges, Economic Development Director)

FISCAL IMPACT

There is no fiscal impact.

BACKGROUND AND PREVIOUS ACTIONS

At the request of City Council, this is an economic update from Mark Stapp, Executive Director, MRED/Fred E. Taylor Professor in Real Estate, W.P. Carey Master of Real Estate Development and Director of the Center for Real Estate Theory and Practice at Arizona State University, who has been involved in planning, investing, developing and consulting on real estate for 42 years.

Attachments

Presentation



Reality of Real Estate Market

Mark Stapp

Fred E. Taylor Professor of Real Estate



Why so many apartments?
Why so many Build-to-Rent projects?
Why is housing unaffordable?
Why so much warehouse space?
Why can't developers build Kierland Commons here?

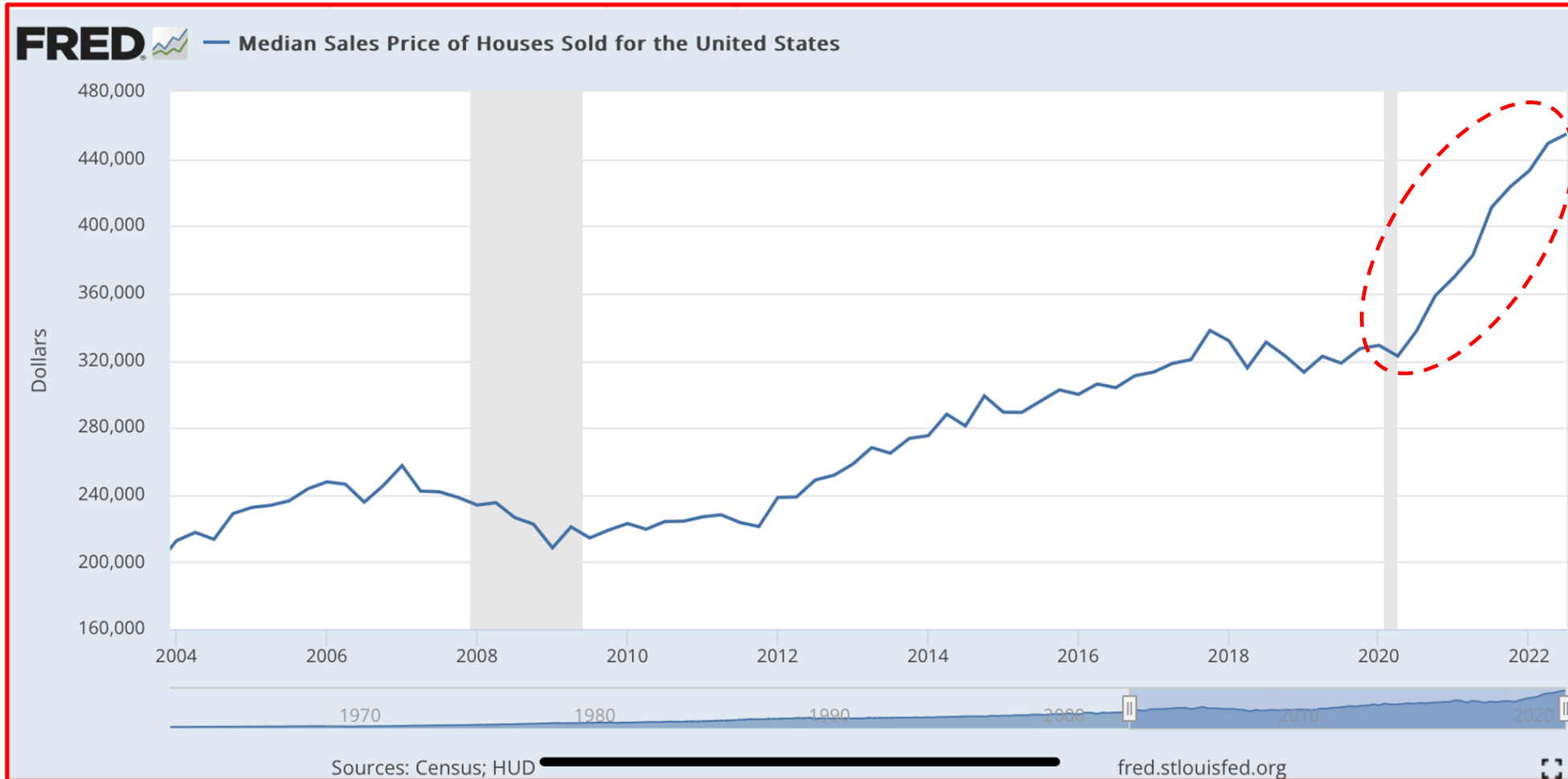


**Real estate is a service to society.
It services “actionable” demand (market).
It requires lots of financing – debt & equity.
Private property rights can’t be ignored.
Goodyear is part of a region – the market is
the region.**

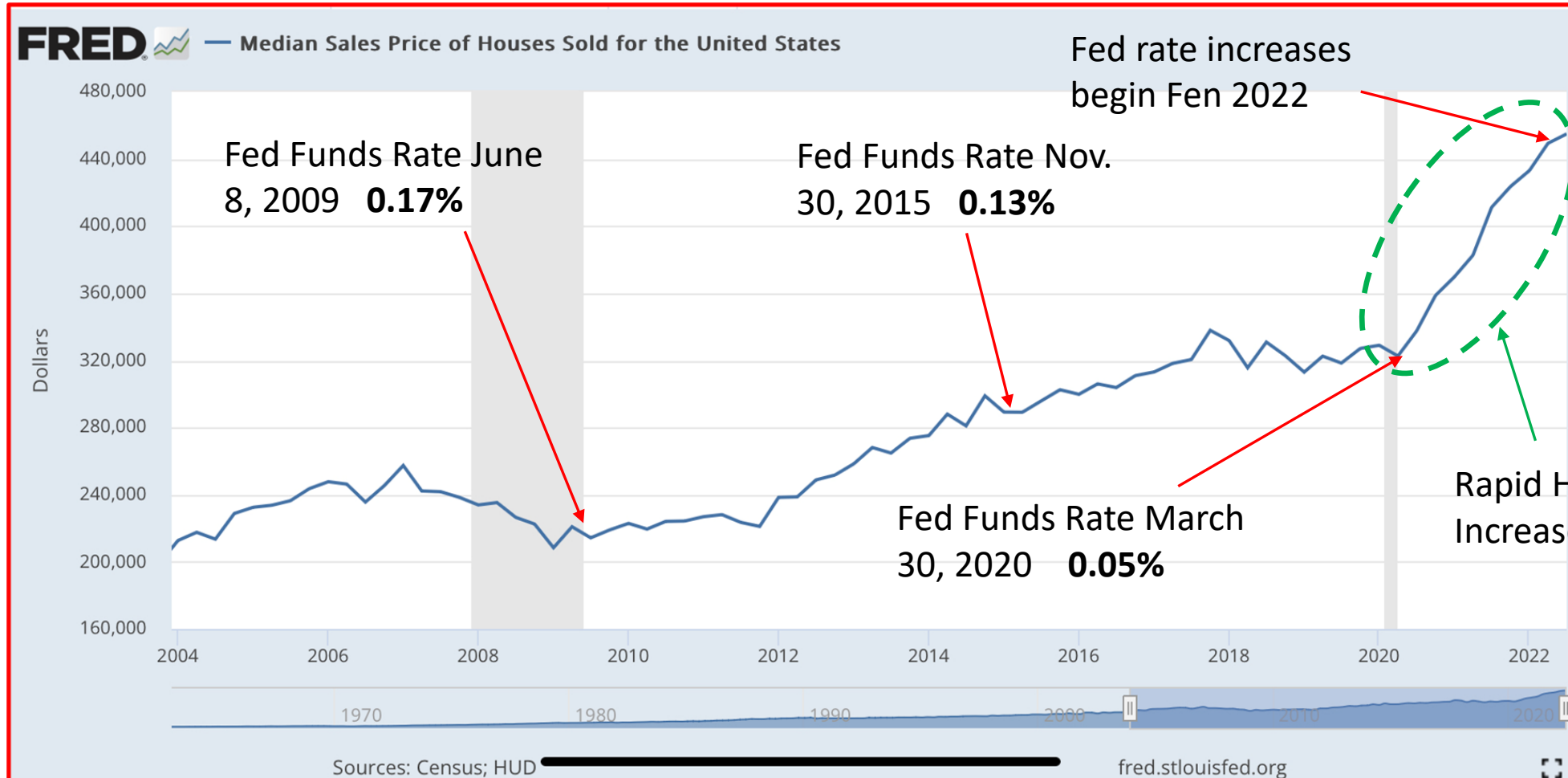


Here is the story of the market – why developers are acting like they are.

Single Family Housing – Median Sales Price



Single Family Housing – Median Sales Price



**Not just low
interest rates
driving price
increases**

Why Rapid Rise in Home Prices?



Median Sales Price Metro Phoenix

February 2020

\$295,000

Months Inventory - 2.14

June 2022 (17 months)

\$475,000

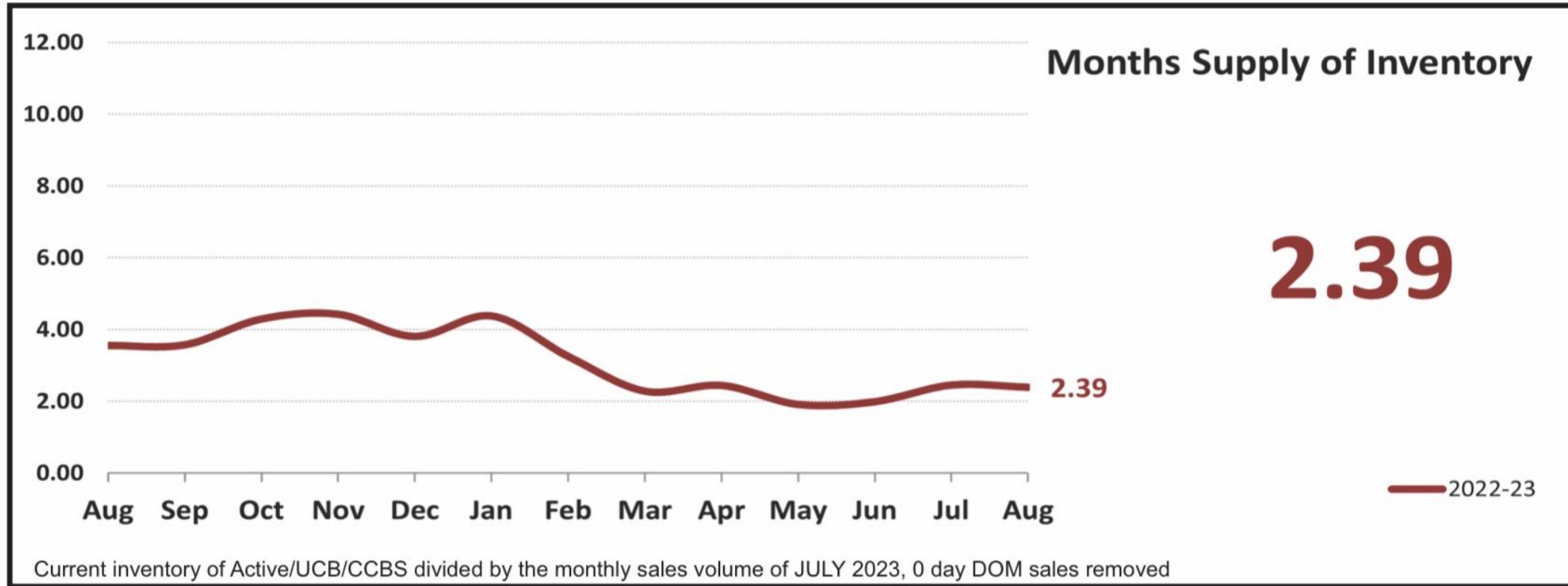
(61% increase in 17 months)

Months Inventory 2.33

Note: Lowest Inventory March 2022 -
0.89 months

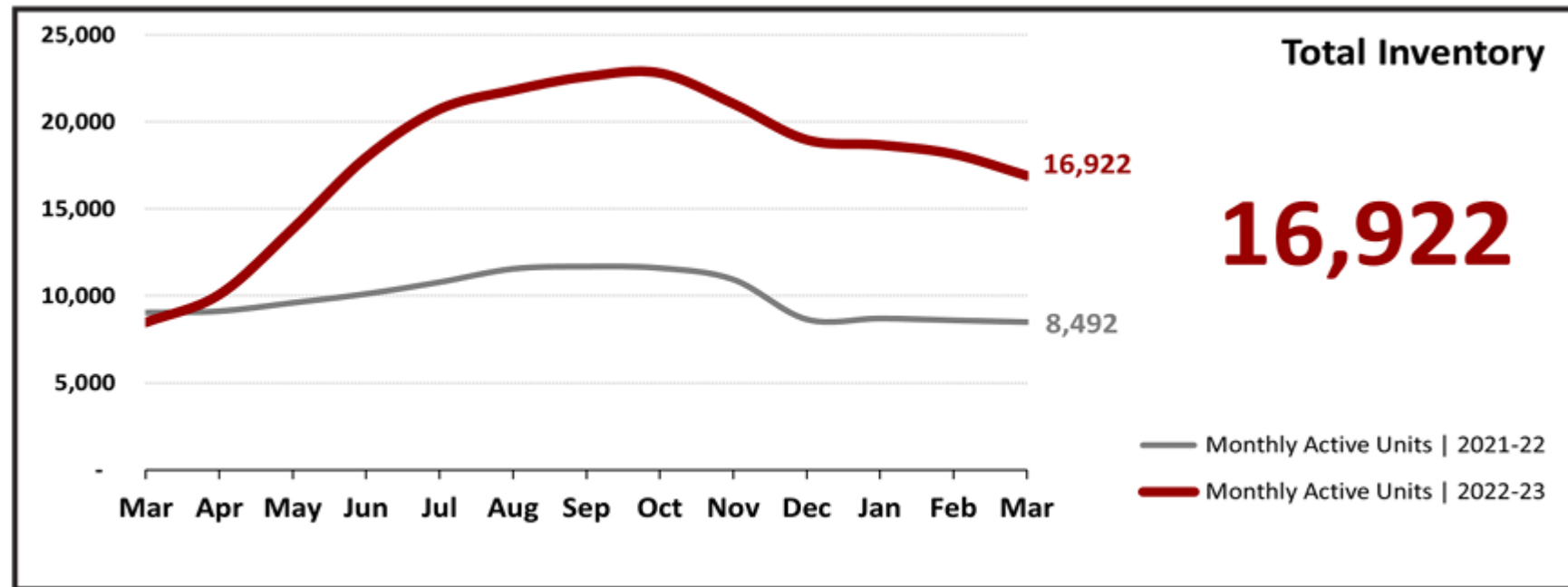
Source: Arizona MLS

Phoenix Metro Existing Homes Inventory



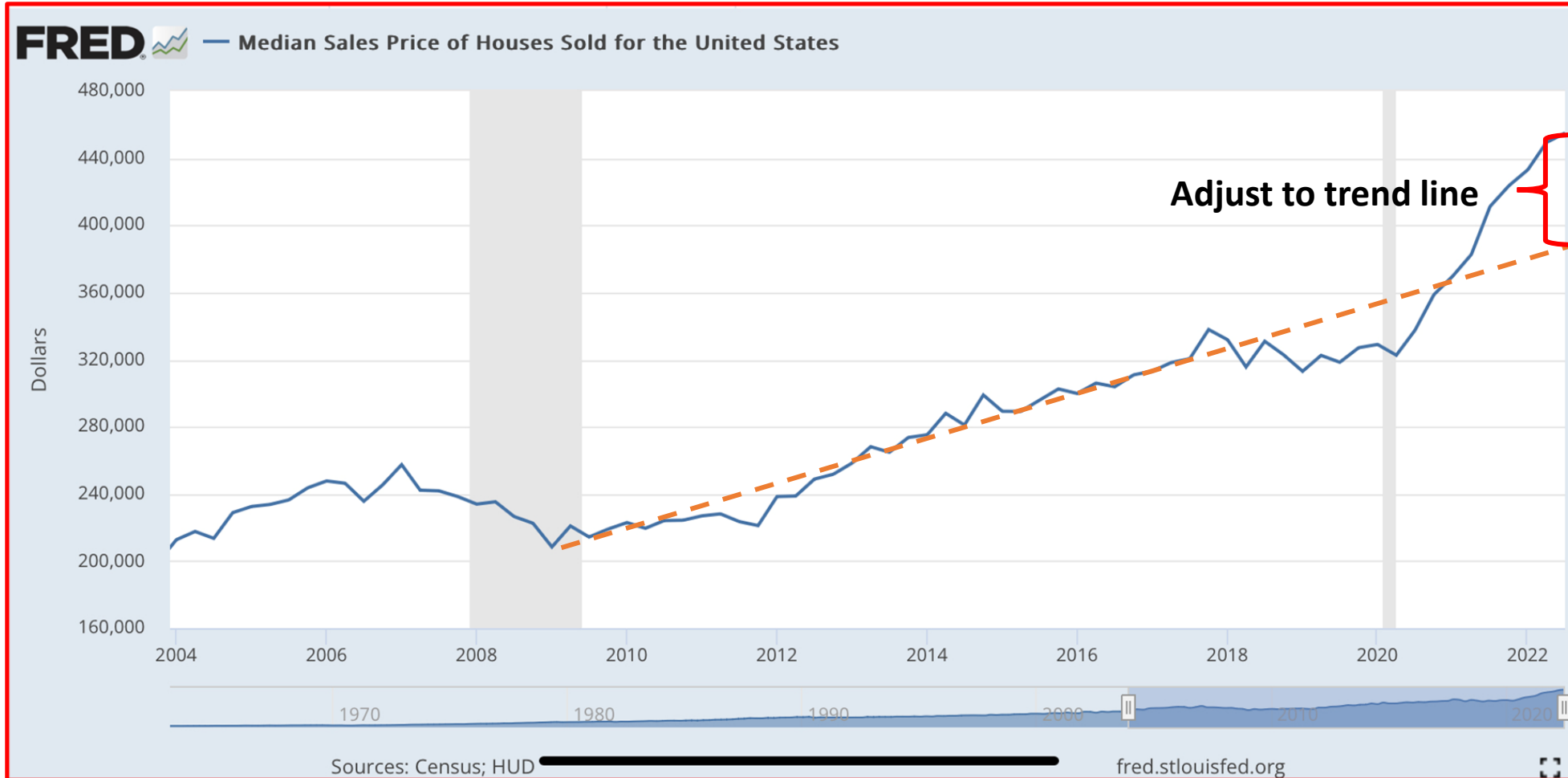
Source: ARMLS Sept, 2023

Total Existing Homes Inventory

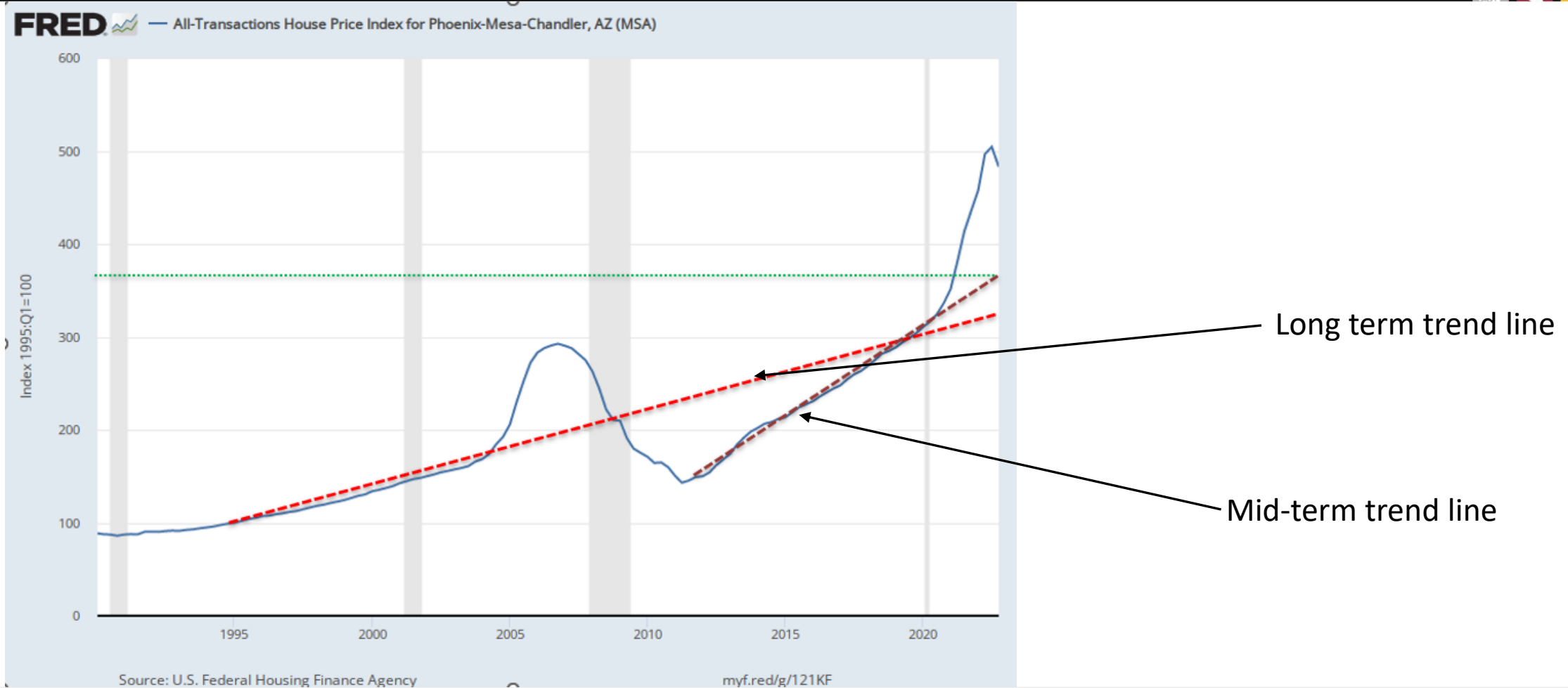


Source: ARMLS March, 2023

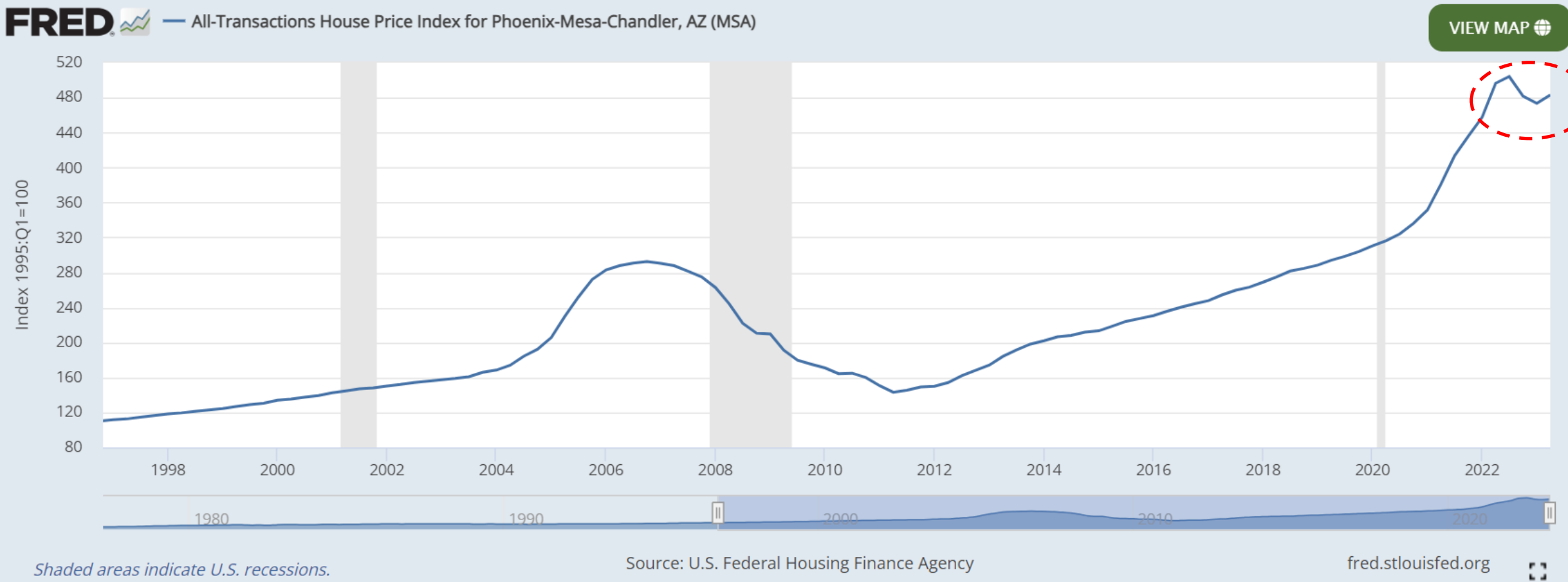
Single Family Housing – Median Sales Price



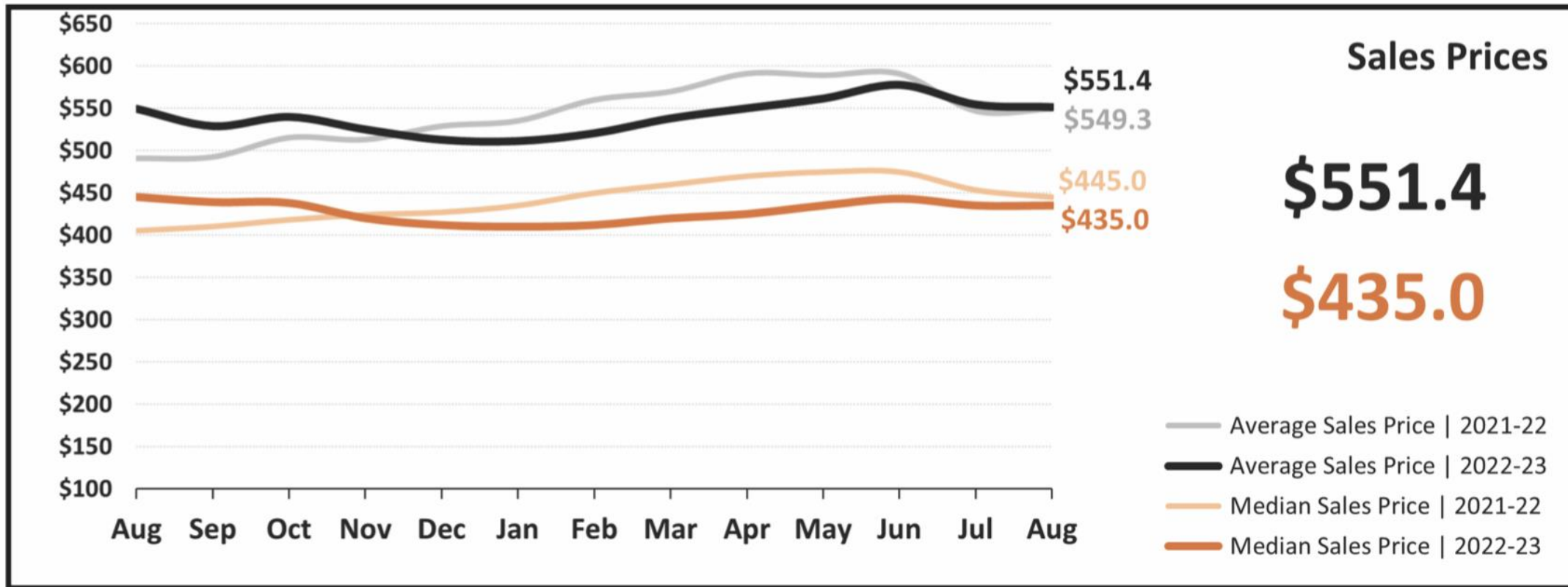
All Transactions House Price Phx 1985 – January 2023



All Transactions House Price Phx 1985 – Sept 2023

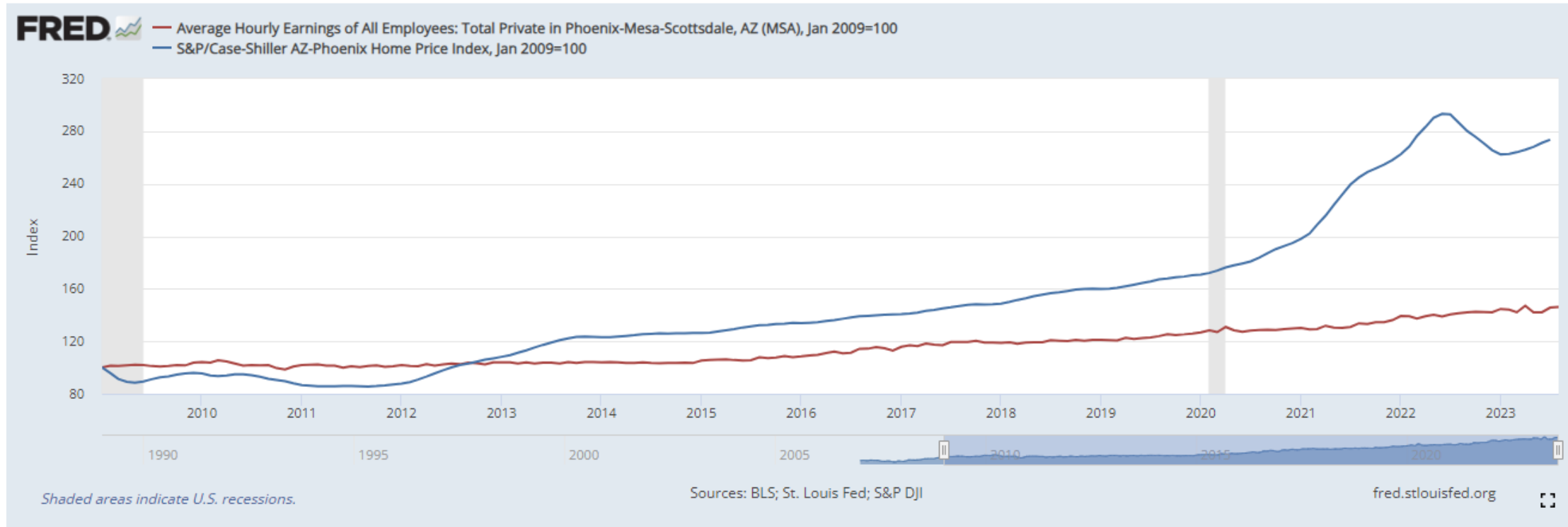


Avg and Median Sales Price August 2023



MLS sales prices for closed listings with a close of escrow date from 8/1/23 to 8/31/23, 0 day DOM sales removed

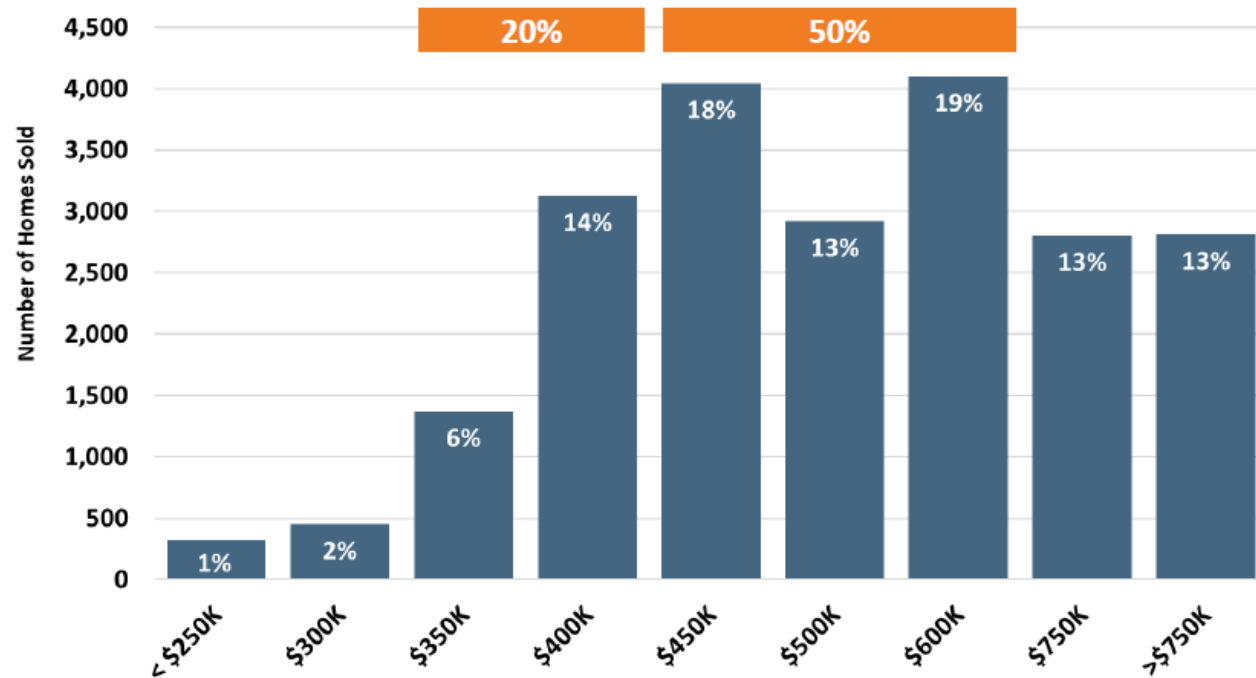
Average Earnings to Home Price Index



New Home Sales by Price Metro Phoenix



New Home Sales by Price Range



Phoenix 1st Qtr 2023

2023 FHA Loan Maximum
\$530,150 + 5% Down
or \$556,658

Only 23% New Homes
Below Median Price

Source: RL Brown, Land Advisors Organization

Land Advisors
ORGANIZATION

% Population able to Afford Median Price Home



18.3%

Medford, OR	18.9	81.4	399	186	22
Salt Lake City, UT	18.7	102.4	493	187	23
Prescott Valley-Prescott, AZ	18.6	76.2	429	188	24
Fort Collins, CO	18.3	111.3	525	190	25
Phoenix-Mesa-Chandler, AZ	18.3	88.8	441	190	25
Eugene-Springfield, OR	18.1	84.0	417	192	27
Colorado Springs, CO	18.0	96.1	440	193	28
Seattle-Bellevue-Kent, WA ^^^	18.0	134.6	720	193	28
El Centro, CA	17.6	63.9	325	195	30
Hanford-Corcoran, CA	17.4	68.0	352	196	31
Las Vegas-Henderson-Paradise, NV	17.2	81.7	425	197	32
Salem, OR	17.0	89.1	404	198	33
Mount Vernon-Anacortes, WA	16.5	86.1	470	199	34
St. George, UT	16.3	83.9	500	200	35
Olympia-Lacey-Tumwater, WA	16.2	103.5	474	201	36
Provo-Orem, UT	16.1	96.0	483	202	37
Portland-Vancouver-Hillsboro, OR-WA	15.7	106.5	518	204	38
Flagstaff, AZ	15.6	85.2	530	205	39
Fresno, CA	15.4	72.9	395	206	40
Tacoma-Lakewood, WA ^^^	15.3	101.8	495	207	41
Bremerton-Silverdale-Port Orchard, WA	15.0	102.5	491	208	42

Source: Census Bureau

Existing Home Inventory Below Median Sales



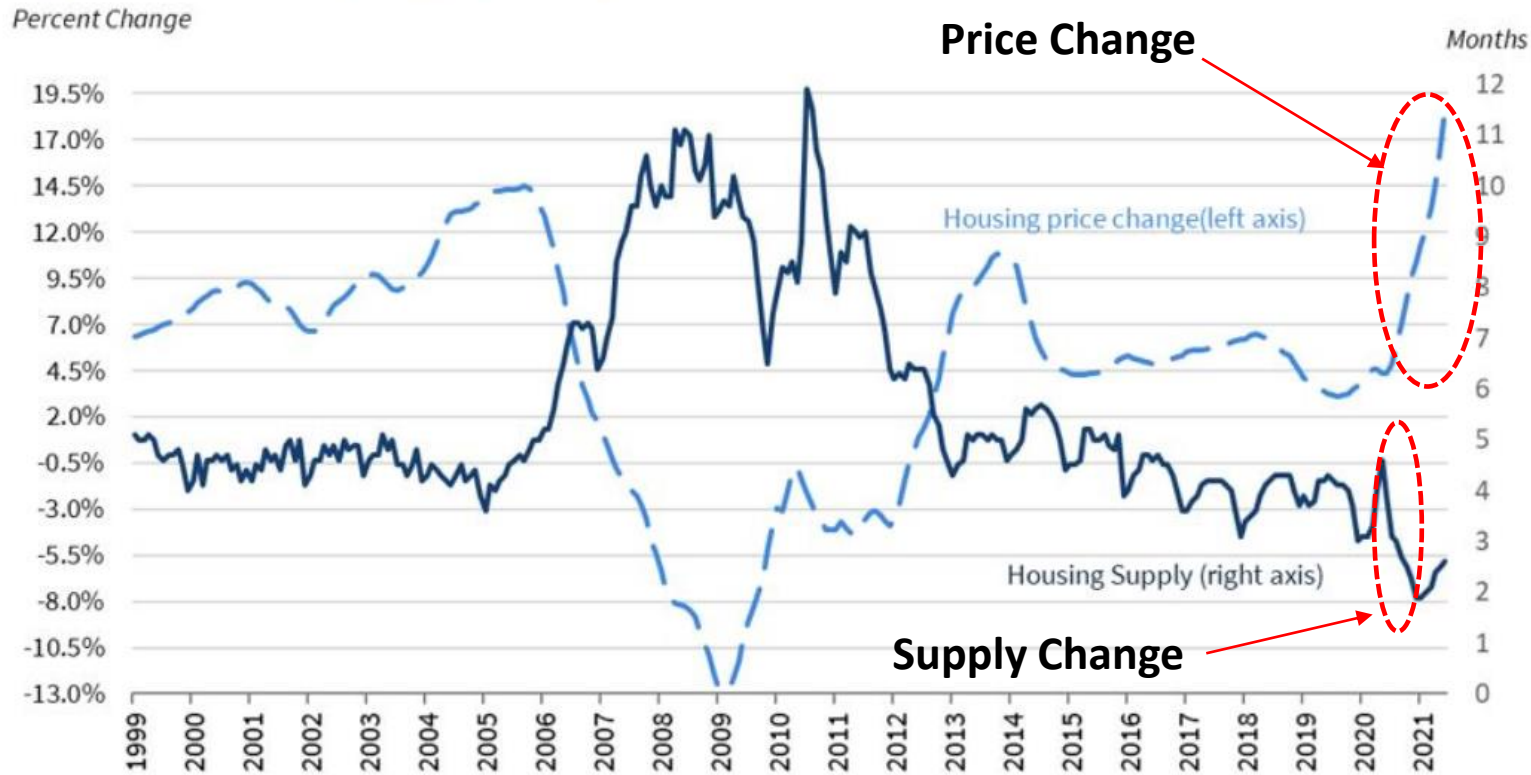
Maricopa & Pinal Total Listings	12,024
Listings at/or Below Median Sales Price	4,202 (38%)
Listings at/or Below \$350,000	2,408 (20%)
Listings at/or Below \$300,000	1,469 (12%)

Source: ARMLS April 29, 2023

U.S. Housing Supply v. Prices



Figure 1: Housing supply and prices



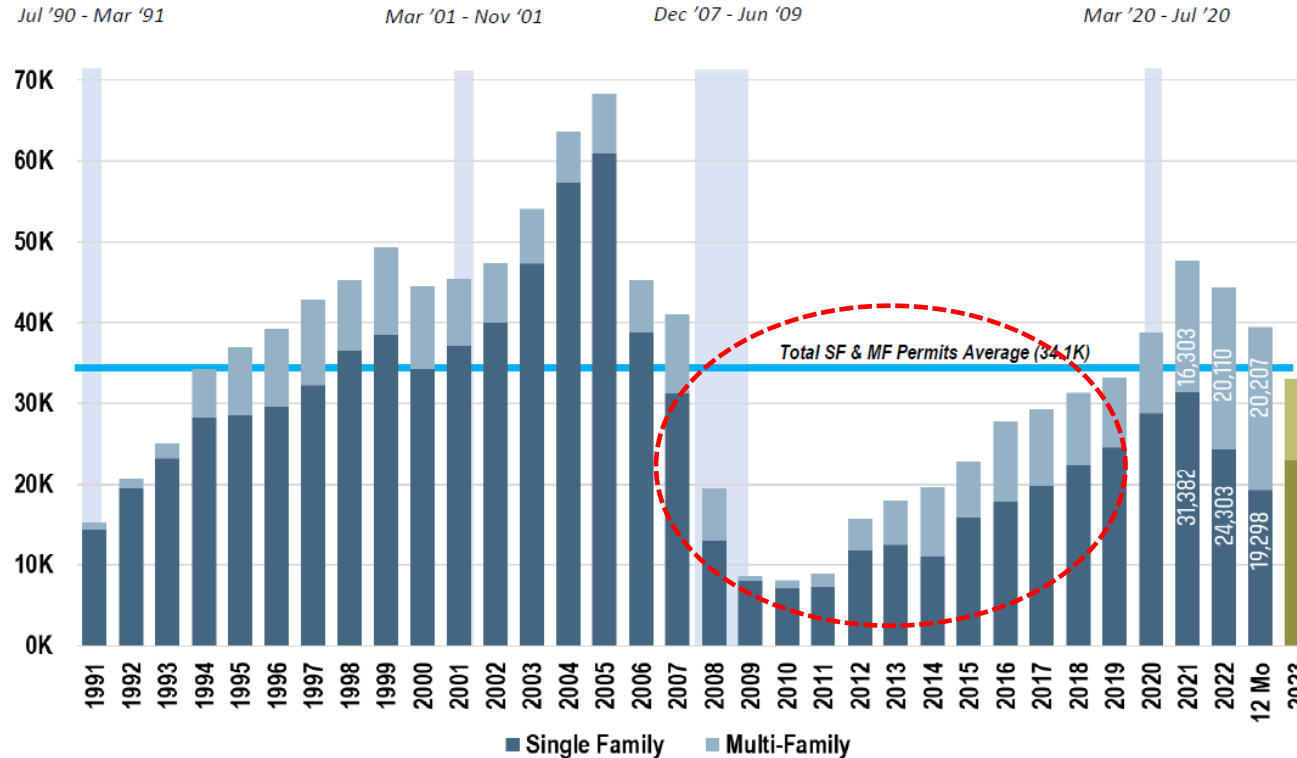
Source: Federal Reserve Economic Data; National Association of Realtors Monthly Supply Data

Single & Multi-Family Building Permits



Total Permits

Single & Multifamily - March 2023



12 years of under-building Housing

Source: HBACA, US Census Bureau, Greater Phoenix Blue Chip Forecast, AxioMetrics, Land Advisors Organization

Single & Multi-Family Building Permits 2022-23



Phoenix MSA Permit Data

Type	Aug-23	Aug-22	YOY Change (M)	YTD Aug 23*	YTD Aug 22*	YOY Change (YTD)
Single-Family	2,633	2,060	28%	15,889	21,886	-27.4%
Multifamily (5+)	934	1,197	-22%	11,326	10,855	4.3%
Total**	3,759	3,368	12%	28,577	34,040	-16.0%

* YTD data comparisons through August

** Total also includes 2,3,4-plex

New Inventory YOY



New & Existing Homes Sales



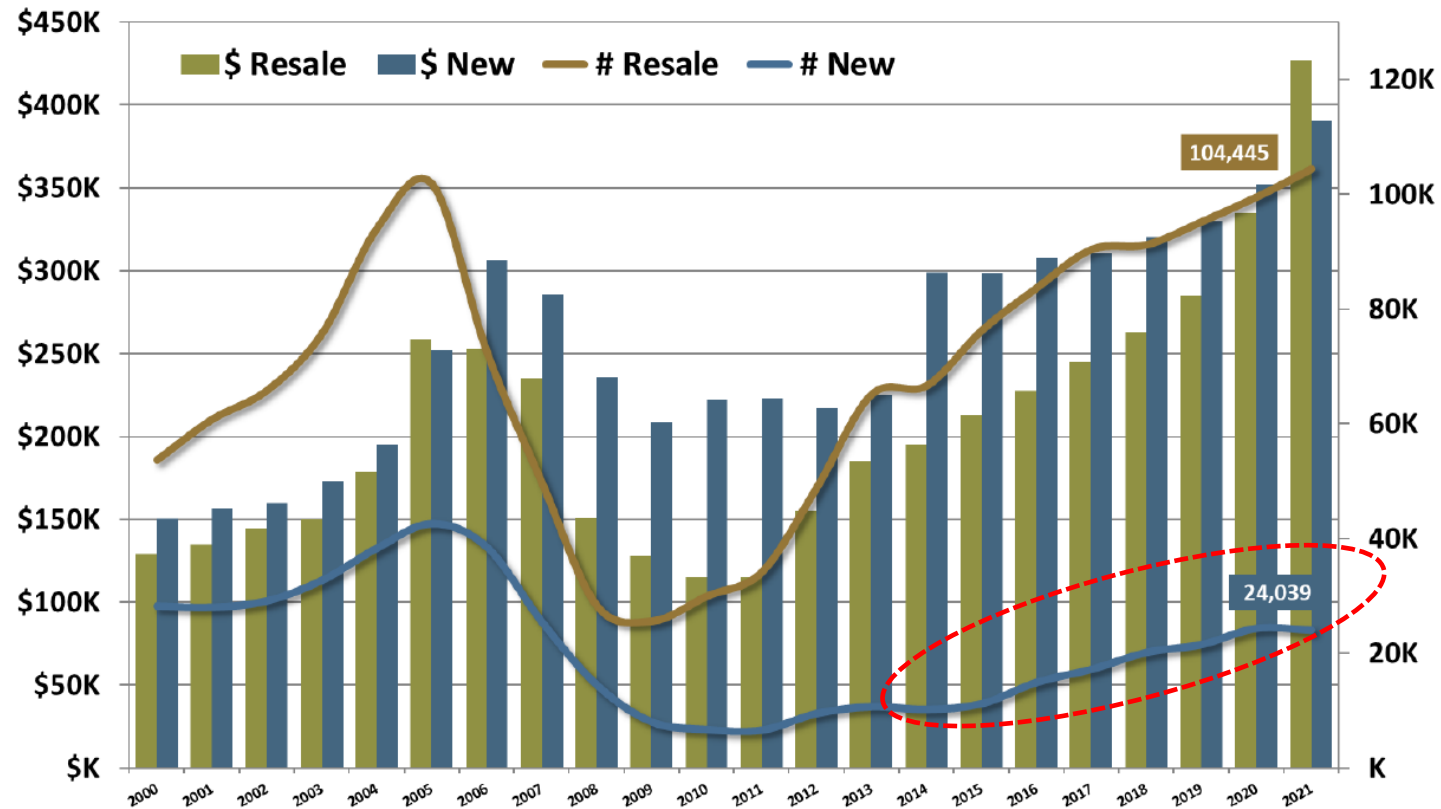
35% of New Home Sales
\$350K to \$400K

47% ≥ \$450K

Difficult to add inventory

New & Resale Home Sales & Median Prices

2021



Phoenix 4th Qtr 2021

Resale Homes
Median Price \$427,000
Median Size 1,826 sqft
\$233/sqft
12 Mo Volume 126,612

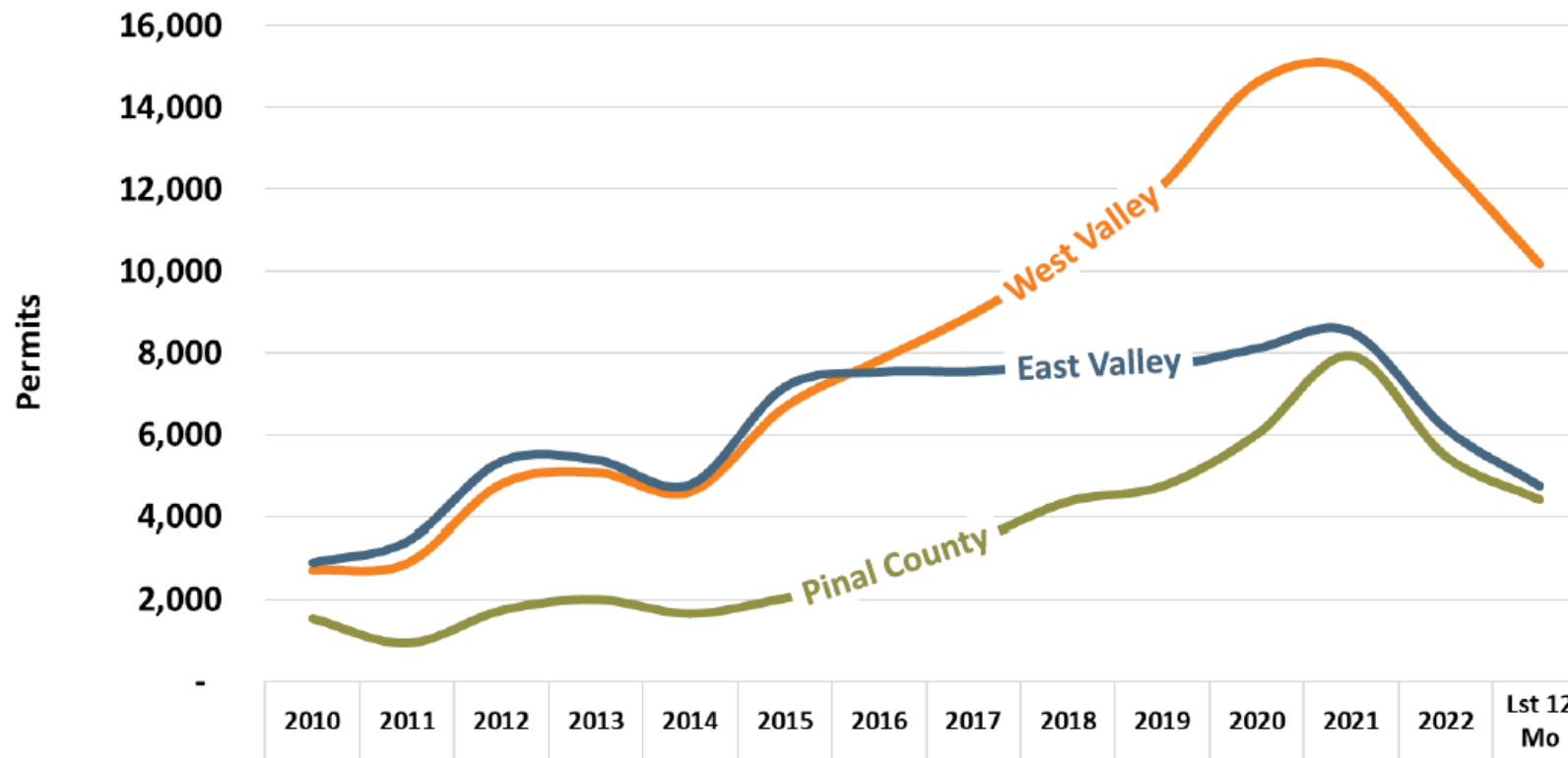
New Home
Median Price \$420,505
Median Size 2,260 sqft
\$186/sqft
12 Mo Volume 24,039

Development Pattern - Single Family Housing



Metro Phoenix Single-Family Permits by Region

March 2023



**Shifting
Development
Pattern**

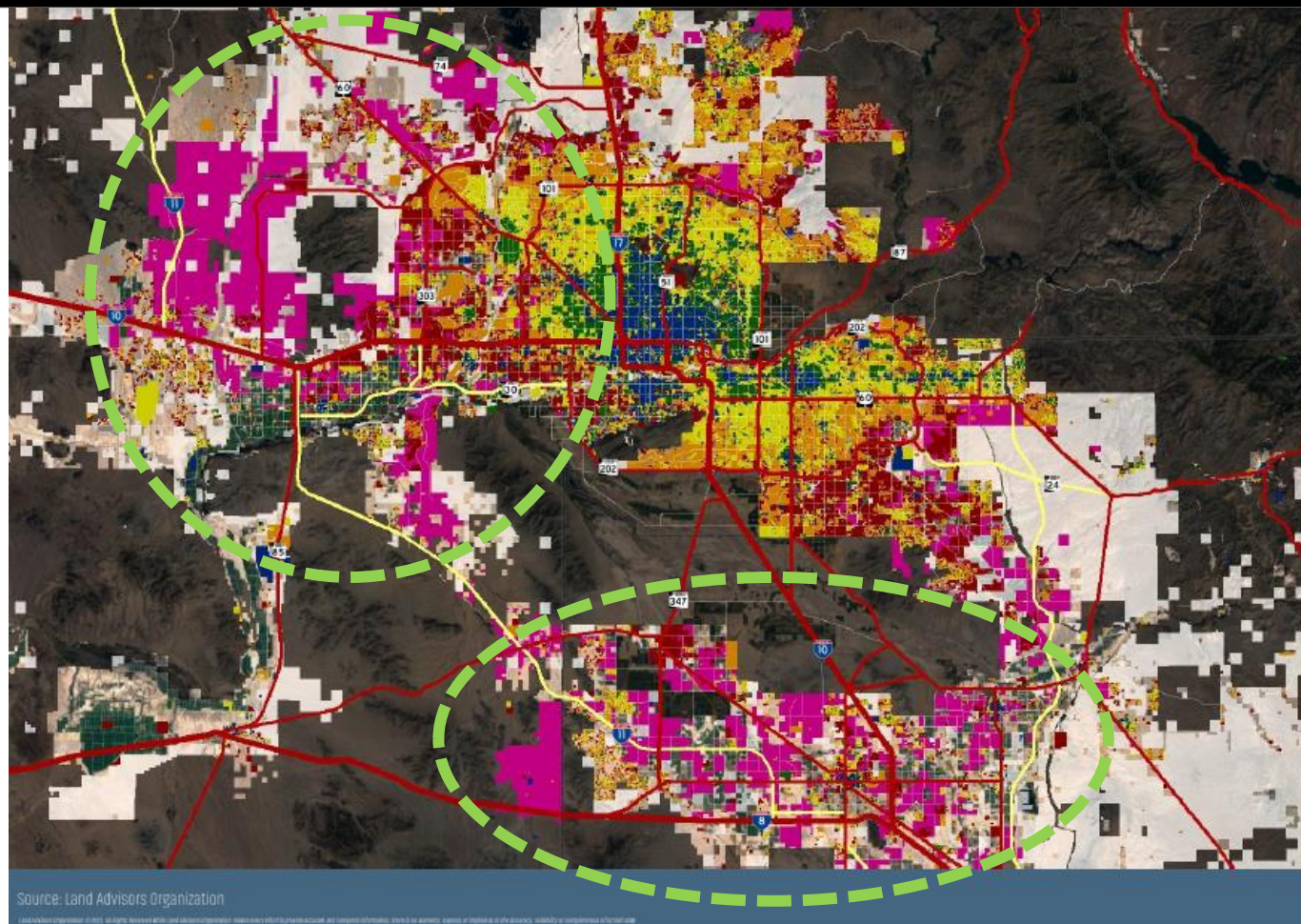
Growth Pattern



2023-2040

**Growth -
West and South**

**West Valley - 52%
Pinal County – 22%**



Phoenix 1st Qtr 2023

Metro Phoenix Developed Land

Year Built	Population
Before 1955	550K
1955 – 1969	1.04M
1970 – 1984	1.92M
1985 – 1999	3.25M
2000 – 2023	5.00M
2023 – 2040	6.77M
State Land	
Fed/BIA	

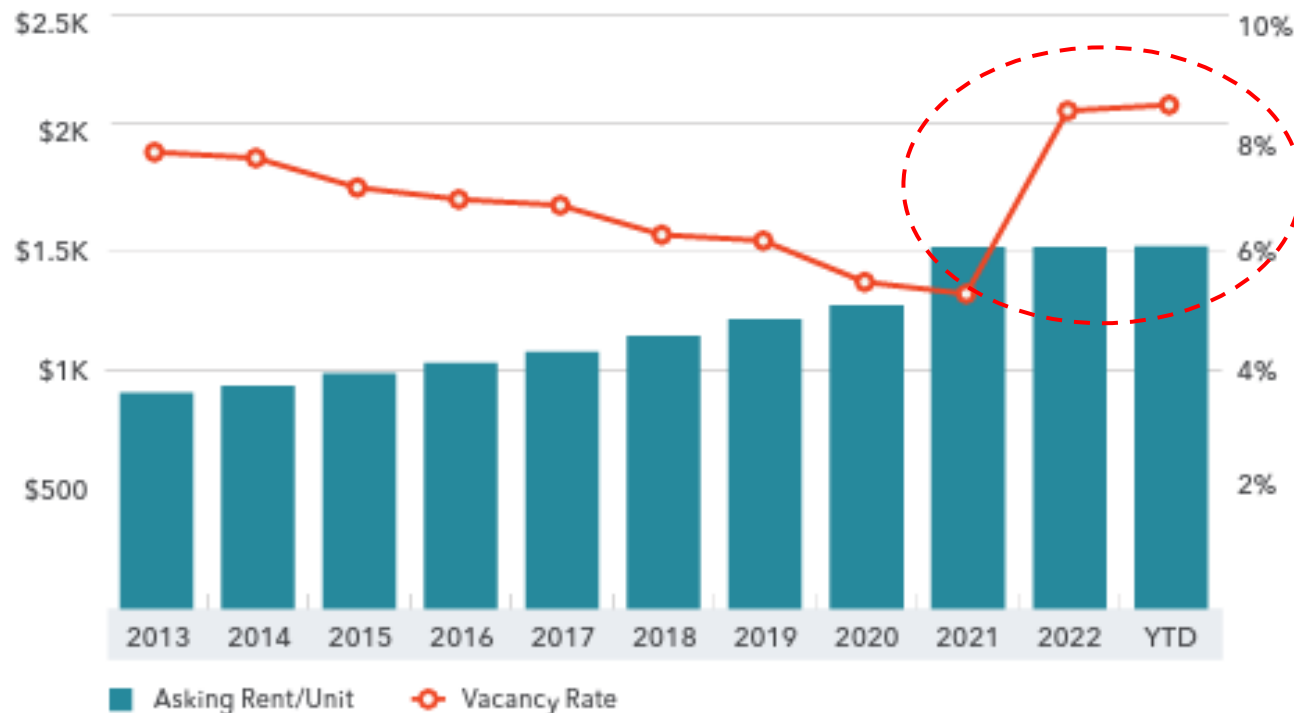
Source: Land Advisors Organization

 Land Advisors
ORGANIZATION

Multi-Family Market



AVERAGE ASKING RENT/UNIT & VACANCY RATE



Avg. Asking Rents

1Q/2022 \$1,544

4Q/2022 \$1,522

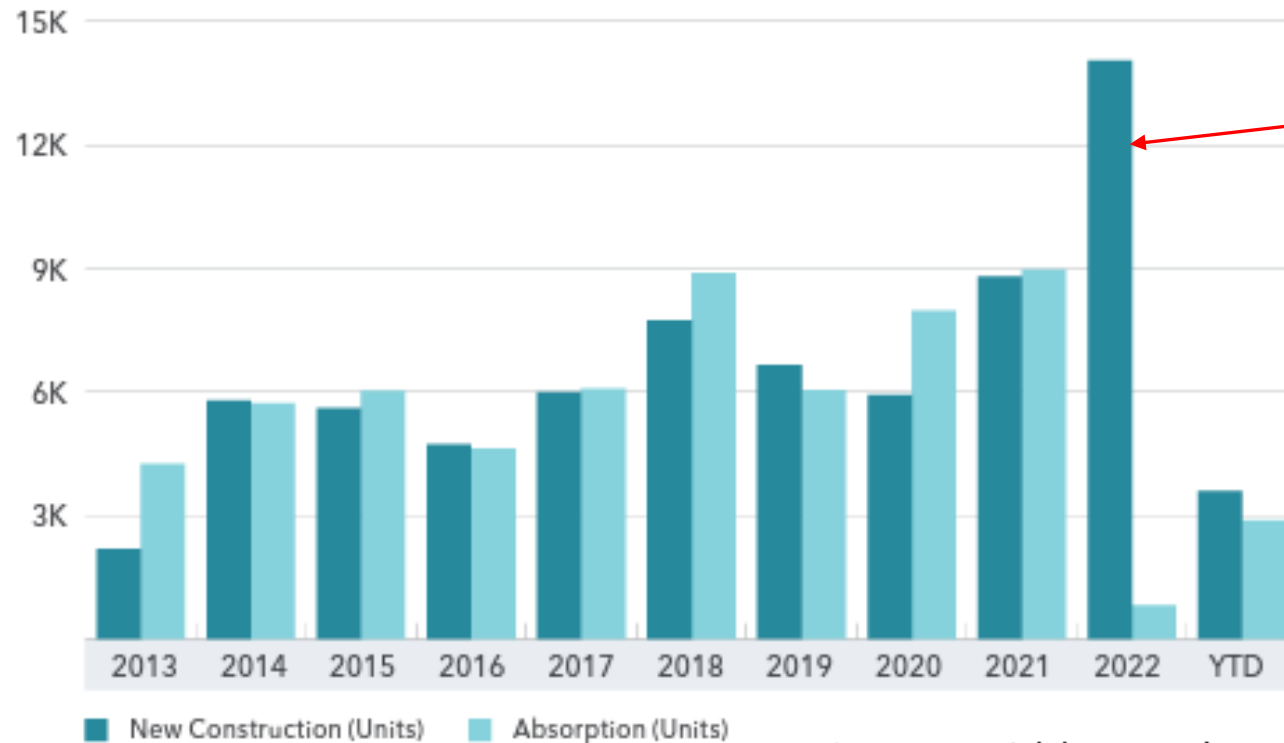
1Q/2023 \$1,525

Source: Kidder Mathews

Multi-Family Market



NEW CONSTRUCTION & ABSORPTION



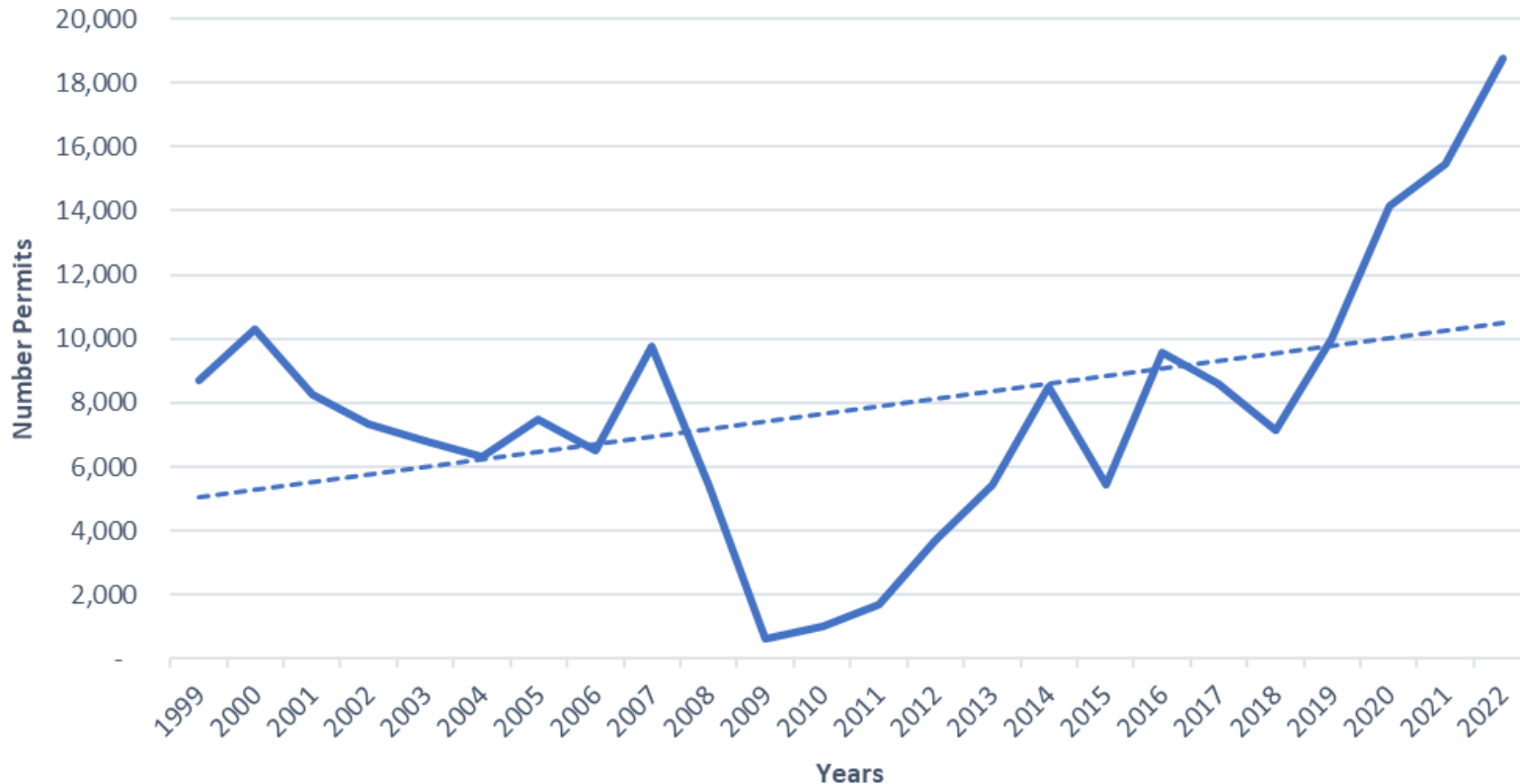
New Construction
far exceeded
absorption

Source: Kidder Mathews

Multi-Family Market



Multi-Family Building Permits Metro Phoenix



Avg. 1999-2018

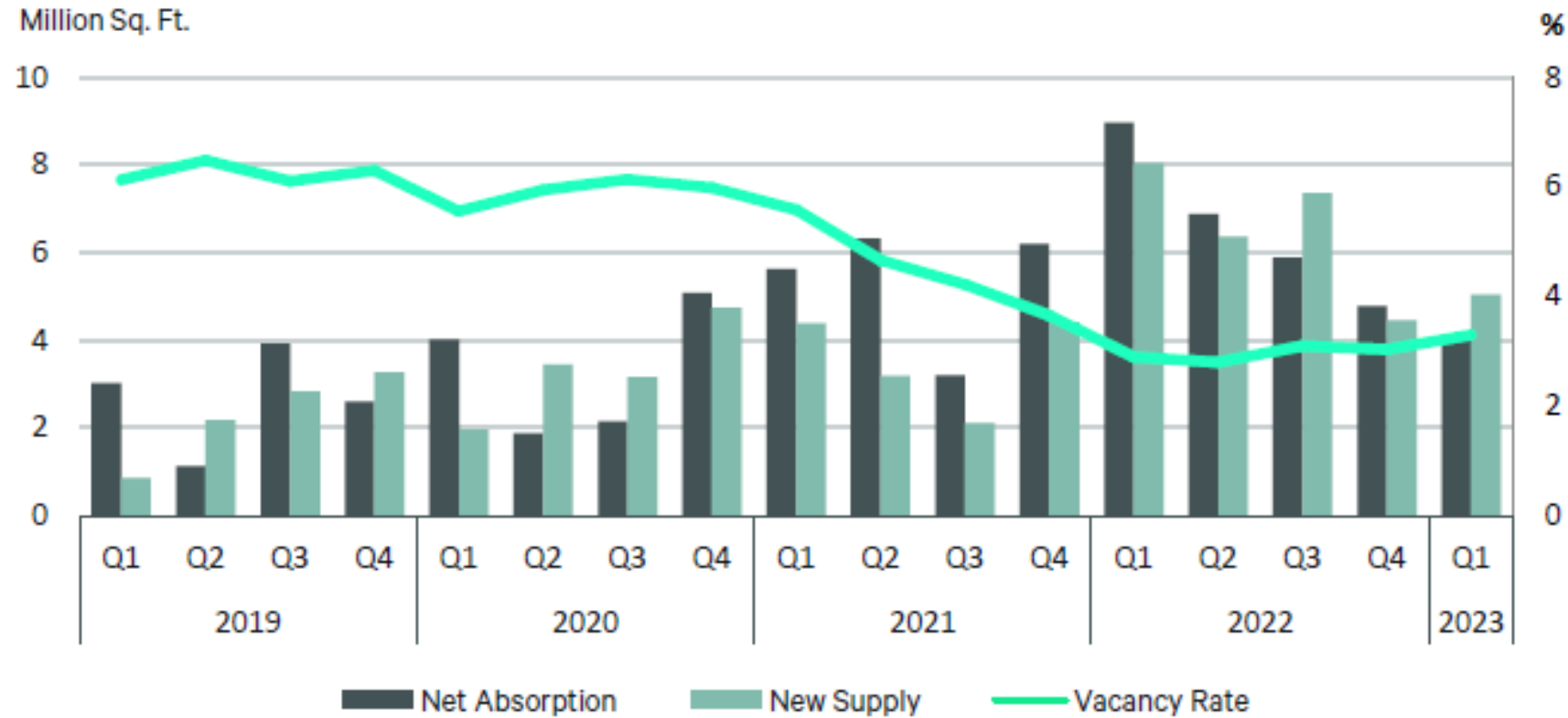
6,424

Avg. 2019-2022

14,585

Source: Northmarq Capital

Industrial Market



Source: CBRE Research, Q1 2023.

Industrial Market



Past two years, demand outpaced construction led to historically low vacancy rates.

This will shift in 2023 with new supply greater than absorption, resulting in rise in vacancy rates.

Slower construction will help stabilize the market.

Phoenix's strong economic fundamentals remain in demand and will continue to attract users from across the globe.

Industrial Market



332,158,428 s.f. Total existing supply

2022 record metro net absorption @ 27MSF - 4.0 million sq. ft. in Q1 2023

2.7% Total vacancy

The 45.8M SF UC will be delivered over next 18-24 months

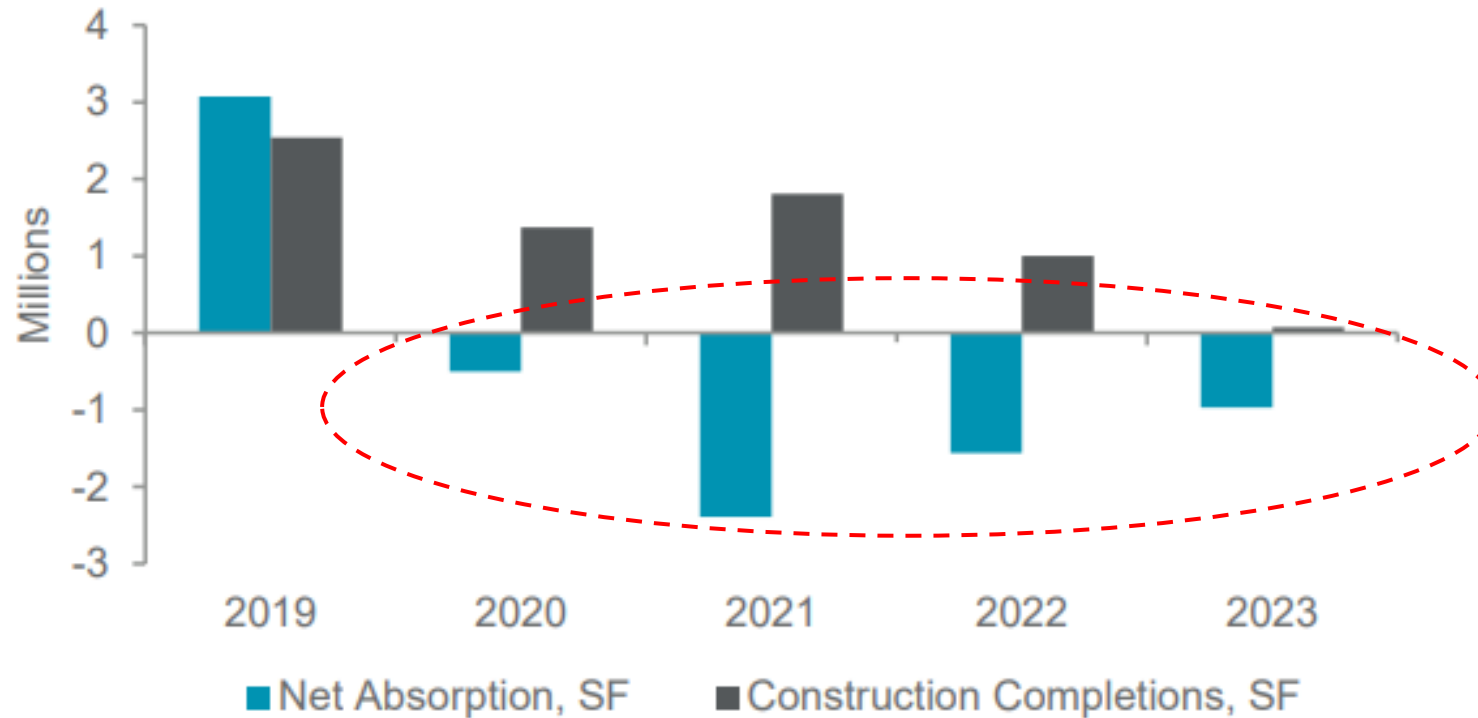
Entitled/Improved industrial land - \$12-\$15psf (Vegas/SLC @ \$30psf....SoCal @ \$60 to \$150psf)

Source: JLL Tony Lydon

Office Market



SPACE DEMAND / DELIVERIES



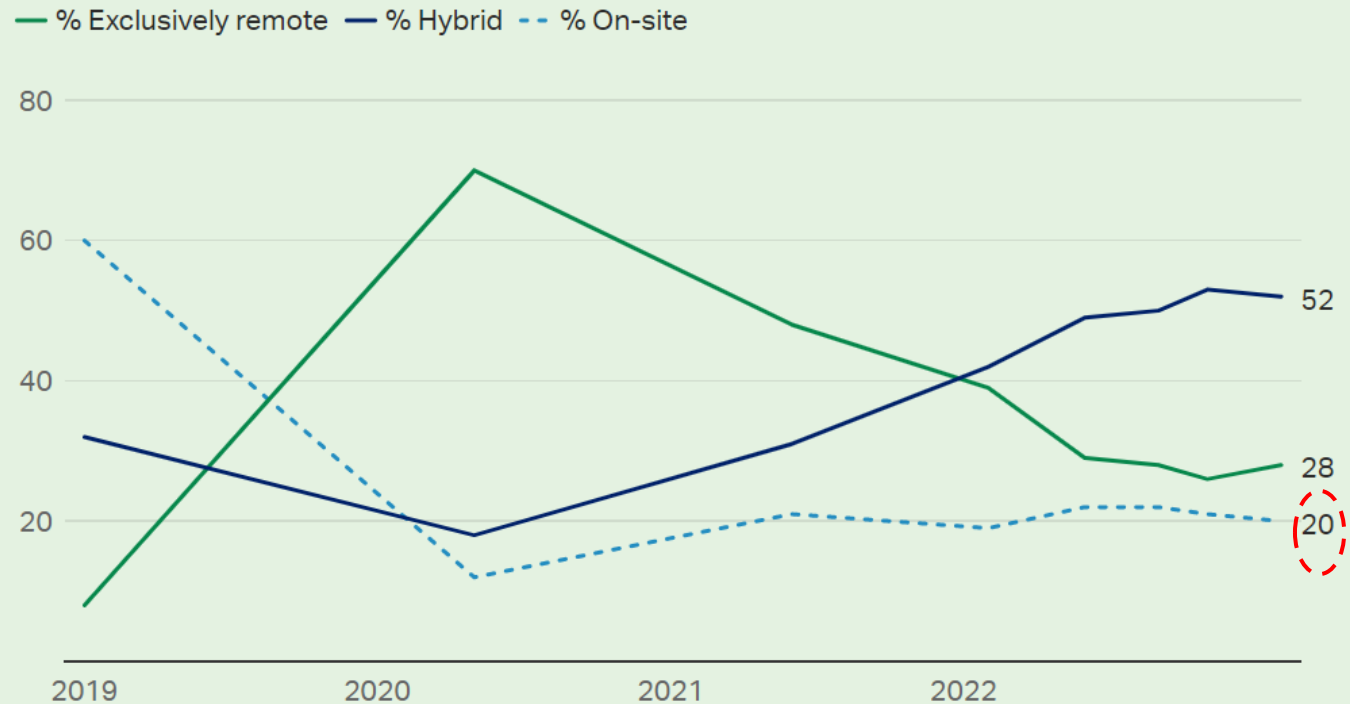
Source: Cushman Wakefield

Office Market



Work Locations for U.S. Employees With Remote-Capable Jobs

Employees are returning to the office — but with more remote work flexibility than ever.



[Get the data](#) • [Download image](#)

GALLUP

20% In Office all the time

Office Market



Work Locations for Remote-Capable Jobs

Among U.S. employees

■ Exclusively remote ■ Hybrid (≥10% to <100% remote) ■ On-site

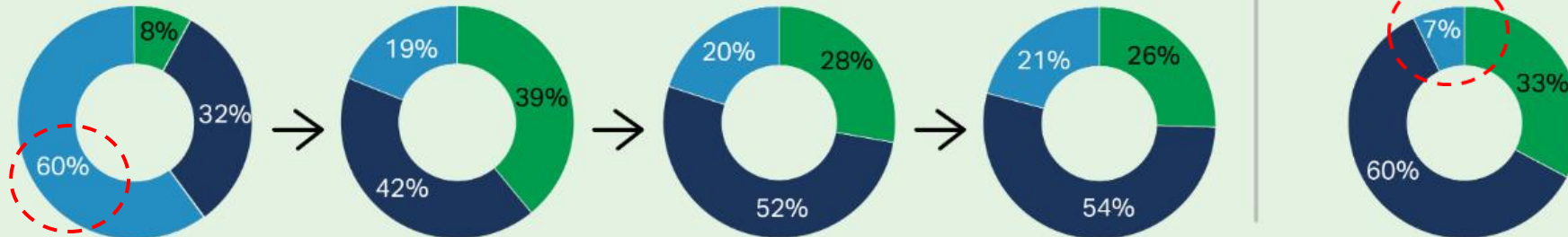
Pre-Pandemic
2019

February
2022

February
2023

Expected
Future Location
(as of Feb. 2023)

Preferred Location
(as of Feb. 2023)



Note: Due to rounding, totals may not sum to 100%.

GALLUP®

60% Prefer Hybrid

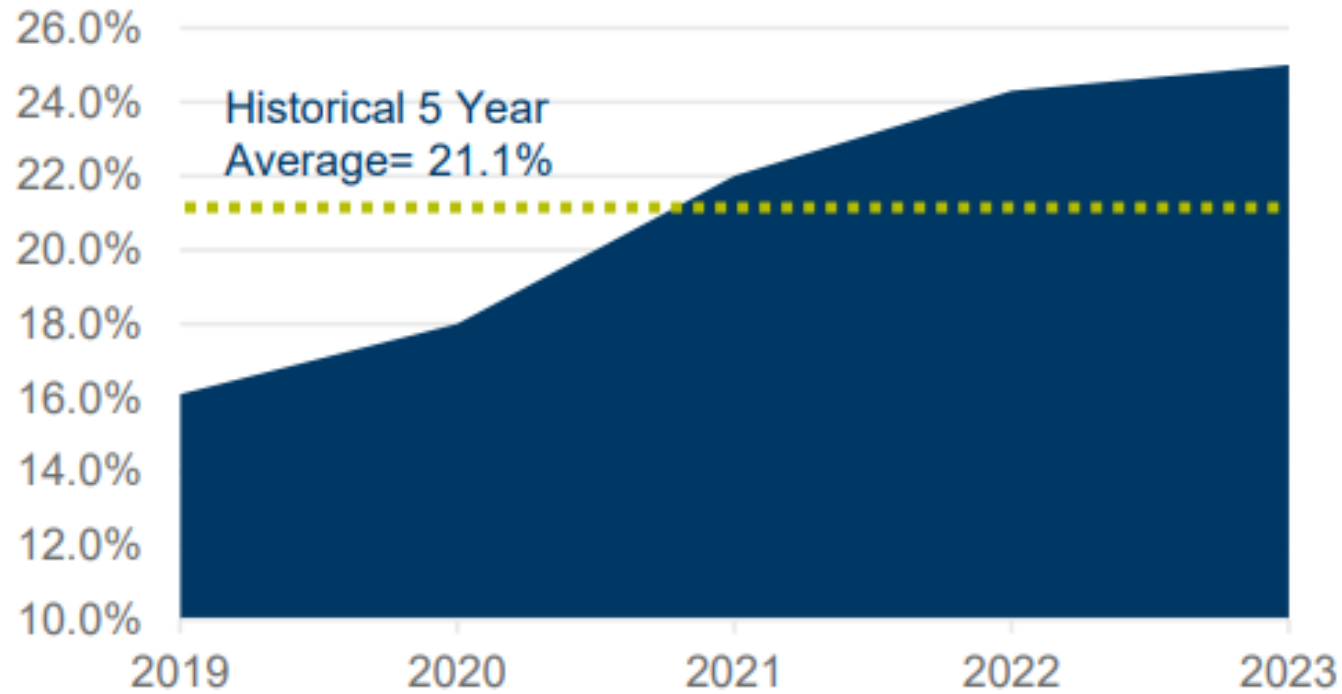
33% Prefer Remote

-53% Decline in Preference for on-site

Office Market



VACANCY RATE

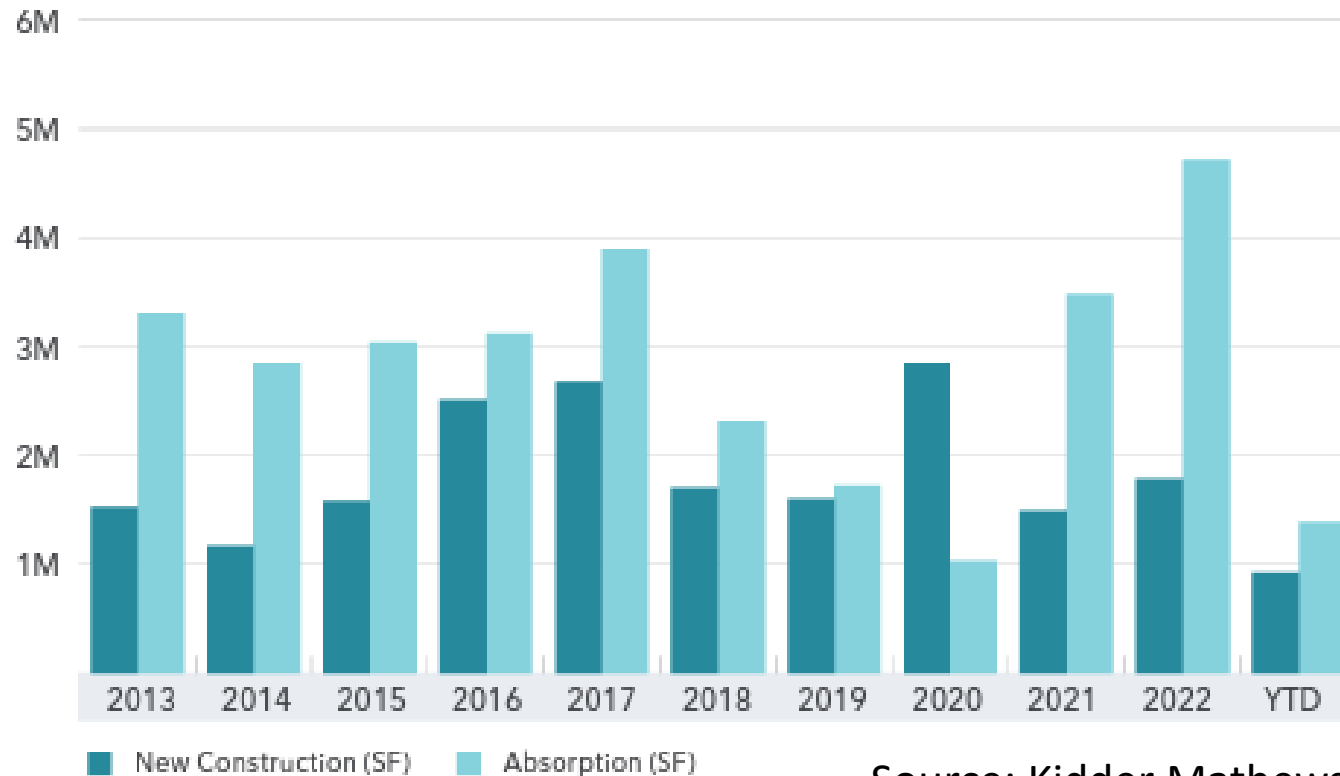


Source: Cushman Wakefield

Retail



NEW CONSTRUCTION & ABSORPTION



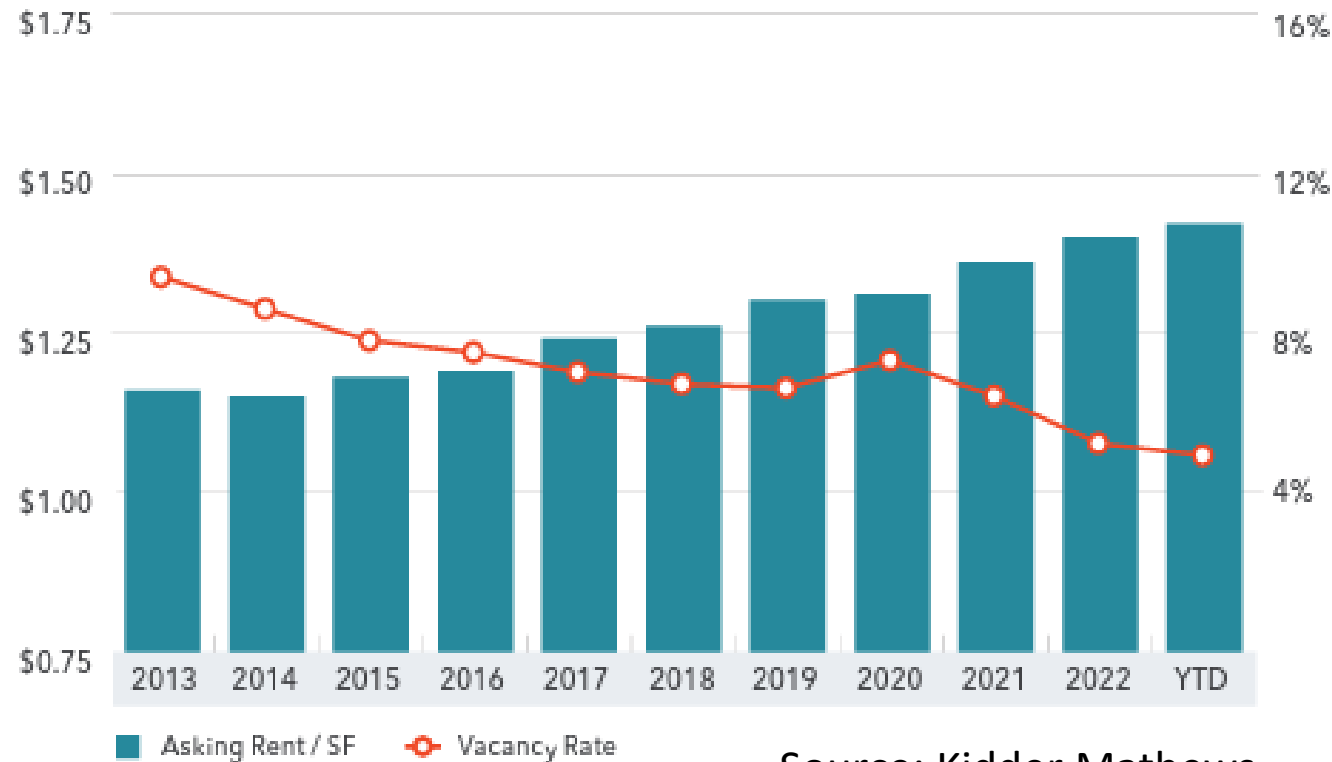
Source: Kidder Mathews

**8 of last 9 years
absorption far
exceeded new
construction**

Retail



AVERAGE ASKING RENT/SF & VACANCY RATE



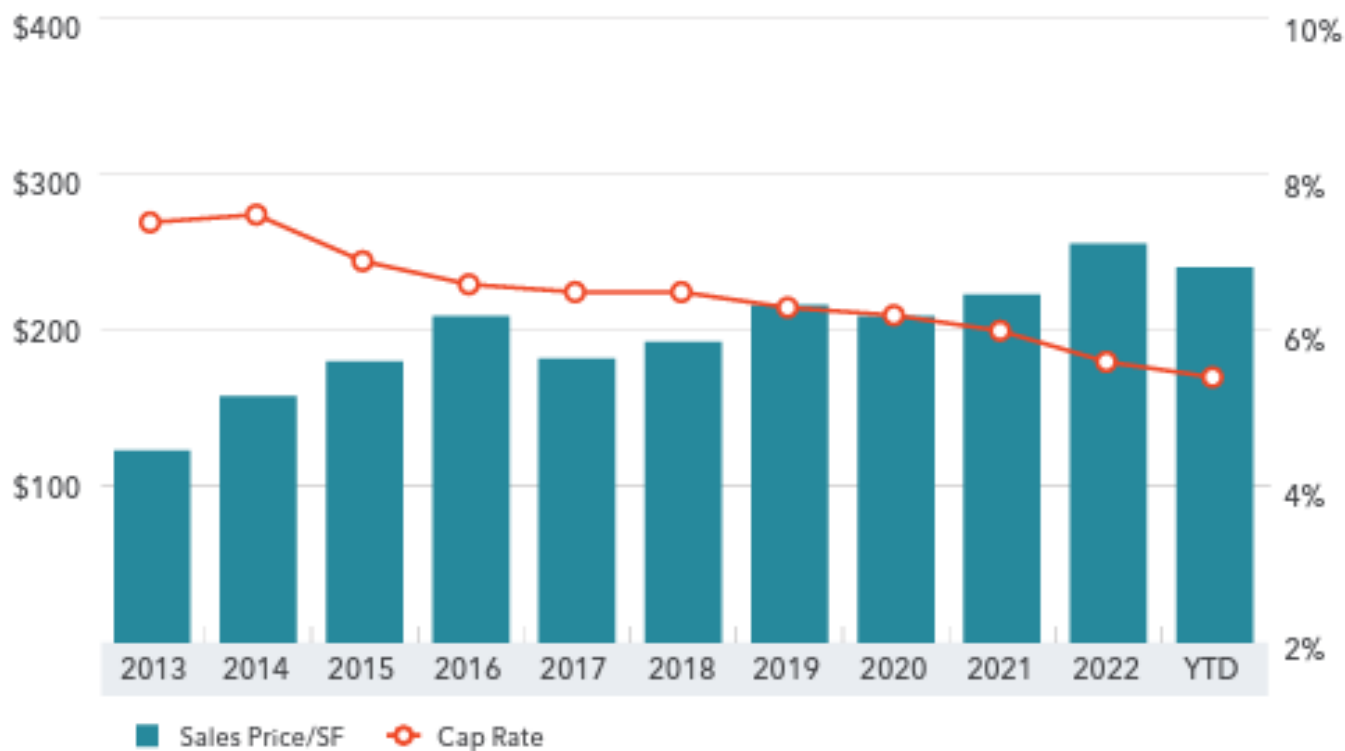
Source: Kidder Mathews

**Vacancy Rates
dropped and
rents increased**

Retail



AVERAGE SALES PRICE/SF & CAP RATES



**Cap Rates
dropped and
Values increased**

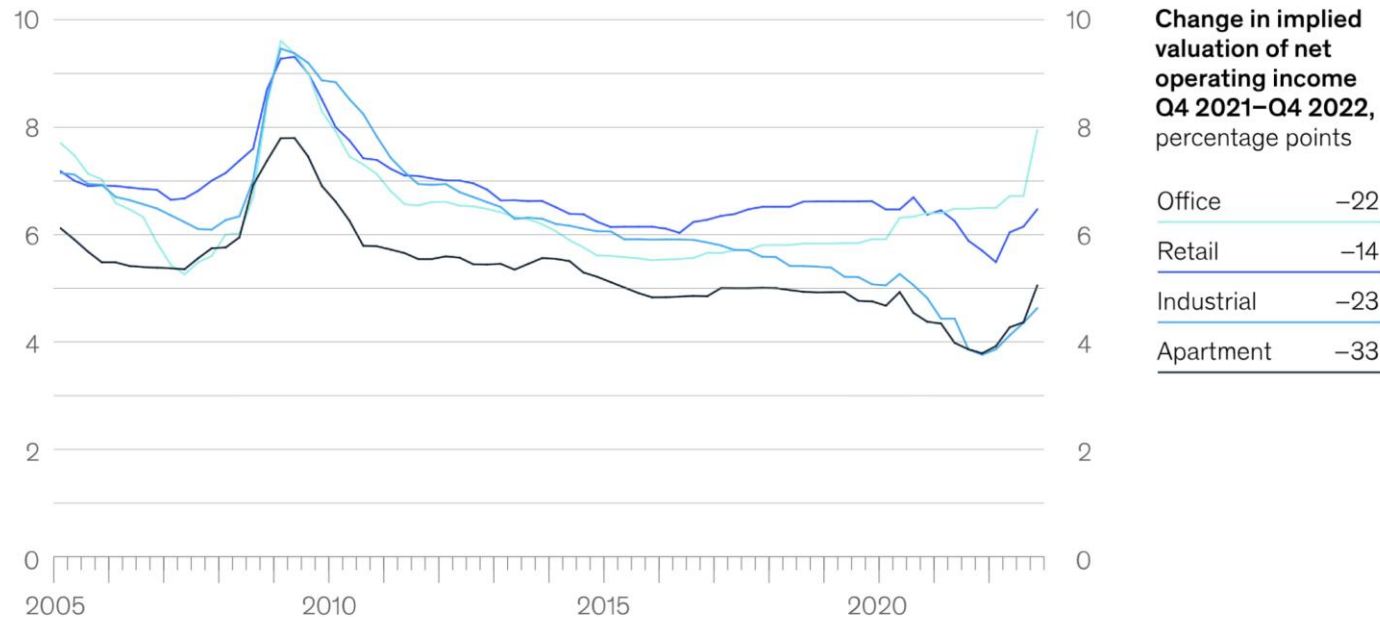
Source: Kidder Mathews

CAP Rates All Commercial Property Types



In early 2022, capitalization rates across all asset types started to increase.

Capitalization rates¹ and vacancy rates for major property types in the US, % (quarterly)



¹Green Street data include all historical transaction data for asset purchases >\$25 million across all asset classes in the top 50 metropolitan statistical areas.
Source: Green Street Cap Rate Observer

McKinsey & Company

**Interest Rates go up,
CAP Rates go up =
values go down**

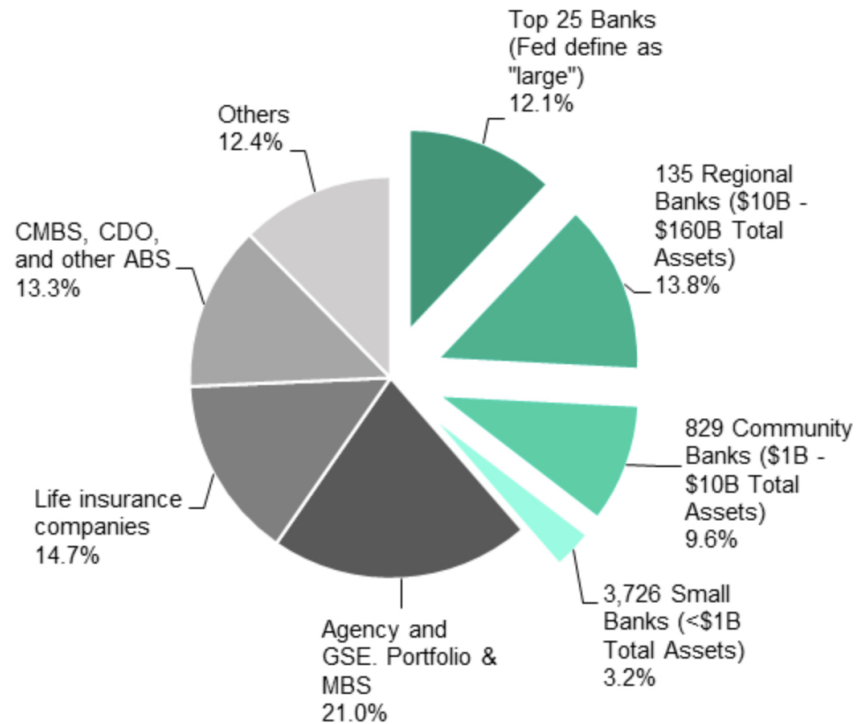
**New projects &
refinance don't
pencil**

Credit Crunch

Bank Exposure to Commercial RE Loans



Figure 1 – Share of Outstanding \$4.5 Trillion US Debt Backed by Income-producing Multifamily and Commercial Real Estate, by Lender Type



Sources: MBA, FDIC, Moody's Analytics

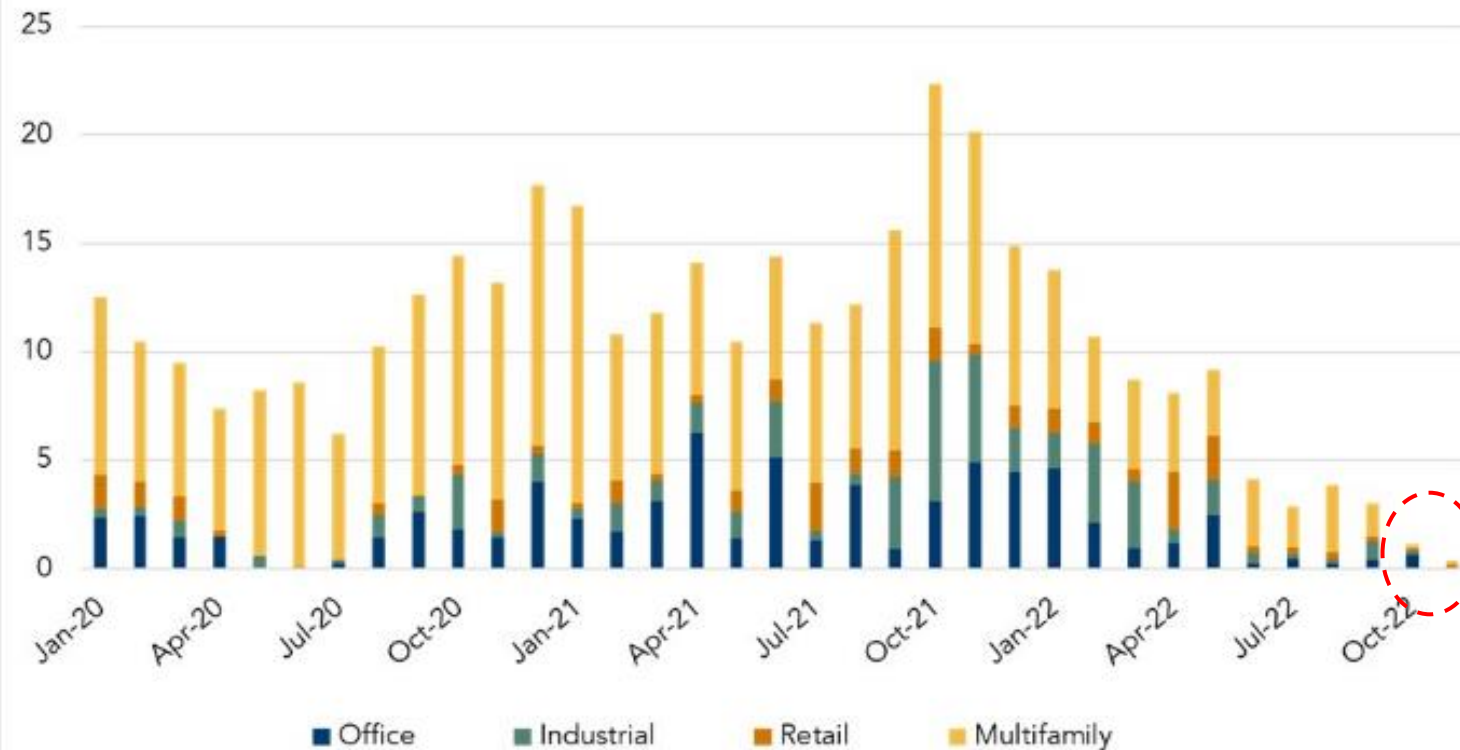
- Loans originated 2018 – 2020 Mature
- Diverse Exposure – 38.7% Banks
- Concern is Community Banks
- Credit issues nation wide Republic Bank didn't help)

CMBS Origination Volume



CMBS Originations Have Dried Up for All Asset Classes

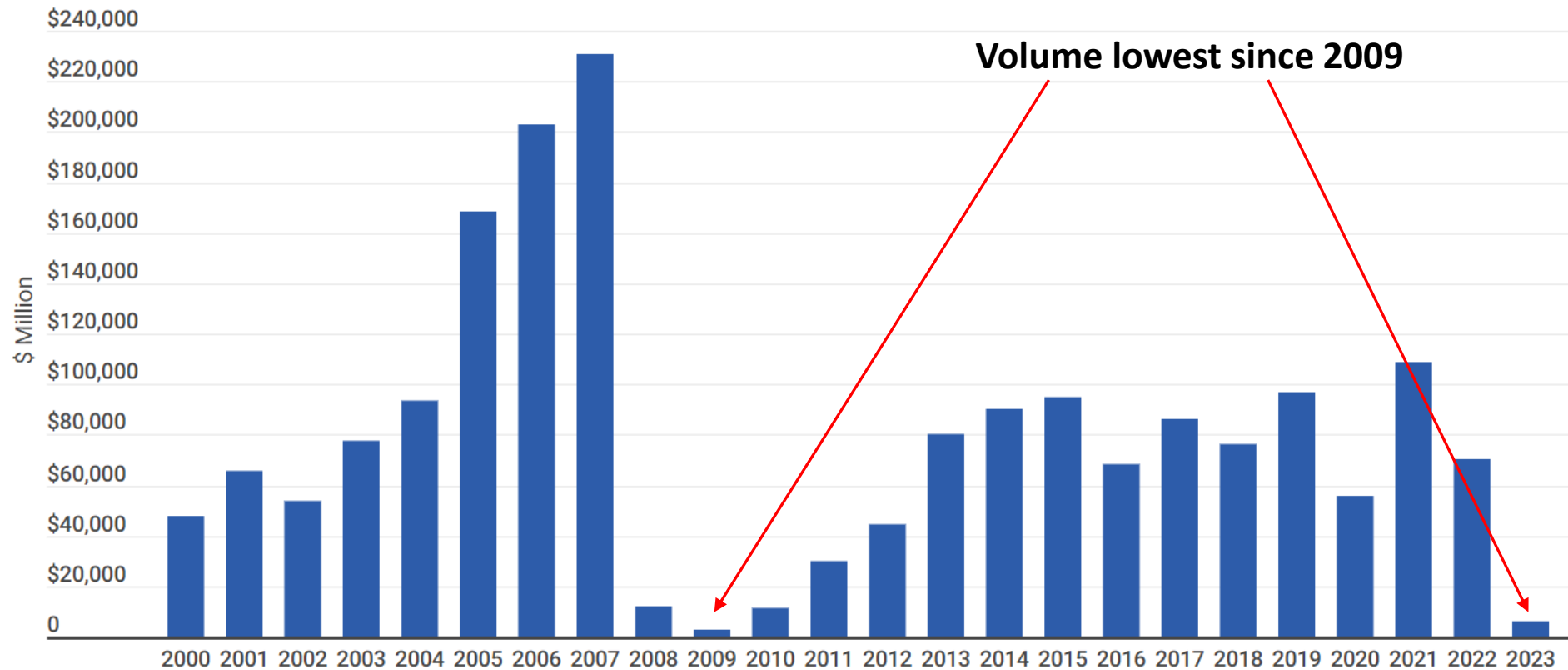
Monthly CMBS Origination Volume, USD Bn.



Source: CoStar, Nov. 2022

CMBS conduit lending shrank to 3.8 percent of non-agency loan volume in Q2 2023, down from 15.7 percent in Q1 2023. Industry-wide CMBS origination reached \$16.5 billion in H1 2023, down from \$49.9 billion in H1 2022.

CMBS Origination Volume



Commercial Property



Rate hikes, fears of a recession, make it challenging to finance new projects and refinance existing debt – ***adding new space to meet demand challenging***

Rate hikes have also led to a decline in property sales

Investors and lenders are being more cautious

Default risk increased could be very problematic if rates increase more and the economy slows.

Industrial Q2/23



Net absorption hit 1.5 million sq. ft. in Q2 2023.

Year-over-year, the vacancy rate increased 10 basis points (bps) to 3.4%.

Fifteen buildings were delivered for a total of 1.7 million sq. ft. in Q2 2023 - primarily speculative distribution in the Southwest and Southeast Valleys.

Construction activity increased in Q2 2023 with 52.4 million sq. ft. under construction, which reached a new high for construction product underway.

Commercial Lending Q2/23



CBRE Lending Momentum Index, tracks pace of CBRE-originated commercial loan closings in the United States, declined by 5.4 percent from Q1 2023 *and* 52.2 percent when YOY.

Forecast



- **COVID impacts continue to affect market**
- **Employment Growth continues to drive population growth** = Demand/Supply imbalance.
- **Industrial development very strong** slows toward year-end 2023 – **expect +/-20M SF delivered.**
- **Still hard to add new housing - supply remains very low** - Millennials push household formation.
- **Home prices continue rise** – Inventory remains very low – “lock in” effect helps keep inventory of existing homes tight – new construction a must but has its own issues.
- **Homebuilding** - single family new construction continues but rate of price growth slows - land costs, supply chain issues and labor costs issues – **expect +/-23,000 new units.**
- **Retail follows roof-tops** – slow and steady growth
- **Multi-family underwriting slows dramatically** – Valuations and credit concerns, land supply & material cost – slow delivery of units. Rents soften then pick-up continue to grow but slightly slower due to affordability.
- **Office** – We’re not Chicago, NYC, SF - Still demand for best located, quality office due to employment growth.

Concerns



- **Just as supply is increasing, softening pricing, credit slows new growth –** Makes tight market worse. Underwriting for all segments impacted.
- **Affordability/Homelessness remains issue –** Market can't fix need policy. Need more housing – bad time to constrain.
- **Conflict with growth pattern and water –** Water policy may cause change in development patterns long term.
- **Capital markets slow all underwriting –** constrains inventory, keeps prices up.

ITEM #: 2.
DATE: 10/23/2023
AI #:1728



CITY COUNCIL ACTION REPORT

SUBJECT: PHOENIX-GOODYEAR AIRPORT UPDATE

STAFF PRESENTER(S): Justin Fair, Deputy City Manager

OTHER PRESENTER(S):

Bradley Hagen, Manager, Phoenix-Goodyear Airport

Summary

Phoenix-Goodyear Airport personnel will provide an operations update regarding the Phoenix-Goodyear Airport, and will discuss noise and flight pattern concerns expressed by residents. (Justin Fair, Deputy City Manager)

FISCAL IMPACT

There is no immediate fiscal impact.

BACKGROUND AND PREVIOUS ACTIONS

As a result of recent resident concerns regarding aircraft noise and flight patterns for planes operating out of the Phoenix-Goodyear Airport, Goodyear City Council requested a work session to review and discuss concerns. City of Goodyear staff have been coordinating with airport management to address concerns and requests for action pertaining to noise mitigation and flight path changes.

Attachments

Presentation

PHOENIX GOODYEAR AIRPORT UPDATE

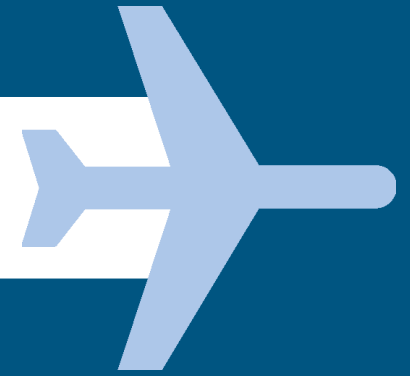


CITY OF GOODYEAR
CITY COUNCIL WORK SESSION
OCTOBER 23, 2023



PHX DVT BYR

AGENDA



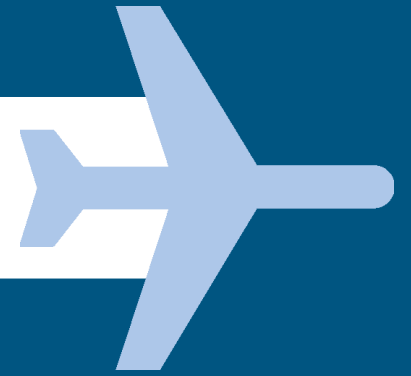
Airport update

Aircraft noise & safety overview

Recent citizen aircraft noise & safety concerns

Going forward

AIRPORT UPDATE



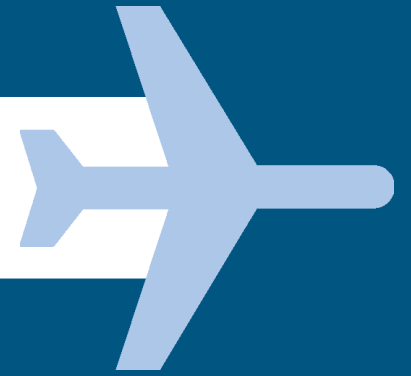
Completed an airport master plan in 2018

- Provides road map for future development
- Provides significant outreach and collaboration with stakeholders
- Another master plan scheduled in the next few years

Invested \$40M+ in airport infrastructure

\$100M potential in private development over next 3 years

AIRPORT UPDATE



Current business activity (9 businesses +/- 700 jobs)

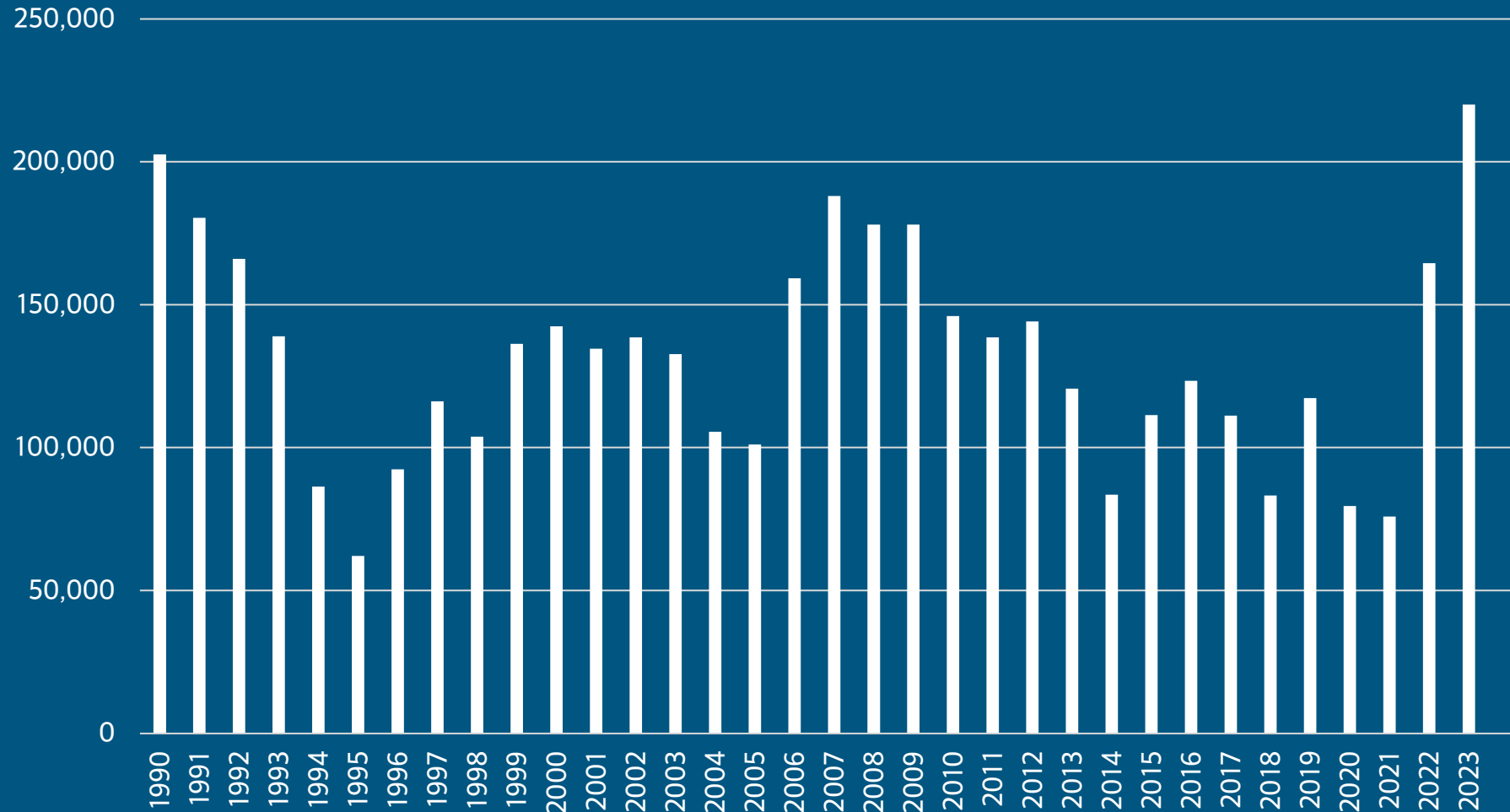
- Maintenance, Repair, & Overhaul (MRO)
- Business aircraft operations
- Flight training +/- 400 students
- All three business segments expanding

Economic impact – 2017 report: Annual economic impact \$121M - Annual payroll \$45M

Goodyear events: Super Bowl, NASCAR, Skykids, Military support, NCAA Final Four

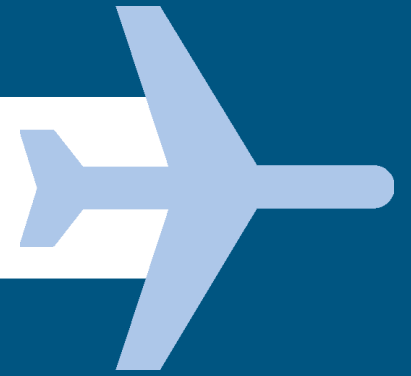
PHOENIX GOODYEAR AIRPORT OPERATIONS

(TAKE OFF AND LANDINGS) CY 1990 – CY 2023



*CY 2023 forecast full year

UNITED AVIATE ACADEMY



Started operations Dec 2021

First airline wholly owned flight school

Filling critical role for pilot development

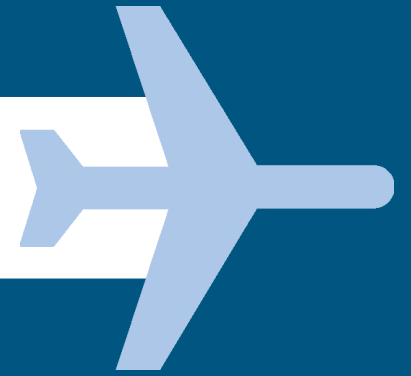
Emphasis on diversity

Fly new aircraft – Cirrus 20

Selected Goodyear for their operation

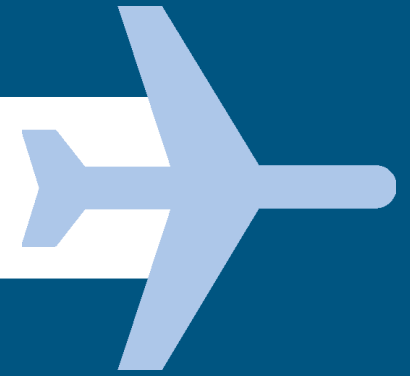


AIRPORT NOISE & SAFETY OVERVIEW



USDOT Aviation Noise Abatement Policy (1976) defines roles of stakeholders relative to noise and safety associated with aircraft

- FAA is responsible for managing airspace, air traffic, and aircraft ground movements
- Airports are responsible for maintaining the airfield and airports cannot restrict airport access
- Zoning authorities are responsible for promoting compatible land use and requiring disclosures

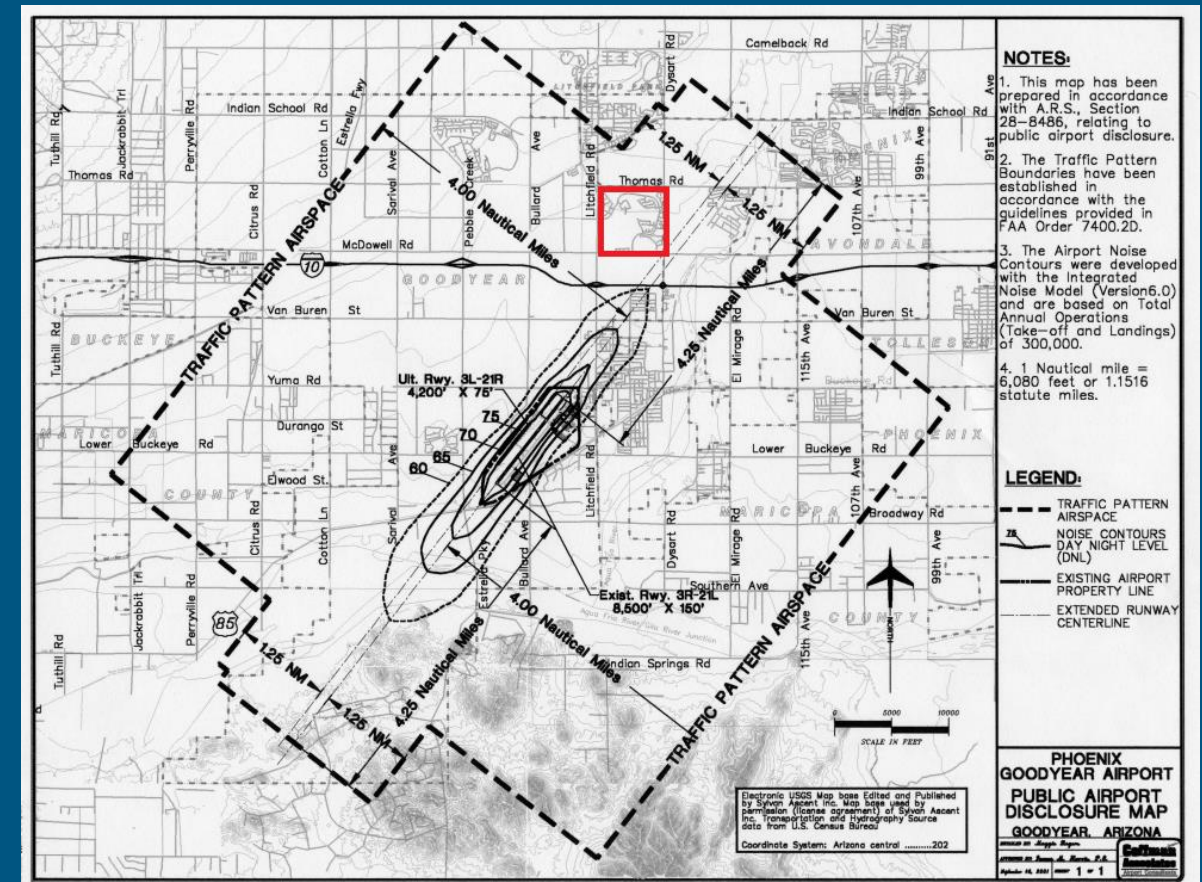


AIRPORT NOISE & SAFETY OVERVIEW

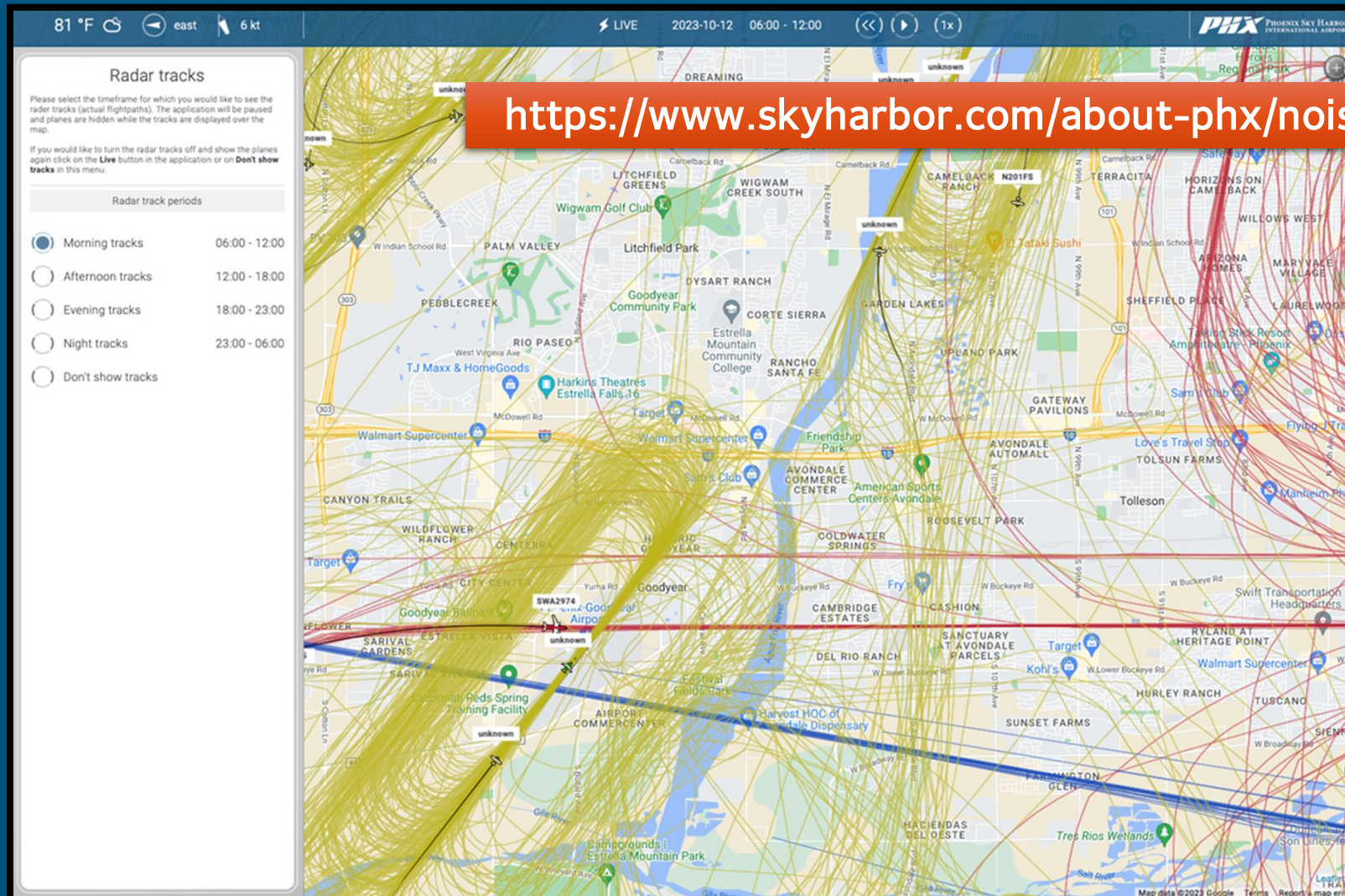
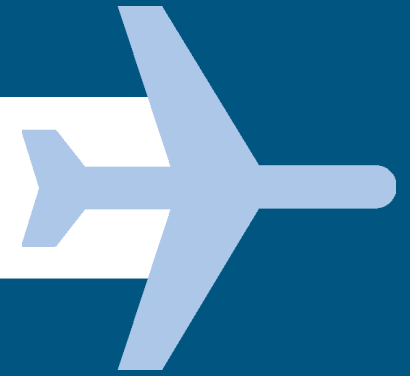
All residents who purchase a home in the airport traffic pattern are required to receive a public disclosure map when purchasing their home

Phoenix Goodyear airport completed our master plan in 2018 and had significant outreach with public hearings to talk about the future growth of the airport

The airport forecast in operations growth was a key part of the master plan and discussed with the community in detail

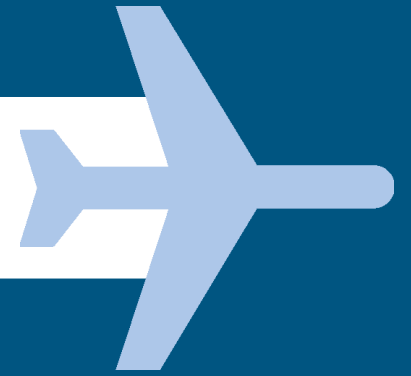


NOISE CONCERN SUBMISSION PROCESS



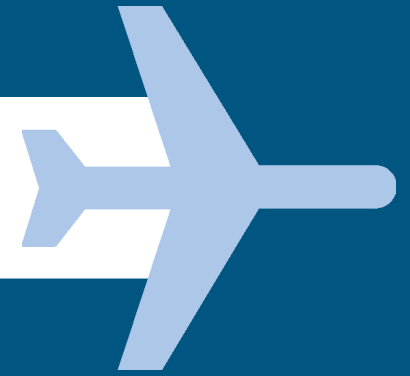
<https://www.skyharbor.com/about-phx/noise-and-flight-paths/file-a-concern/>

NOISE ABATEMENT IN EFFECT



Phoenix Goodyear Airport has a voluntary noise abatement program to include:

- Meeting with all flight schools monthly to discuss any aircraft noise or safety concerns
- Providing pilots with Aircraft Owners & Pilots Association (AOPA) noise awareness steps to “fly friendly”
- Providing FAA Chart Supplements identifying noise abatement areas 1-3 miles N-NE of the airport
- Providing Phoenix Goodyear airport pilot guides that provide noise friendly flight procedures



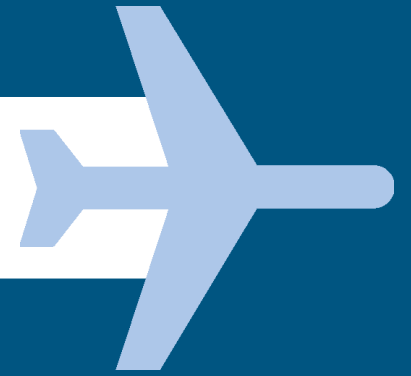
RECENT GOODYEAR NOISE CONCERNS

Phoenix Aviation Department Planning & Environmental Division tracks and responds to citizen aircraft noise and safety concerns

From Jan 2023 to Aug 2023, 2-6 households filed aircraft noise concerns

	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Avg</u>
Complaints	107	171	328	473	881	706	850	1,799	664
Households	3	3	6	3	2	2	5	4	3.5

GOODYEAR AIRPORT FLIGHT TRACKS – AUGUST 2023

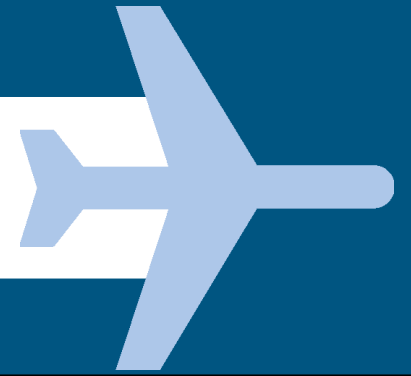


Household locations

- 3 Palm Valley
- 1 Estrella Mountain



FLIGHT PATHS AROUND PHOENIX GOODYEAR AIRPORT (PALM VALLEY AREA – AUGUST 2023)

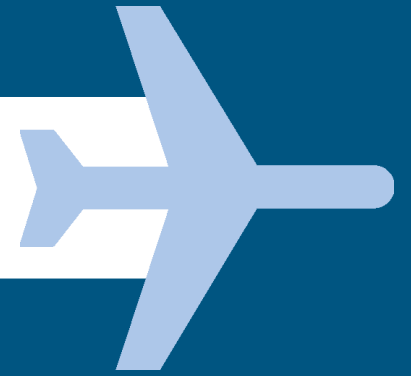


Majority of concerns north of I-10

- One household accounts for 93.5% of a/c noise concerns
- Two households account for 99.5% of a/c noise concerns
- Three households account for 99.9% of a/c noise concerns



PALM VALLEY AREA NOISE CONCERNS



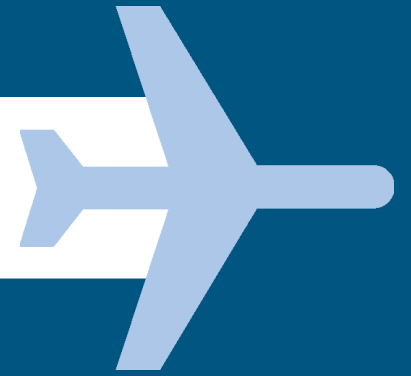
The Phoenix aviation department received noise concerns from three households in the Palm Valley area for August 2023. Two of the citizens met with aviation staff to discuss their concerns

Residents had both noise and safety concerns. Residents requested the aircraft traffic pattern be kept at or south of I-10, there are too many aircraft flying over their home, and they indicated aircraft are flying too low. Citizens also provided several measures they would like to see

Staff from the Aviation Department Planning & Environmental Division, Goodyear airport, and the air traffic control tower met with the citizens to learn more of their concerns

Once the concerns were understood the airport shared the concerns with all four flight schools at Phoenix Goodyear airport

FLIGHT SCHOOLS VOLUNTARY INITIATIVES

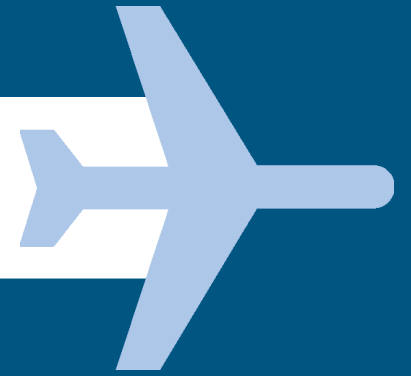


The flight schools identified two voluntary initiatives they have already implemented to help mitigate the citizens concerns:

- The flight schools agreed to make best efforts to keep their aircraft at or south of I-10 when able
- The flight schools also agreed to make best efforts to maintain at or near 1,000' Above Ground Level (AGL) when the pattern is extended north of I-10 for safety

We shared the flight schools initiatives with those residents

ADDITIONAL NOISE ABATEMENT OPTIONS

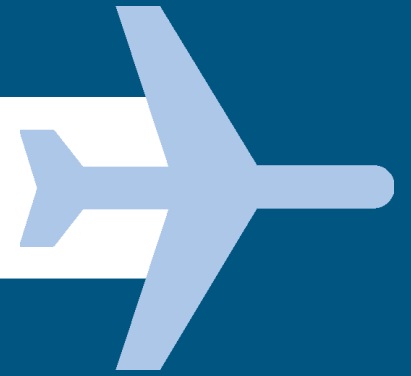


Phoenix Goodyear Airport is reviewing additional measures for potential implementation:

- Installing Fly Friendly signage at runway ends to remind pilots about noise abatement
- Monthly monitoring and reporting of voluntary measures
- Pursuing second runway (master plan update and NEPA)



SUMMARY



The Phoenix aviation department continues to have outreach and engage with residents who have aircraft noise concerns

We continue to collaborate with our tower, flight schools, and other users to find reasonable solutions for the community

We appreciate the partnership with City of Goodyear

FAA has different sections; Air Traffic (AT), Airports District Office (ADO), and Flight Standards District Office (FSDO)

For any reporting of unsafe aircraft operations, we provide citizens with the FAA contact for Flight Standards District Office (FSDO) to investigate pilot actions for aircraft in flight. Located in Scottsdale, FSDO has the authority to investigate and take action against pilots, if needed

https://www.faa.gov/about/office_org/field_offices/fsdo/sdl

THANK YOU FOR YOUR PARTNERSHIP!

CONTACT INFORMATION:

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BRADLEY.HAGEN@PHOENIX.GOV

JORDAN FELD, CM, AICP

DEPUTY AVIATION DIRECTOR, PLANNING & ENVIRONMENTAL

(602) 273-4072

JORDAN.FELD@PHOENIX.GOV



PHX DVT 6YR

ITEM #: 3.
DATE: 10/23/2023
AI #:1676



CITY COUNCIL ACTION REPORT

**SUBJECT: REVIEW RESULTS OF MICROTRANSIT PILOT PROGRAM AND
DISCUSS OPTIONS FOR FUTURE SERVICE**

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

Summary

Staff will present the results of the Microtransit pilot program (WeRIDE) and request Council feedback. (Christine McMurdy, Project Management Coordinator)

FISCAL IMPACT

In the Fiscal Year 2023 budget, the City Council approved a supplemental request for \$500,000 of local funds from the Park and Ride fund and \$500,000 of federal funds from the FTA for a total of \$1M. All funds remaining at year end were carried forward into FY2024.

BACKGROUND AND PREVIOUS ACTIONS

The Avondale-Goodyear Transit Study identified Microtransit as an opportunity to create more mobility options for Goodyear residents. The 17-square mile Pilot Program Zone includes numerous activity centers with proximity to residents in central Goodyear, creating the ability to get to and from shopping, healthcare, dining, entertainment and government services in a short trip at low cost.

STAFF ANALYSIS

Microtransit ridership grew steadily over the one-year period of the pilot program. Key Performance Indicators will be presented during the Work Session.

Attachments

Presentation



Happy Anniversary WeRIDE



ALMOST 1 YEAR (in 3 weeks...)

**12,000+
Passengers
served**

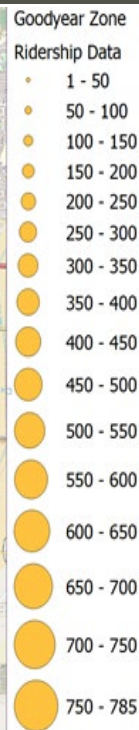
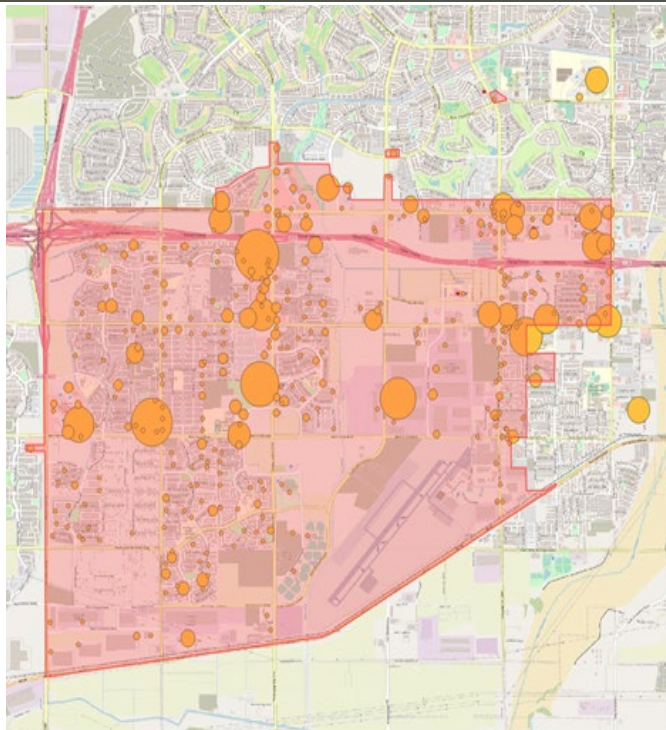


Where are WeRIDE-ing?



THE TOP 20 ORIGINS & DESTINATIONS

ORIGINS	Pickup Count
E. La Vista Dr & N. La Jolla Blvd.	335
Goodyear Walmart	307
McDonald's (McDowell Rd)	307
Frys Food Stores (Sarival)	306
GY Recreation Campus	256
Target (Cotton Lane)	243
Baldrige Commons	242
Amazon GYR1	240
Safeway Epkwy	223
Goodyear Park and Ride	222
Grayson Place	209
Avondale Resource Center	209
99 Cents Only Store	192
Estrella Mtn. Community College	189
Palm Valley Crossing Shopping	172
Desert Edge HS	172
W Moreland St near N 152nd Ave	167
Black Angus Steakhouse	166
Civic Square	161
N 156th Ln and W Melvin Ln	161



Destinations	Dropoff Count
Goodyear Walmart	478
GY Recreation Campus	435
Amazon GYR1	402
Frys Food Stores (Sarival)	398
Target (Cotton Lane)	280
Safeway Epkwy	267
E. La Vista Dr & N. La Jolla Blvd.	265
Goodyear Civic Square	235
PV Cornerstone/Discount Tire/Natl	223
Goodyear Park and Ride	216
99 Cents Only Store	212
Baldrige Commons	210
Goodwill Shopping Center, VB & Li	204
Estrella Mtn. Community College	198
Desert Edge HS	194
Avondale Resource Center	189
Palm Valley Crossing Shopping	175
Goodwill McDowell/PCrk Pkwy	159
Banner Estrella Medical Ctr.	154
Grayson Place	147

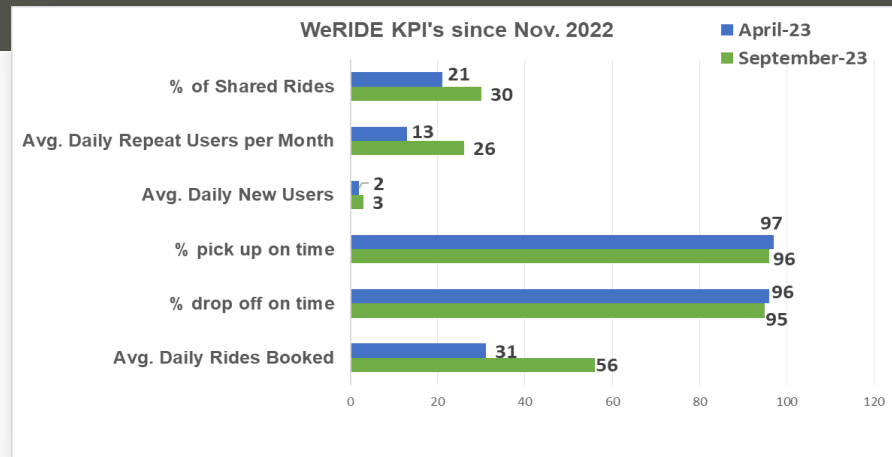
My, how we've grown!



APRIL 2023 – SEPTEMBER 2023

WeRIDE Contractual Performance Measures	April-23	September-23
Avg. wait time from ride request to pickup GOAL = 20min<	11 Minutes	11 Minutes
% of Successful Searches (App) GOAL = 80%+	97	95
% of passenger ratings @ 4 or 5 stars (scale=5) GOAL = 80%+	98	98
Service for WAVs is = to Non-WAV GOAL = 100%	100	100

WAV= Wheelchair Accessible Vehicle

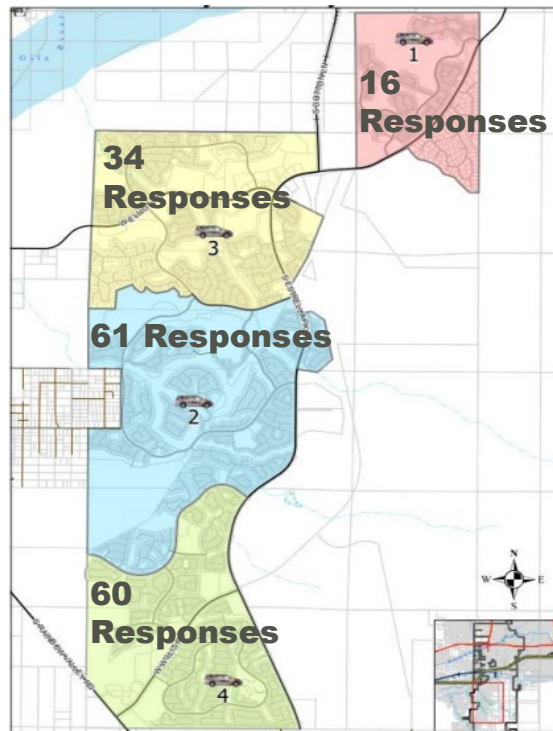
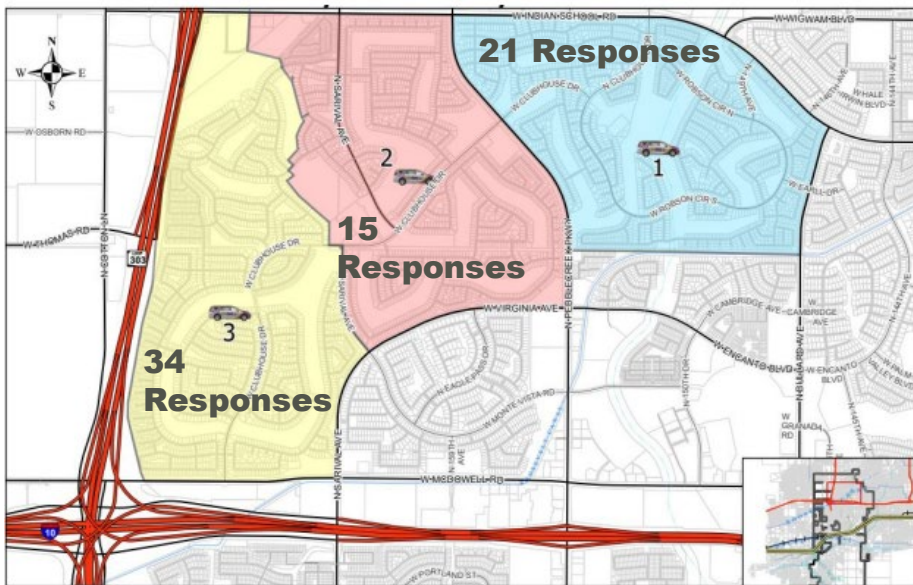


Surveys – PebbleCreek & EMR



NEXTDOOR APP & GOOD NEIGHBOR UPDATE

PebbleCreek: 70 Surveys submitted
Population 9,205



**Estrella Mtn.
Ranch:
171 surveys
submitted**

Pop. 17,079

Survey Outcomes



GOOD INFORMATION!



- Grocery, shopping, Medical & Recreation
- Weekday, midday travel needs
- Willing to wait 11-15 min for a ride
- Comfortable sharing rides

Similarities

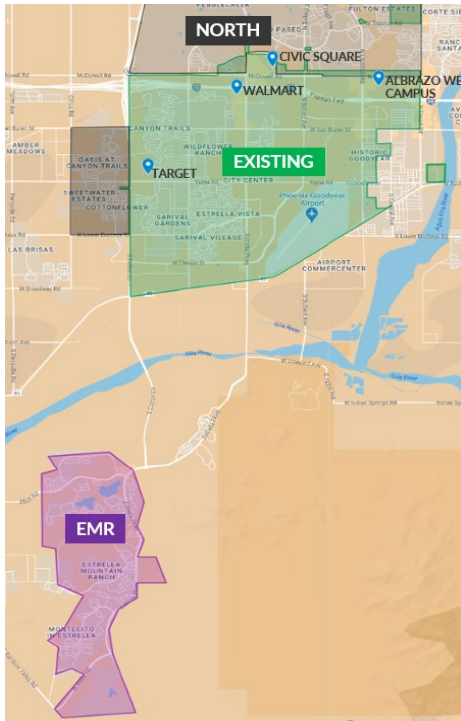
- More EMR residents live in GY year-round
- More PC respondents already get where they need to go
- PC respondents have a higher # of needs outside their neighborhood
- PC respondents less able to walk to a virtual stop

Differences

Estrella Mountain Ranch



UP THE HILL – DOWN THE HILL AND THEN WHERE?



Service Model:

Trips available every 60 minutes or...

Trips available every 30 minutes

Allow local trips within EMR

Weekday
on-demand
trips

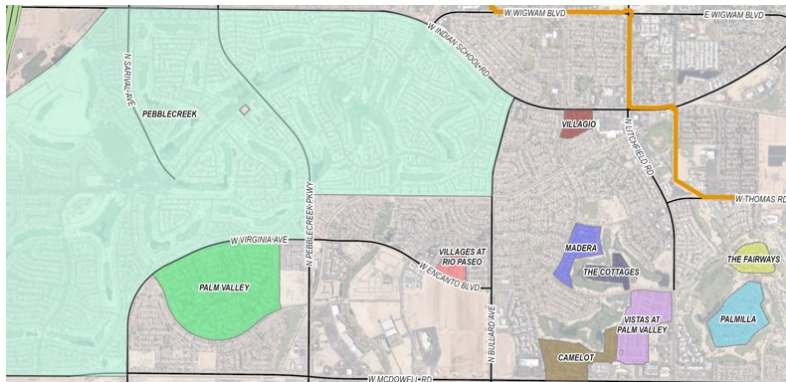
6AM-8PM
Mon-Fri

Travel from
Virtual Stops in
EMR to specific
destinations

Central Goodyear



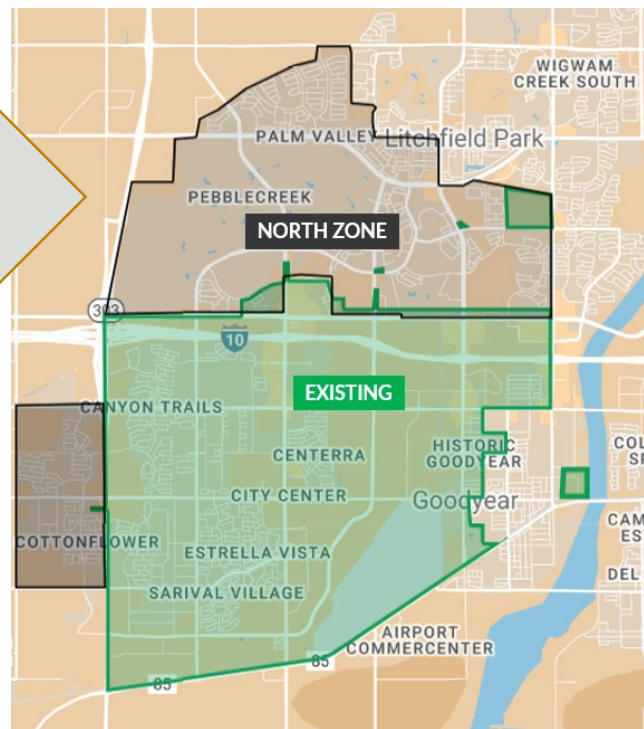
INCLUDES GATED COMMUNITIES



**+ 12 Square
Miles**

Neighborhoods:

**Palm Valley
Sweetwater Estates
Cottonflower
Rio Paseo
Fulton Estates
PebbleCreek**



THANK YOU!



YEAR 2: ALIGN TO FISCAL YEAR



Seven
Months

Operating hours 6am-
8pm M-F



+ One additional vehicle

FY25 Budget
Supplemental for Year 3