



FY2026 Strategic Plan Update

Public Transit – Funding & Service Levels



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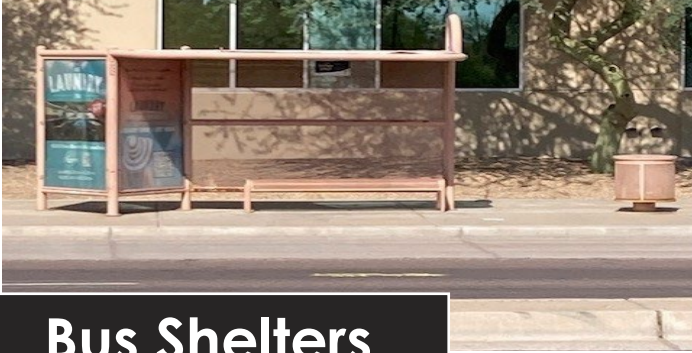


Transit services

Funding

WeRIDE

Transit Services – Facilities



Bus Shelters



Digital Marquee

**Revenue
Generators**



Park-and-Ride

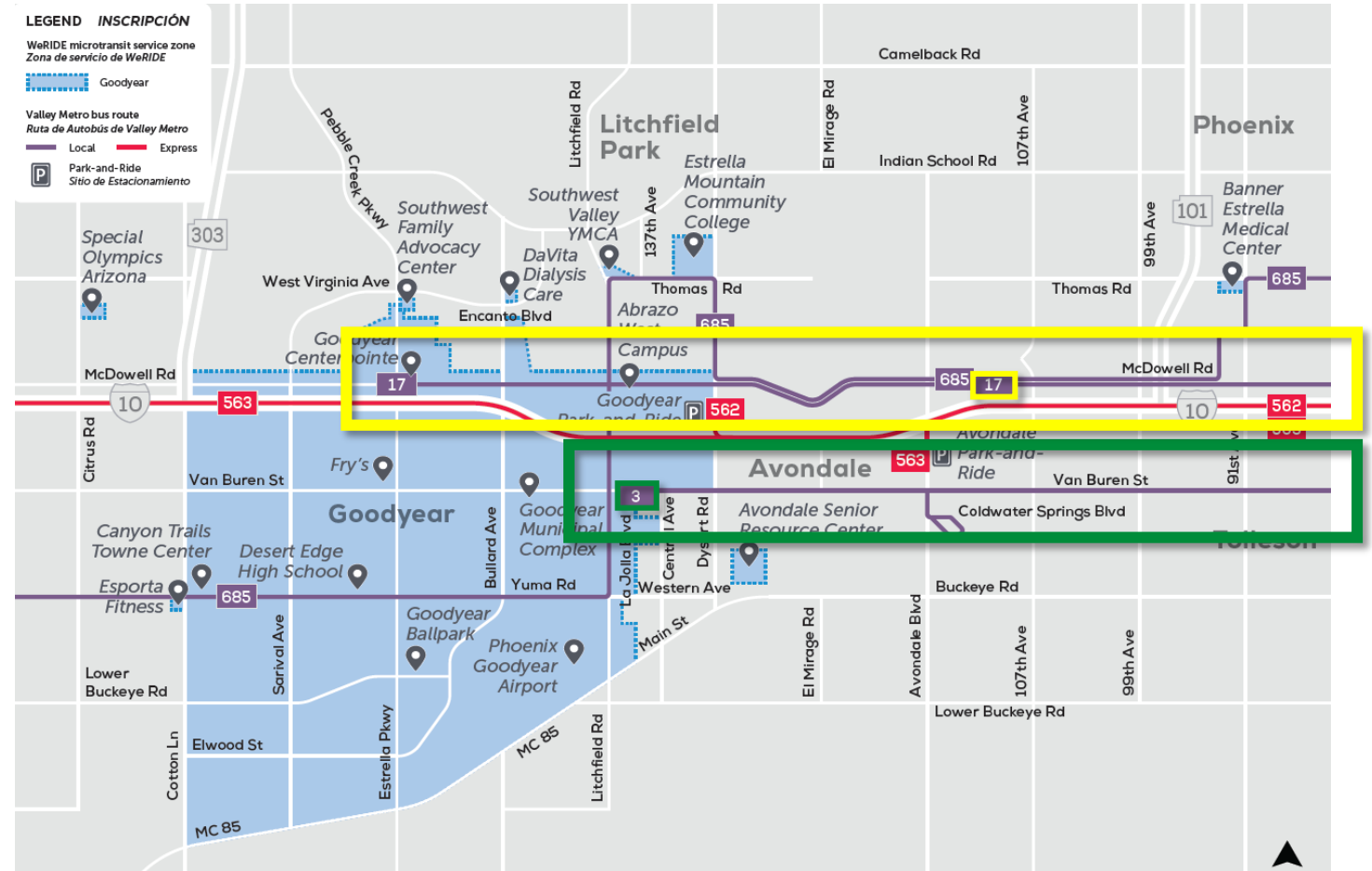
- 9 Acres, 420 spaces, Restrooms
- Vanpools & Carpools



4th Street/La Canada – Phoenix Zoo

**McDowell
Road
Mon - Sat**

**PebbleCreek
Pkwy - Pima
Rd.**

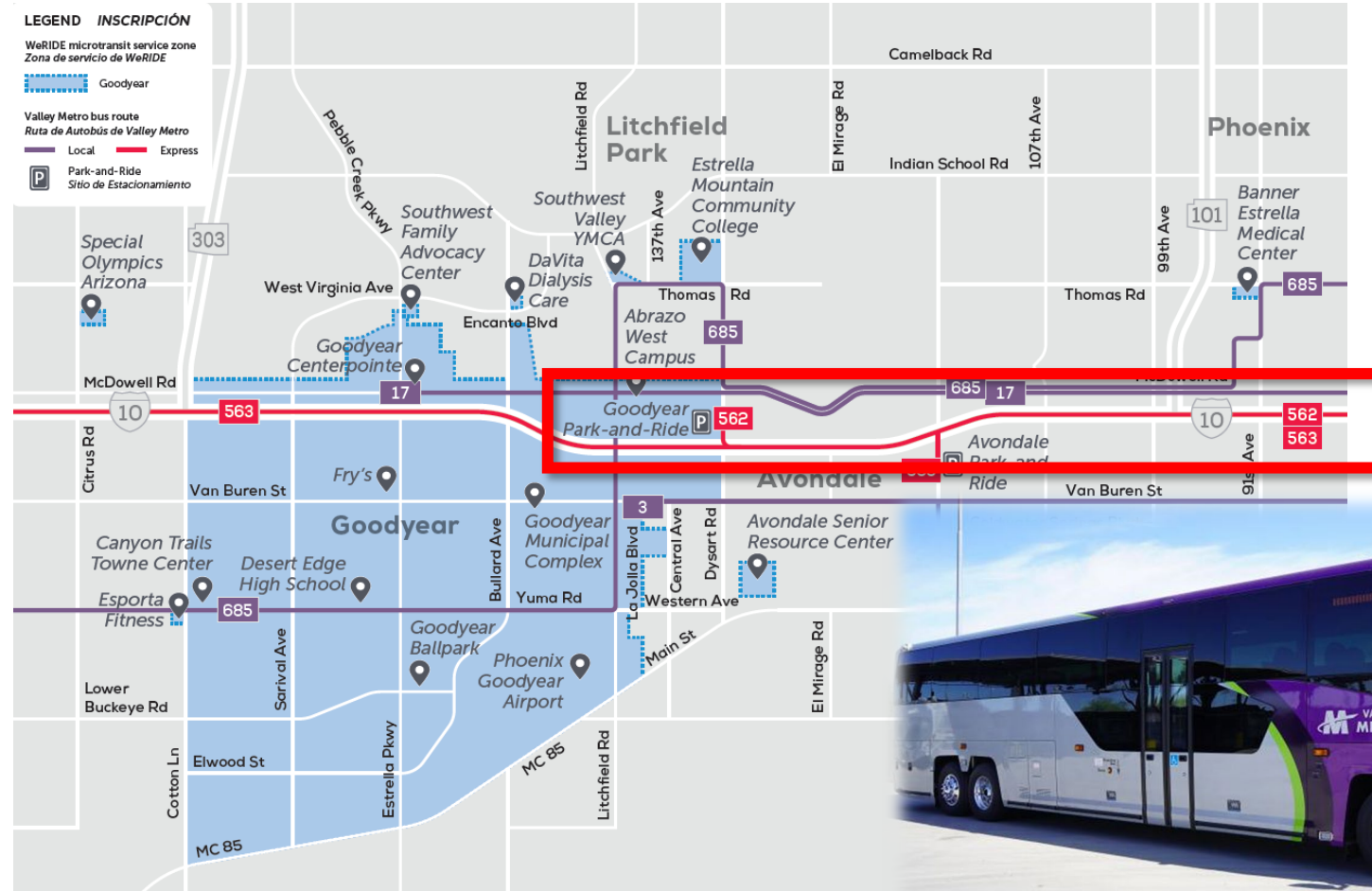


Transit Services – Express Bus

Route 562

**Goodyear
Park & Ride
Mon - Fri**

**17th Ave &
Jefferson St.**

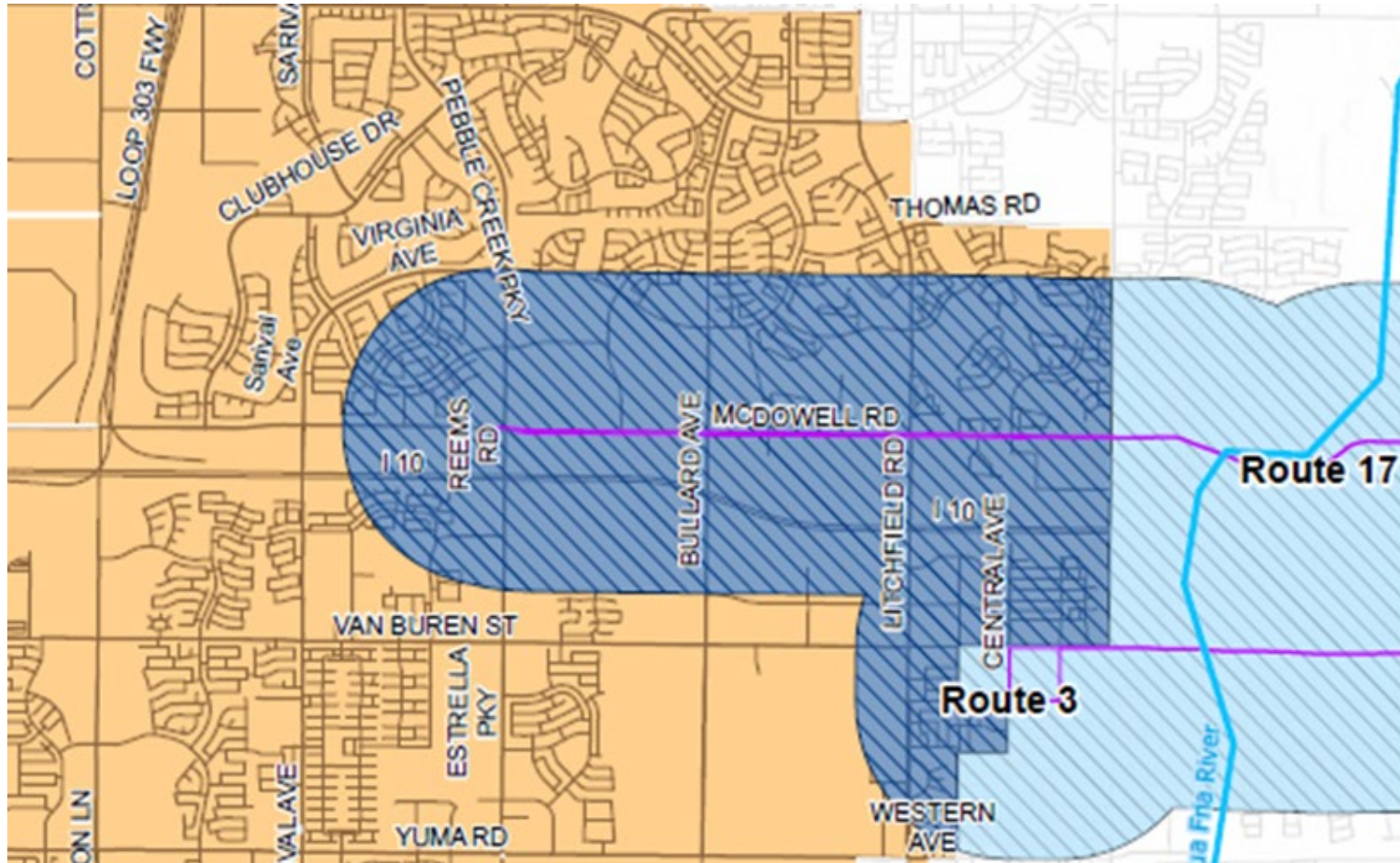


Transit Services – Paratransit

Dial-a-Ride

Federal Requirement

- Must be provided within $\frac{3}{4}$ mile of fixed route bus service
- Must be ADA Certified



Transit Services – Paratransit

Citywide

- ADA certified
- Curb-to-curb
- Ride alone

Flexible trip options

- \$3 up to 8 miles
- Mileage option



RideChoice



Transit Services Microtransit



What is WeRide (Microtransit)?

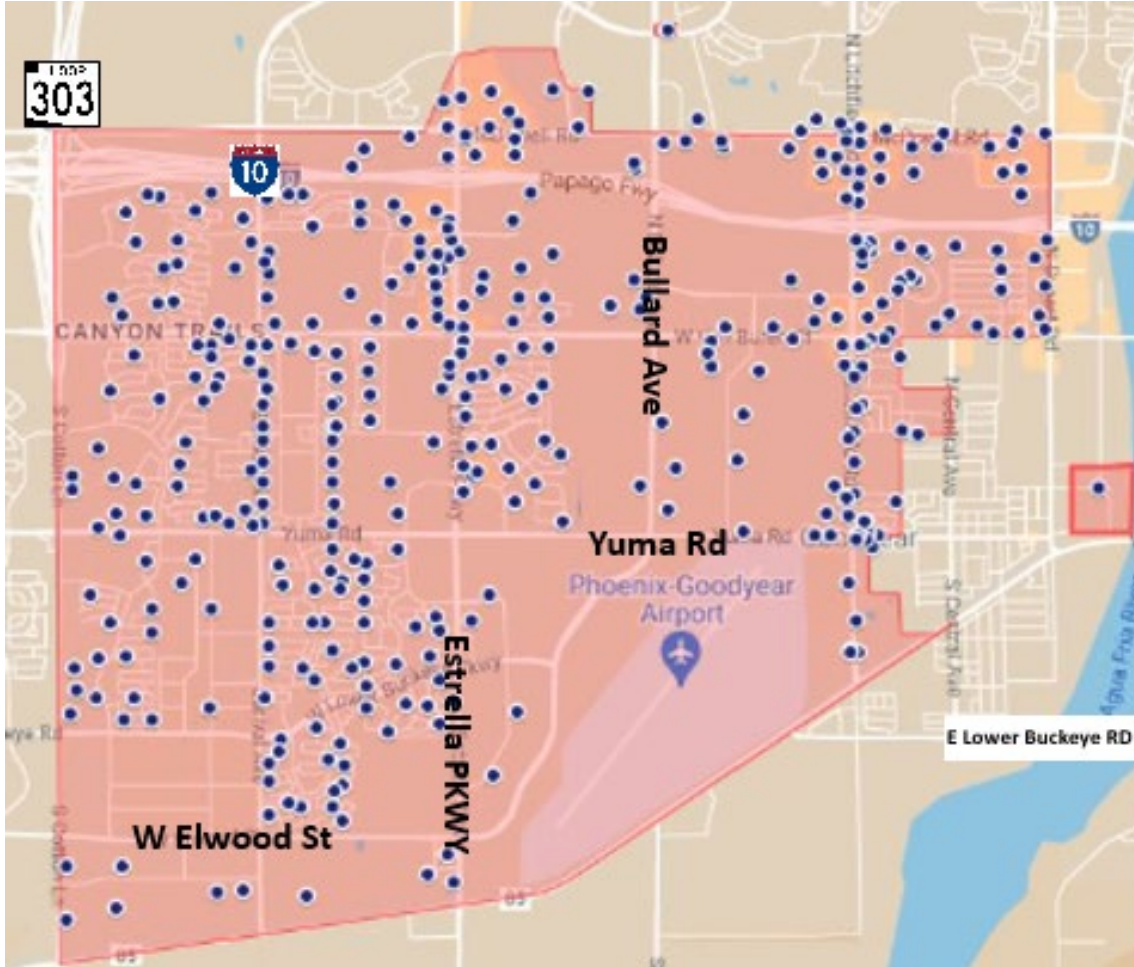
On-Demand, shared ride, app-based

Virtual Stops

Trips are from fixed points within 10-min walk from home/community mailbox

Affordable

\$2 general public / \$1 seniors, veterans, disabled, students, & bus transfers



Goodyear Transit Funding

Prop 400/479

- Routes 3 & 17
- Express Route 562

**Advertising &
General Fund**

- Dial-a-Ride & RideChoice
- WeRide / Microtransit

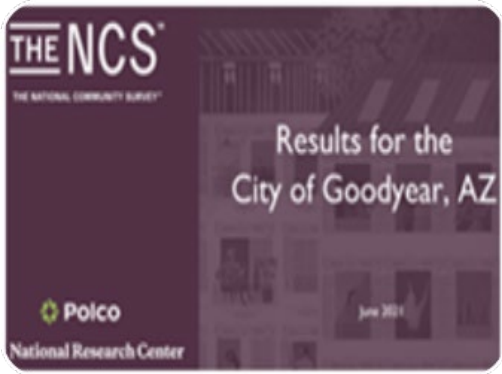
Arizona Lottery

- Park & Ride





WeRIDE History



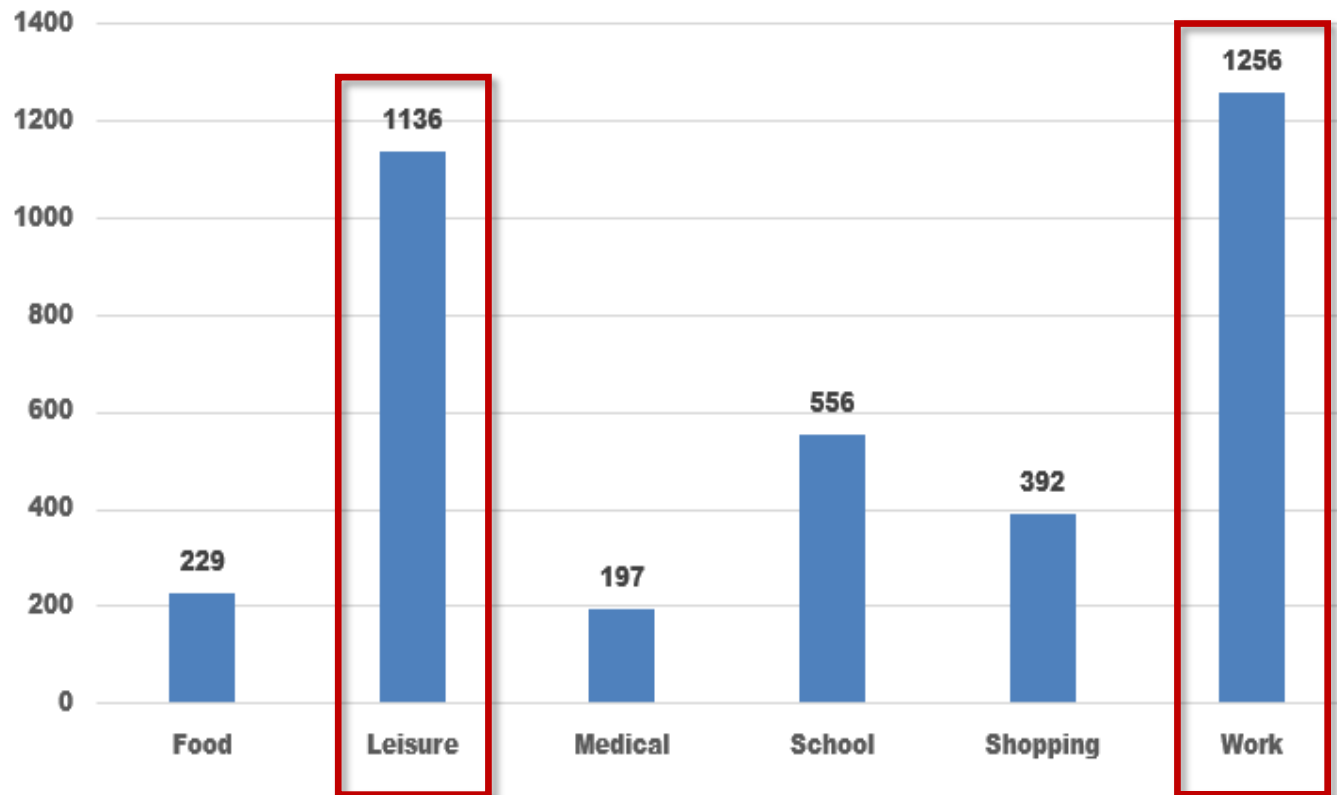
- **Transit Enhancements rated “essential” or “very important.”**
- **Transit demand exists**
- **Vulnerable residents need options that support:**
 - ✓ **Getting to and from work**
 - ✓ **Stops for childcare**
 - ✓ **Basic retail needs**



WeRIDE – FY25 Metrics

Total
Passengers
Completed:
56,976

WeRIDE 2025 Trip Purpose Survey
7/23 - 8/20



Drop Off
OTP
97.8%

Pick Up
OTP
97.6%

Avg.
Daily
New
Users: 6

Avg.
Daily
Repeat
Users: 123

Shared
Rides:
55%

Avg.
Ride
Rating:
4.93

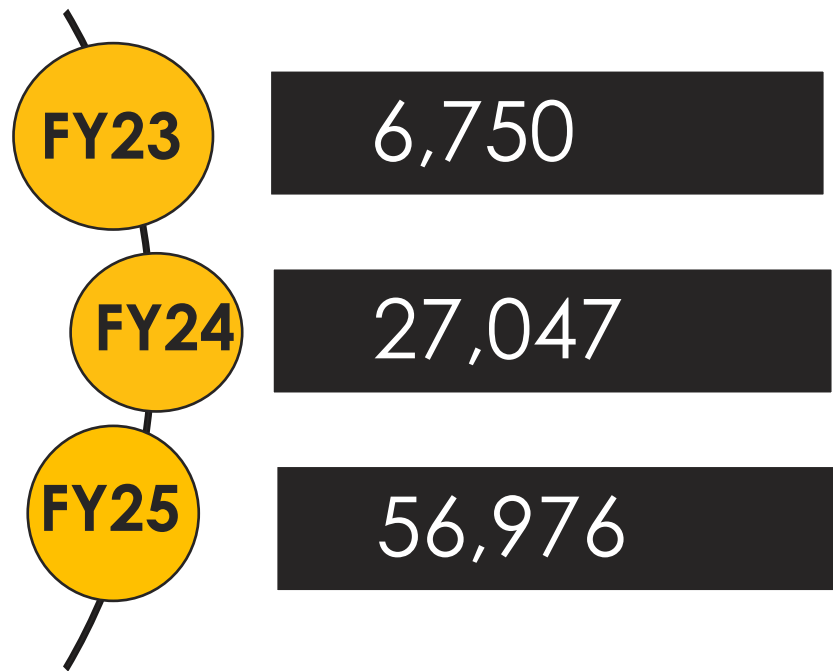


Mobility + On-Demand = WeRIDE

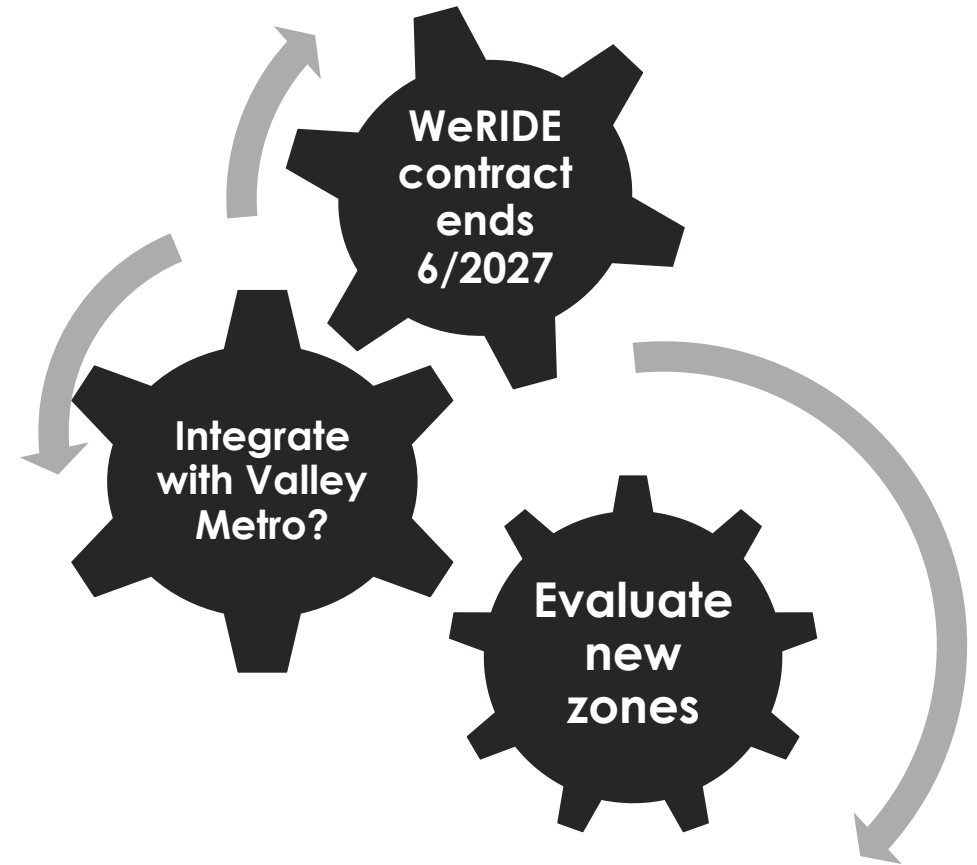
Top Locations FY25

Origin	Completed Pickups	Destination	Completed Dropoffs
Estrella Mountain Community College - North Side	1990	Desert Edge HS	2124
Amazon GYR1	1517	Estrella Mountain Community College - North Side	1750
Goodyear Walmart	1184	Goodyear Walmart	1533
Encantada Canyon Trails	1132	Amazon GYR1	1293
GY Recreation Campus	1106	Frys Food Stores (Sarival, Goodyear)	1282
Frys Food Stores (Sarival, Goodyear)	950	GY Recreation Campus	833
Desert Edge HS	935	Encantada Canyon Trails	792
Baldrige Commons	844	Goodyear Target (Litchfield Rd)	752
Goodyear Target (Litchfield Rd)	747	Baldrige Commons	707
Palmateer Park	718	Avondale Resource Center	701
Planet Fitness Goodyear Cotton Lane NR 303	706	Planet Fitness Goodyear Cotton Lane NR 303	649
Desert Sage Apartments	647	Safeway Epkwy	631
Park Shadows	634	Banner Estrella Medical Center	623
Banner Estrella Medical Center	600	99 Cents Only Store	601
Safeway Epkwy	585	Factor 75/ Hello Fresh Goodyear	583

WeRIDE Ridership



WeRIDE – the road ahead





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