



City Council Work Session
City Hall - Canyon Trails Room 1 & 2
1900 N. Civic Square
Goodyear, AZ 85395
September 8, 2025
5:00 PM

Mayor
Joe Pizzillo

Vice Mayor
Wally Campbell

Councilmember
Brannon Hampton

Councilmember
Laura Kaino

Councilwoman
Vicki Gillis

Councilmember
Benita Beckles

Councilmember
Trey Terry



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. 2025-2441.

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. **FY2026 PAVEMENT MANAGEMENT PROJECTS AND PAVEMENT
MANAGEMENT PROGRAM UPDATE**

Summary

Council will receive information on the Public Works Department's proposed Fiscal Year (FY) 2026 pavement management projects using the approved \$4.3 million FY2026 pavement management program budget. Additionally, Council will receive an update on the city's Pavement Management Program, and may provide guidance to staff. (Sumeet Mohan, Public Works Director; Brian Harvel, Streets Superintendent)

2. **FY2026 STRATEGIC PLAN – PUBLIC TRANSIT FUNDING AND SERVICE
LEVELS UPDATE**

Summary

Council will receive an update on the Engineering Department's (Engineering) Fiscal Year (FY) 2026 Strategic Plan action item within the Safe & Vibrant Community focus area. The Public Transit action item is intended to evaluate funding and service levels for all transit services in Goodyear, including ridership. The update also focuses on Goodyear's Microtransit service, WeRIDE. (Christine McMurdy, Project Management Coordinator)

ADJOURNMENT**POSTING VERIFICATION**

This agenda was posted on 9/3/2025 at 4:43 p.m. by AG.

ITEM #: 1.
DATE: 09/08/2025
AI #:2486



CITY COUNCIL ACTION REPORT

SUBJECT: FY2026 PAVEMENT MANAGEMENT PROJECTS AND PAVEMENT MANAGEMENT PROGRAM UPDATE

STAFF PRESENTER(S): Sumeet Mohan, Public Works Director; Brian Harvel, Streets Superintendent

Summary

Council will receive information on the Public Works Department's proposed Fiscal Year (FY) 2026 pavement management projects using the approved \$4.3 million FY2026 pavement management program budget. Additionally, Council will receive an update on the city's Pavement Management Program, and may provide guidance to staff. (Sumeet Mohan, Public Works Director; Brian Harvel, Streets Superintendent)

FISCAL IMPACT

There is no fiscal impact related to this item. The approved FY2026 Pavement Management Program budget is \$4.3 Million, which is funded using a combination of Arizona Highway User Revenue Funds (HURF) and city General Funds.

BACKGROUND AND PREVIOUS ACTIONS

Managed by the Public Works Department, the city's Pavement Management Program (Program) focuses on maintaining the structural integrity of one of our city's most important and visible assets: our streets. The Program seeks to counter deterioration of city streets that occurs naturally over time, with age, traffic use, and exposure to heat and weather conditions. If street pavement is not maintained regularly or appropriately, it can deteriorate more rapidly leading to more costly preservation treatments or eventually reconstruction. A successful and comprehensive Program includes a variety of pavement treatment types, utilizing the right pavement treatment for the right streets and the right pavement condition.

The city's Program uses an industry-standard objective assessment referred to as the Pavement Condition Index (PCI), to evaluate the condition of city streets. PCI is an aggregate measure of the quality and condition of the city's roadways, on a scale of 1 to 100. While city staff are able to calculate PCI annually, a comprehensive measurement of actual road conditions is scheduled every three to four years. Staff use a high-tech Road Surface Tester vehicle to capture continuous, high-resolution data on pavement cracking, rutting, and roughness. Data collection is then overseen by a technician trained in the use of downward-pointing lasers, high-definition cameras, global positioning systems, profilers, and other equipment necessary to obtain accurate information about the condition of the city's roadway network. The resulting PCI values for our roadways are based on the observed

surface distresses and provide an indication of the functional and structural performance of a pavement. The range is commonly divided into categories using descriptive terms: Failed (0-25), Very Poor (25-40), Poor (40-50), Marginal (50-60), Fair (60-70), Good (70-82), and Excellent (82-100).

In FY2014, the city's average PCI was 64.4. Since then, the city has invested significant resources to improve the condition of its roadways, which has resulted in the city's most recent average PCI being 75.4 in FY2025. City staff seeks to maintain our average PCI between 76 and 78. Our Program is focused on this performance metric, which is also shared with our residents through the city's public dashboard. Ongoing pavement management is accomplished in combination and in coordination with the city's capital improvement program, private development and utility projects, and the continued development of unimproved roads in the city.

During the September 23, 2024, Council meeting, when staff presented the FY2025 Pavement Maintenance Projects, several Councilmembers inquired whether current Program funding levels were sufficient to keep the average PCI of the city's roadway network in the desired range (PCI 76 - 78). In response, staff requested and Council approved a \$500,000 increase in annual Program funding with the adoption of the city's FY2026 budget. Additionally, staff has conducted further analysis regarding Program funding and its potential future impact on the condition of the city's roadways.

STAFF ANALYSIS

Using the PCI evaluation and analysis for city streets, staff have prepared the city's proposed FY2026 pavement management projects, which will treat approximately 55 lane-miles using the approved \$4.3 million budget. The projects will use a variety of treatments, including liquid road, micro seal, and mill and overlay. Within the approved FY2026 budget, staff will also conduct a citywide roadway network assessment later this fall to survey the actual PCI condition of the city's roadways.

The city is responsible for maintenance of a significant amount of roadway infrastructure, including 360,000 linear feet of sidewalk, curb and gutter; 12,000 ramps; 27 bridges; and 72 lane-miles of unpaved roadways. However, the primary roadway infrastructure component is the city's 550 miles of streets, which includes approximately 1,156 lane-miles of paved roadways. As noted earlier, the FY2026 pavement management projects will treat a total of 55 lane-miles, which is only 4.75% of our total lane-miles.

Over the past six years, the costs of pavement maintenance materials have increased significantly, ranging from a 50% increase for mill and overlay treatments to a 275% increase for crack seal treatments. During the same time period, the Program's approved budgets were at a fixed level of \$3.7 million from FY2022 to FY2025, with an increase to \$4.3 million in FY2026. With Program funding staying fairly consistent over the past six years, the number of lane-miles treated have decreased steadily. While future costs cannot be predicted with certainty, it can be assumed that without additional Program funding, the number of lane-miles treated annually will continue to decrease, which will have a negative impact on the overall condition of the city's streets and a corresponding decrease in the average PCI for the city's roadway network.

However, it should be noted that city staff with the support of Council have taken action outside of the Program to help protect the city's streets. In December 2024, Council approved Goodyear's new Pavement Cut Ordinance No. 2024-1624, which took effect in January 2025.

Street pavement cuts are typically made by utilities, developers, and city departments. The new policy was focused on ensuring that cuts into our roadway pavement are repaired to as good or better condition than prior to the cuts being made, and preliminary results have already started showing a positive impact on our roadways.

Based on the results of the evaluation and analysis conducted by staff on the Program's funding levels and its potential impact on the average PCI for the city's roadway network, staff intends to work through the FY2027 budget process to identify increased funding options.

Attachments

Staff Presentation



PAVING OUR CITY'S FUTURE





AGENDA

- FY2026 Pavement Management Projects
- Pavement Management Philosophy



FY2026 PAVEMENT MANAGEMENT PROJECTS

With \$4.3 Million Approved...

- 55 Lane miles will be treated (4.7% of our total lane miles)
 - Liquid Road
 - Micro Seal
 - Mill and Overlay
- City-wide PCI Assessment



FY2026 Pavement Management Projects Treatment Types



Festival Way

Liquid Road a polymer-modified, fiber-reinforced asphalt emulsion coating, used to extend the life of pavement surfaces



Harrison Street

Micro Seal a mixture of emulsified asphalt, aggregate, mineral filler, and water to create a thin, protective layer on existing asphalt



Estrella Parkway

Mill & Overlay a pavement rehabilitation technique where the top layer of existing asphalt is removed by grinding (milling) and then replaced with a new layer of asphalt (overlay)

Liquid Road

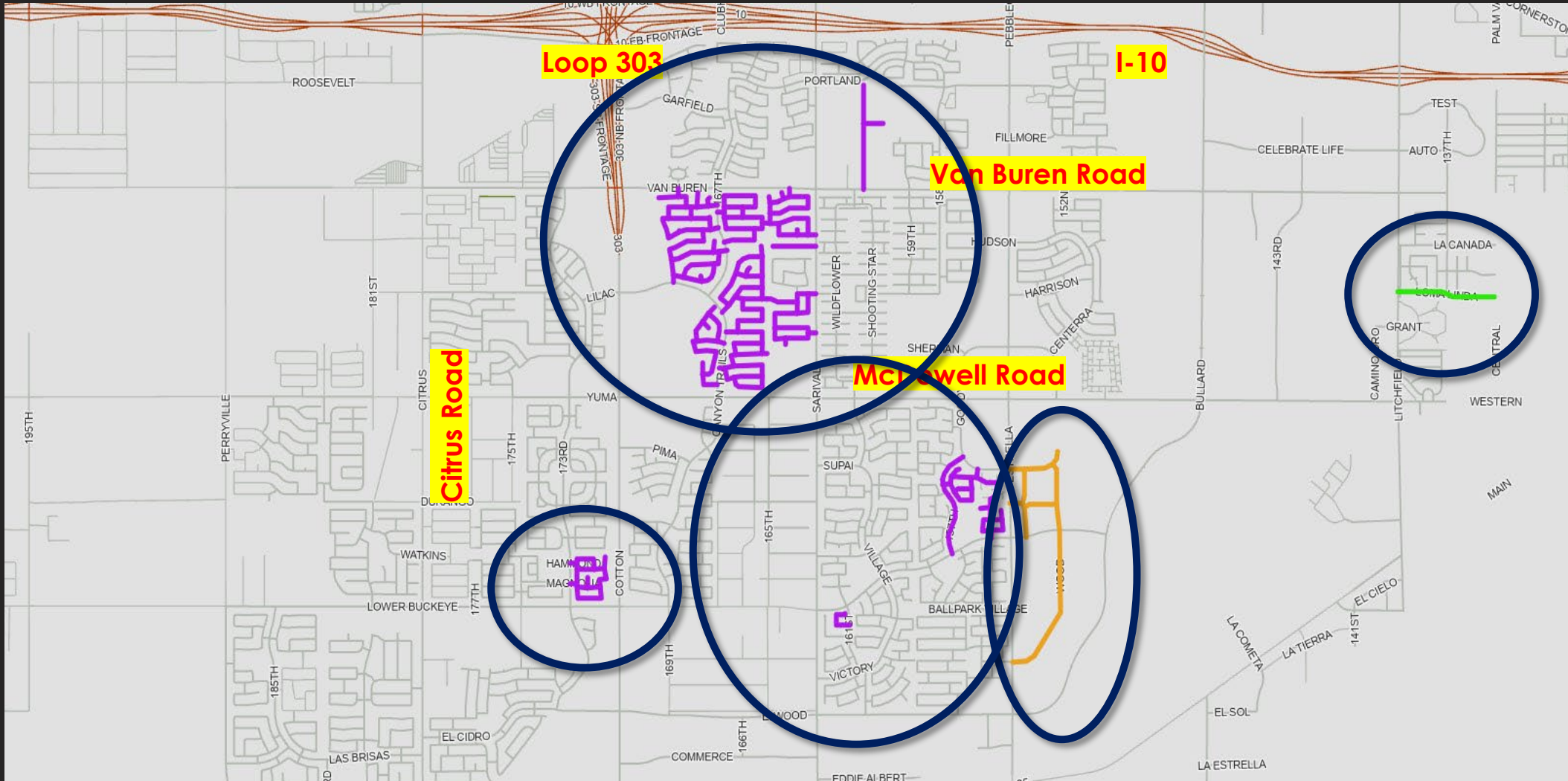
FY2026 PAVEMENT MANAGEMENT PROJECTS

PROJECT MAP – CENTRAL GOODYEAR

Micro Seal

Liquid Road

Mill and Overlay

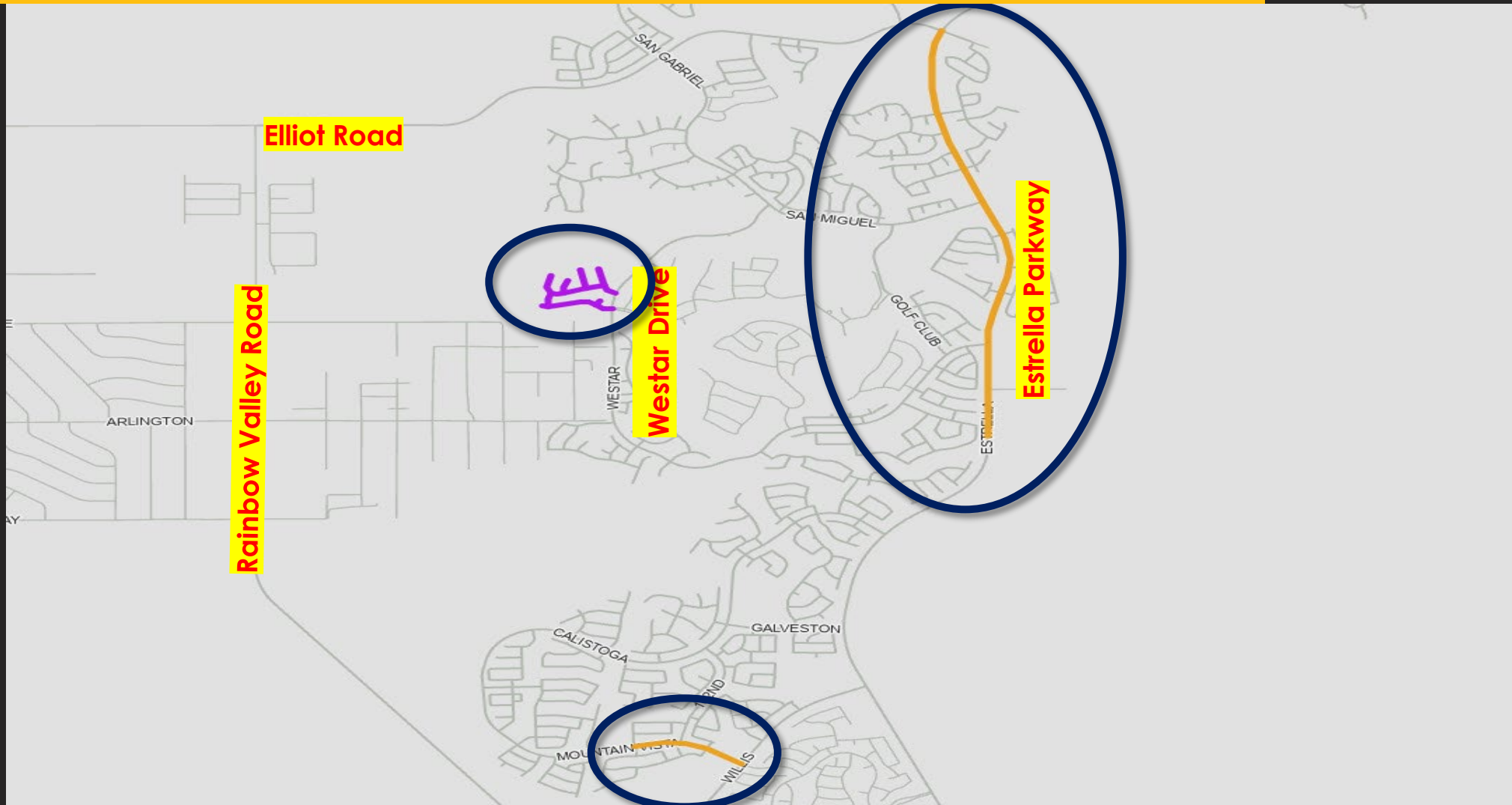


FY2026 PAVEMENT MANAGEMENT PROJECTS

PROJECT MAP- ESTRELLA MOUNTAIN RANCH

Micro Seal

Liquid Road





PAVEMENT MANAGEMENT PHILOSOPHY

Streets Assets

- 1,156 Lane Miles of Paved Roadway
- 360,000 Linear Feet of Sidewalk, Curb and Gutter
- 12,000 ramps
- 27 Bridges
- 72 Lane Miles Unpaved Roadways



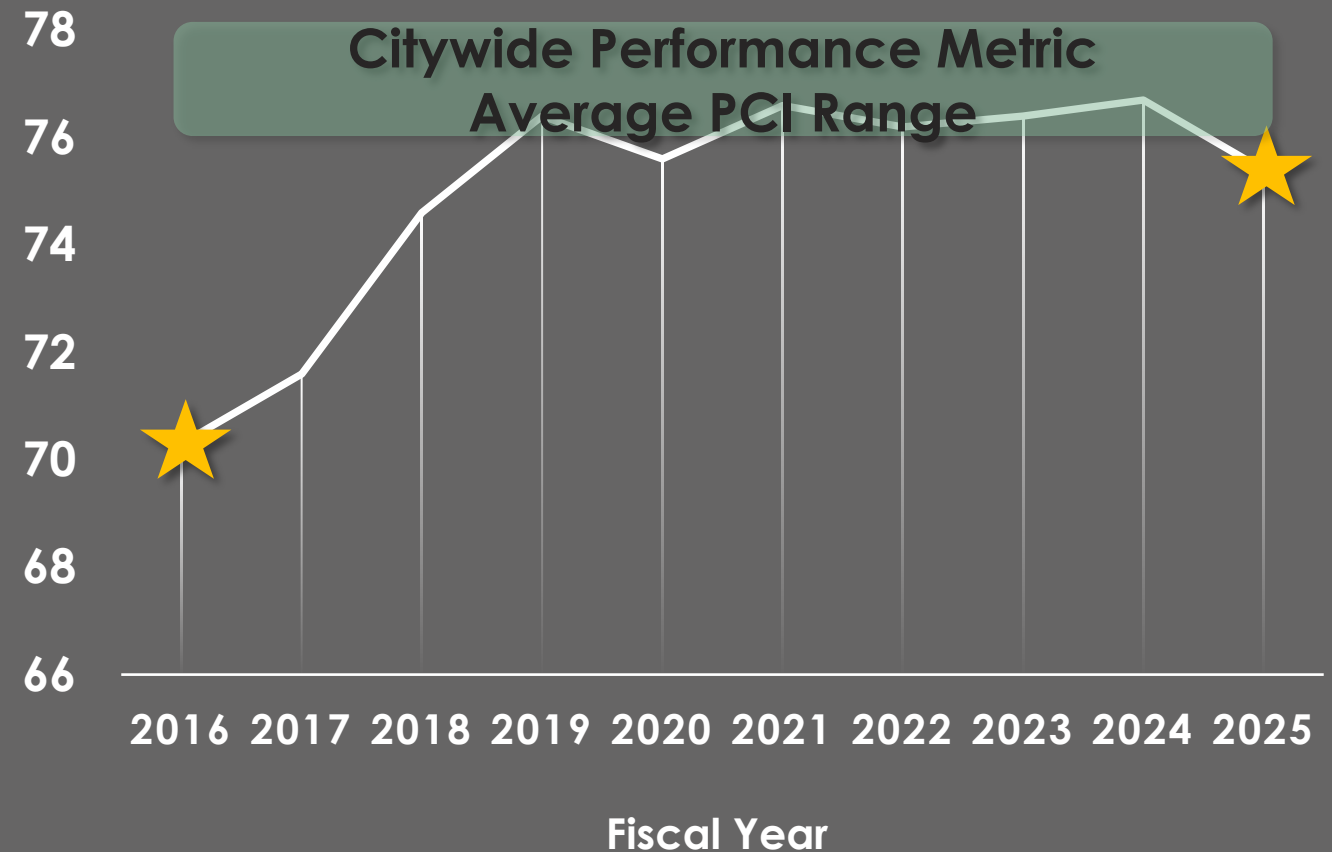


PAVEMENT CONDITION INDEX

10 YEAR NETWORK PCI

—PCI

- FY2016: 69.8
- FY2025: 75.4





HOW WE RATE OUR ROAD CONDITIONS

- Criteria
 - Pavement roughness
 - Crack ratio
 - Strength
 - Subgrade
- Frequency
 - Arterials and collectors every 3 years
 - Residentials every 6 years
- FY26: Full Assessment (All Streets)



RELATIVE PROJECT COST COMPARISON

Materials	FY2020	FY2026	% Increase
Mill and Overlay (100K SqYd)	\$1.9 M	\$2.8 M	50%
Micro Seal (500k SqYd)	\$1.1 M	\$1.9 M	68%
Seal Coat (500K SqYd)	\$0.5 M	\$0.9 M	88%
Crack Seal (300K Lb)	\$99 K	\$372 K	275%

132 miles (FY2020) to 47 miles (FY2026)

**Level Funding + Cost Increases =
Fewer Miles Treated Per Year**

Funding

Lane Miles

\$4,500,000
\$4,000,000
\$3,500,000
\$3,000,000
\$2,500,000
\$2,000,000
\$1,500,000
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\$500,000
\$0

160
140
120
100
80
60
40
20
0

FY20

FY21

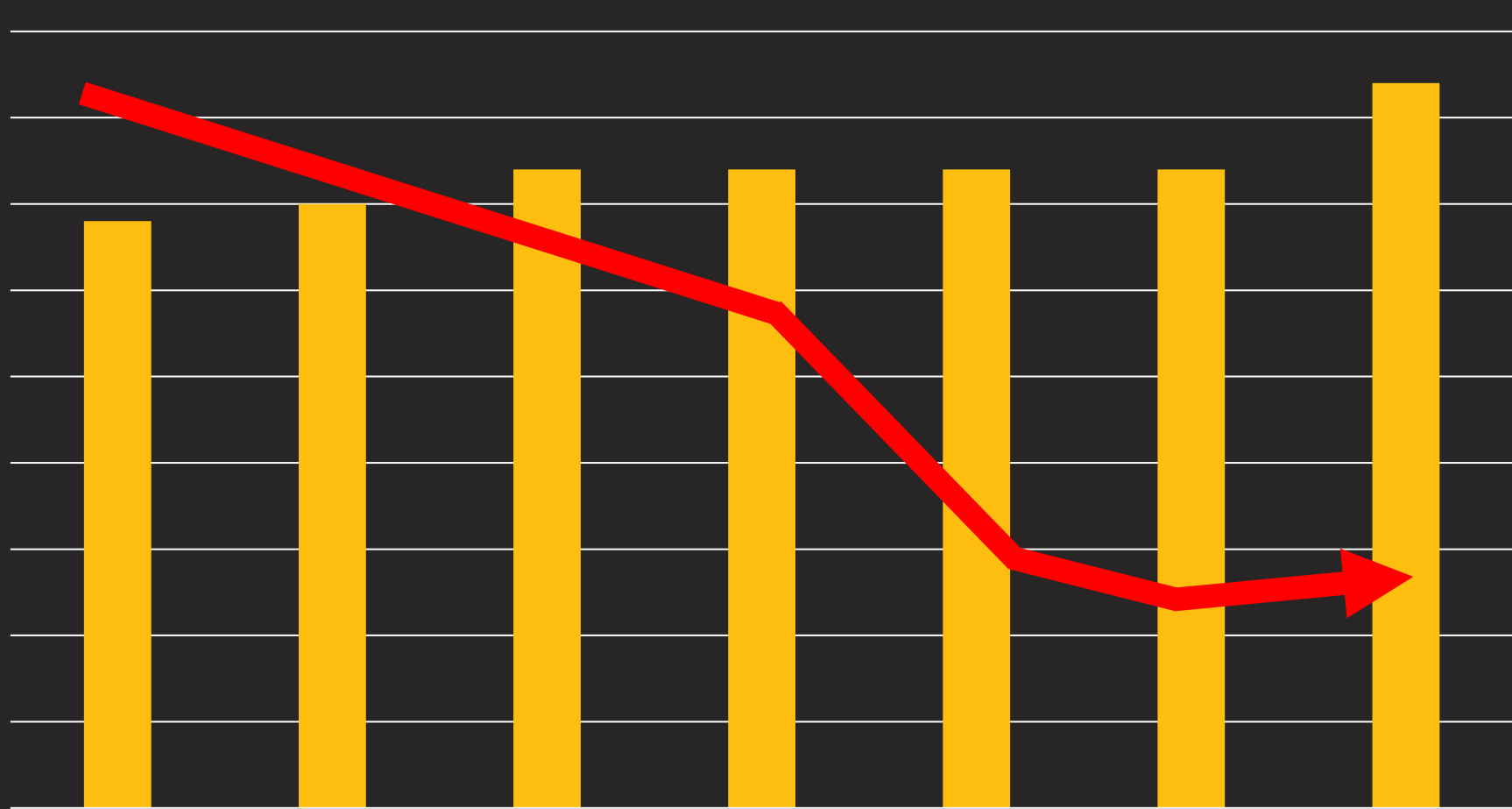
FY22

FY23

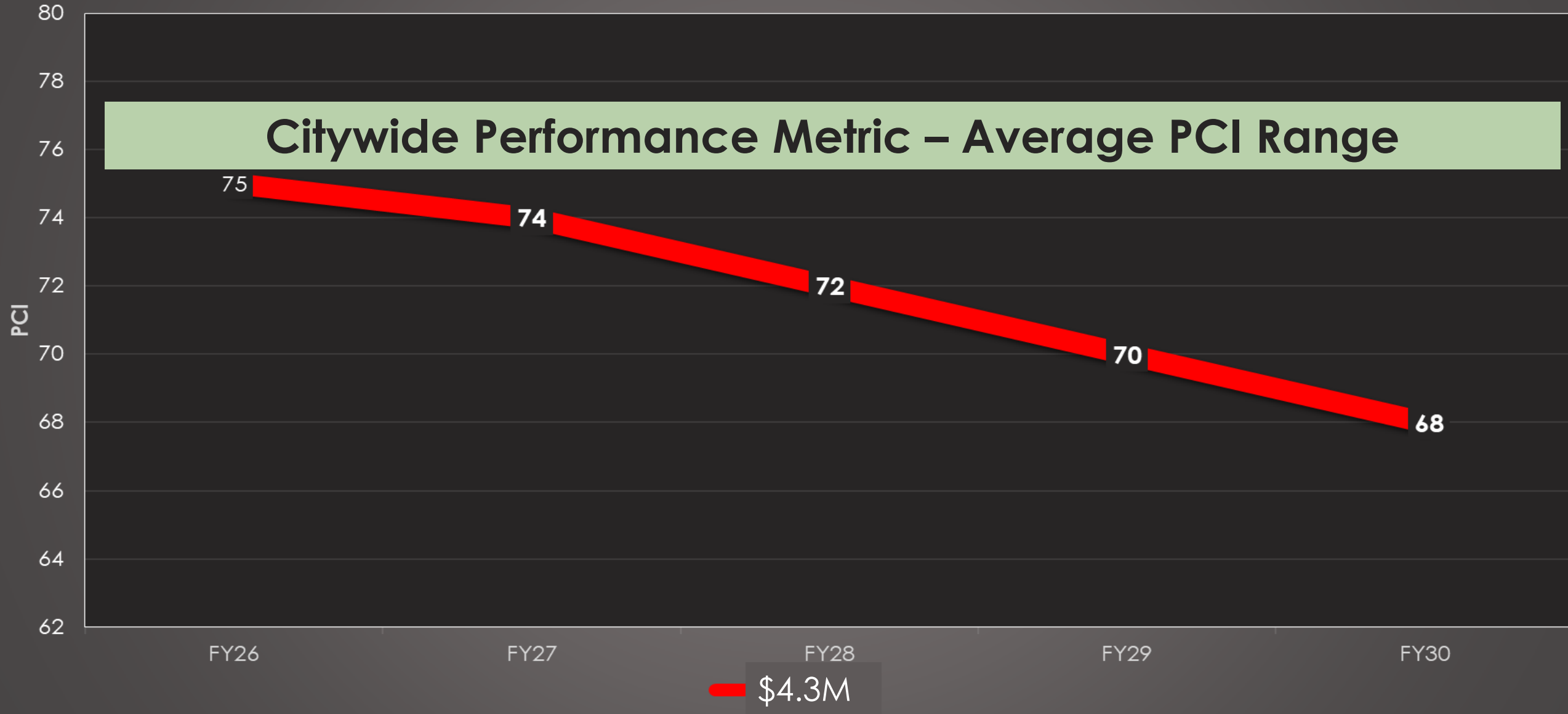
FY24

FY25

FY26



5 YEAR PCI PROJECTION BASED ON FUNDING



IMPACT OF NEW PAVEMENT CUT ORDINANCE





PAVING OUR CITY'S FUTURE

A wide-angle photograph of a desert landscape. In the foreground, a two-lane asphalt road curves through the scene, with several cars driving. To the left of the road is a small, calm pond. The middle ground is filled with desert vegetation, including saguaros and shrubs. In the background, a large, rounded hill rises against a clear blue sky.

Next Steps, Questions, & Discussion

ITEM #: 2.
DATE: 09/08/2025
AI #:2775



CITY COUNCIL ACTION REPORT

SUBJECT: FY2026 STRATEGIC PLAN – PUBLIC TRANSIT FUNDING AND SERVICE LEVELS UPDATE

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

Summary

Council will receive an update on the Engineering Department's (Engineering) Fiscal Year (FY) 2026 Strategic Plan action item within the Safe & Vibrant Community focus area. The Public Transit action item is intended to evaluate funding and service levels for all transit services in Goodyear, including ridership. The update also focuses on Goodyear's Microtransit service, WeRIDE. (Christine McMurdy, Project Management Coordinator)

FISCAL IMPACT

There is no direct fiscal impact related to this item. However, the information provided is intended to inform the Mayor and Council on potential budget impacts related to any changes in current transit service levels.

BACKGROUND AND PREVIOUS ACTIONS

On November 13, 2023, Council adopted Resolution No. 2023-2363 Adopting the City of Goodyear FY2025-2027 Strategic Plan. In the adopted Strategic Plan under the Fiscal & Resource Management Focus Area, Engineering has a Public Transit action item to evaluate funding and service levels, which is to be completed in FY2026.

The Public Transit action item is included in the updated FY2025-2028 Strategic Plan, which Council adopted at its November 18, 2024 meeting through Resolution No. 2024-2434.

Goodyear Transit Services

Over the last twenty years, city staff have worked closely with Valley Metro (the regional public transit agency), the City of Phoenix, and other west valley cities to plan, implement, and fund the transit service that operates within Goodyear. Currently there are three primary types of transit service operating within the city: Fixed Route Bus, Paratransit, and Microtransit.

Fixed Route Bus

- Route 17 – McDowell Road: Route 17 is a local fixed route bus service that operates on McDowell Road from Pebblecreek Parkway to Pima Road. The service operates on weekdays every 20-40 minutes during peak service hours and every 40 minutes during

off-peak service hours. On Saturdays, the service operates every 60 minutes. There is no Sunday service. The one-way fare is two dollars. Route 17 is operated by the City of Phoenix.

- Route 3 – Van Buren Street: Route 3 is a local fixed route bus service that operates on Van Buren Street from 4th Street/La Canada Boulevard to the Phoenix Zoo. The service operates on weekdays every 30 minutes. On Saturdays, the service operates every 60 minutes. There is no Sunday service. The one-way fare is two dollars. Route 3 is operated by the City of Phoenix.
- Express Route 562: Route 562 is a limited stop express commuter bus service that operates on weekdays only from the Goodyear Park-and-Ride (located at the intersection of Dysart Road and Cornerstone Boulevard) to 17th Avenue/Jefferson Street in downtown Phoenix. The express service operates three trips in the eastbound direction in the morning and three trips in the westbound direction in the afternoon. The fare is three dollars and twenty-five cents per trip. Route 562 is operated by Valley Metro.

Paratransit

- Dial-a-Ride: Dial-a-Ride (DAR) is a paratransit service that provides a curb-to-curb shared-ride service for people with a disability who are unable to access the fixed route bus system. It is federally required to provide DAR services within $\frac{3}{4}$ mile of local fixed route bus service (Routes 3 and 17). A one-way trip on DAR is four dollars and a monthly pass is \$65. Service hours are Monday through Saturday from 4:40 am to 11:00 pm, and on Sundays and holidays from 5:00 am to 11:00 pm. The use of DAR requires ADA certification, which is processed by Valley Metro. The reservation call center for DAR is open seven days a week from 6:00 am to 7:00 pm, with a new option for customers to reserve trips online. Trip reservations are required. A map of the Goodyear DAR service area is provided in Attachment B. DAR service is operated by Valley Metro.
- RideChoice: RideChoice is a service offered to Americans with Disabilities Act (ADA)-certified residents as an alternative to DAR. The service is offered citywide and provides curb-to-curb service 24 hours per day for rides to work, school, or medical appointments. The fare for RideChoice trips is three dollars for up to eight miles with any additional mile's costing two dollars per mile. Users of the service may take up to 20 trips per month. If customers need to take longer trips, they can receive their service as a monthly allocation of 400 miles for trips of no more than 50 miles in length within Maricopa County. When the customer reaches their 400 mile allotment, service is discontinued until the start of the next month. The RideChoice Call Center accepts reservations 24 hours per day, every day of the year, including holidays. Rides can be scheduled on the same day of service if available. RideChoice is operated by Valley Metro.

FY2025 Ridership information for all Valley Metro transit services is provided in Attachment A.

Microtransit / WeRide

WeRIDE is an on-demand ride-share service, offering trips to and from fixed points within a specific 17 square-mile service area and stops at shopping centers, recreation facilities, businesses, and community spaces. The service area is bounded by McDowell Road on the north, Cotton Lane on the west, MC85 on the south and the city limits on the east. WeRide operates on weekdays from 6:00 am to 8:00 pm. Fares are two dollars for the general public, and one dollar for seniors, veterans, persons with a disability, students, and children 12 years-old and younger. An account is required to book a trip, which can be set up through the mobile app or by contacting the WeRIDE Dispatch Center. Trips can be booked by calling a dispatcher and the fare can be paid in the app using a credit/debit card or with cash when the

customer boards (exact change required). WeRide is operated by a third-party operator contracted by the cities of Goodyear, Peoria, and Avondale. A map of the WeRIDE service area is provided in Attachment C.

Goodyear Transit Facilities and Assets

There are number of transit facilities and assets used to operate transit services in Goodyear. Some are owned and maintained by the city, while others are owned by other entities and maintained through contractual agreements.

- **Goodyear Park-and-Ride:** The city owns and operates the Goodyear Park and Ride, located at 13183 W. Cornerstone Boulevard. Built in 2010, the park-and-ride sits on a 12.4-acre site and provides parking for approximately 420 vehicles. In addition to express bus route 562 riders, the park-and-ride is open to carpools and vanpools and serves as a transfer point between WeRIDE Microtransit Avondale and Goodyear zones. The park-and-ride was built using Federal Transit Administration funding but is maintained by the city.
- **Bus Shelters:** Bus shelters are used to support the local fixed route bus service (Routes 3 and 17) in the city. The bus shelters (25 in total) are owned and maintained by Outfront Media, who also advertise on the shelters. The advertising generates approximately \$15,000 in annual revenue to the city. Outfront Media cleans the bus shelters twice per week.
- **Digital Marquees:** Clear Channel owns, operates, and maintains two digital marquees located on city property. Built in 2011, the digital marquees display off-premises advertising and provides a critical revenue source (approximately \$125,000 annually) to the city to support transit and other city operations.

Goodyear Transit Funding

Transit services in Goodyear are typically funded through regional transportation sales tax revenues (Proposition 400/479), federal grant funding, city general fund revenues, and digital marquee advertising revenues.

- **Fixed Route Bus:** Local (Routes 3 and 17) and express (Route 562) bus service is fully funded by regional transportation sales tax revenues (Proposition 400/479).
- **Paratransit:** Paratransit services (DAR and RideChoice) are funded by a combination of regional transportation sales tax revenues (Proposition 400/479), federal grant funding, Arizona Lottery funds, and city general fund revenues. Valley Metro charges local member agencies for paratransit services based on ridership. At the beginning of each fiscal year, Valley Metro provides estimated Goodyear paratransit ridership with its annual local member agency intergovernmental agreement. At the end of the fiscal year, Valley Metro performs a reconciliation and provides either an invoice or a refund to the city based on actual ridership in comparison to the estimated ridership. After accounting for regional transportation sales tax revenues (Proposition 400/479) and federal grant funding, the city's estimated FY2026 costs to provide DAR service is \$60,331, while its costs to provide RideChoice service is \$321,028.
- **Microtransit / WeRide:** WeRide service is funded by the city general fund revenues and revenues from the city's digital marquees. There are currently no external revenue sources available to support microtransit service. In the first two years of WeRide operations, the city was able to take advantage of Federal Transit Administration grant funding to offset the city's costs. The city is currently in the fourth year of a five-year contract with TransDev for the operation of WeRide service. Goodyear and Avondale staff are discussing a potential future contractual arrangement with Valley Metro that

could result in reduced WeRide operational costs following the conclusion of the current TransDev contract in June 2027. The City's estimated FY2026 WeRide cost is \$1,614,340, and the estimated FY2027 cost is \$1,644,522.

- Facilities and Assets: The ongoing maintenance costs for the park-and-ride facility include janitorial services, landscape maintenance services, and utilities costs. The annual operating and maintenance costs for the park-and-ride are paid for with the city general fund revenue and Arizona Lottery funds.

STAFF ANALYSIS

The WeRIDE zone was selected based on multiple criteria, including demographics (population density, age distribution, income levels), travel patterns (trip generators like schools, healthcare, employment hubs, retail) and geographic barriers (physical separation from activity centers). Activity centers such as shopping centers and grocery stores generate relatively consistent demand for transit.

Feedback from the passengers currently using WeRIDE continues to indicate high satisfaction with the service. Out of 166 responses to an October 2024 survey, the top two reasons passengers use WeRIDE is to get to work and shopping. Over 53% of the respondents stated the main reason they use WeRIDE is they do not own a personal vehicle or have limited access to a personal vehicle and 84% stated that without WeRIDE, they would have to use a private rideshare service (i.e. Uber, Lyft, taxi).

As we near the end of the five-year WeRIDE contract, staff will be working with Avondale and Valley Metro to consider opportunities to transition the service. Valley Metro's RideChoice service bears a very close resemblance microtransit service; both services are on-demand, require routing technology, feature smaller vehicles that are ADA accessible, and require a higher level of interaction between the customer and the driver. Staff in Goodyear and Avondale will be working with a Valley Metro consultant to explore whether WeRIDE can be transitioned over to Valley Metro at the end of the city's contract (FY27) at a lower cost. Staff expects to know more about this opportunity by Spring 2026. Until we have more information on whether and how Valley Metro can operate WeRIDE in the west valley, we will work to refine potential expansion scenarios that have the highest probability of success similar to the current zone.

Attachments

Attachment A - FY2025 Transit Ridership Information

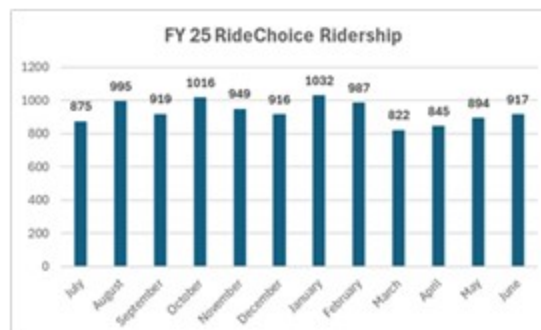
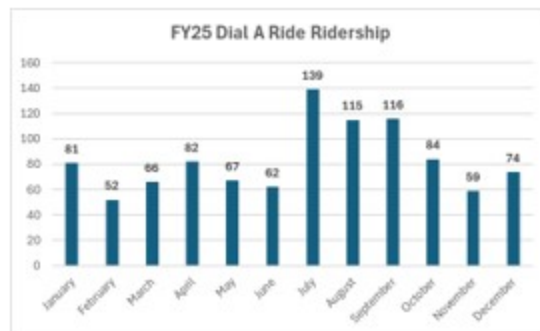
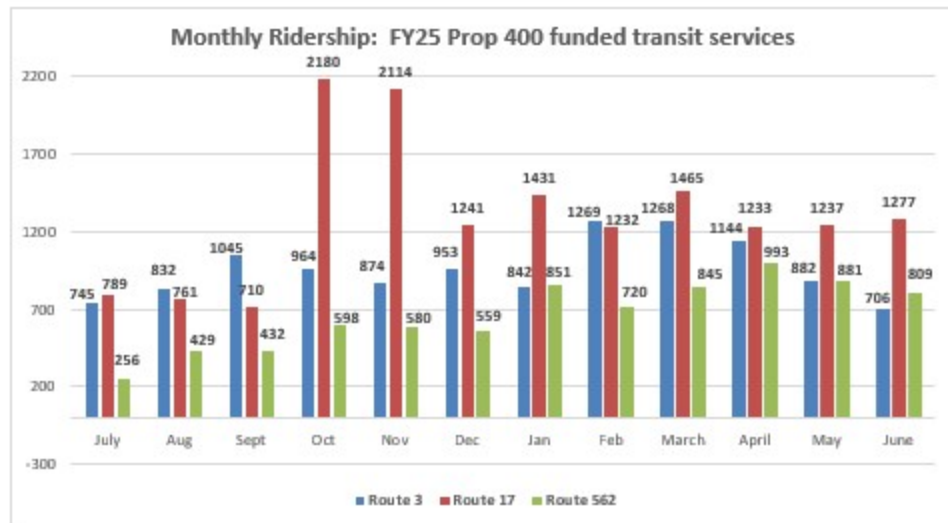
Attachment B - Map of Goodyear DAR Service Area

Attachment C - Map of Goodyear WeRide Service Area

Staff Presentation

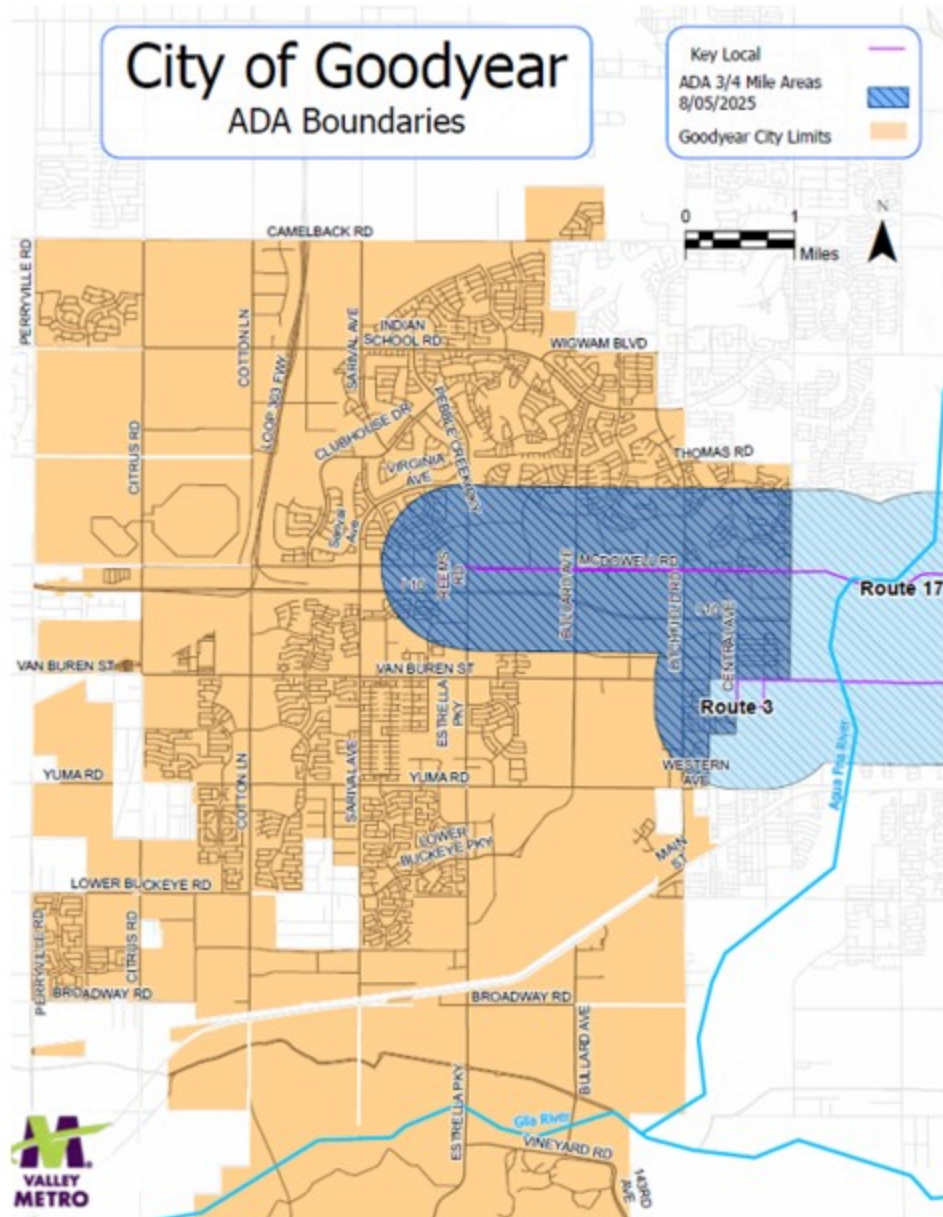
ATTACHMENT A

Transit Ridership – FY2025



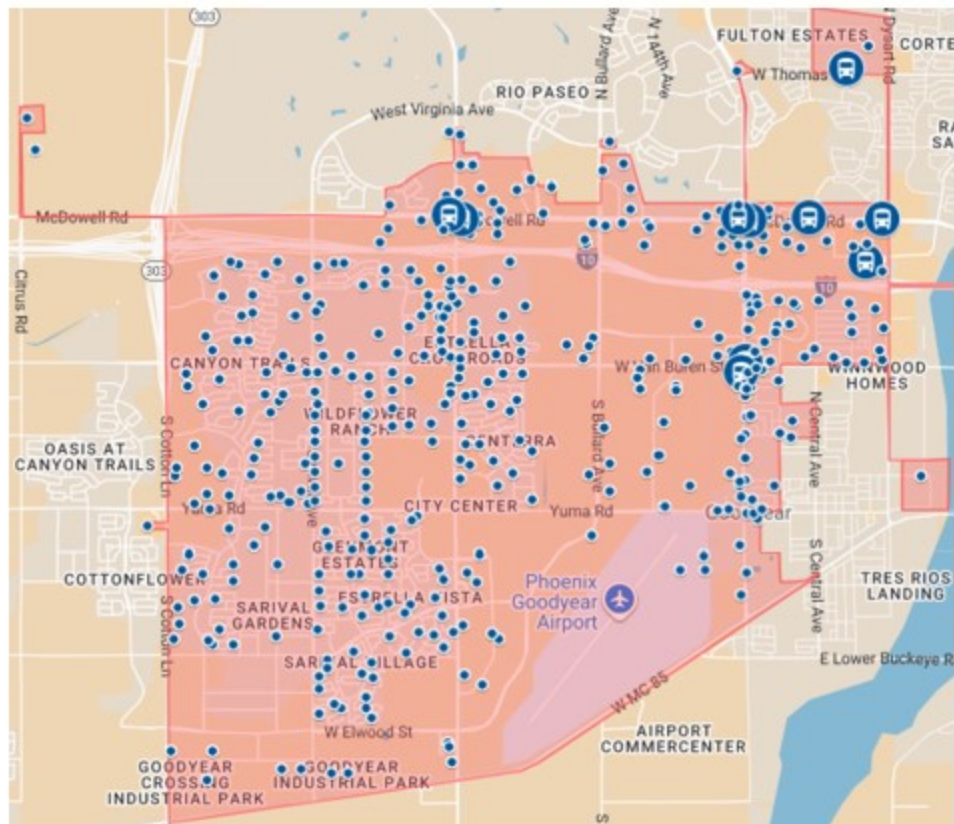
ATTACHMENT B

Dial A Ride Service Area:



ATTACHMENT C

WeRIDE Service Area:





FY2026 Strategic Plan Update

Public Transit – Funding & Service Levels



FY2026 Strategic Plan Update Public Transit – Funding & Service Levels

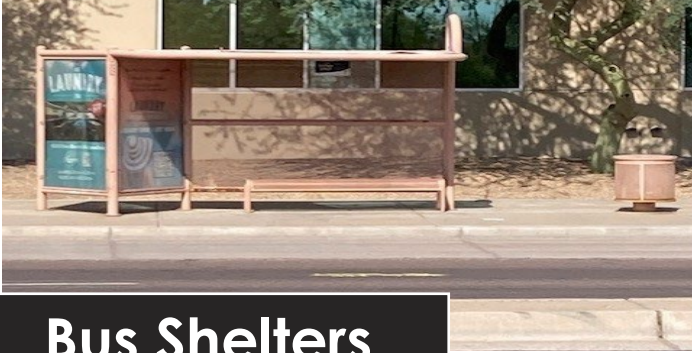


Transit services

Funding

WeRIDE

Transit Services – Facilities



Bus Shelters



Digital Marquee

**Revenue
Generators**



Park-and-Ride

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



Transit Services – Fixed Route

Route 3

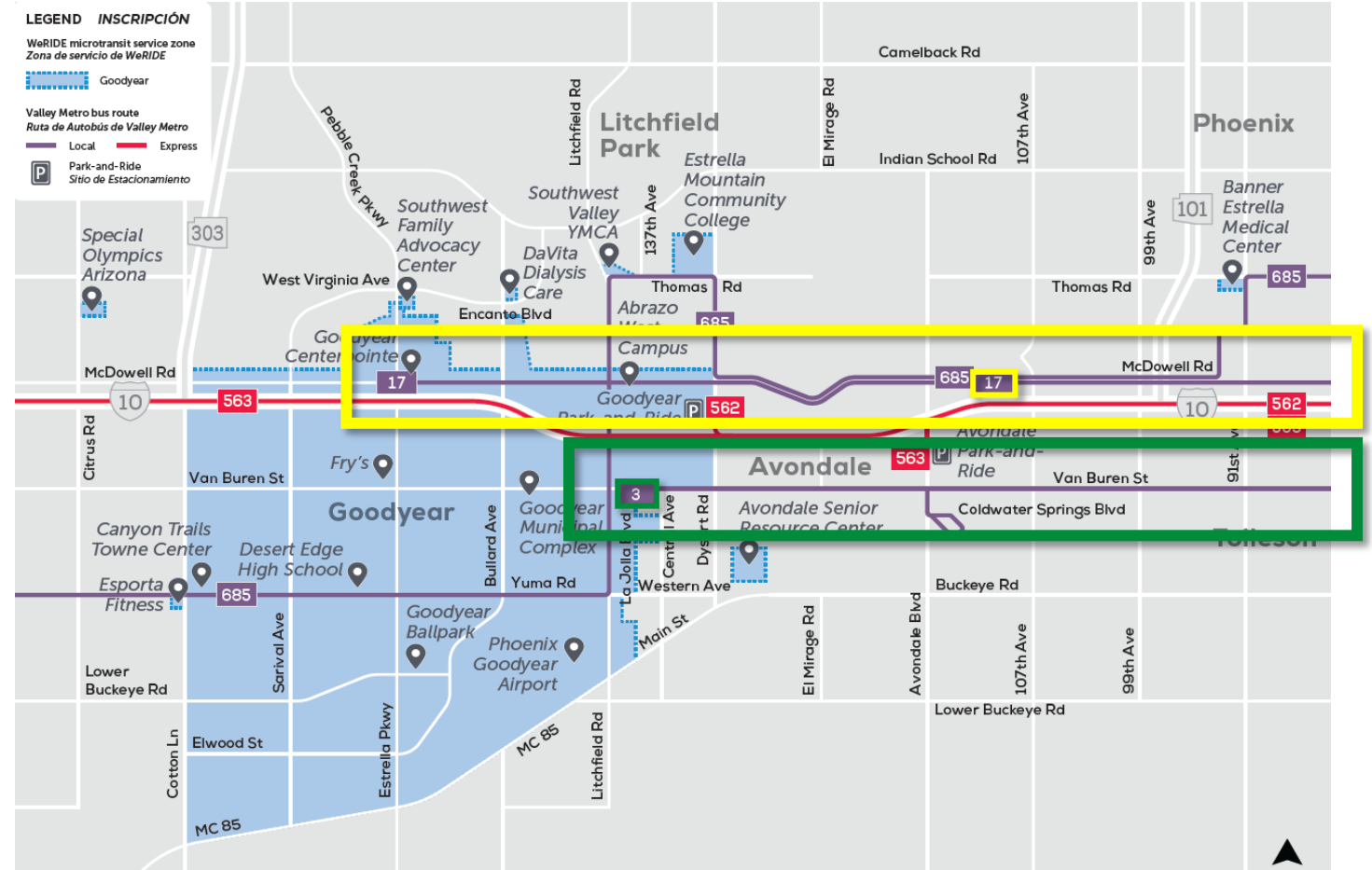
Van Buren
Mon - Sat

4th Street/La
Canada –
Phoenix Zoo

Route 17

McDowell Road
Mon - Sat

PebbleCreek
Pkwy - Pima
Rd.

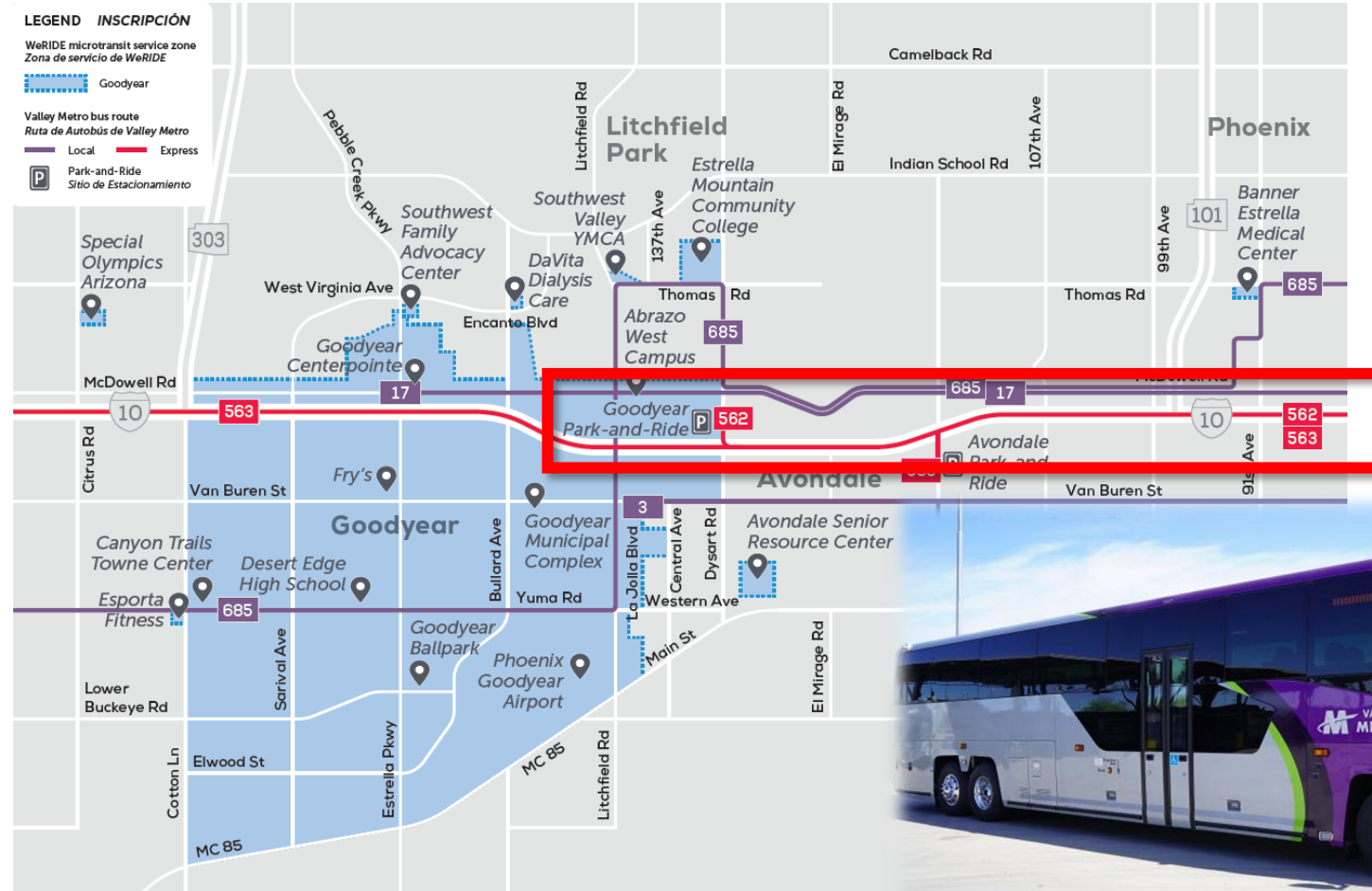


Transit Services – Express Bus

Route 562

**Goodyear
Park & Ride
Mon - Fri**

**17th Ave &
Jefferson St.**

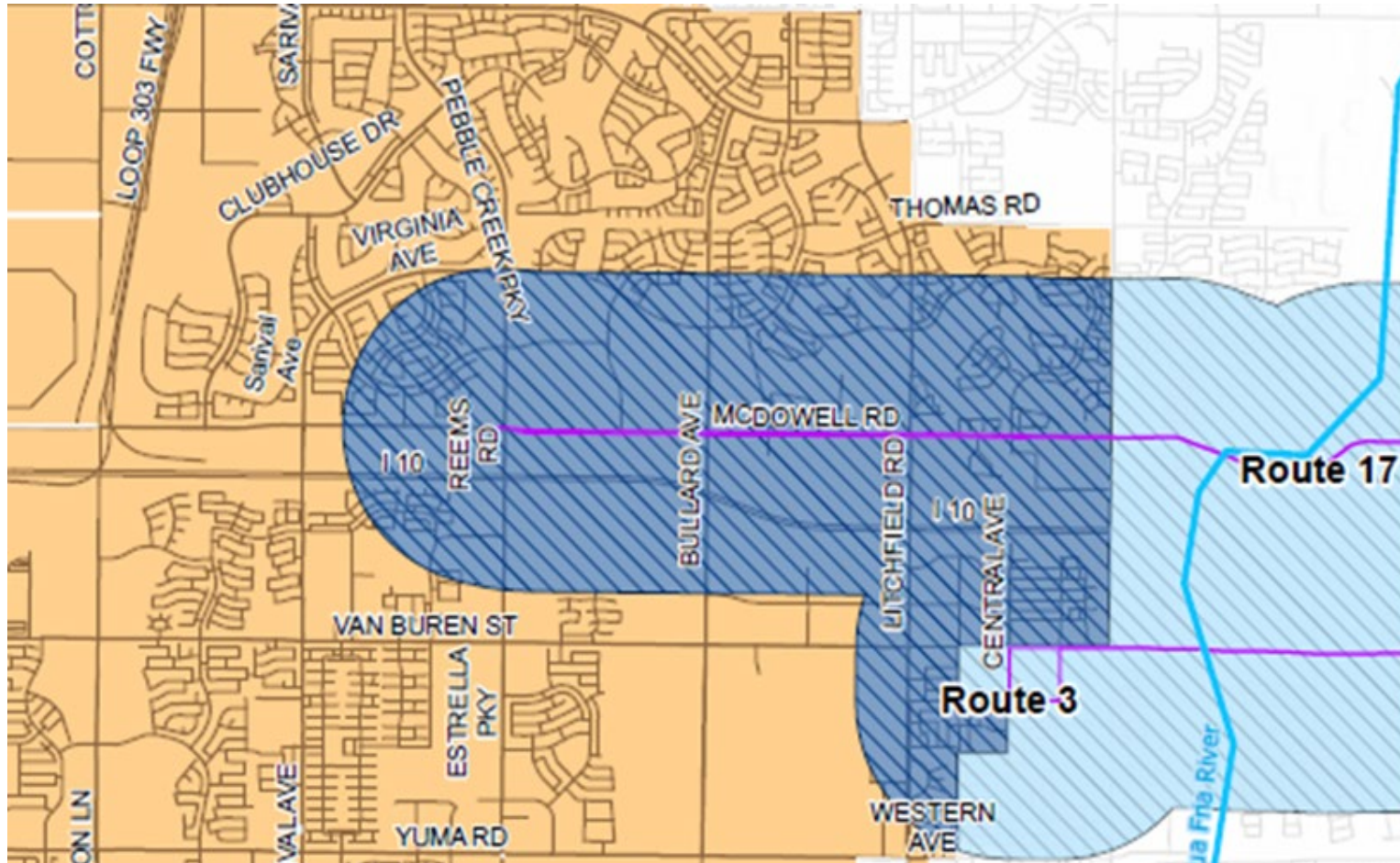


Transit Services – Paratransit

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)?

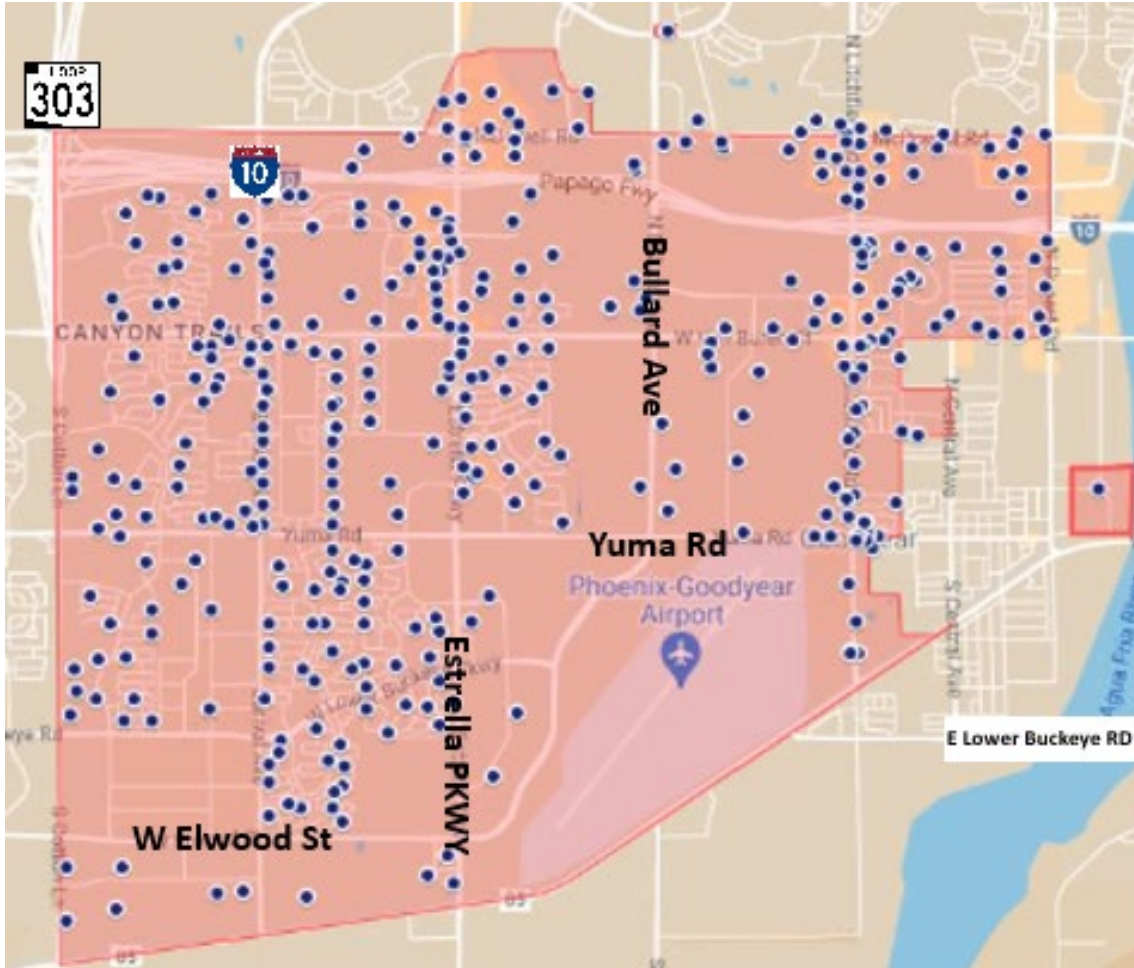
On-Demand, shared ride, app-based

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

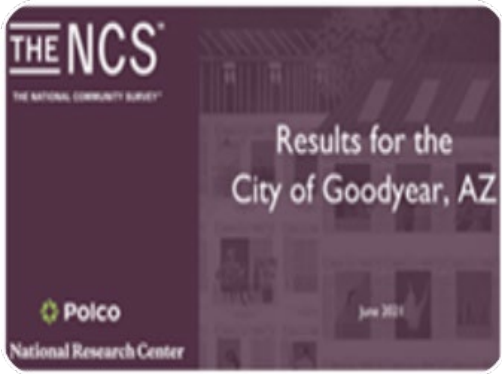
Arizona Lottery

- Park & Ride





WeRIDE History



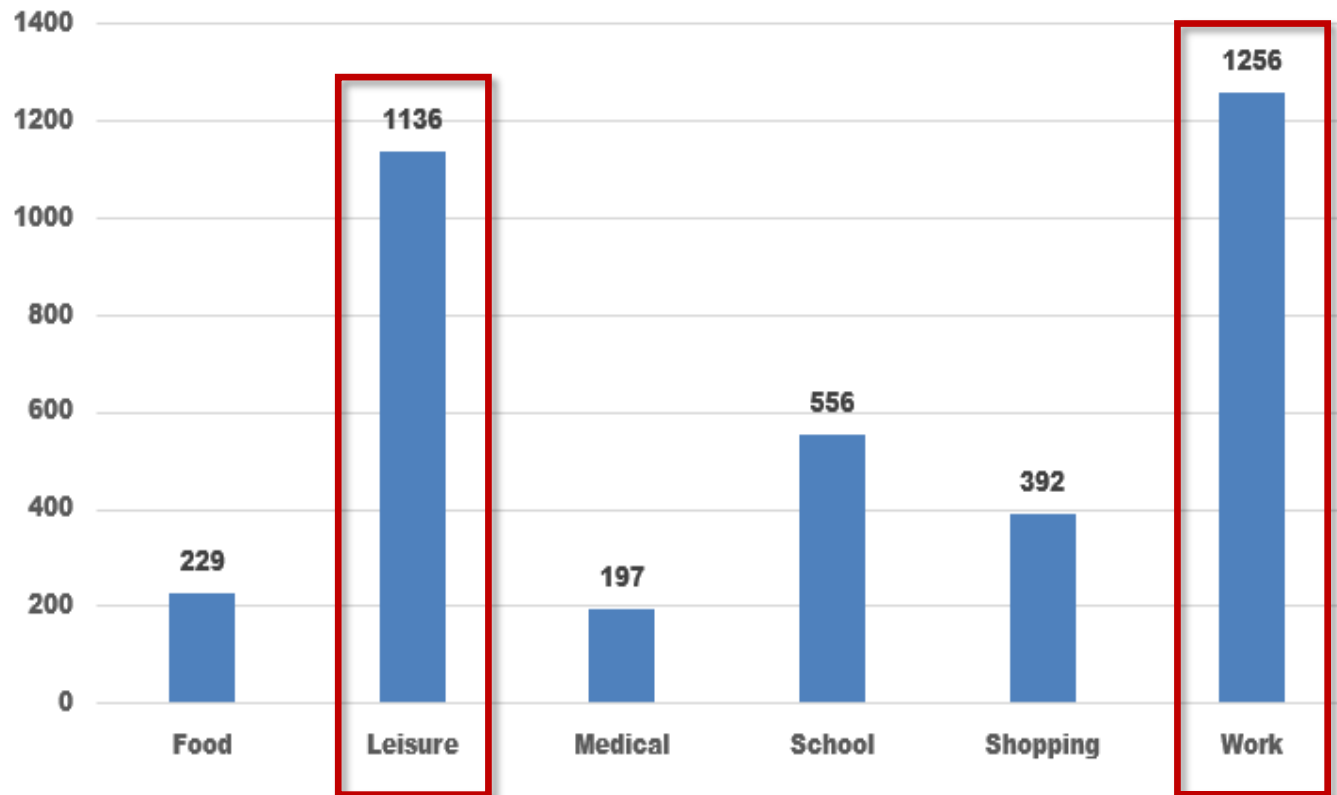
- **Transit Enhancements rated “essential” or “very important.”**
- **Transit demand exists**
- **Vulnerable residents need options that support:**
 - ✓ **Getting to and from work**
 - ✓ **Stops for childcare**
 - ✓ **Basic retail needs**



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

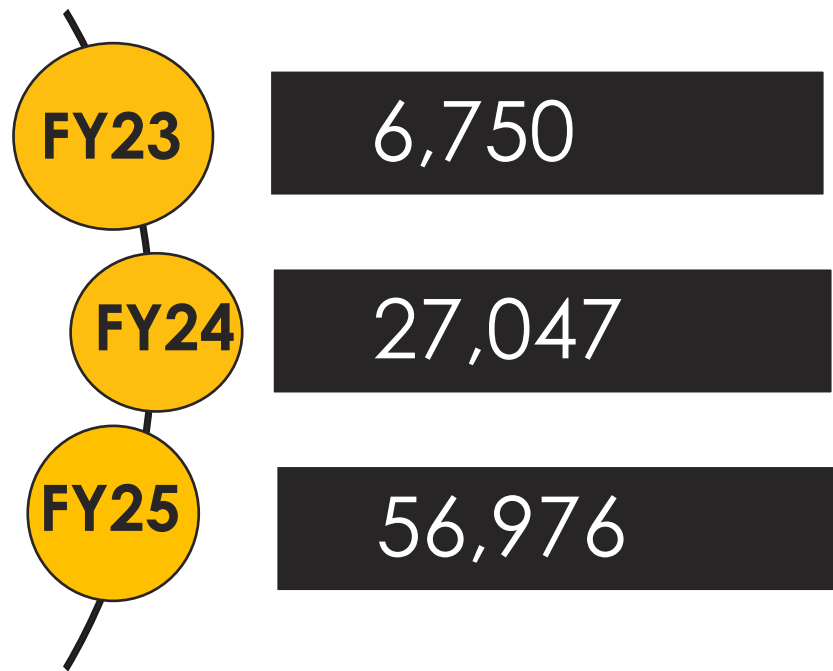


Mobility + On-Demand = WeRIDE

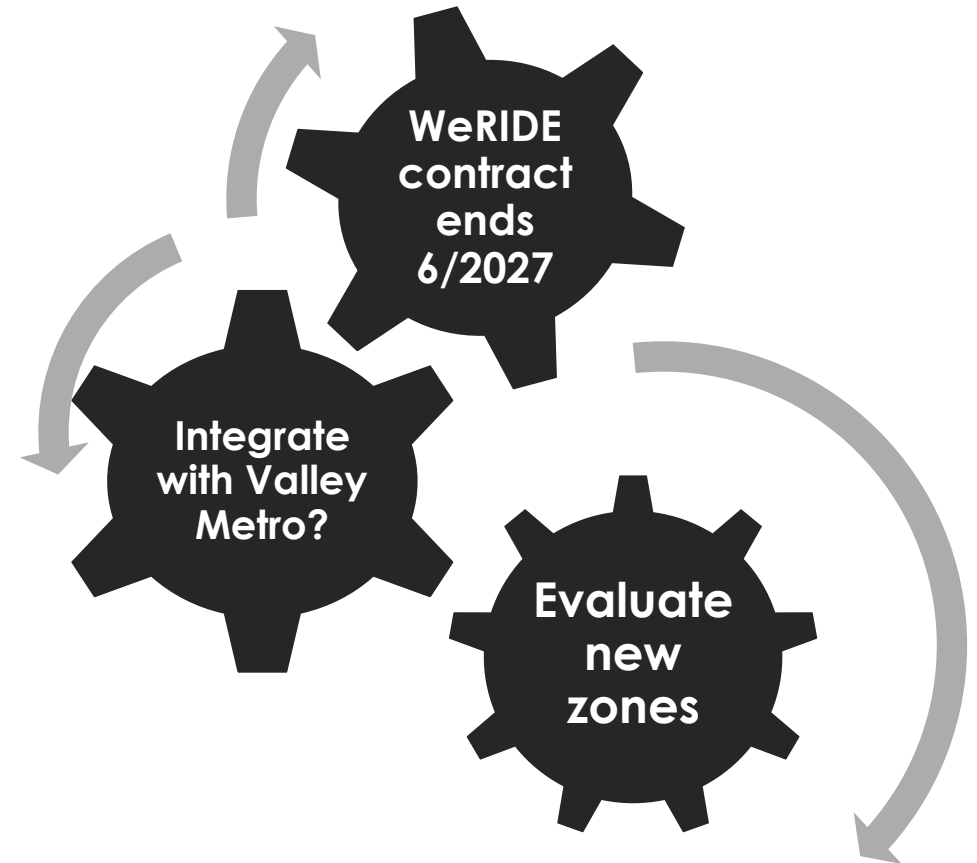
Top Locations FY25

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





FY2026 Strategic Plan Update

Public Transit – Funding & Service Levels