



**A TALE OF FIVE  
CITIES**

# Introducing:

## Avondale/Goodyear “WeRIDE”

- **Matthew Dudley**, Transit Manager
- **Christine McMurdy**,  
Proj. Mgt. Coordinator



## Chandler “Chandler Flex”

- **Sasha Pachito**  
Transportation Planning Coordinator



## Lake Havasu City “DIRECT”

- **Patrick Cipres**, Transit Div. Manager
- **Jeanette Buckley**, Transit Specialist



## Prescott Valley “YAV”

- **Pedro Rodriguez**  
Transit Division Manager



# AVONDALE & GOODYEAR

- AVN/GDY UZA (5307)
- COVID 19

**WHAT NOW?**

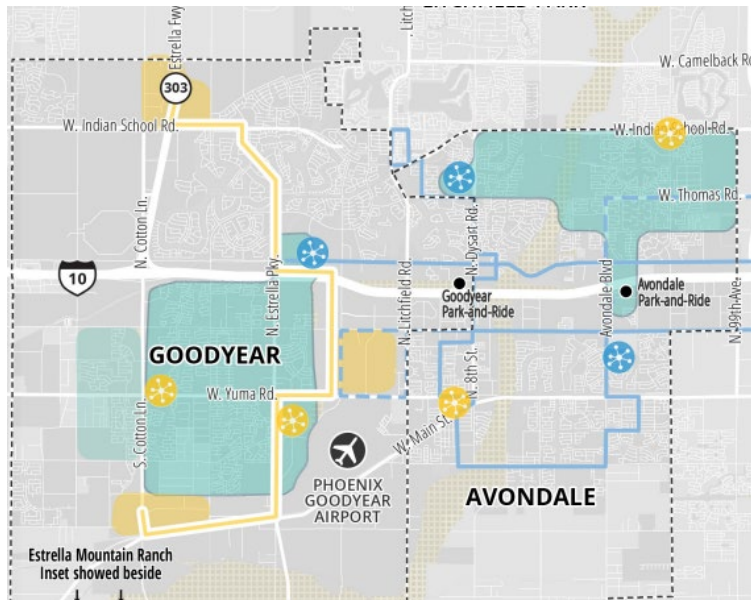
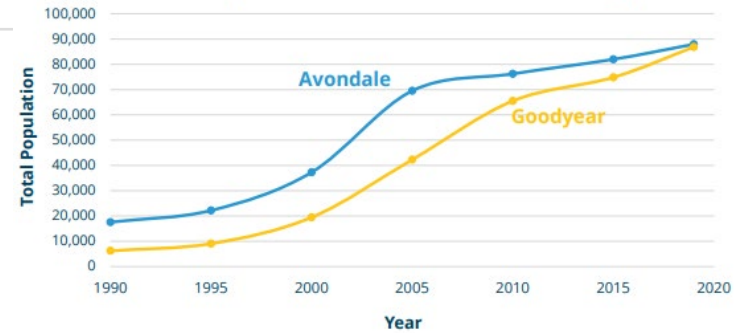
**STUDY!**

- MAG - AVN/GDY TRANSIT STUDY
- ZOOM RIDERSHIP

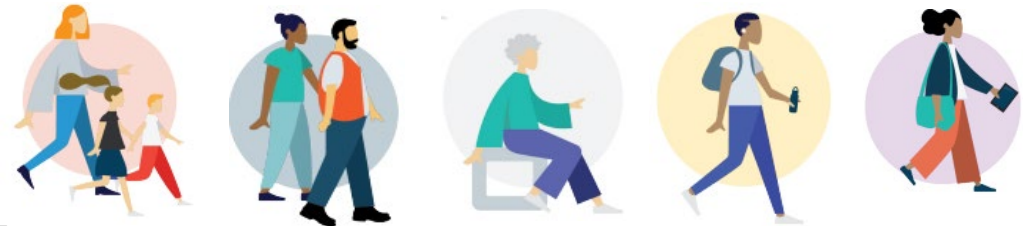
- MICROTRANSIT PILOT
- PARTNERSHIP

**Move ZOOM South**

Historical Population Growth in Avondale and Goodyear



- Once sparsely populated farming communities, Avondale and Goodyear have transformed into largely residential communities with an increased mix of land uses.
- Different demographics but **SAME NEED** – get residents to activity centers, employment and healthcare

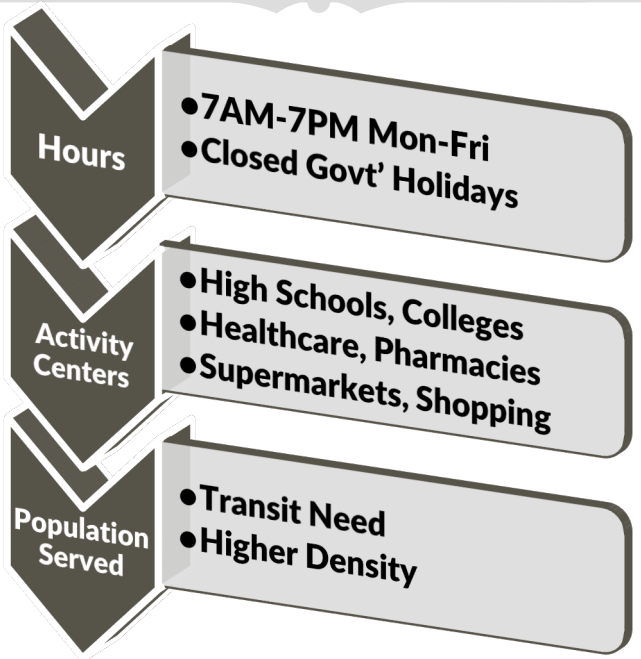
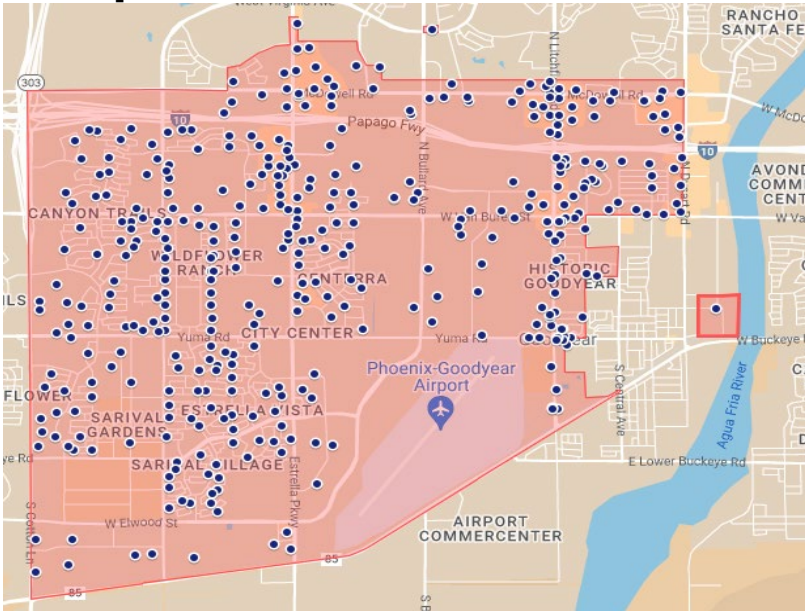




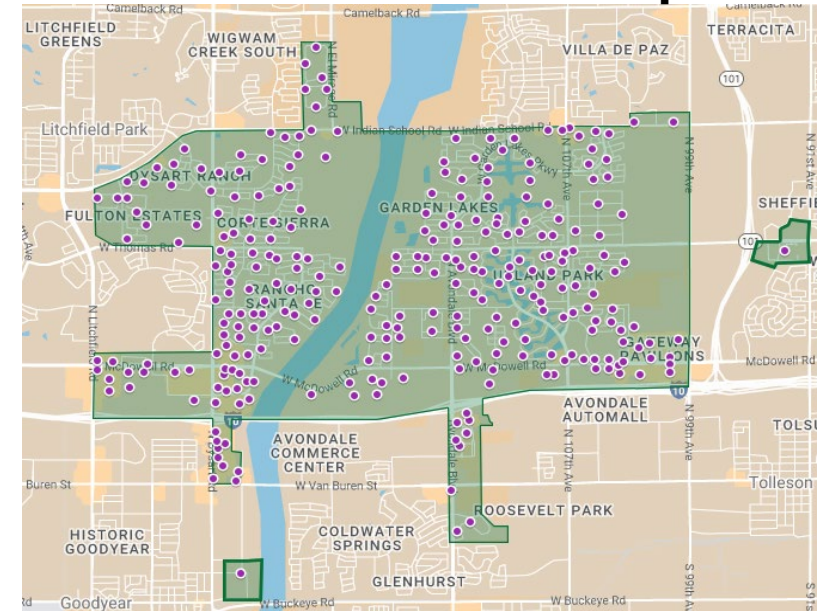
# The Build: Full Turnkey Solution

The three pillars of Microtransit = **Coverage** - Convenience - Cost

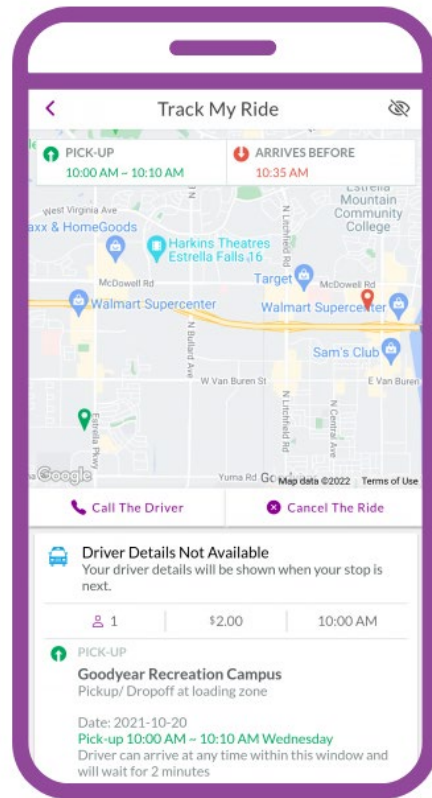
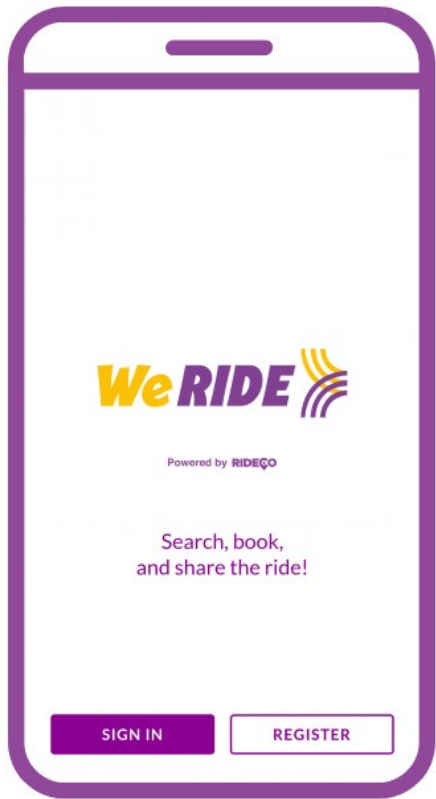
17 sq. Miles



14 sq. Miles



# The three pillars of Microtransit = Coverage – Convenience – Cost



**Pickup within 20 minutes of request**  
**Dropoff within 10 minutes of destination**



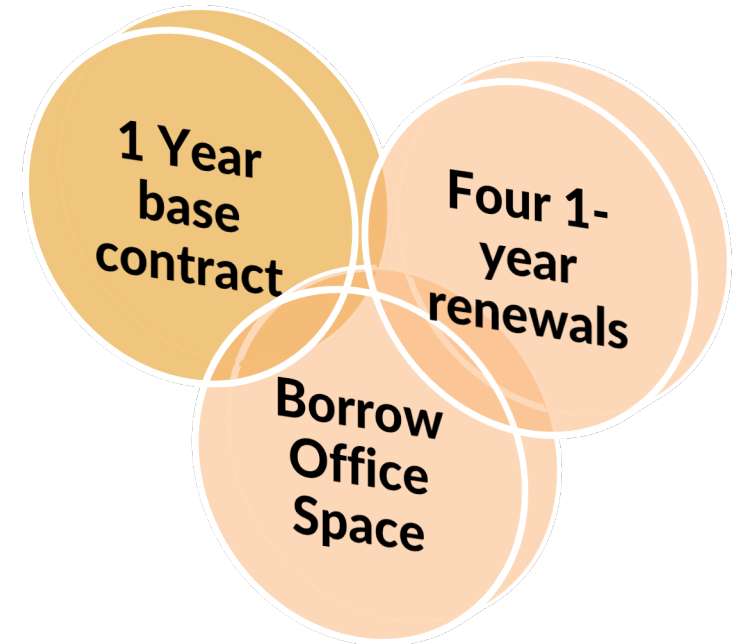
# The three pillars of Microtransit = Coverage – Convenience –

## Cost

<b>Avondale</b> <small>Aspiring. Achieving. Accelerating.</small>	<b>CITY OF AVONDALE PUBLIC WORKS</b>
<b>PW 22-039 Avondale-Goodyear Microtransit Services</b>	
<b>REQUEST FOR PROPOSALS</b>	
Avondale-Goodyear Microtransit Services PW 22-039 Addendum No. 1	
Date:	Monday, 4 April, 2022
Subject:	Addendum No. 1 to Solicitation No. PW 22-039
Submittal Deadline: Tuesday, April 19, 2022, 5:00 PM (local time, Avondale, Arizona)	

	<b>FIRST COOPERATIVE PURCHASING AGREEMENT BETWEEN CITY OF GOODYEAR AND FIRST TRANSIT CON-23-0046-</b>	Office of Procurement 1900 N. Civic Square Goodyear, Arizona 85395 Phone: (623) 882-7893
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**Per Zone:  
\$500K UZA  
5307  
+  
\$500K Local  
Match  
+  
Local \$ for  
marketing**



**Avondale  
&  
Goodyear**

- **2 non-WAV + 1 WAV  
+ 1 spare per Zone**



**Voyagers/Pacificas**

**11/14/22 – 3/28/22:  
Cost per ride Avondale – \$52.47  
Cost per ride Goodyear – \$108.97  
  
Combined - \$70.21**





# Key Performance Indicators

## Total Passengers Completed

- Avondale - 4,910
- Goodyear - 2,749

## % Drop off/Pickup On Time

- Avondale - DO / 97%, PU / 96%
- Goodyear - DO/ 96%, PU/ 97%

## % Shared Rides

- Avondale - 37%
- Goodyear - 21%

## Avg. Ride Rating

- Avondale - 4.9
- Goodyear - 4.9

## TOP DESTINATIONS, BOTH CITIES:

- Both Civic Centers
- WalMart
- Avondale Resource Center
- Estrella Mountain C.C.
- Target
- Pharmacies & Supermarkets

## Top Passenger Types:

- #1 General
- #2 Senior/Veteran
- #3 Student

**WeRIDE** City of Goodyear Microtransit

WeRIDE is a new app-based, shared ride service in Goodyear.

**Step 1: Download the App**

- Scan the QR Code to download the app
- Available on the App Store and Google Play
- Or call 623-777-4330

**Step 2: Book & Ride on the App**

- Choose the Goodyear Zone
- Select your pick-up and drop-off points
- Select either you want to ride, and how many people will be riding with you
- If you need more space for a bicycle, wheelchair or other large items, select the "Bike/Large" fare that meets your needs.

**Step 3: Payment**

- Pay in the app using a credit/debit card or with cash when you board. Exact change is required.

**Step 4: Get Ready**

- Your ride booking will notify a 30-minute window for pickup.
- Call to your pickup point. Please arrive before your scheduled pickup window begins.
- Your vehicle will wait for up to ten minutes.



**Treat them like a V.I.P.**

**Send a car to pick them up!**

They don't need to know it cost you \$2 or less!

Visit the website for service areas.

**Avondale**  
WeRIDEAZ.com | (623) 777-4330

Scan the QR code to learn more!

**GET 2 FREE**

Your first two rides are on us!

**OH YEAH**

**TRY IT TODAY!**

*Our Holiday Gift To You*

**FREE FARE**

NOW THROUGH DECEMBER 31ST

**WeRIDE**

Avondale Goodyear

**What is WeRIDE?**

**How much is the fare?**

**WeRIDE**

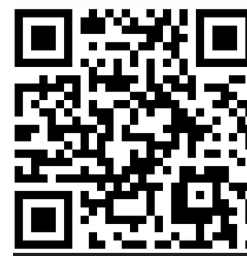
**How to ride WeRIDE**

**3 easy options to book your ride**

**Book a ride on the app**

**Service Area Map**

**WeRIDE Avondale**



# MARKETING

Microtransit is a new and unfamiliar service.

It presents challenges and takes time.

[www.WeRIDEAZ.com](http://www.WeRIDEAZ.com)



[About WeRIDE](#) [Service Zones](#) [How it works](#) [FAQ](#) [Language](#)

**City of Surprise WeRIDE service starts April 13, 2023**  
All fares in Surprise free through May 31, 2023



- Get a ride for \$2 or less
- Available Mon-Fri from 7am to 7pm
- Fast, safe and convenient for quick trips
- Small vehicles, up to 5 people
- Screened, safe and professional drivers
- Pay by credit card or cash when you board









**CHANDLER**  
arizona

# Chandler Flex

**Sasha Pachito, Transportation Planning Coordinator  
City of Chandler**





# What is Chandler Flex?

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Chandler Flex is the city's on-demand, public transportation service. A shared ride can be requested when you need it, using a mobile app or by calling in.





# Chandler Flex Origins

- Price Road Flexible Transit Study
  - Valley Metro
  - Moved forward with study recommendations to start a microtransit system within this study area.
- RFP
  - VIA was selected to provide a turnkey microtransit system for the City of Chandler
  - 2 year pilot program
- A for AZ Transportation Modernization Grant
  - Chandler received a \$2 Million grant

PROVIDING EXTENDED DAY TRANSPORTATION FOR STUDENTS  
**CITY OF CHANDLER**  
SERVING CHANDLER AREA DISTRICT AND CHARTER SCHOOLS

**SOMETHING YOU SHOULD KNOW**  
The City of Chandler (City) coordinates with Valley Metro to provide regional bus services that are utilized by K-12 students. However, there is no customized solution for students with needs not currently met by mass transit.

**PROBLEM TO SOLVE**  
Chandler schools offer many before-school and after-school activities such as clubs and athletics. Limited transportation options make these activities out-of-reach for many youth within Chandler city boundaries and can make it hard to get to class on time or home safely. Those students that do participate in these activities and rely on mass transit or school buses can miss windows and need alternative transportation. Students in the service area being proposed (generally south of Chandler Blvd. between Price Rd. and Arizona Ave) are at a further disadvantage because public transportation options are extremely limited compared to other parts of Chandler and the Phoenix metropolitan area.

**WHAT IS THE SOLUTION & WHY IS IT SO URGENT?**  
The City crafted a unique micro-transit solution so that individual kids stuck on campus at night or lacking family transportation to enrichment, tutoring, clubs and their school day can get there. A city van program will operate from 6 am to 9 pm and can be extended to individual or small groups of students in need of pick up or drop off to learn, get home, or participate in enrichment safely.

**Grant Award**  
**\$2,000,000**

**STUDENT DEMOGRAPHICS**

- Serving Chandler Unified School District students attending Chandler and Hamilton High schools, Bogle, ACP Oakland, ACP Erie Junior High Schools and students attending charter schools within the service area

**WHAT THEY HOPE TO ACHIEVE**  
The City hopes to learn from this two-year study how to better serve the needs of individual students through a micro-transit van program for students who face transportation barriers and who are often traveling early in the morning and late at night. The study will help them better understand potential needs for benches and shelters, and to determine if additional service is needed in a specific location. Trips by day and time of day will also be closely monitored to when and if additional or fewer vehicles are needed in service at a specific time. Following the two-year study and pilot period, the program can serve as a model to other transit systems.

**A UNIQUE MICRO-TRANSIT SOLUTION**



  **ARIZONA TRANSPORTATION MODERNIZATION GRANTS**

# Chandler Flex Origins

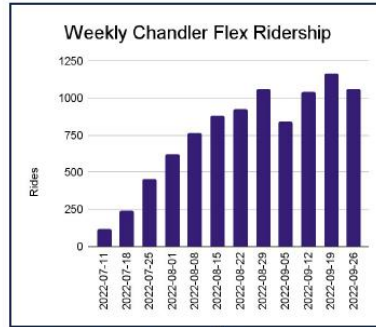
Chandler Flex has grown from an idea to a widely used service in under 9 months



Early Flex logos



Flex cookies from the ribbon cutting



Flex ridership quickly grew post-launch



# Service Details

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- Chandler Flex operates Monday – Friday.
  - Hours of operation: 5:30 am – 9 pm.
- Fleet: 7 Chrysler Pacifica Plug-in Hybrid vans
  - 3 are wheelchair accessible.
- Fare:
  - Single ride – \$2
  - Extra passenger – \$1
  - Middle and High school students (13-18 yrs. old with valid ID) – FREE
  - Seniors (65+) and WAV riders – \$1
- Rides can be booked with app or by calling in.





# Service Details

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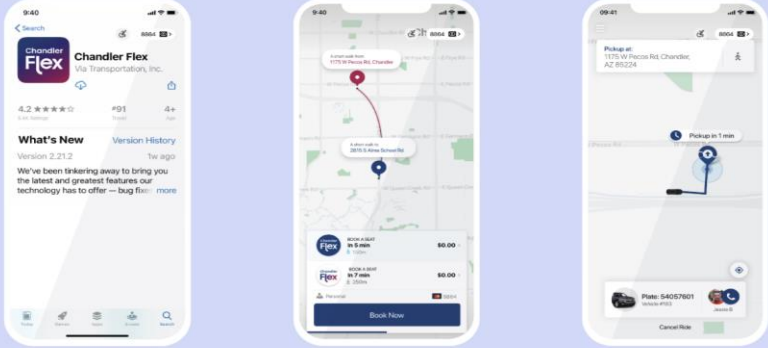
- Age Policy:
  - Riders must be 13 or older.
  - Under 13, a parent must accompany rider.
  - 13-17 must have parental consent.
- Service Area:
  - Points of Interest are indicated and be chosen on the app.
- Current bus stops serve as Flex Stop.
  - Included Flex posters at advertising kiosks.




# How to Ride

1. Download App.
2. Create an Account – this is where users can indicate if they are a student, 65+, or paratransit user.
3. Book a ride – there are prepopulated points of interest or users can input a specific pick-up and drop-off address.
4. Once a driver is assigned to your ride, you will be able to see your vehicle.
5. Meet your driver and you are off on your ride!

How to ride Chandler Flex  
3 easy steps to get on board in no time.



**1. Create an account**  
Download the **Chandler Flex** app from your preferred app store and follow the simple sign-up steps.



**2. Book a ride**  
Enter your pickup and dropoff address. Choose the ride that works for you by tapping **Book This Ride**.

*\*Tap the accessibility icon in your profile to be able to request wheelchair vehicles.*

**3. Meet your driver**  
Check out the app to find out exactly where to meet the vehicle. It **may be a short walk** from where you are, but it makes the journey faster.

# Key Performance Indicators



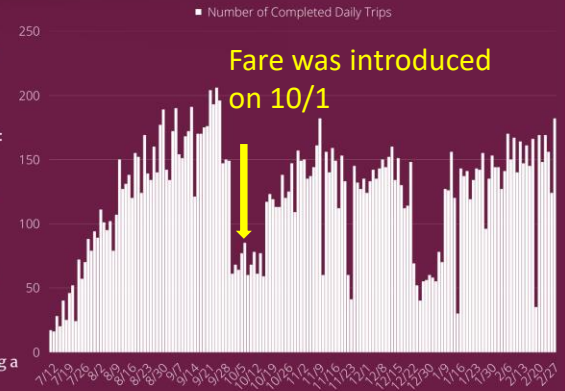
## Chandler Flex July - February 2023

In the first eight months of service, Chandler Flex saw consistent rider growth and was able to meet 91% of demand.

Popular destinations include:

- Hamilton High School
- Chandler High School
- Chandler Fashion Center
- Microchip
- Intel
- Walmart
- Snedigar & Tumbleweed Parks
- Grocery Stores

Chandler Flex began charging a fare on October 1, 2022.



**19,158**

Completed rides since July



**1,555**

Unique riders



**47%**

Trips either begin or end at a school



**4.8**

Average user rating



**413**

Wheelchair Accessible rides were taken



**15.1**

15.1 minute average wait time from when ride is booked until picked up



**0.06**

Users had to walk 0.06 miles on average to pick up location



**44.3%**

44.3% of all rides were shared rides



**2.5**

The average ride was 2.5 miles



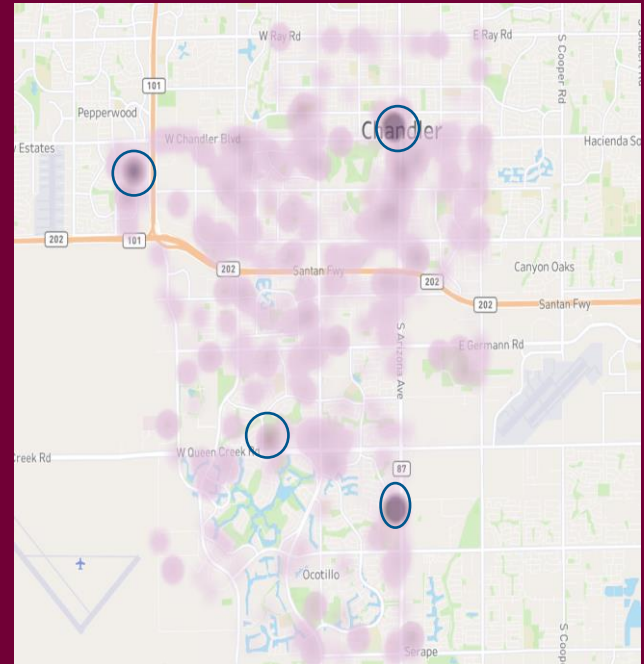
# Popular Chandler Flex Destinations

Chandler and Hamilton High Schools are the most popular destination.

Other high frequency destinations include:

- Microchip
- Wells Fargo
- Walmart
- Tumbleweed Park
- Local Grocery Stores

## Demand Based on Destination:



A scenic sunset over a park with palm trees and a lake. The sky is filled with vibrant orange, red, and blue clouds, reflecting in the calm water of a lake in the foreground. A gazebo is visible on the shore.

# Public Feedback

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VIA conducted a survey of riders in late 2022

- 58 total respondents
- 97% would be “somewhat” or “very disappointed” without Flex
- 81% ride for affordability or convenience
- 43% say expanding the zone is the best way to improve service
- 1/4 riders mention school transit as their primary use

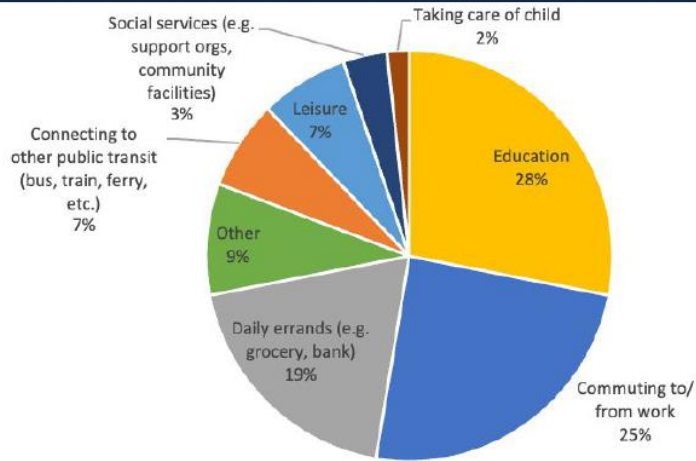
“I am old, do not drive, and [it’s] hard to find ride. I thank Chandler City for such facility. It is very useful to [a] person like me.”

“I need it to get home when I have practice. My parents work so I don’t always have a way to get home.”

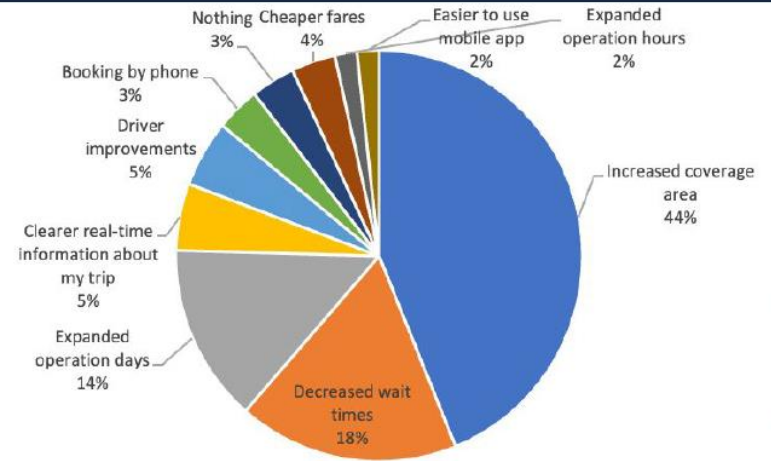
# Survey Results

## Chandler residents overwhelmingly appreciate the Flex service

### What is your most frequent use for this service?



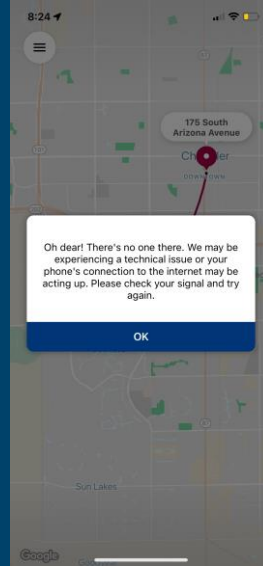
### What would you like to see improved about Flex?





# Issues

- Drivers
- App Issues
- Customer Service
- Demand



# What's Next for Chandler Flex

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July 2023 will mark 1 year into the Pilot Program.

- Expansion?
- New service zone?
- Funding?





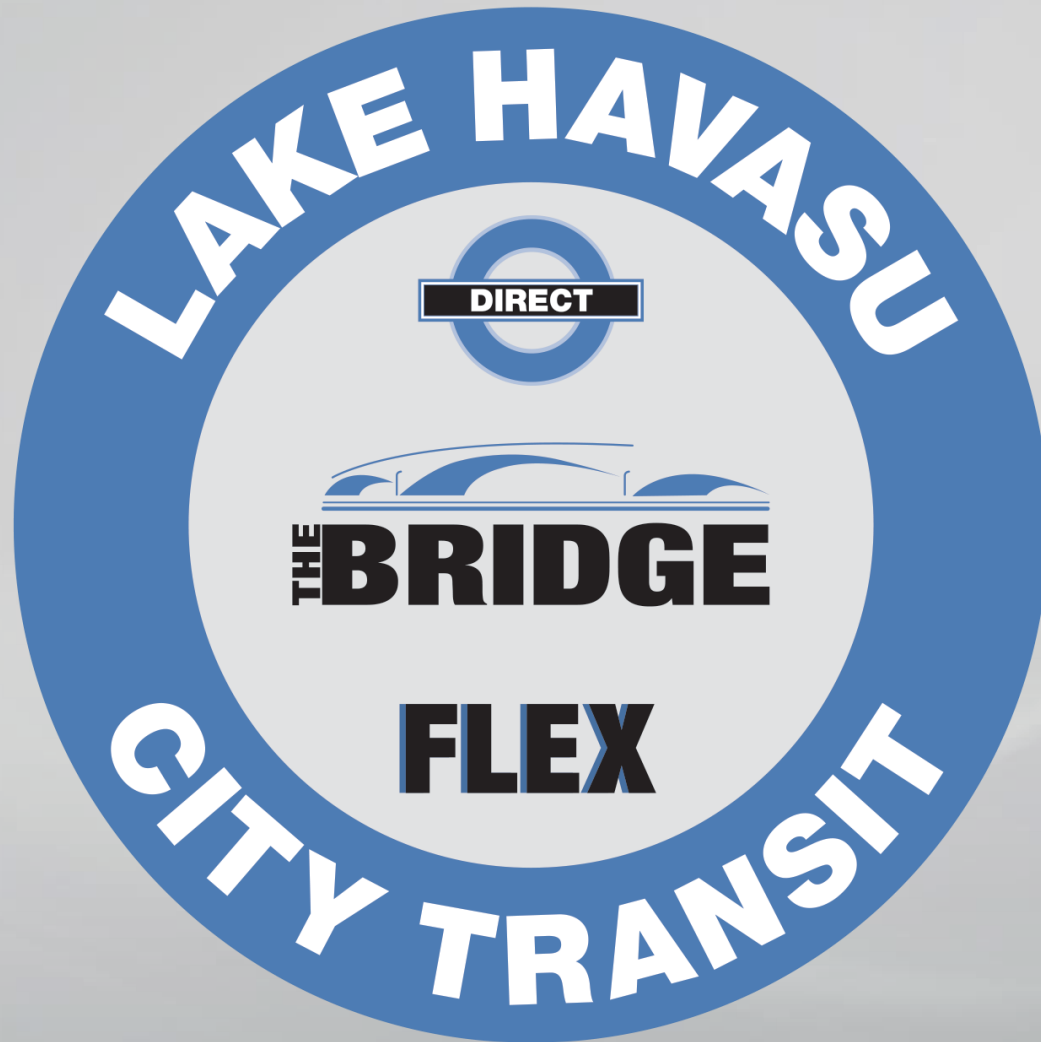
# Thank you!

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Questions?



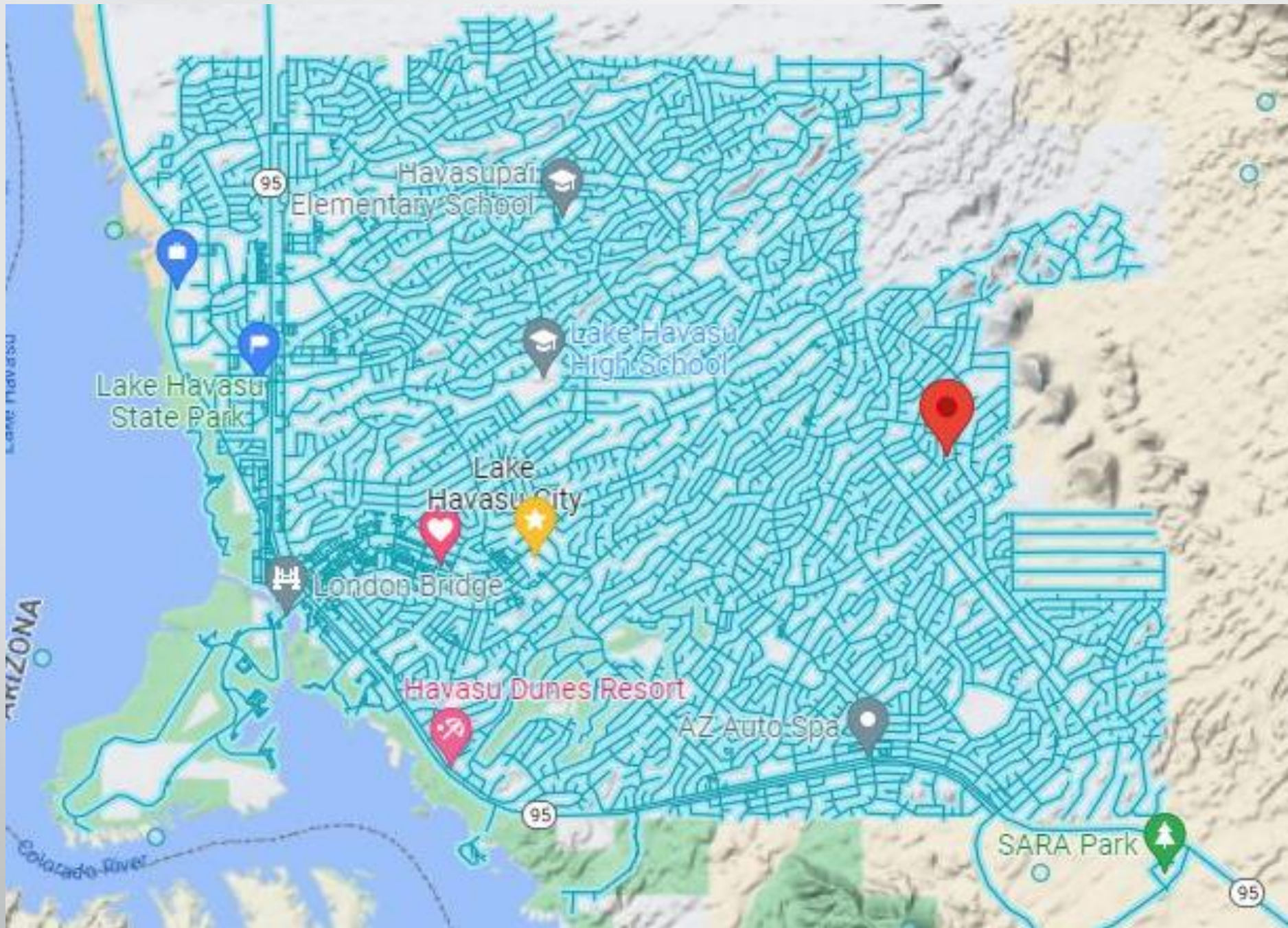


## LAKE HAVASU CITY TRANSIT History

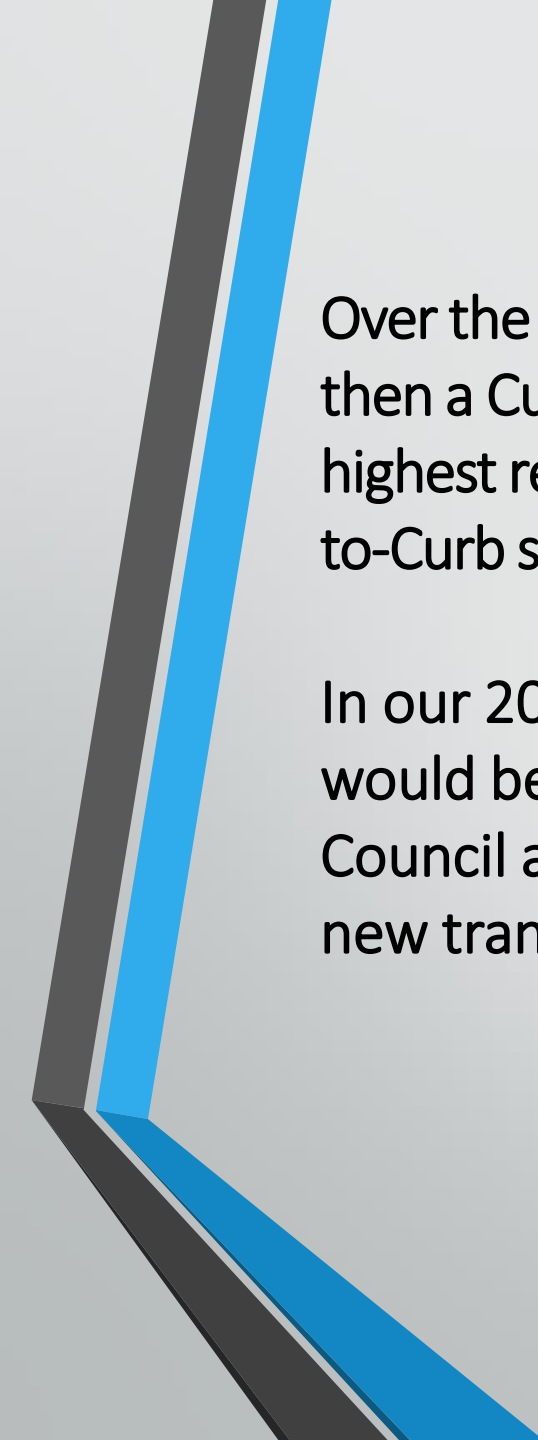
Lake Havasu City was established by Robert McCulloch in 1963 and the City was incorporated in 1978. When the City was being planned out the vision of Mr. McCulloch was to build Lake Havasu City into a resort destination. C.V. Wood who designed Disneyland, was hired by Robert McCulloch to lay out Lake Havasu's unique road system.

The City is built on a grade all leading down hill to the lake area. Most streets are narrow and curved with numerous cul-de-sacs and dead ends throughout. The overall topography of the City is made up of various sized hills making it difficult for walking to and from bus stops, especially during the hotter months.

The question: We have a verified ridership base, we knew that a demand responsive system worked, we knew that technology solutions for transit were on the rise.







Over the years the City has provided subsidized public transit, first with Dial-A-Ride then a Curb-to-Curb service and eventually a fixed route. During these years, the highest recorded annual ridership of 140K rides came from the Dial-A-Ride / Curb-to-Curb service not the fixed route.

In our 2019 Transit Implementation Plan it was determined that Microtransit would be the best fit for Lake Havasu City. January 2020 the Lake Havasu City Council approved the Transit Implementation Plan. We started implementing a new transit system in July 2020.

# Technology

- In 2020 we put an RFP out for a technology solution for our fixed route, paratransit and Microtransit service. We chose Routematch as a one stop solution. Upon signing our contract with Routematch they were acquired by Uber Transit in the same month. At that time, we were offered to use Uber Transit as our Microtransit technology.

## Microtransit (Direct) Service

- “Direct” service started September 13, 2021.
- Direct will be the foundation of the public transit system offering affordable fares and coverage through three zones within the City limits. “Direct” will replace the need for multiple fixed routes and bus stops throughout the City.
- Fare: \$3.00 per rider within the same zone only. From zone to zone is \$5.00

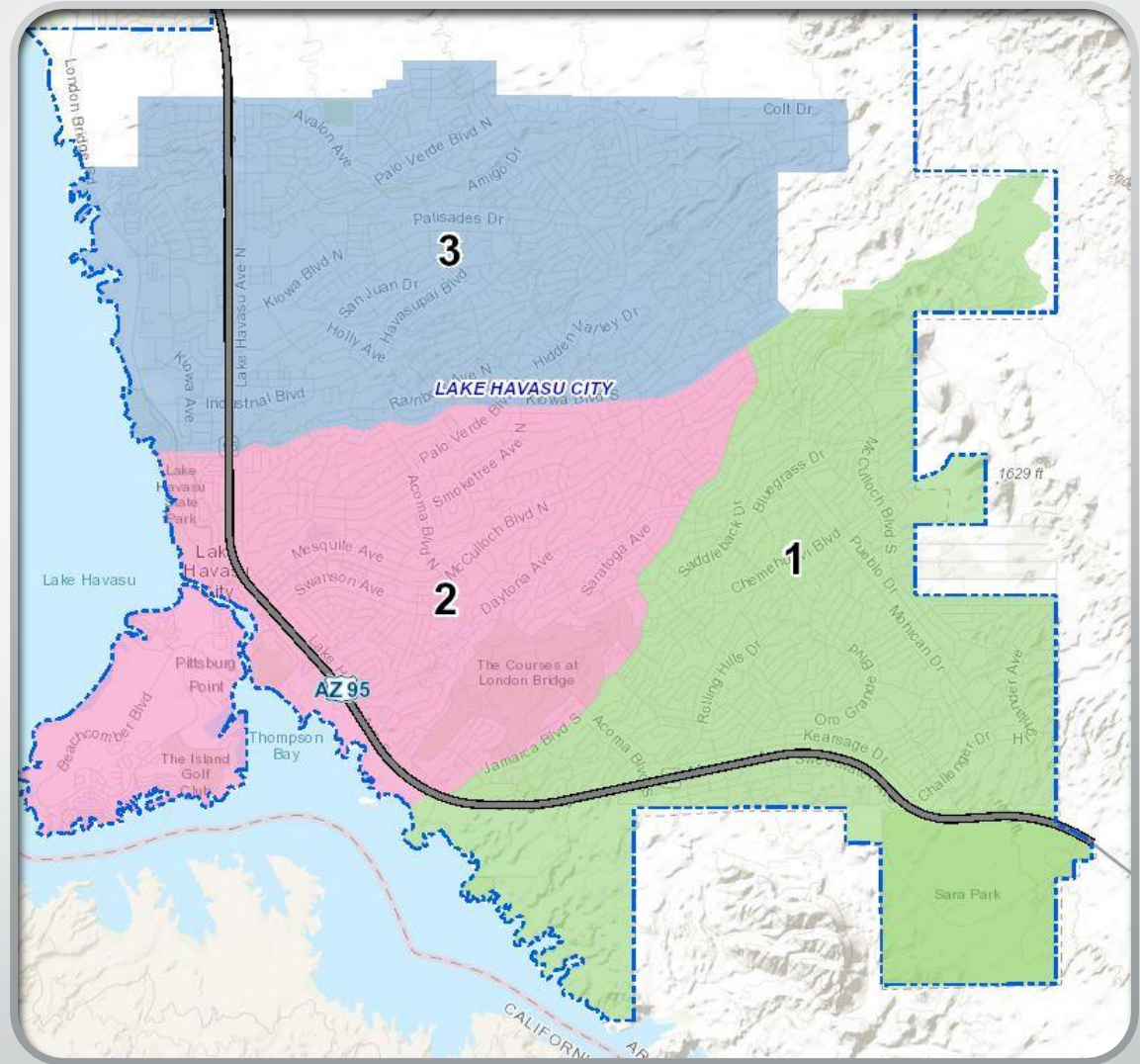


# Direct Service Vehicles

Direct vehicles consist of  
Dodge Caravans, and  
Dodge Promasters



# Direct Zone Map



### Transit Service Trips FY21-FY22

Direct started partial days 9-13-2021 went full days in November 2021.

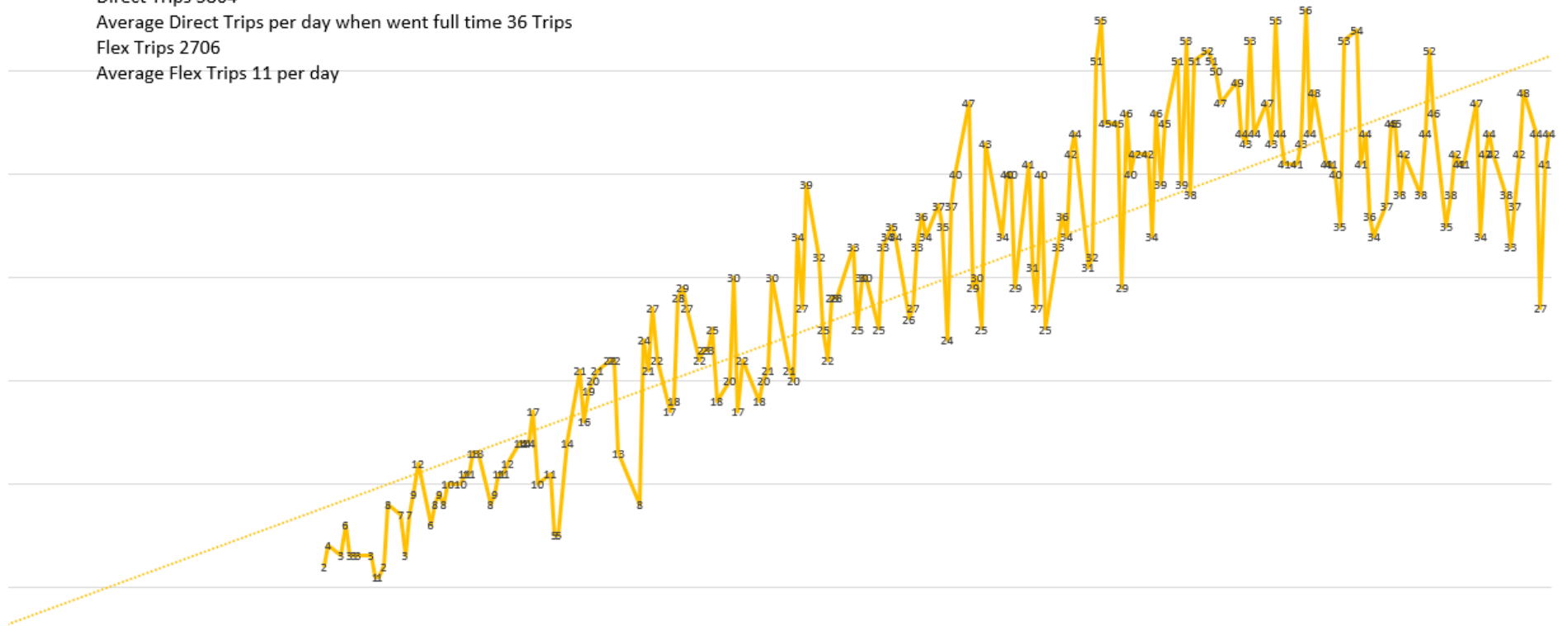
This data reflects 196 days of Direct service

Direct Trips 5864

Average Direct Trips per day when went full time 36 Trips

Flex Trips 2706

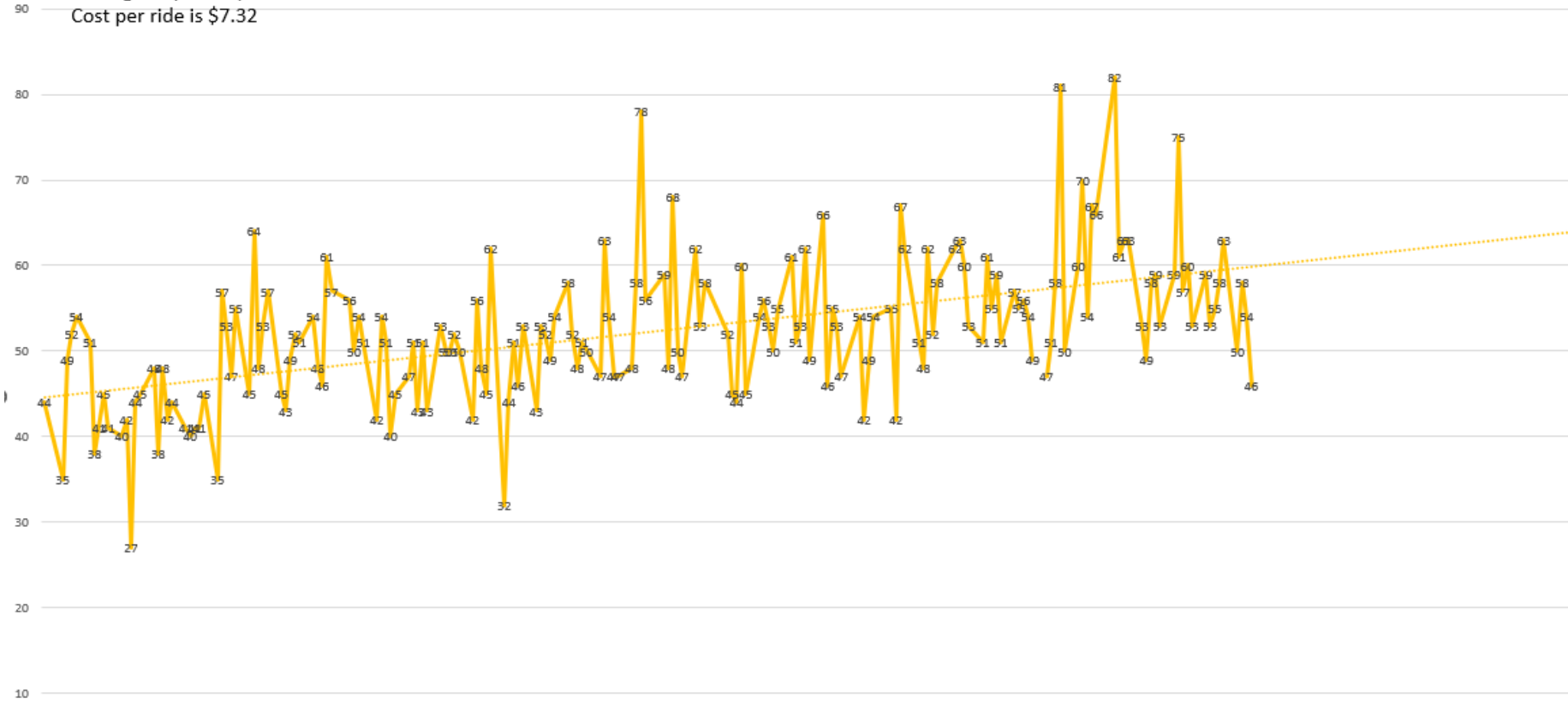
Average Flex Trips 11 per day






### Transit Service Trips FY22-FY23

As of March 23, 2023 this reflects 183 service days  
Direct Trips 9445  
Average Day 51 Trips  
Cost per ride is \$7.32



## Additional Public Transit Planning

- In the next few years, the Transit Department is seeking to construct a centralized public transit hub. This hub is where all transit vehicles will converge throughout the day and where all the fixed routes will start and stop.
- The initial design phase will begin with the search for a consultant using an RFQ process in fiscal years 2023/2024.



## PUBLIC TRANSPORTATION

FIXED ROUTES-MICROTRANSIT-PARATRANSIT

The vision of Lake Havasu City Public Transit is to ultimately meet these goals over the next 12-24 months.

All three of our public transit services will deliver within Lake Havasu City:

Unplanned and flexible travel.

The opportunity to go where you want, when you want.

Greater access to employment, educational opportunities, shopping, and community and social activities.

Save customers money compared to driving personal vehicles





The End

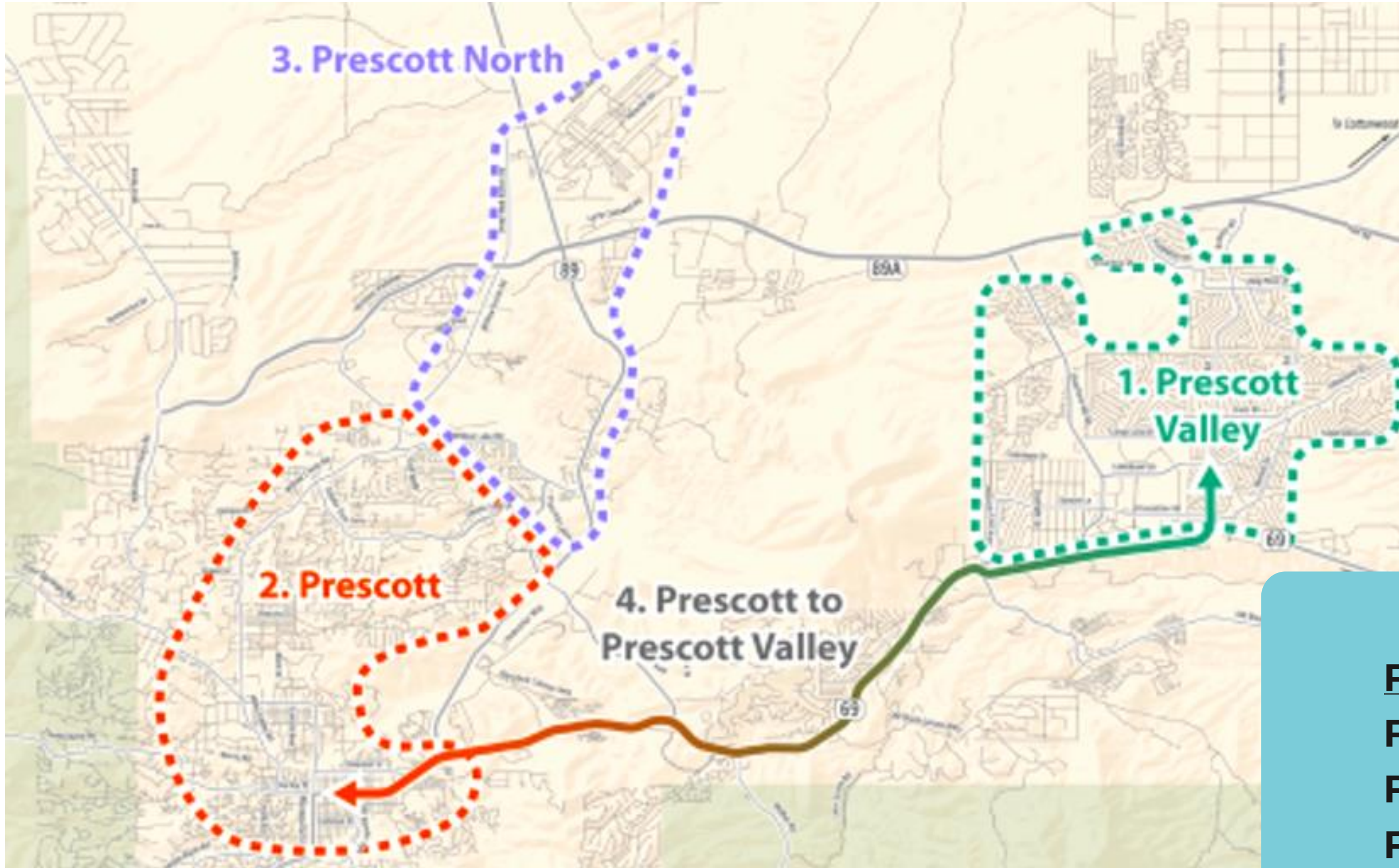
BY PEDRO RODRIGUEZ,  
TRANSIT ADMINISTRATOR

# Town of Prescott Valley's New Transit System

→ System Snapshot



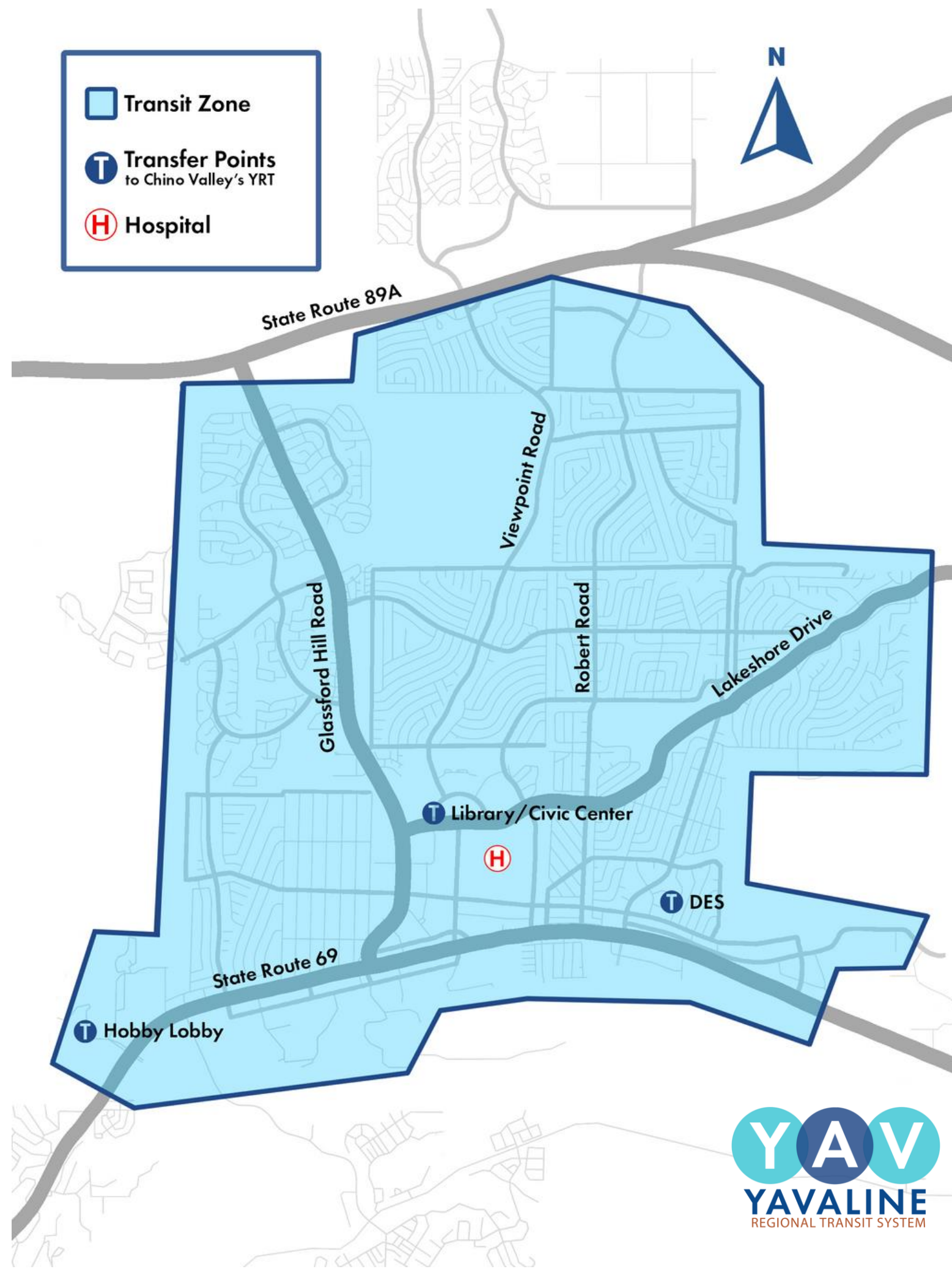




**Phased Transit Plan:**  
**Phase 1 - Microtransit**  
**Phase 2 - Microtransit**  
**Phase 3 - Microtransit**  
**Phase 4 - Deviated Fixed Route/Fixed Route**







# Microtransit Service



## Service

- 14 Sq. Miles
- 3 Revenue Vehicles
- Monday – Friday, 6am–8pm



## Serving All Demographics

- Wheelchair accessibility (Comingling)
- Mobile App & Call Center
- Farebox and Electronic Payment

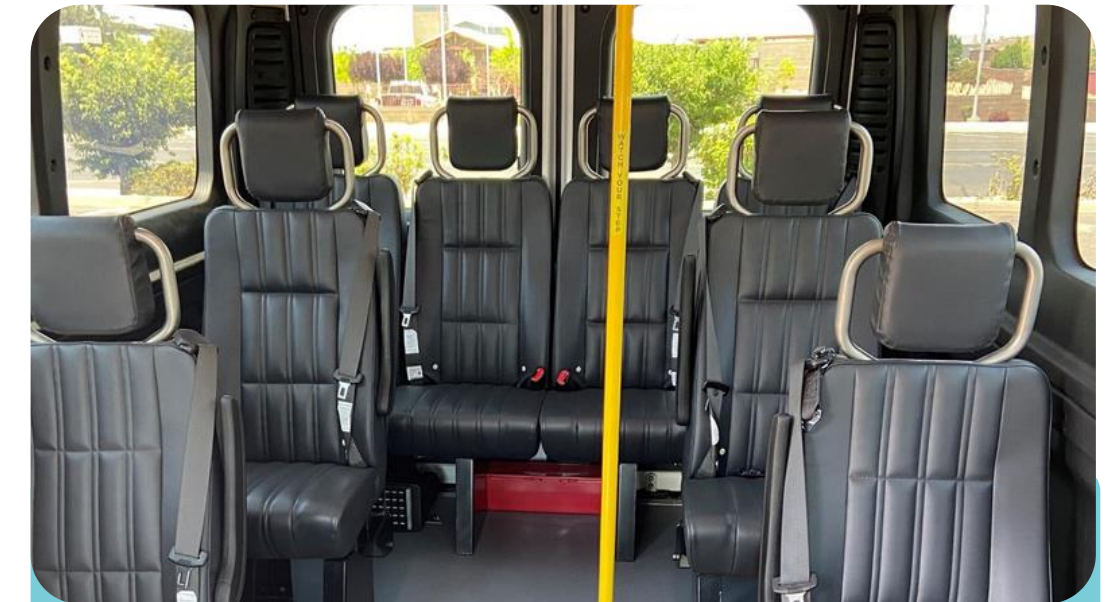


## Door to Door Service

Challenges with local infrastructure

# 2022 Dodge Promaster Lonestar V6

**Short Trips**  
Core of town



**Short Trips**  
Core of town

**Low Floor Design**  
Easy ramp deployment

**10 Passenger Capacity**  
8 seats and 2 wheelchair positions

Easy maneuverability within town's neighborhoods, activity centers, and tight spaces, such as parking lots.

Simple ramp design, parts are available at local hardware store. No need to source parts from out of town.

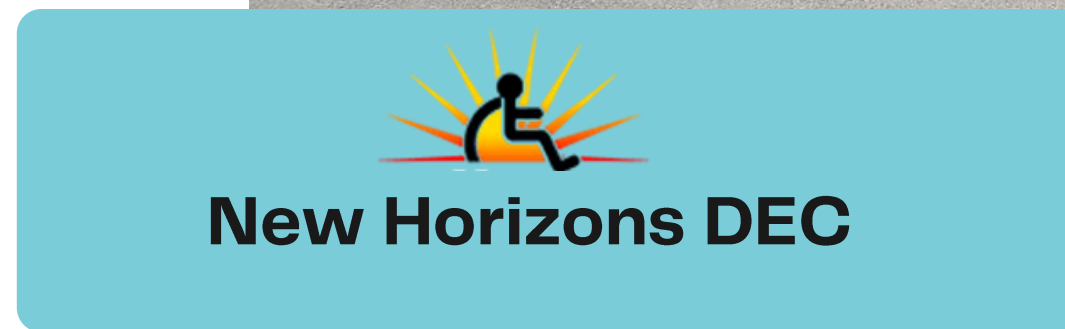
Comfortable ride, with ample room for boarding/alighting. A stanchion pole available for rider safety.



# Partnerships



**Plans/Studies**



- **Call Center**
- **Operations**
- **Maintenance**

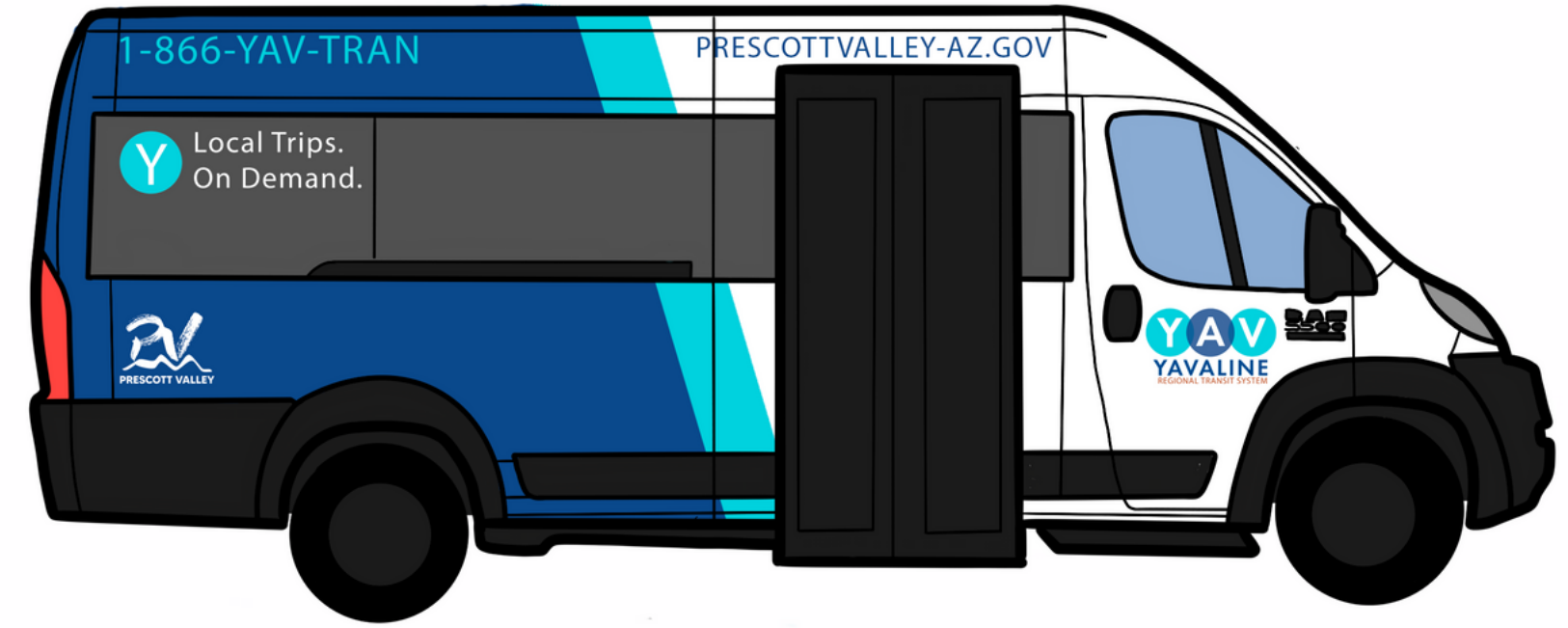


- **Rider App**
- **Electronic Fare Payment**
- **Dispatch Module**
- **Driver Interface**



# Steps to Service Implementation

## Activities



### CYMPO's Phased Transit Plan

Approval and adoption of plan by the Town of Prescott Valley

### Funding

CARES Act funding from the FTA to kickstart the service

### Determination of Service Level

New transit service, no data

### Contracts

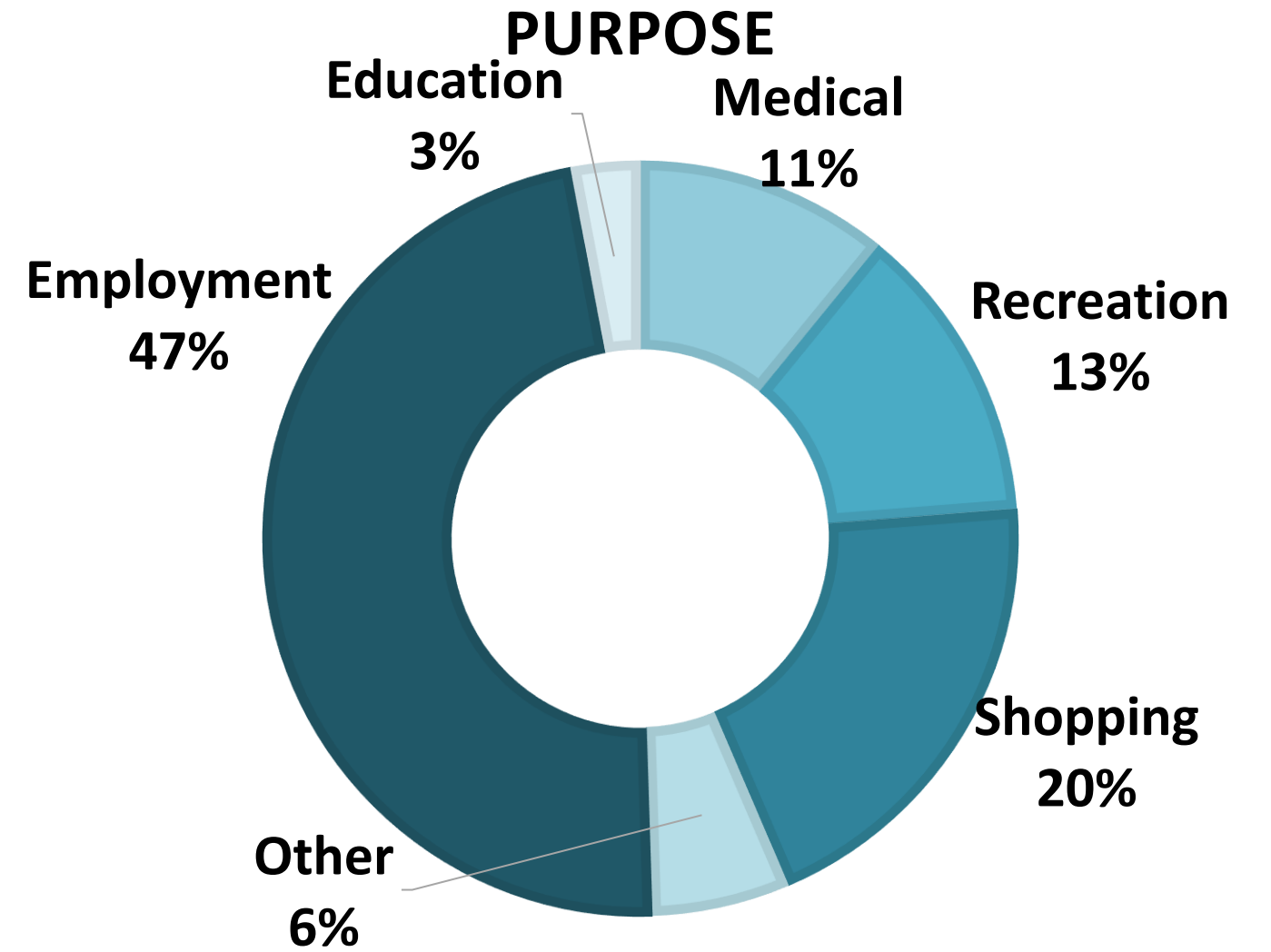
- Plans/Studies
- Software
- Vehicles
- Operations/Maintenance

### Public Outreach

- Branding
- Marketing



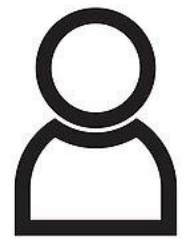
# Service Stats



Shared Rides  
48%



Average Ride  
Distance – 2.8 Miles



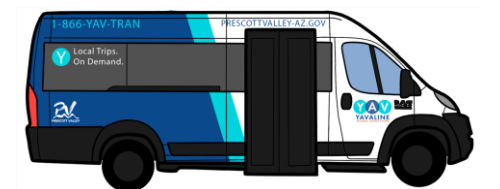
Unique Riders  
1,107



Wheelchair Accessible  
Rides - 224



Cost/Ride  
\$42.80



Completed Rides 7,092



# Contact info

Pedro Rodriguez  
Town of Prescott Valley



**Phone Number**

928-759-3119



**Email Address**

prodriguez@prescottvalley-az.gov



**Website**

<https://pv-azgov.info/yavaline>

