



City of Goodyear

Meeting Minutes

City Council Work Session

Meeting Location:
Goodyear Justice Center
14455 W. Van Buren St.,
Suite B101
Goodyear, AZ 85338

Mayor Georgia Lord
Vice Mayor Wally Campbell
Councilmember Joanne Osborne
Councilmember Joe Pizzillo
Councilmember Sheri Lauritano
Councilmember Bill Stipp
Councilmember Brannon Hampton

Monday, May 14, 2018

4:30 PM

Goodyear Justice Center

1 CALL TO ORDER

Mayor Lord called the Work Session to order at 4:30 p.m.

2. ROLL CALL

Present 7 - Mayor Lord, Vice Mayor Campbell, Councilmember Osborne, Councilmember Pizzillo, Councilmember Lauritano, Councilmember Stipp, and Councilmember Hampton

Staff Present: City Manager Julie Arendall, City Attorney Roric Massey, and City Clerk Darcie McCracken

3. AGENDA ITEMS FOR DISCUSSION:

- 3.1 [2018-6290ws](#) Council will receive a presentation regarding the status of Transit services currently offered in Goodyear, options for Senior transportation, workforce transportation and innovation opportunities.

Engineering Director Rebecca Zook introduced the Valley Metro Staff (Chief Executive Officer Scott Smith, Deputy Director of Planning Carol Ketcherside, and Chief Operating Officer Rob Antoniak) and Administrative Services Supervisor Christine McMurdy.

The presentation covered Transit services currently offered in Goodyear, options for Senior transportation, workforce transportation and innovation opportunities.

Mr. Smith reviewed the five transit routes in Goodyear: 1) Van Buren, 2) McDowell, 3) Goodyear express, 4) Rural Route, and 5) ZOOM South. The Goodyear routes and ridership has increased in 2017 and forty percent of riders are Goodyear residents. The big change has been in paratransit, which is required by Federal law. There are 117 certified American with Disabilities Act (ADA) individuals. Cities are able to provide services beyond what is required by law. There are budget ramifications to run a paratransit route and those costs are difficult to project.

In July 2016, the region decided to allow regional paratransit services to avoid individuals having to change buses at each city. Goodyear pays less for its contract than other cities on average, however, this will change as contracts are equalized in the future.

The basis of current transit funding in Goodyear are regional Proposition 400 funds. One-third of the funds collected on Proposition 400 go to transit. Additional funds are received from the state from a portion of lottery funds that are passed through Valley Metro and dispersed to the cities. Also, Goodyear is still eligible for some Federal funds.

The annual fixed route funding in Goodyear was reviewed. Due to population growth, Goodyear's Federal funding will no longer be available after the next census.

Council Discussion:

>Council asked if our transportation funding source will dry up or drop in three to four years? Mr. Smith stated that those funds will not dry up, but will be restricted in how they can be used. They will have to be used for capital expenses instead of operations.

>Council asked how much funding Goodyear is getting to operate what we have now? Ms. McMurdy noted that the Federal funds that we are required to match with local funds are paid from the lottery funds. The Urbanized Area Funds will expire in 2020, however, based on current population figures and projections for growth, the urbanized area will likely be extended into the next census for an additional ten years. At that time, Goodyear will no longer receive operating funds, but will still receive capital funds. The only funds that will expire are operating funds. Lottery funds do not expire and those will still be used to match the Federal funds. Goodyear will not be required to come up with any alternative funding sources for current transportation services.

>Council asked about light rail. Mr. Smith stated that there is a plan to have a high capacity corridor that would run along I-10 from the State Capitol to 79th Avenue. It has not been determined whether this will be bus rapid transit or rail. That will be determined by funding sources.

>Council asked about current revenue generated from the digital billboard at the park and ride. Ms. McMurdy stated that the revenue from the advertising on the digital marquee and the agreement that we have with Clear Channel stipulates that we can use the revenue for transit. There is \$500K for capital and a little over \$90K in revenue for advertising that is now sitting in the accounts because we have not stipulated a purpose for it. That is another revenue source that will continue to grow because there is a restriction that it will only be used for transit services. It would be in the city's best interest to hold those funds until there's a reason to grow transit.

>Council asked if the railroad alongside MC-85 could be a future commuter rail. Mr. Scott noted that this is a possibility, however, the biggest challenge is that the system is owned by the rail companies. Future discussions will not occur until there is a funding source.

>Council inquired if Dial-A-Ride is handled by Valley Metro? Mr. Antoniak stated that, yes, Dial-A-Ride is synonymous with paratransit.

>Council requested a report on the balance of the lottery funds and the exact allocation that Goodyear receives. Ms. Zook stated that staff will gather this information for Council.

>Council commented that when Proposition 500 discussions take place, it is requested that the West Valley Mayors ask for more transit options to serve our residents in the West

Valley.

>Mayor Lord reported that West Valley mayors do not think that light rail is workable in the West Valley. Mr. Smith noted that there are no plans from the Legislature to bring light rail to the West Valley.

Ms. Ketcherside presented information on senior transport and potential services, such as RideChoice, Micro-Transit, and Circulator Service. The workforce challenges in Goodyear are the large warehouse-style employers with ample parking that are set back from the roads. Traditional fixed route services are hard to provide with these type of employers. The fixed routes thrive in a higher employment density. The highest density of employment is Goodyear is less than 2,000 jobs per square mile as compared to 3,500 jobs per square mile in other areas, which is 75 percent more dense than Goodyear. Ms. Ketcherside stated that the vanpool service offered is an affordable transit option and can accommodate six to fifteen commuters. With this option, fuel, insurance and maintenance costs are shared by vanpool members with an average weekly fare of \$25 per person. This option is also wheelchair accessible.

Ms. Ketcherside stated that RideChoice could be a good transit solution for Goodyear, which is available 24 hours a day, seven days a week. They operate 365 days a year and no advance booking is required. Ridechoice provides discounts on taxi service to seniors and disabled riders, and cities choose fares and service levels. The upcoming program changes with RideChoice include a single point of contact, use of Lyft/Uber, and access through a smartphone application. Mr. Smith stated that taxi services are migrating to more densely populated areas. This is due to Lyft and Uber being able to provide services in the less dense areas. Mr. Scott spoke about how new technologies and services will impact transit services in the next twenty years. These technologies could offer many types of transit options such as: micro-transit (on-demand service), autonomous vehicles, bike-share, and motorized scooters. Valley Metro is actively pursuing future transit options to help cities plan for the services they need.

Mr. Scott stated that Goodyear can look at funding future transit needs through Proposition 500, preparing for the loss of federal operating funds, developing new local transit funds, and creating new partnerships with major employers for transit.

Council Discussion:

>Council stated that our community is not built around public transportation. It is exciting to look at ways to utilize micro-transit in the future. Mr. Smith informed Council that there is no doubt that public transportation will look very different in ten years than it does today because of new technology. Public transportation will more than likely be integrated with private services in the future.

>Council stated that the city's General Plan will need to address the future of micro-transit in Goodyear.

>Council asked to be provided with annual revenue amounts generated from the billboards.

Ms. McMurdy will provide those amounts to Council in the future.

>Council asked if paratransit would be stopped in the future? Mr. Antoniak emphasized that paratransit will not be stopped. Mr. Antoniak stated that Goodyear should be looking at mobility as a

service. Some options for that could be pilot programs with services such as Lyft, Uber, and RideChoice.

>Council stated that seniors who are unable to drive must have options for their transit needs.

>Council was appreciative for the information that was provided by Valley Metro Staff.

4. INFORMATION ITEMS

None.

5. ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Work Session at 5:26 p.m.

Darcie McCracken, City Clerk

Georgia Lord, Mayor

Date: _____