

# Mountain Line's Huntington and Industrial Corridor Microtransit Pilot

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Mountain Line



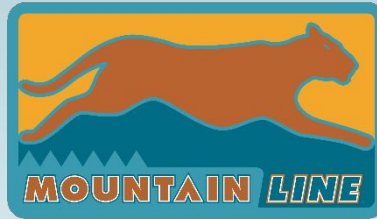
*Getting you where you want to go*

# Project Area



*Getting you where you want to go*

# Project Team



FLAGSTAFF SHELTER SERVICES



**NACOG**

Northern Arizona  
Council of Governments  
Apache • Coconino • Navajo • Yavapai



**Area Agency On Aging**



**COCONINO**  
COUNTY ARIZONA  
Health & Human Services



18 participants



*Getting you where you want to go*

# Project Objective

The objective of the Mountain Line Microtransit Pilot is to fill the transportation gap in the Huntington and Industrial Drive area by utilizing on-demand microtransit technology, coordinating with the Mountain Line paratransit program, connecting people to the broader transit system, and ensuring the program is accessible, equitable, inclusive, and usable by the diverse populations in Flagstaff.



# Outcomes

- Number of trips per vehicle increases
- Fixed-route ridership on near-by stops increases
- Reduced travel time from Downtown Connection Center to corridor
- Number of trips to agencies in the corridor increases in ridership during the pilot



# Work Completed

- Gaining participants
  - Robo call and sent letters to paratransit clients
  - Worked with partners
- Inclusion activities
  - 2 surveys
  - 3 outreach events
- Begin program design
  - Goals and priorities exercise
  - Refining service area



# Plans for Inclusion

- Utilize steering committee meetings
  - Finalize program design
  - Marketing brainstorm
  - Sustainability metrics
- Implementation phase
  - Test program with participants, seek feedback
  - Survey via app and on-board (October and March)
  - Tabling within corridor (October and March)
  - Outreach presentations to clients



# Challenges

## Previous & Current Challenges

- Gain interested participants
- Maintain reliable participation
- Outreach during COVID-19
- Gain consensus within steering committee
- Geofenced zone and budget feasibility

## Anticipated Challenges

- Calling option and cash option
- Maintain participation and inclusion during implementation phase





# Next Steps

- Finalize program design
  - Geofenced zone
  - Hours and days of operation
  - Calling and cash option
- Title VI process
  - Flyers to surrounding area
  - Website for comments
  - Public meeting
- Procurement
  - Include participation from older adults and people with disabilities

