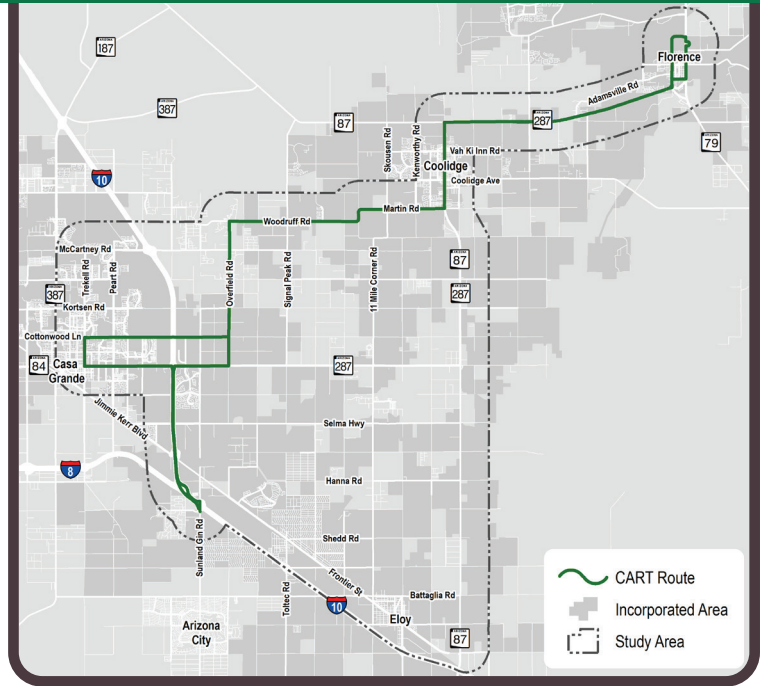



BACKGROUND

The Central Arizona Regional Transit (CART) system provides intercity transit service between Casa Grande, Coolidge, Florence, and Eloy. CART Ridership has declined over recent years, an issue that was exacerbated by the COVID-19 pandemic and has resulted in the system providing less community benefit for the investment.


The Sun Corridor Metropolitan Planning Organization (SCMPO) and City of Coolidge are conducting a study to develop recommendations for improving the efficiency and ridership of the CART system. In recent years, there have been updates to the CART route to enhance connectivity and transit coverage as well as a large amount of growth and employment development within the region. The combination of these factors means that reevaluating the CART routing against regional demographics and destinations could reveal opportunities for improving the efficiency and attractiveness of the system to riders.




PROJECT GOALS




Review the current system, including the current routing, ridership, where transit is most needed, and how CART compares to similar systems.



Identify constraints of staff, vehicle inventory, and funding of the existing system to recommend improvements to the efficiency of the CART route.



Evaluate the organizational structure of the City of Coolidge Transit staff and associated administrative activities to reduce time or cost of administration of CART.



Design marketing materials meant to aid the City of Coolidge in increasing awareness and ridership of the CART system.

SCHEDULE

- **December 2021 – March 2022**
Evaluation of current system and conditions
- **March 2022 – April 2022**
Develop recommendations
- **May 2022 – July 2022**
Development of marketing designs and final report

CONTACT

For more information, visit coolidgeaz.com/cartroutestudy.

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