TECHNOLOGY AND TRANSPORTATION

CHRIS BRIDGES – CENTRAL YAVAPAI METROPOLITAN PLANNING ORGANIZATION
WHAT ARE THE CHALLENGES

- Access to affordable and reliable transportation
- How do those in need even know where to look
- Existing Resources
- New Technology
- Information
  - Consistent
  - Simple
  - Reliable
  - Trustworthy

CHALLENGES are what make life interesting, overcoming them is what makes life MEANINGFUL.

-Joshua J. Malley

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TRADITIONAL METHODS

- Taxis
- Human Service Providers
- Volunteer Programs
- Meals on Wheels
- Family and Friends
WAYS TO FIND A RIDE USING TECHNOLOGY

Phone
Web
Apps
INFORMATION & REFERRAL SYSTEMS

Automated Phone System

Website

Phone Operators
NEW TECHNOLOGY OPTIONS

Micro-transit
Uber/Lyft
Waymo
MARKETING REQUIREMENTS

- Digital Marketing
- Social Media
- Print Media

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CYMPO - TRANSIT IMPLEMENTATION PLAN

- Entering Public Involvement Phase in May
- Looking at
  - Public Transit – Fixed and ADA Paratransit
  - Using Existing Resources
  - Technology Solutions
  - Information Referral
TECHNOLOGY PARTNERSHIP

- CYMPO
- MAG
- NACOG Mobility Management
- NACOG Area Agency on Aging
- New Horizons
- Verde Valley Caregivers
- Freedom Express
- Central Yavapai Transit Foundation
THANK YOU

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