



**YPlan's Coordinated Public Transit-Human Services
Transportation Plan**

**Needs Assessment
March 2026**



CHAPTER 1: INTRODUCTION

Overview

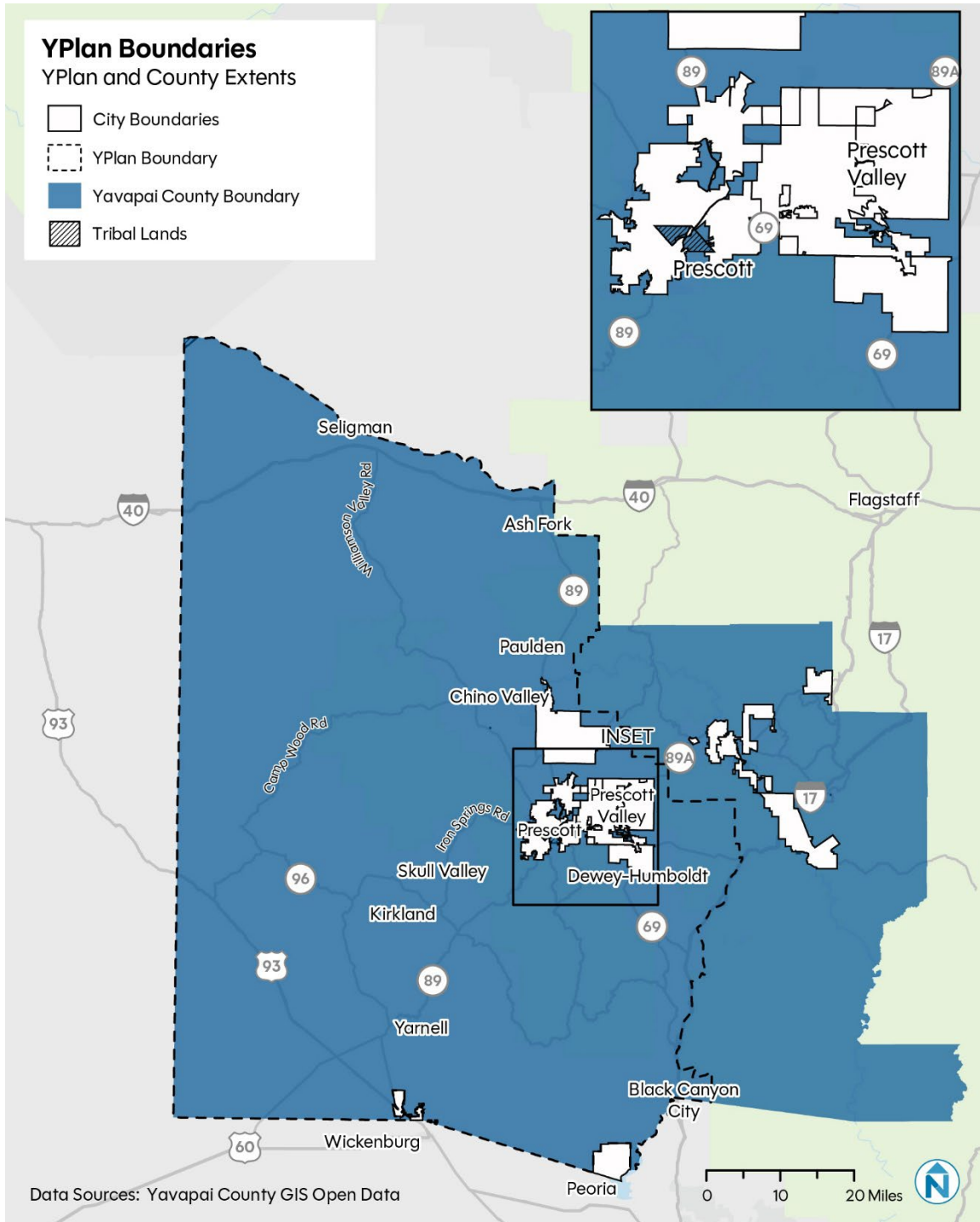
Coordinated Public Transit–Human Services Transportation Plans (Coordinated Plans) are designed to improve transportation options for older adults, people with disabilities and people with low-incomes by fostering collaboration and coordination between human service transportation providers and public transit to align their efforts with funding sources. This plan is a federal requirement for agencies accessing funding through the Federal Transit Administration (FTA) Section 5310: Enhanced Mobility of Seniors and Individuals with Disabilities program.

Yavapai Plan (YPlan), formerly known as Central Yavapai Metropolitan Planning Organization (CYMPO), serves as the metropolitan planning organization for this rural/urbanized area. The organization's responsibilities include:

- Coordinating regional transportation planning.
- Administering federal funds to promote and maintain the safe and efficient movement of people, goods, and services.
- As of July 1, 2025, managing YavaLine, a public transit system operating in Prescott and Prescott Valley
- Lead agency responsible for this Coordinated Public Transit - Human Services Transportation Plan.

Located in Central Arizona, Yavapai County, Yavapai County spans an expansive area of 8,125 square miles and has a population of 236,209. The YPlan service area covers roughly 6,070 square miles of Yavapai County and has a population of 168,000. YPlan's planning area includes a sub-area known as the Quad Cities (the City of Prescott and the Towns of Prescott Valley, Chino Valley and Dewey-Humbolt) as well as small towns and rural areas extending just north of I-40 to the border of Coconino County and south to Maricopa County (see Figure 1).

Figure 1: Yavapai Plan Service Area



What is a Coordinated Plan?

As part of addressing Federal Transit Administration (FTA) requirements under Section 5310, the Coordinated Plan is intended to serve as both a federal compliance document and a regional blueprint for mobility management. As an FTA requirement, the plan ensures transportation investments are strategically aligned with the needs of older adults, individuals with disabilities, and people with low incomes-the federally designated populations of focus.

Beyond fulfilling this requirement, the Coordinated Plan acts as a unifying vision for regional mobility, identifying how diverse transportation providers, human service agencies, and local jurisdictions can work together to deliver equitable, efficient, and accessible mobility options. It bridges the gap between data-driven analysis and community priorities, laying out a clear, actionable framework for improving how people move throughout the region.

Recognizing that transportation barriers affect more than just the federally mandated groups, this plan considers the needs of veterans, job seekers, youth, and other residents who rely on public and specialized transportation services to access opportunity, healthcare, education, and community recreation.

Through a combination of technical analysis, funding assessment, and robust stakeholder engagement, the Coordinated Plan translates community input and data into targeted strategies, prioritized actions, and implementation pathways that advance a more connected and resilient regional mobility network. Coordinated Plans are typically structured to include:

- Inventory of existing public transportation services in the study area
- Analysis of demographics, identification of service gaps and unmet needs in the transportation network (spatial and temporal) for the populations of focus
- Recommendations for strategies and actions to improve mobility and address unmet needs
- Assessment of funding resources available to support the implementation of the identified recommendations
- Priorities for implementation

The Needs Assessment Technical Memo presents the preliminary analysis of available services, provides background on public transportation within the region and evaluates existing gaps and unmet need. The memo is organized into three chapters, following this introductory section:

- Chapter 2: Prior Plans – summarizes key takeaways from previous plans and studies relevant to human service transportation in Yavapai County, including but not limited to the YPlan planning area.
- Chapter 3: Inventory of Available Services – summarizes transportation services available through public, private, and human service providers.
- Chapter 4: Market Assessment – describes the underlying market and need for transportation services.
- Chapter 5: Needs Assessment.

CHAPTER 2: PRIOR PLANS

Introduction

To support the current Coordinated Public Transit - Human Services Transportation Plan, needs, strategies, and other information from previous plans in the YPlan planning area were reviewed. Plans reviewed included:

- 2025 Yavapai County Strategic Plan
- 2025 Move 2050
- 2025 Active Community Transportation Unified Plan
- 2022 Yavapai County Community Health Assessment
- 2021 Yavapai Passenger Transportation Study and 2022 and 2025 Updates
- 2021 NACOG Coordinated Mobility Plan
- 2020 Regional Transportation Plan
- 2019 Transit Implementation Plan and Implementation Guides
- 2017 Yavapai County Regional Mobility Management Implementation Plan
- 2014 Updated Coordinated Public Transit – Human Services Transportation Plan

Yavapai County Strategic Plan (2025)

Yavapai County's updated Strategic Plan includes five priority areas including infrastructure, water and open space, public safety, housing and regional economic development, and good governance. In those priority areas, the County has eleven strategic goals. One goal under Housing and Regional Economic Development touches on transit: By July 1, 2027, in collaboration with our partners, the County will work to leverage transit for economic development and tourism and improve the experience for residents and visitors. Yavapai County is drafting an implementation plan to accompany the Strategic Plan.

Move 2050 (2025)

Move 2050 is YPlan's latest update to its Regional Transportation Plan (RTP), framing the strategy for a regional transportation system that addresses the existing needs of residents as well as planning for future needs over the next 25 years. Move 2050's goals focus on safety, sustainability, and traffic and infrastructure conditions and the plan identifies performance measures for each goal that aligns with ADOT's LRTP performance targets.

While the plan focuses on roadway capital projects and does not identify specific strategies or projects to address the needs of older adults and people with disabilities, those communities are incorporated into the equity category of the evaluation framework when prioritizing capital projects. The plan also recommends microtransit services in North Prescott, around Embry-Riddle University, Pronghorn Ranch, and Prescott Golf and Country Club. Microtransit service

can be an effective type of transportation service for older adults and people with disabilities, offering on-demand services rather than requiring riders to get to a bus stop for a fixed route. Move 2050 also calls for general safety improvements at intersections and along roadways, which can have a significant impact on mobility network accessibility for people with limited mobility.

Active Community Transportation Unified Plan ([2025](#))

Central Yavapai's Active Community Transportation Unified Plan (ACT-UP) is the region's active transportation plan and focuses on enhancing walking and biking infrastructure across YPlan to promote health, equity, and mobility. The plan proposes infrastructure improvements across the region to make all active transportation a safer and more comfortable experience. ACT-UP's guiding principles include accessibility and accommodating infrastructure design to suit all ages and abilities, with an emphasis on making infrastructure accessible for older adults and people with disabilities or limited mobility and prioritizing those communities.

Yavapai County Community Health Assessment ([2022](#))

In 2022, Yavapai County Community Health Services conducted a Community Health Assessment (CHA) to identify leading health issues in Yavapai County. The CHA highlighted Yavapai County's lack of transportation options as a general community challenge. 75% of CHA survey respondents in Yavapai County felt that the lack of transportation options was a problem in their neighborhood and community. Low-income residents spend up to 38% of their monthly income on transportation. Top community problems noted by survey respondents included lack of options to use the bus or public transportation (noted by 50% of residents) and lack of safe roads to walk and bike on (27% of residents). This is also an issue when accessing healthcare. Every focus group conducted by the CHA identified lack of public transportation options as a primary concern impacting access to care and services across the region. For focus group participants outside the Quad-city region, most have to travel outside of the county for healthcare and may forego care due to lack of transportation. At the end of the report, the CHA includes potential priorities for action. Two of the four priorities are transportation actions: increase access to public transportation options and increase opportunities to safely walk and bike in the region.

Yavapai Passenger Transportation Study Recommendations Report ([2021](#), [2022](#), and [2025 Updates](#))

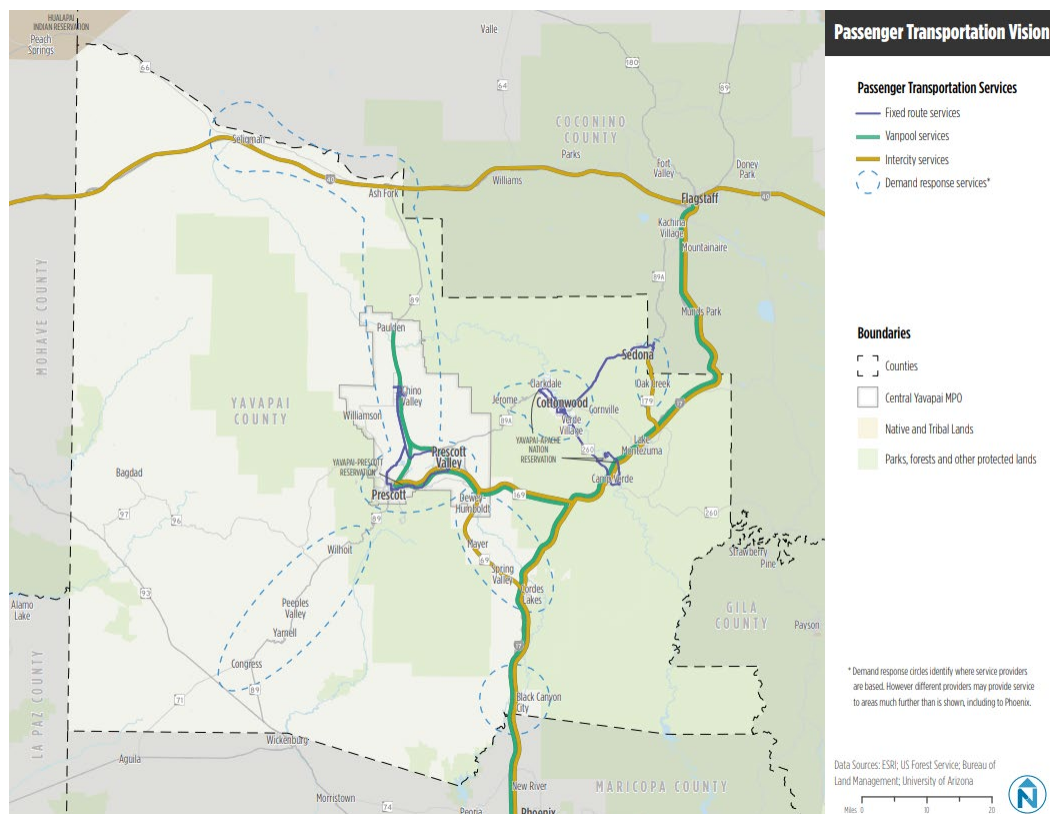
NACOG's Yavapai Passenger Transportation Study Recommendations Report establishes a vision for passenger transportation in Yavapai County that supports coordinated service and strategies. It is not a coordinated plan but does include strategies to help maintain independence and health in older adults and people with disabilities. The study looked at existing services in Yavapai County to identify needs and strategies that will help implement coordinated passenger transportation. The 2022 Update provides minor edits but does not

include new recommendations or strategies. The 2025 Update provides a list of eligible projects for fiscal year 2025-2026.

Transit provider needs identified included limited funding, lack of sufficient staff or employee capacity, long travel distances between destinations for agencies, challenging Arizona Department of Transportation and Federal Transit Administration regulations, and public lack of awareness about services. Yavapai County resident needs identified included lack of transportation options restricting employment and economic opportunity, limited transportation options to and from healthcare, limited access to healthy food, and differing access to transportation based on geography and age.

The YPTS created a vision for passenger transportation services throughout Yavapai County (both YPlan and NACOG study areas). It included fixed-route and vanpool services between Prescott, Prescott Valley, and Chino Valley in YPlan and Cottonwood, Sedona, and Camp Verde in NACOG. Outside of those areas, it envisions demand-response transportation throughout the County, especially in areas along State Routes 89, 69, 169, and I-17. This report and vision served as the basis for YavaLine, which serves Prescott and Prescott Valley.

Figure 2: YPTS Passenger Transportation Vision



Beyond the transportation vision, recommendations were split into three categories: governance and funding, regional service strategies, and coordination plan strategies. Updates to implementation status are included in Figures 3 - 5.

Figure 3: YPTS Recommendations and Implementation Status – Governance and Funding

Governance and Funding Recommendation	Update to Implementation
Develop County-Level Policy Guiding Transit Funding and Development	No update.
Work with AZTA to Change IPTA Definition	NACOG worked with AZTA to update the definition.
Community Mobility Funds	No update.

Figure 4: YPTS Recommendations and Implementation Status – Regional Service Strategies

Regional Service Recommendation	Update to Implementation
Demand Response Services	YavaLine created.
Vanpool	Job Access Vanpool Program partnership with Mountain Line. YPlan pursuing employer vanpool programs.
Intercity Transit Service Between Regional Hubs	No update.
Develop and Distribute Consumer-Friendly Materials	YPlan, providers, and some communities have developed information materials.

Figure 5: YPTS Recommendations and Implementation Status – Coordination Plan Strategies

Coordination Plan Recommendation	Update to Implementation
Shared Costs and Resources	No update.
Increase Driver Pool	No update.
Develop a Flexible Travel Training Program	No update.
Professional Development/Leadership Development Training/Continuing Education	No update.
Improving and Promoting AZRide Info	No update.

Northern Arizona Council of Governments Coordinated Mobility Plan (2017-2021)

The NACOG Coordinated Mobility Plan inventoried existing transportation resources, identified current gaps, strategized potential improvements, and determined priority areas for funding in the planning area (Yavapai, Coconino, Navajo, and Apache Counties). Through public involvement (meetings and surveys), technical analysis, ongoing outreach, and past studies, the plan identified coordination gaps such as:

- Access to information (Limited knowledge of information and referral options)
- Fleet management (Outdated fleet, vehicle maintenance costs, lack of ADA accessibility, and general under-utilization of passenger vehicles on weekends and evening hours)
- Operational gaps (Insurance concerns around coordinated trips, lack of specialized training for drivers, limited use of technology)

- Spatial barriers (Lack of connectivity between different transit options in the region and options for long-distance travel)
- Temporal barriers (Limited transportation options on weekends or evenings)
- Perceived barriers (Hesitancy around inter-agency coordination and services, fear of losing public benefits)

The plan also highlighted strengths in coordination, such as voucher and volunteer driver programs, a one-call center, and various training programs.

Priority recommendations included:

- Rider-Centered Improvements (with a focus on service for older adults and people with disabilities)
- Provider-Centered Improvements (updated vehicles, driver training, vehicle maintenance, shared ride coordination)
- Technology Improvements (route management software and tablets for vehicles)
- Mobility Management Improvements (increase resources, develop partnerships, identify service area gaps)

2045 Regional Transportation Plan (2020)

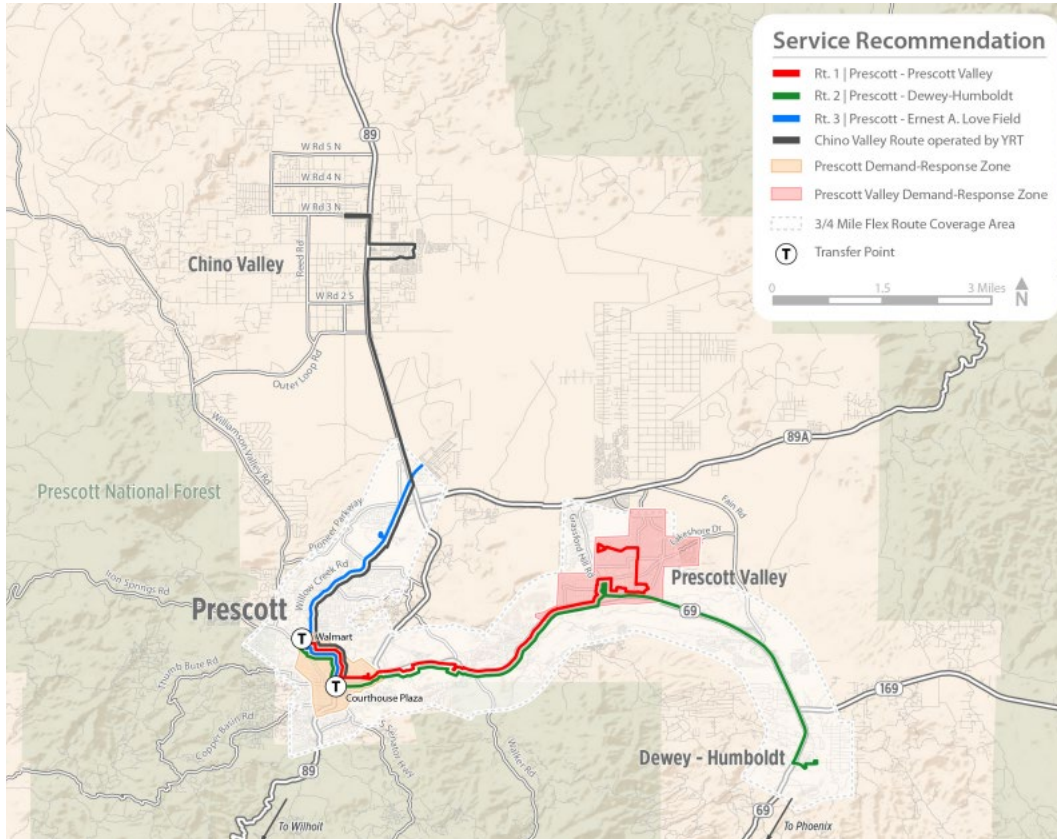
YPlan's 2045 RTP revised the 2040 YPlan RTP Update, assessed regional transportation performance and needs, and reprioritized previous recommendations and transportation investments. The buildout target was 2045. The plan updated RTP vision and goals and looked at existing conditions and transportation facility conditions. The RTP includes a preferred strategy for regional transportation investments. The RTP does not have direct strategies for older adults and people with disabilities but does recommend projects that improve travel efficiency and safety, which can impact older adults and people with disabilities. In addition to a list of location-specific projects, the plan recommended other projects and studies to be conducted, including a Downtown Prescott Area Circulation Study (procurement underway 2026 Q1) and an Active Transportation Plan/Bicycle & Pedestrian Action Plan (ACT-UP adopted Fall 2025).

Central Yavapai Transit Implementation Plan Update (2019)

The Central Yavapai Transit Implementation Plan update provided a guide for improving public transit service in the YPlan region. The plan identified a recommendation for transit service in the region and benefits and impacts of that service. This plan focused on how to effectively strengthen public transit, rather than whether transit service was needed. It recommended a three-year demonstration project to test the need for public transit in the YPlan region. The service was intended to have three fixed-route routes, with accompanying ADA paratransit and two demand-response zones in Prescott and Prescott Valley (see Figure 6). The fixed-route service was intended to connect to YRT services, which would provide a connection to Chino

Valley. This plan served as the basis for YavaLine's eventual implementation, with two current demand-response zones in Prescott and Prescott Valley.

Figure 6: Central Yavapai Transit Implementation Plan Service Recommendation



Yavapai County Regional Mobility Management Implementation Plan (2017)

YPlan's 2017 Yavapai County Regional Mobility Management Implementation Plan aimed to identify mobility option improvements and goals and strategies for coordinated services in the YPlan planning area. Highlighted challenges in the area pointing to key areas of improvement included:

- Service availability (moderate to low service levels).
- Service needs (employment transportation and mobility services for older adults, veterans, and people with disabilities).
- Financing (financial support differs county to county, some rely mainly on volunteer time).
- Governance and management (lack of unified structure for transit and mobility services).

The plan also focused on implementation, noting the need to establish a public governance structure for mobility services throughout the county. This step would help achieve other implementation activities such as accessing FTA urban area funding, establishing a vanpool program, and sustaining and expanding service. The recommended governance structure would provide administrative structure for mobility services including transit, carpool, vanpool, customer information, mobility management functions, and volunteer driver services. The plan also recommended defining the roles and responsibilities of the Regional Coordinating Council, as well as establishing a Regional Mobility Manager role to support mobility management.

Alternative strategies and projects were listed to support mobility management, including a vanpool program, customer information and referral, volunteer driver program support, family and friends' mileage reimbursement, coordinated funding and grant writing, vehicle sharing, and transit service development.

Updated Coordinated Public Transit – Human Services Transportation Plan (2014)

YPlan's 2014 Coordinated Public Transit – Human Services Transportation Plan summarized existing transit resources and needs in the YPlan planning area, as well as goals and prioritized strategies for transit projects. The plan highlighted low service levels of public and non-profit transportation services in the area, along with the high costs of private services, creating a lack of viable options. The planned development of Yavapai Regional Transit was recognized as a potential solution to this challenge. Primary needs and issues recognized in the plan included (but were not limited to):

- Coordination of long-distance human services trips.
- Mobility management staffing (potential to share a mobility manager position between CYMPO and NACOG.¹)
- Employment transportation (largely to Prescott and Phoenix).
- Changing Populations and Activity Centers (changing destinations of medical and care centers).
- Availability of volunteer drivers (need for new volunteer recruitment as volunteers age).

Three primary goal areas were then identified, with associated potential strategies:

- Goal A: Support a regional approach to transportation coordination and mobility by increasing travel options. Potential strategies included regional public transit, generation of local match, and a voucher and/or rideshare program.

¹ Note: YPlan's 2014 Coordinated Plan was published before CYMPO rebranded as YPlan and before YPlan's service area expanded.

- Goal B: Increase the availability of information on transportation services. Potential strategies included one stop information and referral service, and education and awareness.
- Goal C: Increase coordination and efficiency. Potential strategies included increased participation in coordination activities, long distance trips, regional mobility management, joint training, and a vehicle utilization scheduling systems and database.

Key Takeaways from the Plan Review

- Past plans consistently identify lack of transportation options as a leading challenge for YPlan's planning area, particularly impacting residents' access to jobs, social connections, and healthcare.
- Noting a high population of individuals with disabilities and older adults, past plans focused on the importance of public transit and mobility options in YPlan's planning area for maintaining independence and meeting basic needs.
- Operational, spatial, and financial barriers to increased transportation offerings were raised in past plans, including a lack of volunteer time, insufficient staff training, fleet maintenance costs, lack of coordination with other agencies and distance to other transit options, and a lack of funding.
- Past plans suggested strategies for increasing existing service capacity and expanding service capabilities, including new governance structures, increased collaboration with other agencies, driver trainings, updated equipment and technology, establishing a mobility management or transit management staff position within YPlan, and a variety of suggested plans and studies.
- Recommended studies and projects led to accomplishments that now add to YPlan's transit and mobility landscape, including YavaLine and YRT.

CHAPTER 3: INVENTORY OF AVAILABLE SERVICES

Introduction

This section provides an inventory of transportation services available in the YPlan region. It is organized by provider type (public transit, human service/non-profit agencies and private providers). Federal Transit Administration (FTA) guidance requires that Coordinated Public Transit-Human Services Transportation Plans contain an assessment of available services (public, private, and non-profit providers). This forms the basis for other elements of the plan. Without a clear understanding of current resources, it is impossible to accurately identify unmet needs or to craft strategies that optimize existing assets.

In compiling the inventory, the team drew primarily on data from the Central Yavapai Transit Foundation and Prescott Valley Library's resource guide, supplemented by extensive online research, direct interviews, and input from YPlan staff. Because transportation services in rural areas are often fragmented, evaluating what services are currently available is foundational for planners to identify both gaps in the network and opportunities for coordination, enabling more efficient use of limited resources.

Evaluating existing services with a human-centered lens is equally critical. YPlan frames transportation as either a lifeline or obstacle and uses its Local Coordination Committee to gather input through in-person interviews, surveys, outreach meetings, and focus groups. Community meetings are held in transit-accessible locations, and paper surveys are offered to those with limited internet access or technical capabilities. This inclusive approach ensures that the voices of older adults, people with disabilities, low-income residents, and rural communities inform the inventory and subsequent strategies.

In summary, the inventory of transportation services is not just a list; it is a foundational tool for identifying gaps, redundancies, and opportunities for coordination. It aligns with FTA requirements for coordinated plans, draws on data compiled by the Central Yavapai Transit Foundation and verified through research and stakeholder input to meet the region's needs.

Public Transit Providers

Public transportation (also known as public transit) providers operate transportation services for any person who can pay the fare, regardless of trip purpose. Services are limited by geography and time of day, so riders must adjust their travel to align with when and where transit service is available. Public transportation can be fixed-route (drivers do not deviate from an assigned, regular route), deviated service (drivers occasionally deviate up to ¼ mile off of the route) or on-demand (riders are picked up when they request a ride at their location within the service area).

There are two public transportation services in the YPlan service area (Figure 7):

- **YavaLine:** YavaLine provides on-demand microtransit service offering affordable shared rides across two independent zones, one in the City of Prescott and one in the Town of Prescott Valley. Notably, YavaLine currently does not provide service *between* Prescott and Prescott Valley, although that connection is in the planning stage. Service runs Monday through Friday, 6 AM to 8 PM. Rides are booked through the Yav Connect app or by calling 1-866-YAV-TRAN. The fleet includes ADA-accessible minivans and vans with wheelchair lifts and bike racks. The standard fare is \$2.00 per one-way trip, with a discounted rate of \$1.00 for riders with disabilities, youth ages 6–17, and adults 60+; children 5 and under ride free.
- **Yavapai Regional Transit (YRT):** operates four deviated fixed-route service providing connections within Chino Valley, and to Prescott and Prescott Valley from Chino Valley. The service varies by route and is available only on weekdays. The Gold Route, which serves riders traveling within Chino Valley, is available on weekdays between 8 AM and 6 PM. The Red, Blue and Green routes provide regional connections and have limited departures (3-4 trips per day on weekdays). YRT is fully accessible and free to all riders.

Combined, YavaLine and YRT provide regional connections and local distribution networks for people traveling within Chino Valley, Prescott and Prescott Valley, or to Prescott and Prescott Valley from Chino Valley.

Figure 7: Public Transit Services (2025)

Service	Service Area	Services	Weekday Hours M-F	Fleet	When to Reserve	Fares
YavaLine	Parts of City of Prescott and the Town of Prescott Valley	On-Demand (Microtransit)	Weekdays 6 AM – 8 PM	WAVs available	On-Demand	Adults: \$2.00 Disabled riders, ages 6-17 and riders over 60 - \$1 Children under 5: Free
Yavapai Regional Transit (YRT)	Blue: Chino Valley to Prescott Valley to Prescott to Chino Valley Gold: Chino Valley Green: Chino Valley to Prescott Red: Chino Valley to Prescott Valley to Prescott to Chino Valley	Deviated Fixed Routes	Blue: Wednesday only – 3 daily trips Gold: M-F 8 AM to 6 PM Green: M, T, Th, Friday - 4 daily trips Red: Wednesday only – 3 daily trips	Cutaways	24-hours in advance for deviation or ADA	Fare - Free

Source: Nelson\Nygaard Adapted from Yavapai Transit Foundation data

Human Service Transportation Providers

Human service organizations often include transportation in their service portfolio, both to support people traveling to/from their programming and in recognition that transportation is almost always one of the top concerns of people transitioning to employment or in need of medical care. The advantage of these services is that they are often tailored specifically to the needs of their clients, while the downside is access is often limited to people participating in the agency's program and traveling to/from agency services.

Most of the human service transportation programs in the planning area are oriented around medical services, specifically non-emergency medical transportation (NEMT). NEMT services offer transportation for Medicaid-eligible individuals traveling to Medicaid-eligible activities; they tend to be available at any time of the day with a reservation but restricted in terms of who can use them and where people can travel. Many of these transportation providers are available to support all medical trips, but at a high cost. Human service transportation providers are included in Figure 8.

Figure 8: Human Service Transportation Providers

Company	Service Provided	Target Population	Geographic Scope	Hours	Fees
Agape-transportation, LLC	Reserve-a-ride/NEMT	General public/older & disabled adults	Arizona	Mon-Sat; 8am-5pm	Wheelchair transport \$50, ambulatory transport \$30, stretcher transport \$110
AmeriCorps Seniors	Transportation to medical and other appointments	Older adults	Coconino County, La Paz County, Maricopa County, Mohave County, Winslow, Prescott, Prescott Valley, Chino Valley	Varies by volunteer	No fee
US Department of Veterans Affairs Beneficiary Travel Self Service System	Travel reimbursements	Veterans with a disability	Arizona	Mon-Fri; 7am-7pm	No fee, provides trip reimbursements
US Department of Veterans Affairs Disabled American Veterans Vans	Free van rides to healthcare	Veterans	Northern Arizona	Varies by location, typically Mon-Fri 7am-1pm	No fee
Chino Valley Senior Center	Rides to programming	Older adults	Chino Valley	Mon-Fri; 8:30am-3:30pm	
Life Line Ambulance Service, Inc	Ambulatory	General public/medical patients	Williams-Wickenburg	24/7	Variable
Medicare Trans	NEMT	Clients of Dept of Child Safety and AHCCCS	Phoenix and Prescott	24/7	Free
Med Star Medical Transport	NEMT	Medicaid Clients	Arizona	5am-8pm	Variable
People Who Care	Volunteer driver program, NEMT	Adults with medical condition/disability	Prescott, Prescott Valley, Chino, Dewey	Mon-Fri; 9am-4pm	Free
Polara Health	Transportation to/from service	Polara Health patients	Within 50 miles of center	Mon-Fri; 8am-5pm	Free

New Horizons Disability Empowerment Center	Reserve-a-ride	General public/older & disabled adults	West Yavapai	Mon-Fri; 6am-6pm	\$24-\$210 round trip
Red Rock Taxi	Reserve a ride/private charter/NEMT	General public	Prescott, Flagstaff, Sedona, Phoenix	24/7	\$120-360 for longer distance charter service; \$100-220 for NEMT
Senior Companion & RSVP Program NAU	Volunteer driver program	Homebound seniors	Prescott, Prescott Valley, Dewey, Cordes Junction & Chino Valley	Variable	Free
Servant's Heart Transportation	Reserve a ride/NEMT	General public	Prescott, Prescott Valley, Chino Valley	24/7	Variable
U.S Vet's Initiative	Reserve-a-ride	Residents of VA's homeless veterans' program	Prescott, Prescott Valley, Chino Valley	Mon-Fri; 8am-5pm	Free
Veteran's Transportation Service	Reserve-a-ride	Veterans	Arizona	8am-4:30pm	Free
211 Arizona	Information service	General public	Arizona	24/7	Free

Source: Nelson\Nygaard adapted from Yavapai Transit Foundation data

Private Transportation Providers

The planning area also has several private transportation providers and charter services. These services are all available to the general public and are available for travel across most of the study area. Many of the services offer transportation 24 hours a day and 7 days per week, although, in many cases, advanced booking is required. The biggest challenge with these services is the cost of a trip, which is often high and based on the distance traveled. This means that while service is technically available, the cost makes travel prohibitive except in the highest need circumstances. A list of private transportation providers is included in Figure 9.

Figure 9: Private Transportation Providers

Company	Service Provided	Target Population	Geographic Scope	Hours	Fees
AAA Taxi	Taxi/Dial-a-ride	General public	60-mile radius around Prescott, Prescott Valley, Chino Valley	24/7 (can reserve up to an hour before)	\$2.75 pick up fee, \$2.00 per mile
Affordable VIP Limousine	Reserve-a-ride/limousine service	General public	Arizona	24/7 (must pre-schedule ride)	Variable
Agape Transportation	NEMT	General public	Prescott	24/7 (must pre-schedule ride)	Variable
AZ Ace Taxi	Taxi/Dial-a-ride	General public	Quad City region	6am-midnight	\$3.00 Pickup fee; \$2.50 Per mile
Catholic Charities (Prescott)	Gas vouchers	Churchgoers	Prescott	Contact church directly	Contact church directly
Elite Transportation and Taxi	Taxi/Dial-a-ride	General public	Prescott/Yavapai Hill region	5am-6pm	Variable
First Class Taxi	Taxi/Dial-a-ride	General public	Prescott, Prescott Valley, Chino Valley	24/7	Variable
Grab-A-Cab	Taxi/ Dial a ride	General public	Quad Cities/Arizona	24/7	\$3.50 pickup and \$3.00 per mile.
Groome Transportation	Shuttles to Phoenix	General public	Arizona	7am-11pm	\$49-59
Hurry Cab	Taxi/Dial-a-ride	General public	Arizona	24/7	Variable
Master's Touch Christian Charter Services	Private Charter	General public	Arizona	Based on reservation time	Variable
Northern Arizona Limousine service	Reserve-a-ride/private charter	General public	Arizona	24/7	Variable
Prescott Valley Limousine Service	Reserve a ride/private charter	General public	Quad Cities/Arizona	24/7	\$95-125/hr
Speedy Taxi	Taxi/Dial-a-ride	General public	Prescott, Prescott Valley, Chino Valley, Dewey Humboldt	24/7 (prior scheduling)	Variable

St. Vincent de Paul (Prescott)	Gas vouchers for doctor appointments and work trips	Churchgoers	Prescott	Contact church directly	Contact church directly
Willis Sedan Service	Reserve-a-ride/private charter	General public	Phoenix-Prescott/Chino Valley	24/7	\$140-345
Yellow Cab Company	Taxi/Dial-a-ride	General public	Chino Valley, Prescott and Prescott Valley	24/7	\$4.75 Pick-up; first ½ mile is free, then \$2.25 per each additional mile
Freeport-McMoRan Bagdad Mine FCX Commutes Program/Partnership With Enterprise	Vanpools	Employees	Varies	Based on employee schedules	Freeport/FCX pays for everything except gas and provides vehicle

Source: Nelson\Nygaard adapted from Yavapai Transit Foundation data

Key Takeaways From the Inventory

- Three types of transportation are available in the planning area: public transportation/public transit providers, human service providers, and private transportation providers.
- Public transportation serves Prescott, Prescott Valley, and Chino Valley. These services provide a vital link for residents in these areas but provide limited options between these areas and outside of these areas. However, public transportation is a strong base to build on for YPlan's Coordinated Plan.
- Many residents have access to some form of human service transportation or transportation to medical appointments, although many services are limited by geographic scope. In a recent engagement effort with rural communities, Yavapai County found that residents in rural areas often miss or forego healthcare because they do not have transportation. Based on the service areas of transportation providers, no human service providers explicitly state they serve areas outside of the Quad Cities, leaving large areas without medical transportation, or long waits for emergency medical services.
- Beyond human service providers, private providers like taxi companies, van companies, Uber, and Lyft are theoretically available throughout the planning area. These providers often cost more than a human service provider or public transit but offer greater flexibility for ride times. Many connections to Flagstaff, Phoenix, or other areas in Arizona are only available through private providers. However, many communities outside of Prescott and Prescott Valley have very few private transportation options unless they schedule far in advance and even the private transportation options that are available lack reliability. While these options are technically available, there are very minimal opportunities to use Uber, Lyft, or taxis outside of Prescott and Prescott Valley.
- Very few vanpool programs exist. Freeport-McMoRan offers a vanpool program at their various Arizona mines, including the Bagdad site. As of May 2025, 28 employees at the Bagdad mine used the vanpool program, the lowest usage of Freeport-McMoRan's vanpool programs across sites. Freeport-McMoRan leases vehicles from Enterprise and covers all costs, except gas. This partnership with Enterprise could be marketed to other major employers in the planning area.
- Overall, a variety of transportation providers and options are available in Prescott, Prescott Valley, and Chino Valley. Outside of these areas, transportation services are theoretically available, but in practice, these options are limited. Many residents do not have access to transportation. The market analysis will look more at the location of older adults, people with disabilities, people who live in low-income households, and veterans to understand where people live, compared to the locations of programs in this inventory.

CHAPTER 4: MARKET ANALYSIS

Introduction

The market analysis presents an inventory of transportation services currently available throughout the YPlan region and helps illustrate the overall demand for transit based on size and concentration of key population groups. Combined with the service inventory (Chapter 3) and input from the community and stakeholders, this analysis forms the foundation of the Gaps and Needs Assessment (forthcoming).

The market analysis includes several elements:

- A demographic analysis of the target population for the FTA Section 5310 funding program (older adults, people with disabilities and people with low income) as well as other population groups identified by YPlan with a demonstrated need for transportation services, such as veterans, job seekers and youths.
- Identification of local and regional activity centers, including employers, shopping centers, hospitals and schools that generate frequent trips.
- An analysis of overall regional travel patterns.

Together these analyses highlight areas across the region where transportation gaps exist and where new investments could have the greatest impact.

Demographic Analysis

The demographic analysis combines Census data with Yavapai County address data. Census data comes from American Community Survey (ACS) 2019-2023 5-year estimates and is analyzed at the block group level.

To show how different demographic groups are distributed across the region, a quarter-mile buffer was created around each Yavapai County address point and then linked to the Census block group it falls within. Demographic percentages from each block group were applied to these buffer areas. This method still uses Census data, but it redistributes it into smaller, more realistic areas that better represent where people live. This approach is especially useful for regions with lower population densities over a wide geographic area, like YPlan.

Population Overview

According to the latest ACS data, the planning area had a population of approximately 171,000 people in 2023. As Figure 10 shows, the region's total population grew 22% over the past ten years - nearly twice the statewide growth rate of about 12%, although some of the largest percentage increases occurred in smaller communities. Dewey-Humboldt, for example, doubled in size, increasing from 1,173 in 2014 to 2,730 in 2023. Despite accelerated growth, it remains a small town. As the region continues to grow, the demand for reliable and accessible transportation services is likely to increase as well.

Figure 10: Summary Demographic Table (2013, 2020, 2023)

Area	Year	Total Pop	Older Adults	People with Disabilities	Older Adults with Disabilities	Low-Income	Zero-Vehicle Households	Youth	Veterans	Workforce	Job Seekers
YPlan Planning Area	2013	140,585	35,733	24,253	10,610	51,703	3,020	26,732	19,497	59,534	6,403
YPlan Planning Area	2020	161,762	52,048	29,397	16,654	49,031	2,683	27,096	19,899	64,491	3,477
YPlan Planning Area	2023	171,055	57,241	29,556	17,347	49,068	2,483	27,676	18,988	69,030	2,898
State of Arizona	2013	6,479,703	931,722	740,579	311,233	2,443,121	162,993	1,621,045	522,382	3,065,156	273,610
State of Arizona	2020	7,174,064	1,262,204	935,769	420,486	2,311,034	153,994	1,639,645	491,239	3,415,201	199,358
State of Arizona	2023	7,268,175	1,349,934	970,404	428,051	2,116,752	151,776	1,594,780	434,487	3,522,511	182,184
City of Prescott	2013	36,519	10,921	5,354	2,817	12,845	1,475	5,288	5,604	15,253	1,657
City of Prescott	2020	41,880	15,207	6,593	4,269	11,494	1,422	5,354	5,502	16,224	966
City of Prescott	2023	44,844	16,891	6,836	4,509	11,397	1,378	5,505	4,983	18,135	827
Town of Chino Valley	2013	8,754	2,281	696	301	3,491	190	1,589	1,176	3,589	331
Town of Chino Valley	2020	9,907	2,896	1,155	573	2,526	127	1,429	1,309	4,428	199
Town of Chino Valley	2023	11,863	3,235	1,182	590	3,664	129	1,987	1,092	4,999	169
Town of Dewey-Humboldt	2013	1,173	236	83	35	446	22	168	148	605	61
Town of Dewey-Humboldt	2020	2,286	706	165	72	795	22	482	207	892	58
Town of Dewey-Humboldt	2023	2,730	889	149	103	918	34	598	252	1,019	92
Town of Prescott Valley	2013	34,074	6,330	7,083	2,347	14,779	700	8,556	3,676	15,541	1,618
Town of Prescott Valley	2020	42,391	11,437	7,393	4,211	13,818	444	8,452	4,282	18,521	956
Town of Prescott Valley	2023	44,232	11,769	7,064	3,972	13,519	351	8,907	3,932	20,097	768

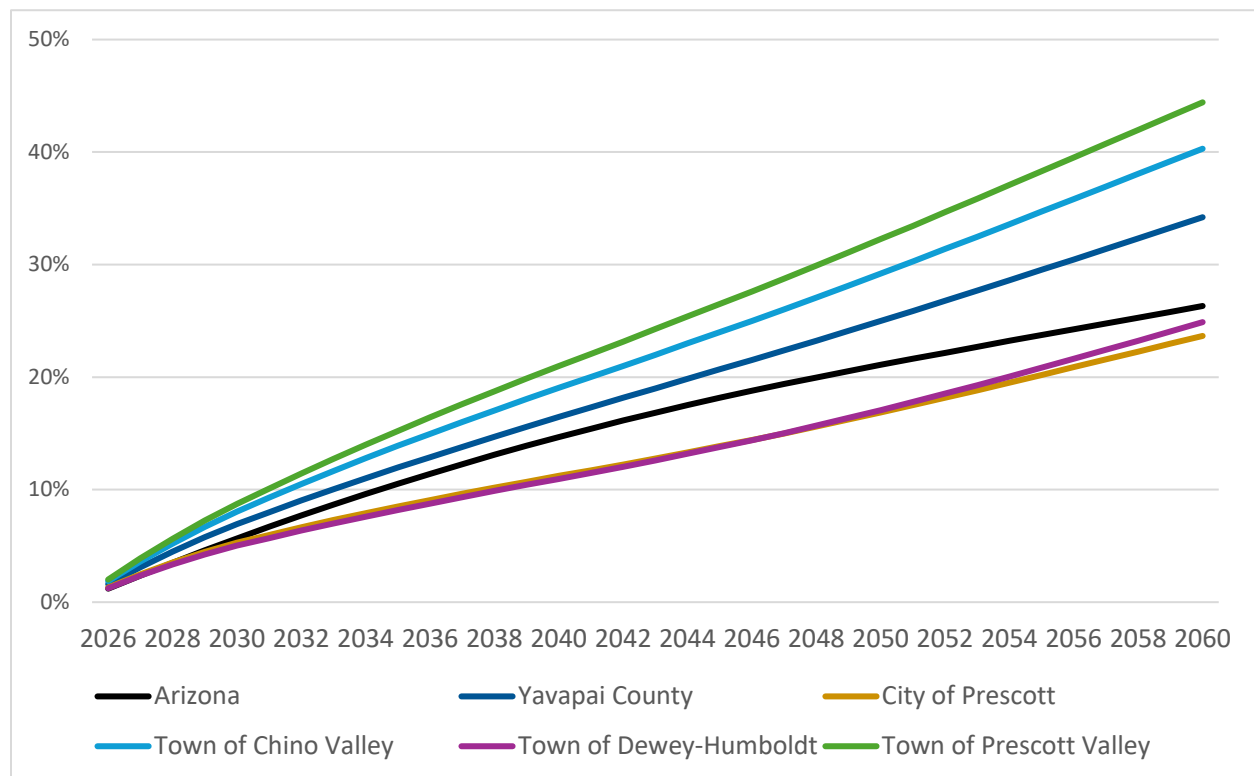
Source: Census data comes from American Community Survey (ACS) 5-year estimates and Yavapai County address data

Population Projection

Population projection data comes from the Arizona Office of Economic Opportunity and projects population change to the year 2060. Figure 11 shows population growth projections based on the percentage change in population compared to 2025.

The population of Yavapai County is projected to grow 34% between 2025 and 2060 and grow 7% between 2025 and 2030, which is when the next coordinated plan will be updated. General projection trends predict Yavapai County's population will grow at a higher percentage than Arizona over the same period. Furthermore, some cities within Yavapai County, and within the planning area, are projected to grow at an even higher rate than the county. Chino Valley and Prescott Valley are projected to grow by 40% and 44%, respectively, between 2025 and 2060. Prescott and Dewey-Humboldt are projected to grow by 24% and 25%, respectively, which is around the same rate of growth as statewide projections.

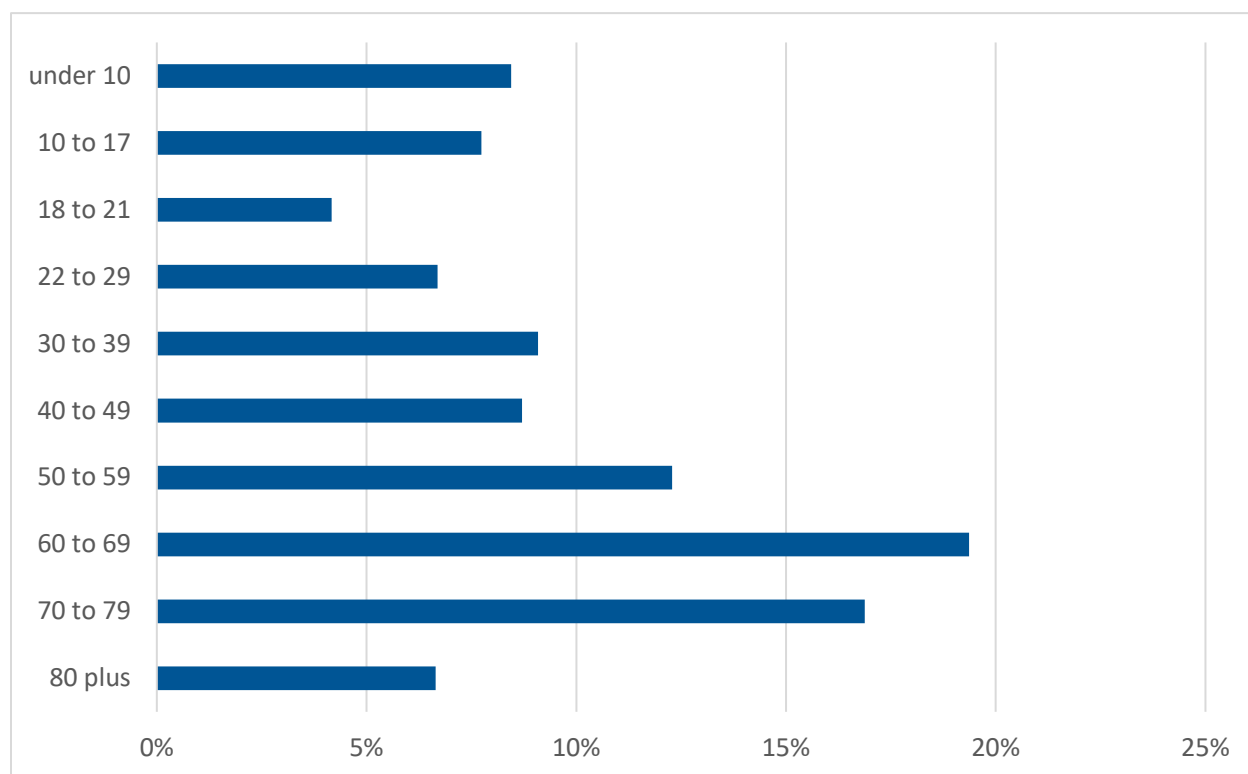
Figure 11 Percentage Population Growth Between 2025-2060 Based on Change in 2025



Age Distribution

The population of the planning area is older. According to ACS 2023 data, 49% of the population is between the ages of 50 and 79. Furthermore, 22% of the planning area's population is aged 50 to 64 and if not currently, will soon contribute to the demand for services for older adults. This indicates a significant projected increase in impact to capacity for transportation providers that offer services for older adults.

Figure 12 Percentage Distribution of Yavapai Plan Population

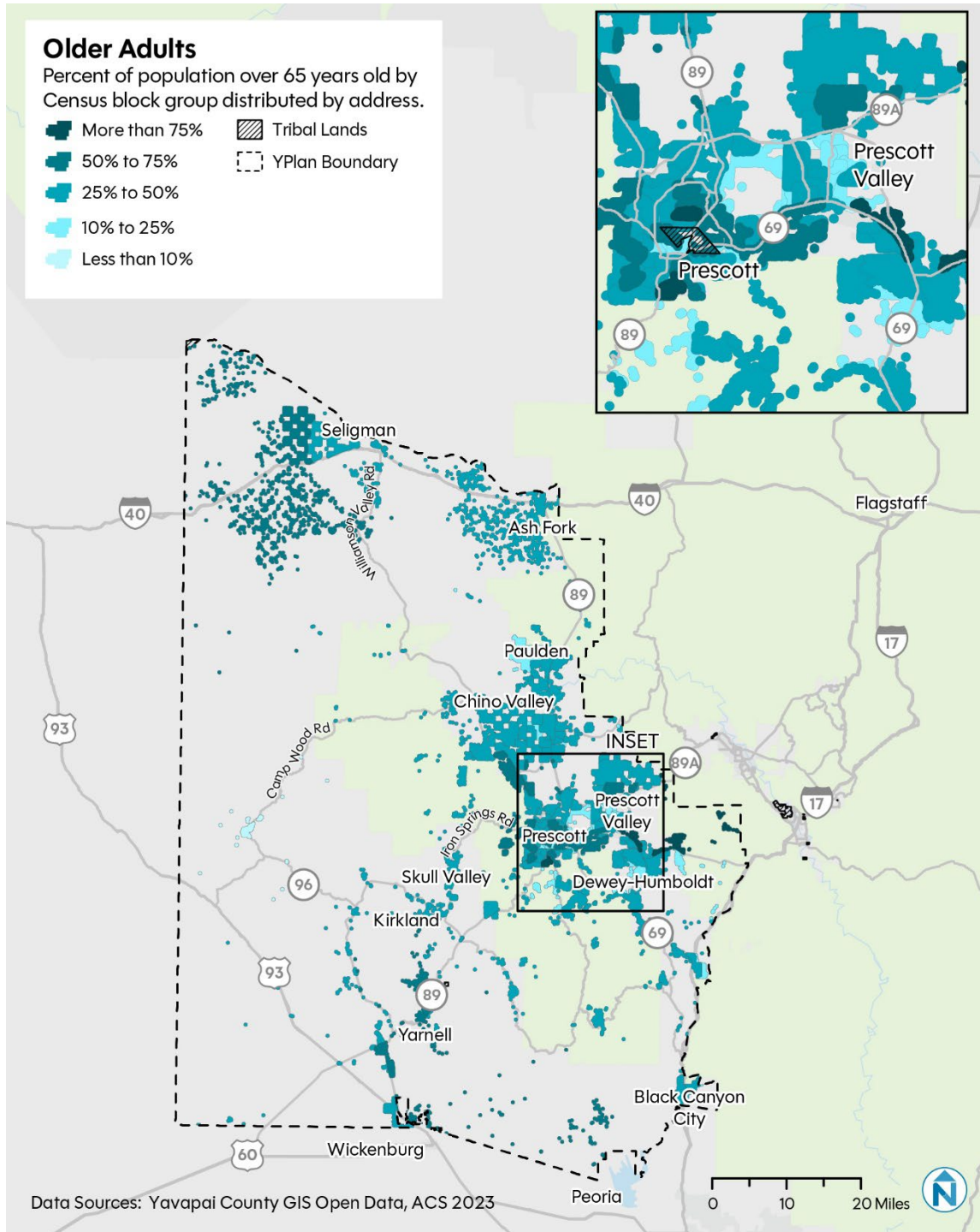


Older Adults

For the purpose of this study, older adults are defined as individuals aged 65 years old or older. Data on age was captured using ACS 2023 Table B01001 (Sex by Age). Older adults who are unable to drive are at risk of social isolation and may lack access to daily services unless viable transportation options are available.

The planning area, much like the State of Arizona, has a relatively older demographic and the number of older adults will continue to increase. Between 2013 and 2023, the older adult population in the region increased by 60%. This represents an increase from 25% of the total planning area population to 33% of the total population. This increase reflects both the ageing population already living in the area and people 65 and older moving to the region due to its perceived lower cost of living and natural setting. As Figure 13 presents, there are concentrations of older adults throughout the planning area, including some block groups where more than 75% of the population is aged 65 or older. These block groups appear in both rural and urbanized areas, including east of Seligman, along Route 69 between Prescott Valley and Dewey-Humboldt, and in the City of Prescott. Prescott, Prescott Valley, and Chino Valley have access to most public and private transportation services, while communities like Paulden, Ash Fork, Seligman, and Yarnell have very limited options. These gaps already create significant transportation needs across the region, and those needs will only increase as the population continues to age.

Figure 13: Percentage of Older Adults in Yavapai Plan



People with Disabilities

Data about people with disabilities comes from ACS 2023 Table B23024 (Poverty Status by Disability Status Age 20-64) and ACS 2023 Table S1810 (Disability Characteristics). The Americans with Disabilities Act (ADA) defines a person with a disability as a person who has a physical or mental impairment that substantially limits one or more major life activity, people who have a record of such an impairment, or individuals regarded as having a disability. The ACS and Census ask about six different disability types: hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and independent living difficulty. As shown in Figure 10, the percentage of people with disabilities across the planning area increased by 22% overall between 2013 and 2023. This aligns with the region's overall population growth as well.

Figure 15 shows the percentage of people aged 20 to 64 at the block group level. This provides more granular data, better reflecting where people with disabilities live.² As Figure 15 presents, most block groups have between 5% and 25% of residents with a disability, while some areas east of Seligman and south of Yarnell experience much higher percentages, despite having small populations. These communities have very limited transportation options and have to travel longer distances for basic needs such as grocery options and healthcare. Areas where 25% to 50% of the population have a disability are between Prescott and Prescott Valley, in Black Canyon City, Paulden, Seligman, and Ash Fork. Again, Prescott and Prescott Valley have access to YavaLine and/or YRT, but the other areas have very limited human service transportation and no public transportation. Their only option, other than driving themselves, is to take private transportation which can be expensive.

Older Adults With a Disability

Data for older adults with a disability is not available at the Census block group level. However, Figure 10 shows total population for older adults with a disability. Similar to the older adult population, older adults with a disability have increased by 63% from 2013 to 2023. This increase underscores the need for additional human service transportation options to get these older adults to and from healthcare appointments and the goods and services that support their everyday lives.

Disability Types

Data by disability type is not available at the Census block group level. However, Figure 14 shows population by disability type. Hearing and independent living disabilities are the most common types of disabilities in Arizona, as well as in the planning area and its cities.

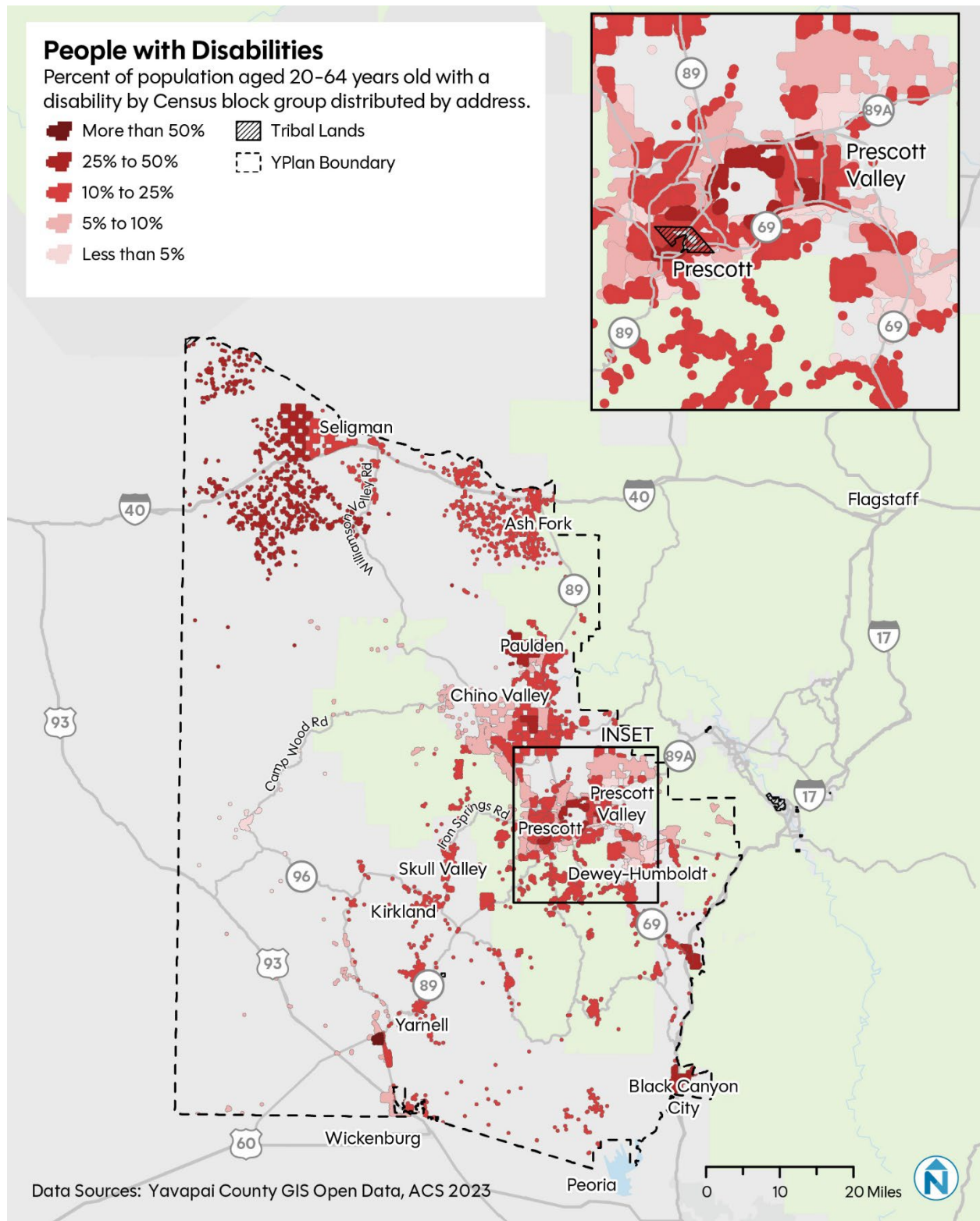
² Table S1810 is not available at the block group level.

Figure 14: Summary Disability by Type Table (2013, 2020, 2023)

Area	Year	Hearing Disability	Vision Disability	Cognitive Disability	Ambulatory Disability	Self-Care Disability	Independent Living Disability
YPlan Service Area	2013	7,908	3,912	8,823	13,207	4,312	7,865
YPlan Service Area	2020	10,940	5,229	9,638	13,784	3,952	9,562
YPlan Service Area	2023	11,876	5,258	9,682	13,611	4,294	9,244
State of Arizona	2013	227,409	134,266	264,508	395,889	141,667	251,756
State of Arizona	2020	291,209	179,369	334,078	464,967	161,762	309,514
State of Arizona	2023	293,250	185,759	362,678	457,670	159,333	312,493
City of Prescott	2013	1,713	948	1,930	2,948	1,057	1,716
City of Prescott	2020	2,429	1,290	2,174	3,060	689	2,259
City of Prescott	2023	3,100	1,478	2,173	3,032	941	2,219
Town of Chino Valley	2013	287	105	197	408	136	226
Town of Chino Valley	2020	421	189	414	638	154	384
Town of Chino Valley	2023	493	163	410	540	145	348
Town of Dewey-Humboldt	2013	32	13	24	44	8	27
Town of Dewey-Humboldt	2020	52	33	55	78	9	20
Town of Dewey-Humboldt	2023	58	28	27	80	10	26
Town of Prescott Valley	2013	1,922	1,172	3,410	3,654	1,281	2,182
Town of Prescott Valley	2020	2,564	1,149	2,106	3,171	1,250	2,618
Town of Prescott Valley	2023	2,262	1,192	2,224	2,828	1,062	2,281

Source: Census data comes from American Community Survey (ACS) 5-year estimates and Yavapai County address data

Figure 15: Percentage of People with Disabilities in Yavapai Plan

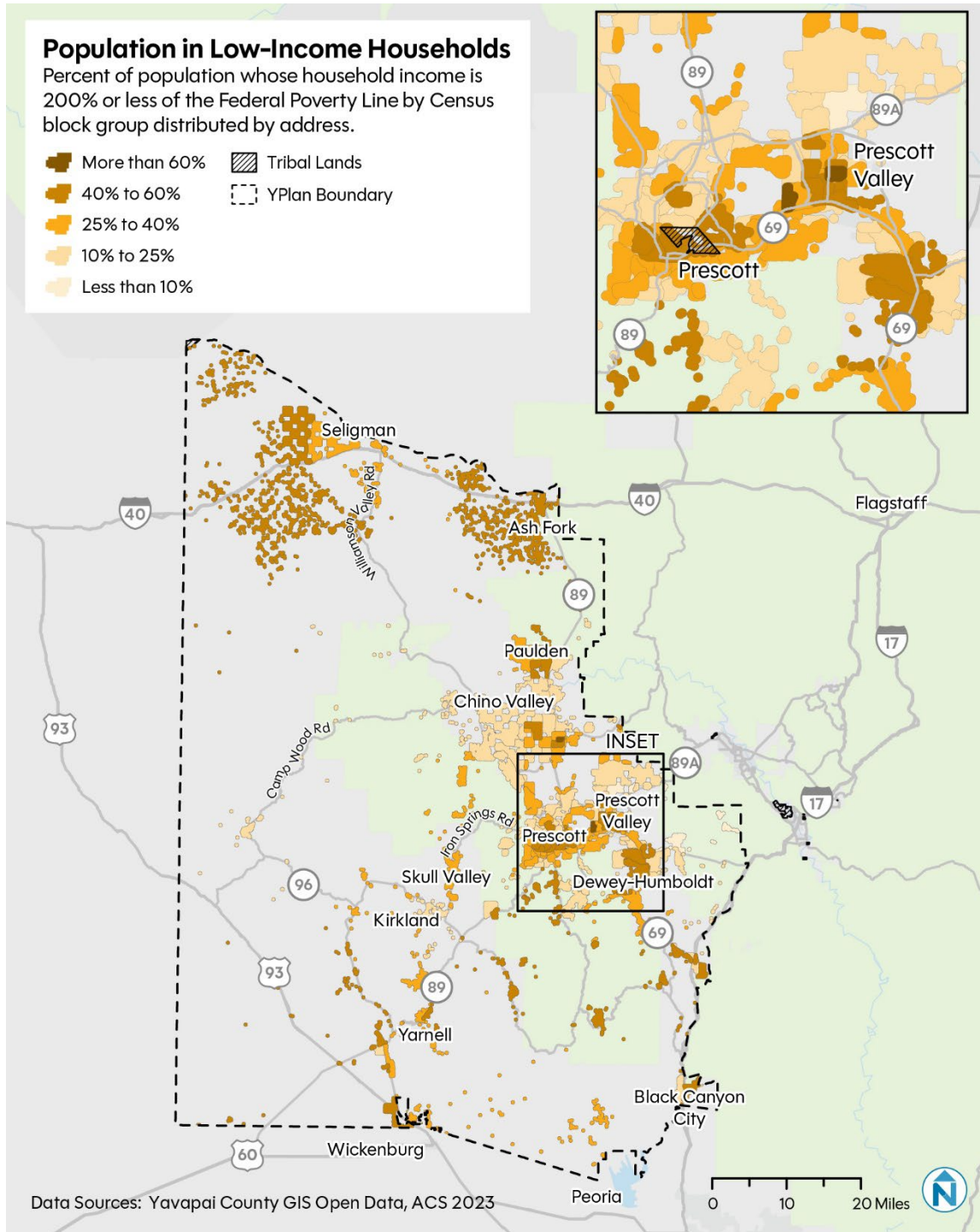


Population in Low-Income Households

Data on people who live in low-income households comes from ACS 2023 Table C17002 Ratio of Income to Poverty Level in the Past 12 Months. This table identifies people whose household income falls below various percentages of the federal poverty level. For the purposes of this analysis, “low-income households” refers to households earning less than 200% of the federal poverty line. The percentage of people living in low-income households across the planning area decreased from 37% to 29% between 2013 and 2023.

As Figure 16 presents, the areas with the highest concentration of people living in low-income households are in Prescott Valley near Mountain Valley Park and around Castle Canyon Mesa, as well as near Chino Valley. These areas have block groups at 60% or higher low-income. Areas with the next highest concentration, between 40% and 60% low-income, are near Seligman, Ash Fork, Paulden, and Dewey-Humboldt. While Prescott and Prescott Valley have transportation options that are more affordable compared to private programs, communities like Seligman, Ash Fork, Paulden, and Yarnell have very limited options for affordable transportation.

Figure 16: Percentage of People Living in Low-Income Households in Yavapai Plan



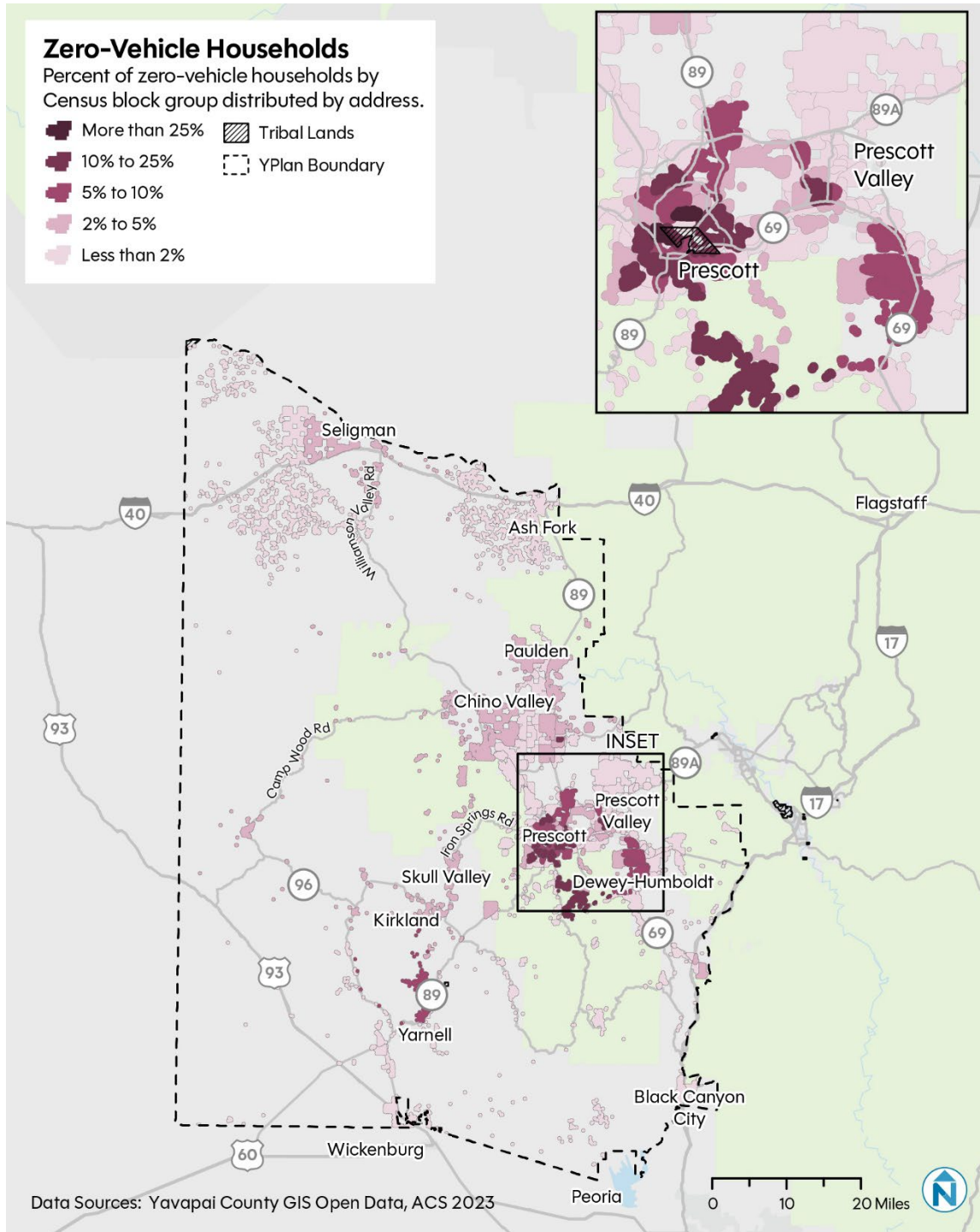
Zero-Vehicle Households

Data on zero-vehicle households comes from ACS 2023 Table B25044 (Tenure by Vehicles Available). Across the planning area, the share of households without access to a vehicle decreased from 5% in 2013 to 3% in 2023. As shown in Figure 17, the percentage of zero-vehicle households is relatively low across most of the region, with the majority of block groups having fewer than 5% of households without a car. The few areas containing the highest concentrations are heavily located in and around the Prescott urban area.

Outside of the Prescott–Prescott Valley corridor, zero-vehicle households are scattered and generally very low, often below 2%. Rural communities such as Ash Fork, Seligman, Paulden, Skull Valley, Yarnell, Black Canyon City, and Dewey-Humboldt show little to no clustering of zero-vehicle households. This pattern suggests that households without vehicles tend to be located in more urbanized areas where transit service, walkable infrastructure, and nearby destinations are more available, while rural areas, where distances are greater and public transportation is limited, have very few households without a car.

Prescott and Prescott Valley generally have public transportation, human service transportation, private transportation, and pedestrian infrastructure in closer proximity to daily necessities and employment. Residents can more easily get to where they need to go without a car. Stakeholders shared that it is close to impossible to live without a car in areas that are more remote.

Figure 17: Percentage of Zero-Vehicle Households in Yavapai Plan

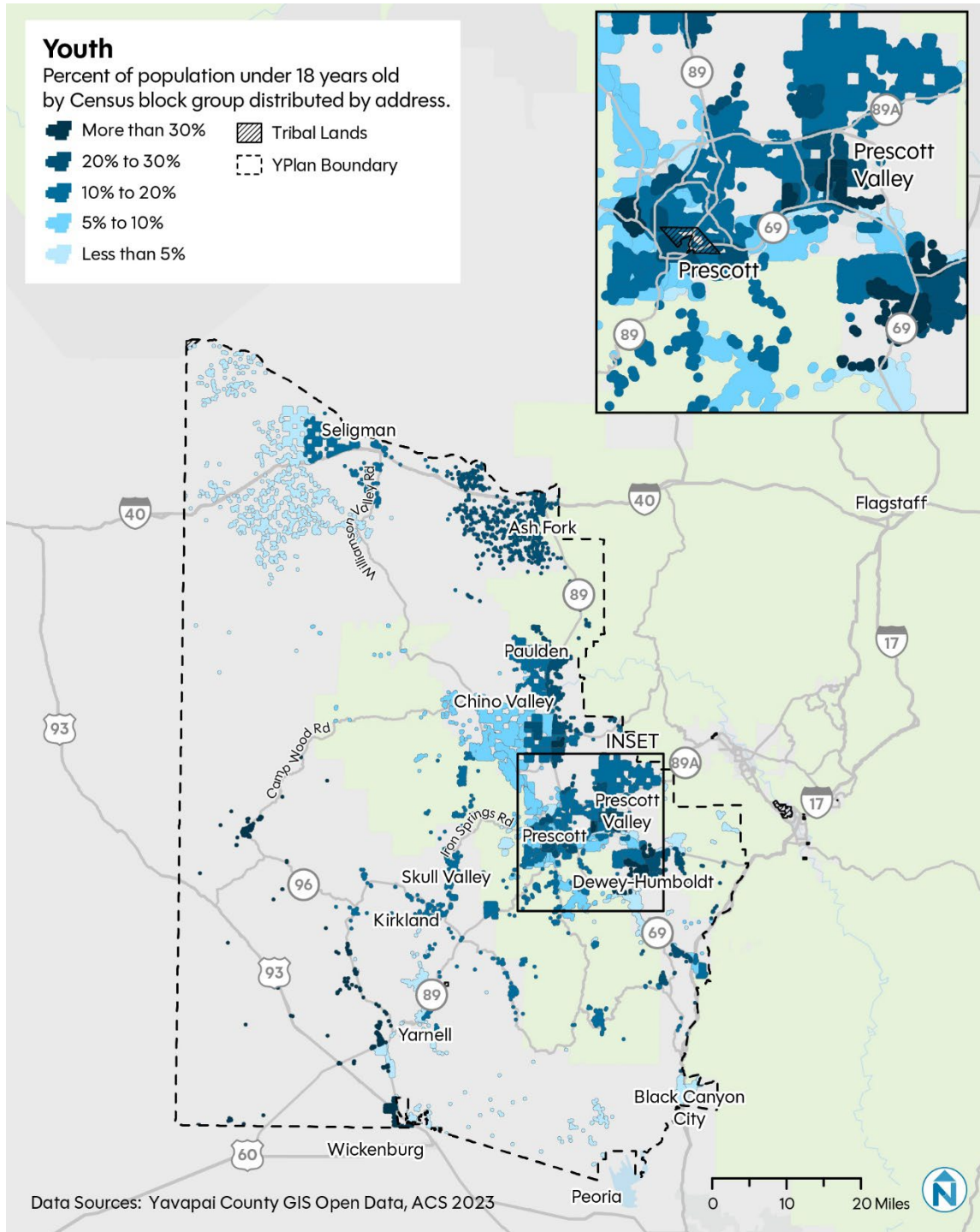


Youth

Data for youth population comes from ACS 2023 Table B01001 Sex by Age. For this analysis, “youth population” is defined as individuals under the age of 18. The percentage of youth across the planning area decreased from 19% to 17% between 2013 and 2020. It decreased slightly again from 17% to 16% between 2020 and 2023. This trend reflects both an aging population and a shrinking share of families with children, which has long-term implications for human service transportation needs and workforce displacement in YPlan.

As shown in Figure 18, areas with the highest concentration of youth, around 30% or more of the local population, are found in Ash Fork, communities in the southern parts of the planning area near Yarnell and Wickenburg, Paulden, Dewey-Humboldt, and portions of northwestern Prescott and central Prescott Valley. While Prescott, Prescott Valley, and Chino Valley have access to public transit options, Ash Fork, Paulden, and areas around Yarnell and Wickenburg have far fewer transit options for youth, especially for school, activities, and employment. Yavapai County’s recent rural services engagement effort found that students and youth have few opportunities for activities in their area and must travel long distances to access these activities.

Figure 18: Percentage of Youth in Yavapai Plan

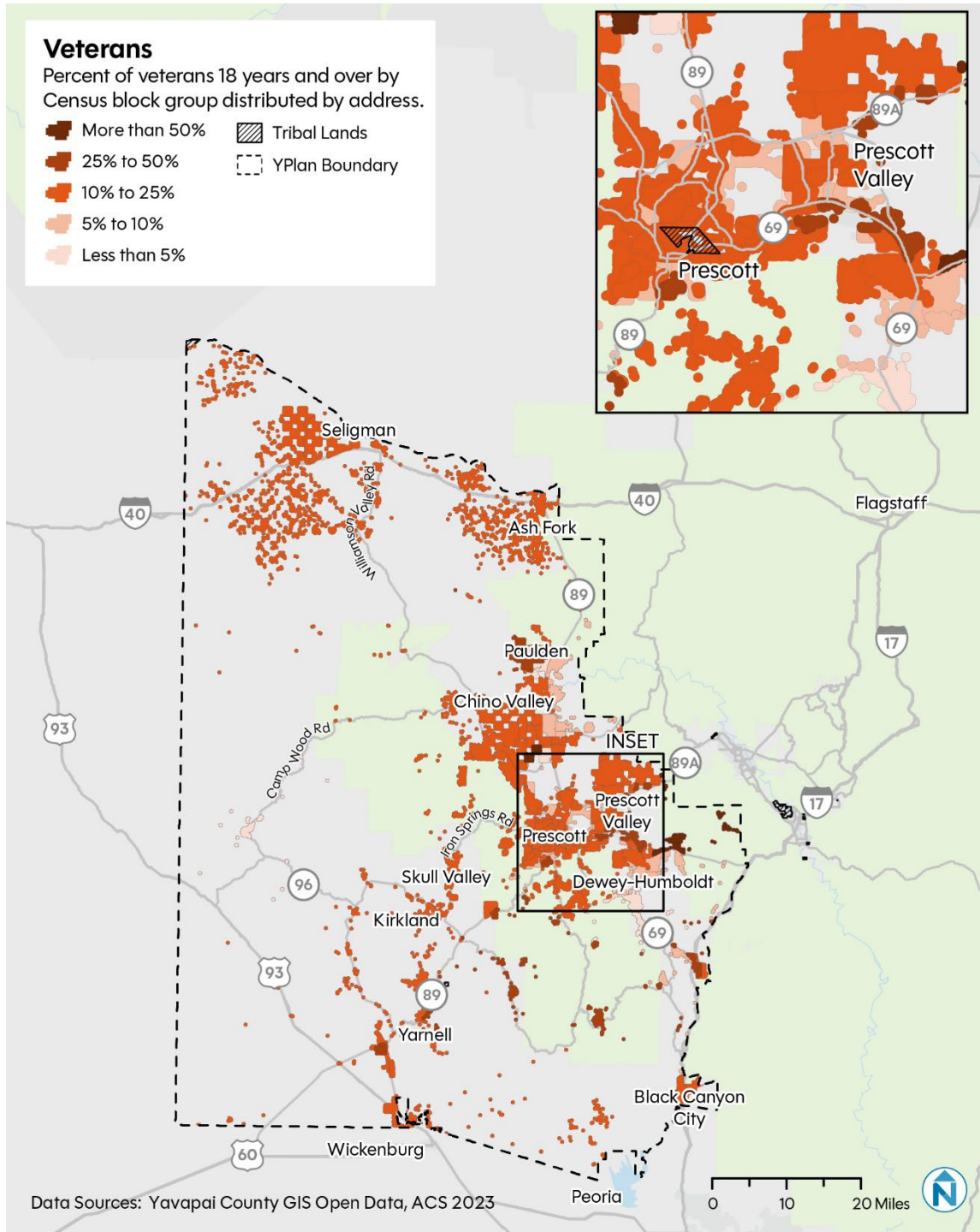


Veterans

Data on veteran status comes from ACS 2023 Table B21001 Sex by Age by Veteran Status for the Civilian Population 18 Years and Over. Across the planning area, the share of veterans has declined slightly over the past decade, from 17% in 2013 to 13% in 2023. As Figure 19 presents, the areas with the highest concentration of veterans are located southeast of Prescott Valley along Route 169 and southeast Chino Valley, where there are block groups with over 50% veterans. Many other communities, including Prescott (US Vets location), Prescott Valley, Chino Valley, Paulden, Ash Fork, and Seligman have about 10%-25% of veterans.

Stakeholders shared that many veterans do not have drivers' licenses and/or do not own personal vehicles. At the same time, many veterans need to get to the Bob Stump Department of Veterans Affairs Medical Center in Prescott or to job interviews. US Vets coordinates transportation with YavaLine to get veterans in residence at their Prescott facility to and from the VA Hospital four times a day Monday – Friday. US Vets also owns four vans to take veterans to job interviews and other employment efforts, but does not have a full-time driver for this program and can only go when employees with other job responsibilities have time. US Vets offers a program to give veterans an e-bike for them to get to employment but shared that e-bikes struggle with Prescott's terrain, winter weather, and lack of safe bicycle lanes. Technology is also a challenge for YPlan's veteran population. Many of them do not have access to a smartphone or computer to call a YavaLine ride on their own. Stakeholders also shared that many veterans choose to live in more rural communities such as Ash Fork and Seligman, which typically have less expensive housing but have more limited transportation options to medical or support services.

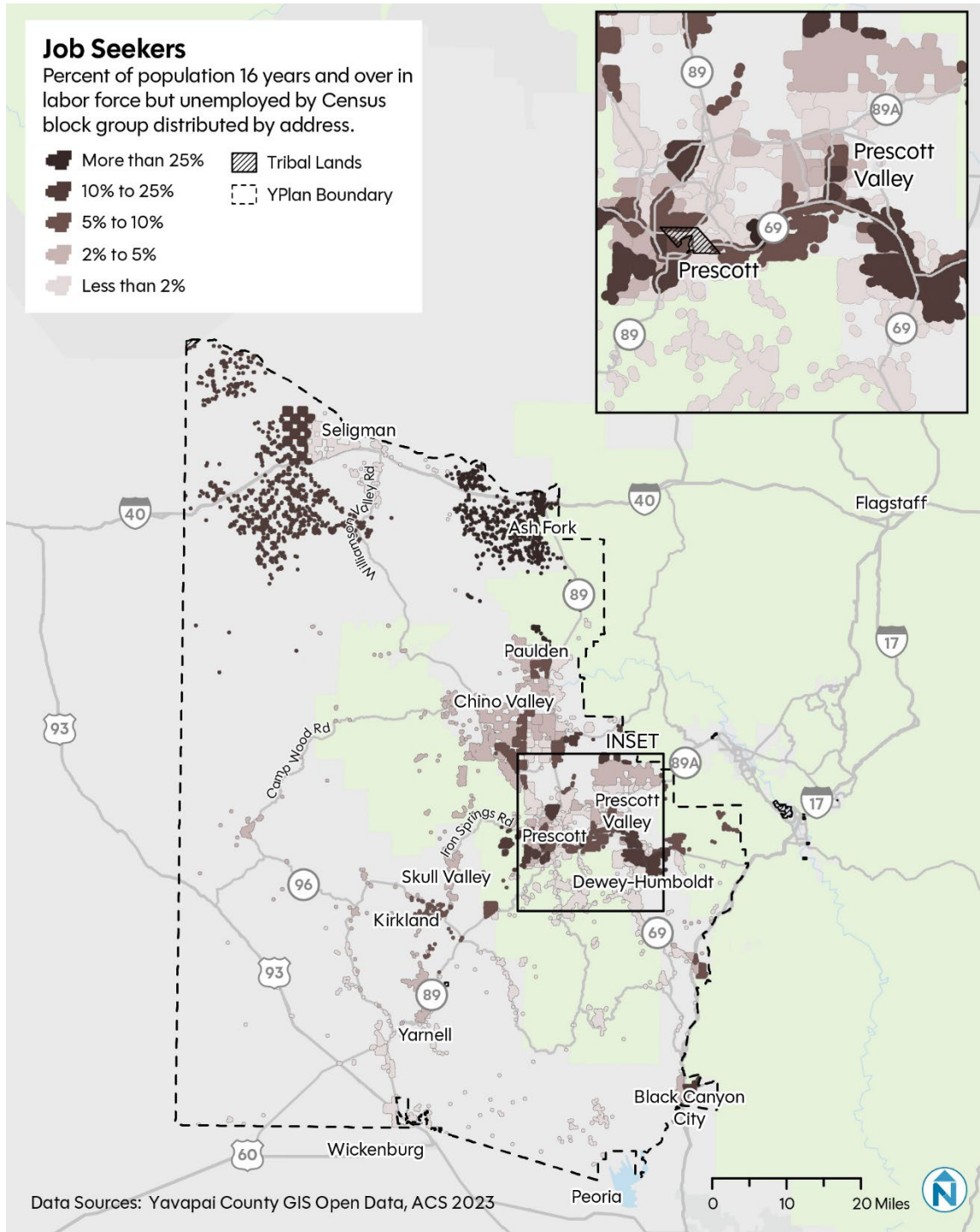
Figure 19: Percentage of Veterans in Yavapai Plan



Job Seekers

Data about job seekers is sourced from ACS 2023 Table B23025 Employment Status for the Population 16 Years and Over. For this analysis, job seekers are defined as individuals who are in the labor force but currently unemployed. Across the planning area, the unemployment rate has decreased significantly—from 11% in 2013 to 4% in 2023. As shown in Figure 20, block groups with the highest unemployment rates are marginally higher than 25%. Those high unemployment rates are concentrated east of Seligman, Ash Fork, and along the State Route 69 corridor between Prescott and Prescott Valley. Communities such as Seligman and Ash Fork have very limited transportation options and fewer local employment opportunities, whereas Prescott, Prescott Valley, and Chino Valley have access to public transportation and a higher density of employers, yet stakeholders noted that available routes and schedules for public transit do not often align with typical work or shift hours. Even areas like Mayer and Dewey-Humboldt that are close to Prescott and Prescott Valley do not have easy transportation access to employment in those areas. Strengthening transportation connections to employment centers is a critical need across the planning area.

Figure 20: Percentage of Job Seekers in Yavapai Plan



Activity Centers

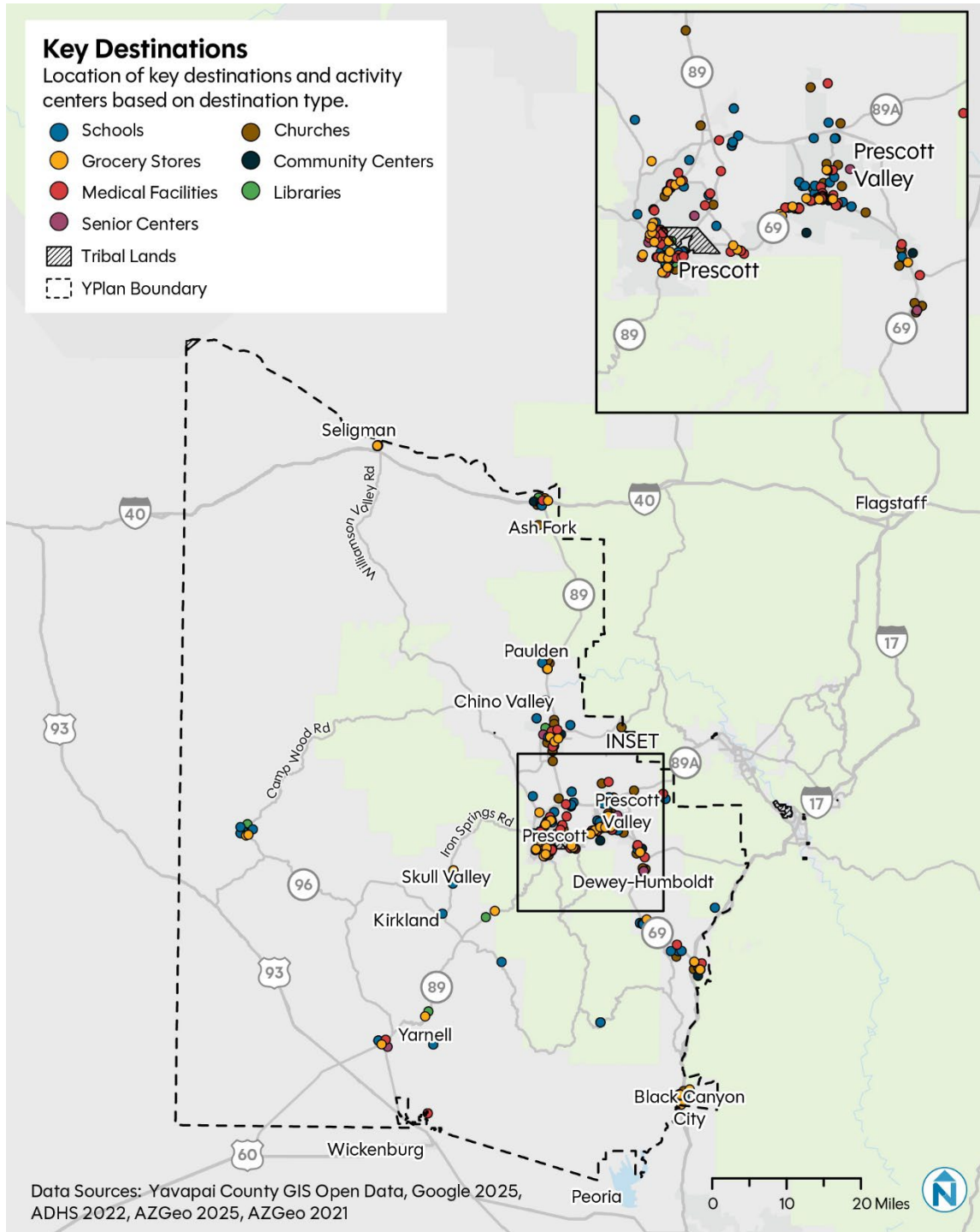
Activity centers are areas with a high number of destinations and a variety of destination types. These places often serve as hubs for employment centers, recreation, socializing, and accessing daily needs. For this analysis, activity centers are grouped into two categories: key destinations and major employment centers.

Key Destinations

Destination types included in this analysis are schools (ranging from middle school to university), grocery stores, state-licensed medical facilities, senior centers, churches, community centers, and libraries. Data related to destination locations is based on a combination of information available from AZGeo, Arizona's state level open data portal, as well as the Arizona Department of Health Services (ADHS), and Google Maps.

As shown in Figure 21, key destinations are highly concentrated in Prescott and Prescott Valley, particularly for destination types beyond schools and grocery stores. Most other communities in the planning area have only one or two grocery stores and many of these are dollar stores with limited fresh food options. The map also highlights a major service gap: there is one state-licensed medical facility north of Chino Valley in Ash Fork and it only operates one day per week, meaning residents in communities such as Paulden, Ash Fork, and Seligman have very limited options for medical services.

Figure 21: Key Destinations in Yavapai Plan



Employment

Data related to number of jobs uses the latest Census Longitudinal Employer-Household Dynamics (LEHD) data at the Census block group level. LEHD aggregates the number of jobs by block group based on addresses associated with those jobs.

This analysis also highlights specifically where a high number of low-income jobs are located. LEHD splits jobs into three groups based on monthly earnings. This analysis classifies low-income jobs as jobs that earn \$3,333 per month, which equates to an annual income of approximately \$40,000.

As shown in Figure 22, jobs are heavily concentrated around the Prescott and Prescott Valley area, which serve as the region's primary employment hubs. Smaller clusters of employment appear in Chino Valley and Dewey-Humboldt. Outside of this central corridor, the only significant employment center is Bagdad, where the Freeport-McMoRan Bagdad Mine provides a majority of jobs in that area.

Figure 23 presents the distribution of low-income jobs in this region. This largely mirrors the overall pattern of job locations. While Prescott, Prescott Valley, Chino Valley, and Dewey-Humboldt all contain large numbers of low-income jobs, Bagdad has a comparatively smaller share of low-income employment due to the higher wages associated with mining jobs.

Figure 22: Employers in Yavapai Plan

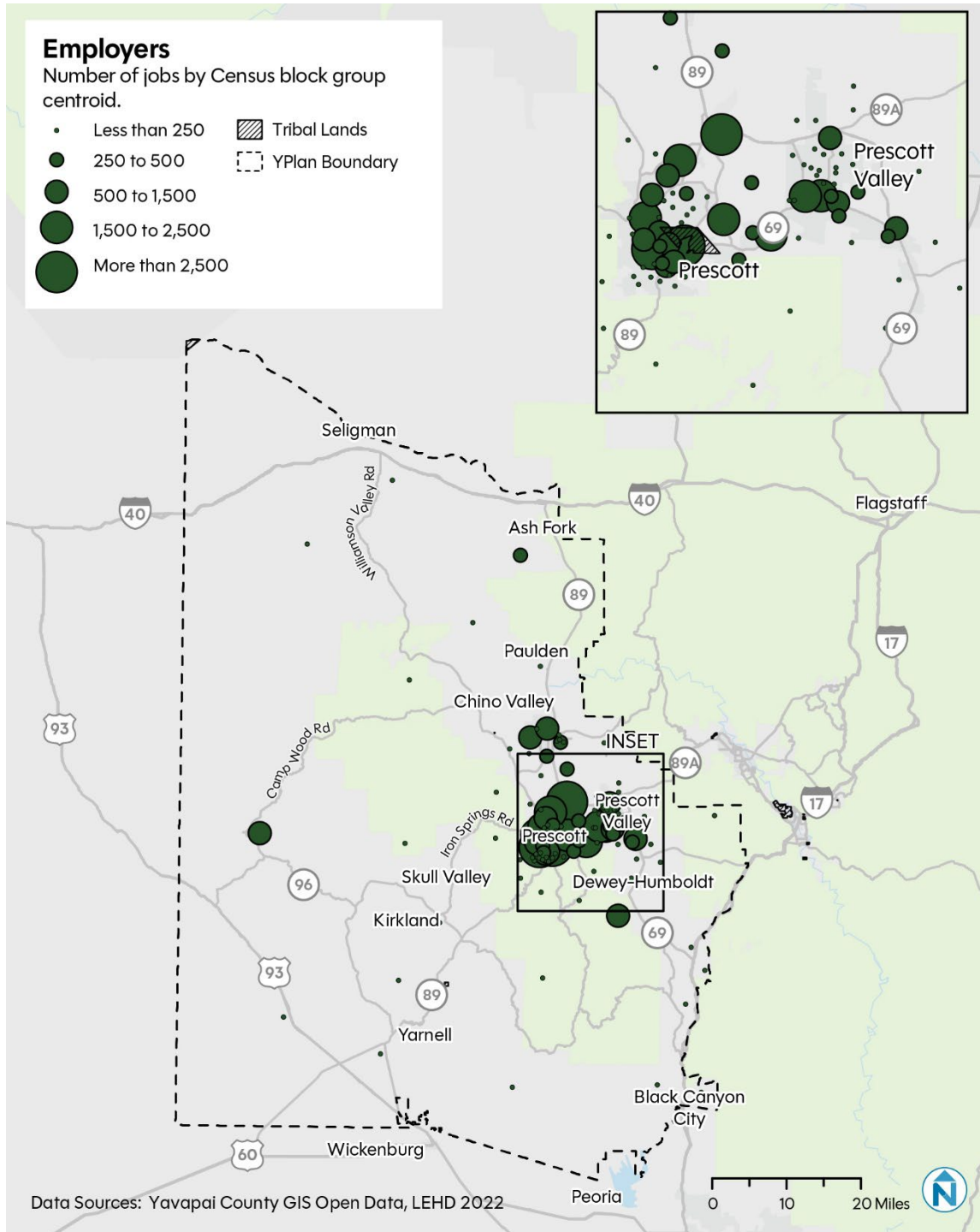
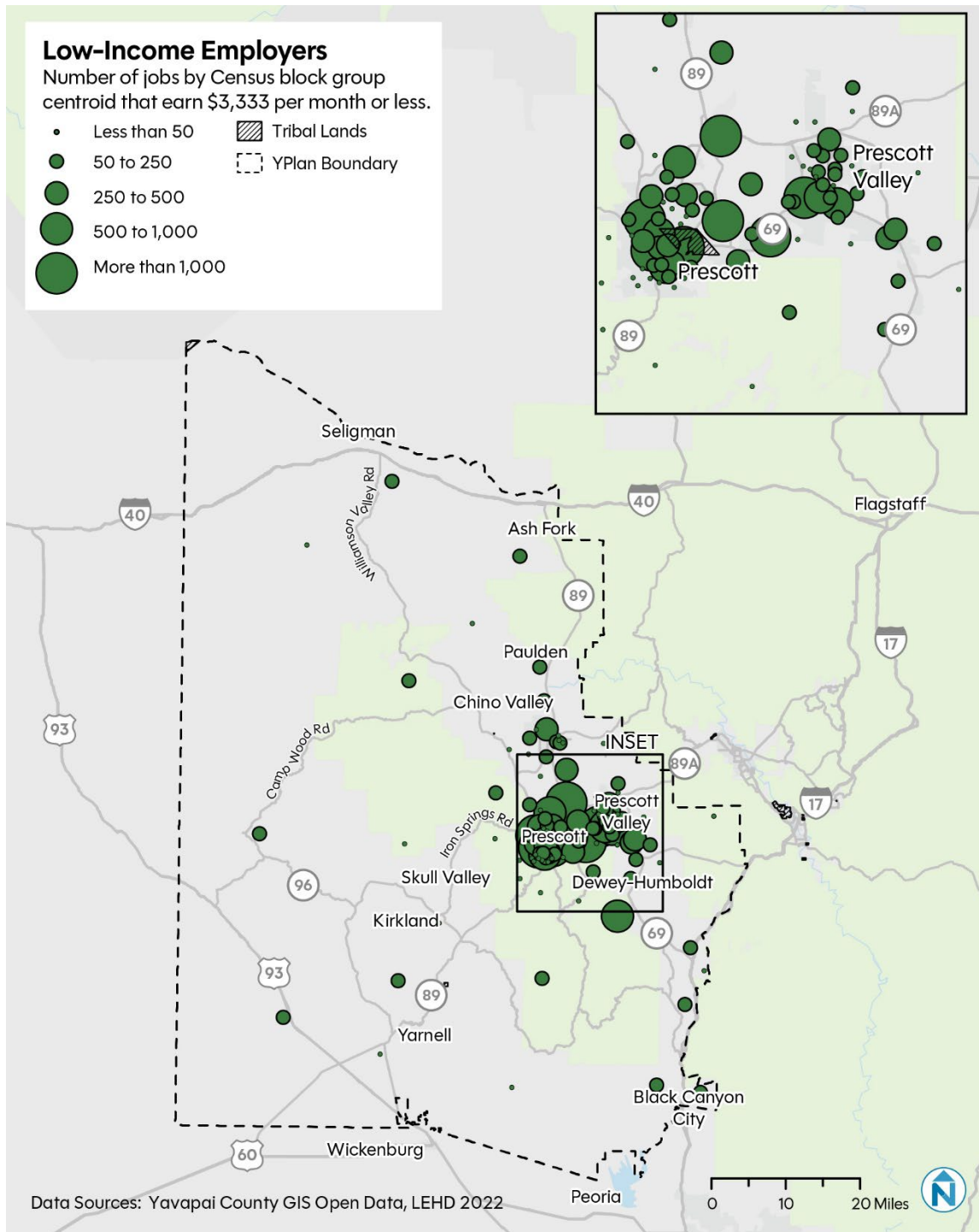


Figure 23: Low-Income Employers in Yavapai Plan



Travel Patterns

Total Trips

Travel pattern data comes from Replica Fall 2024 weekday estimates, which simulate the number of trips made on a typical Thursday in Fall 2024. Replica provides travel modelling data that simulates activity based on multiple private and public source data. A “trip” is defined as travel between two locations, for example driving from home to work. Trip modes include driving, car passenger, taxi/Uber/Lyft, public transit, biking, walking, and medium and heavy trucks. The trip number below represents all modeled trips.

There are an estimated 1 million daily trips that begin or end within the planning area. Among that trip data, 919,500 trips have the trip taker’s age available, and of those trips, 275,000 daily trips were made by older adults aged 65 and over³. For all trips in the planning area, home was the most common trip purpose, followed by shopping and work commutes for total trips (Figure 24 and Figure 25). The most common trip purposes for older adults were home, shopping, and social trips. The share of trips between total and older adults is similar, though some trip purposes include no trips for older adults, which created a larger share in other categories. Replica includes healthcare appointments in the maintenance category, the sixth-highest trip category for older adults.

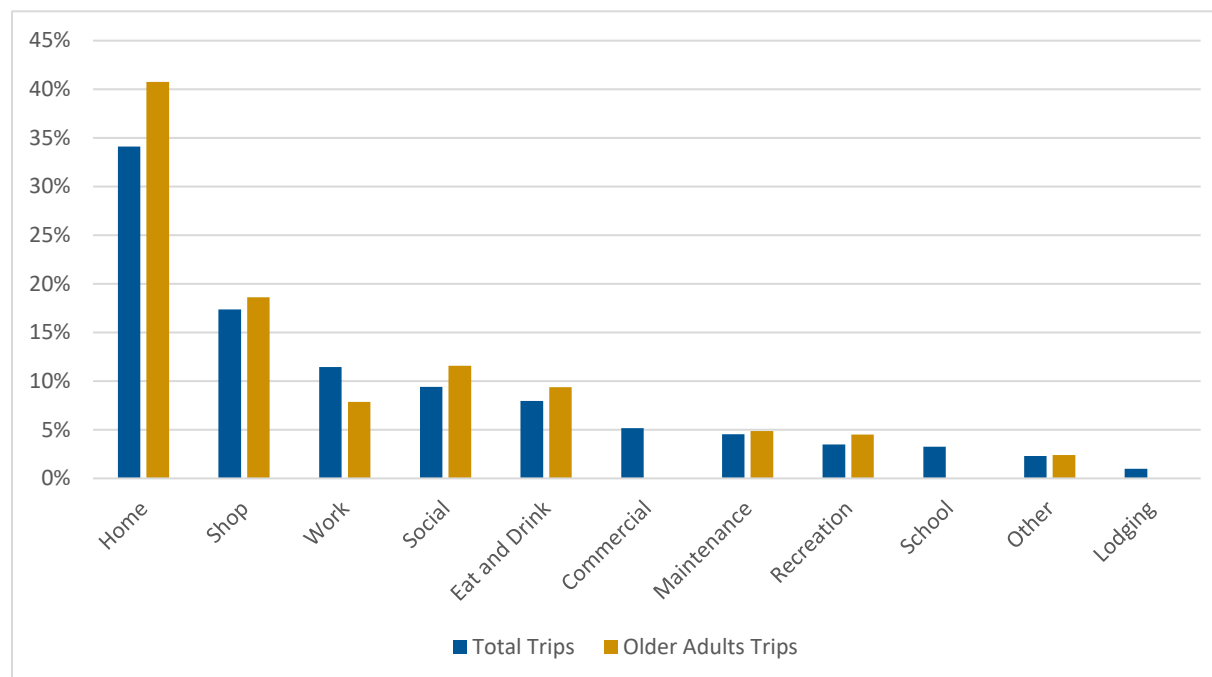
Figure 24: Daily Weekday Trips by Trip Purpose

Trip Purpose	Purpose Definition	Daily Trip Counts (All Trips)	Daily Trip Counts (Older Adults Trips)
Home	All trips to a person’s home.	343,170	111,984
Shop	All trips to automobile dealers, gas stations, grocery stores, postal service, pharmacies and drug stores, and retail shops.	174,578	51,180
Work	All trips that end at a person’s workplace.	115,241	21,602
Social	All trips to visit someone else’s home.	94,628	31,826
Eat and Drink	All trips to restaurants.	79,910	25,792
Commercial	All trips by medium and heavy trucks for deliveries and other commercial purposes.	51,971	0
Maintenance	All trips to auto shops, banks, church/religious organizations, daycare services (childcare drop-off), dentist, doctor’s office, dry cleaning and laundry services, hairdressers, hospitals, nail salons, nursing care facilities, post office, and storage facilities.	45,584	13,358
Recreation	All trips to amusement parks and arcades, gyms and fitness centers, casinos, museums, parks and swimming pools, spectator sports, golf courses and country clubs, and movies.	35,040	12,353
School	All trips to a person’s school or college.	32,645	0

³ This data represents number of trips, not number of people taking trips. This means that one person can take multiple trips per day. Older adults (65+) represent 33% of the total planning area population and 30% of total trips where age data is available. Trips made by people aged 55+ (including older adults) capture 49% of those total trips.

Other	Includes any trip not included in other categories.	23,207	6,572
Lodging	All trips by visitors to overnight accommodations such as a hotel.	9,840	0
Total		1,005,814	274,667

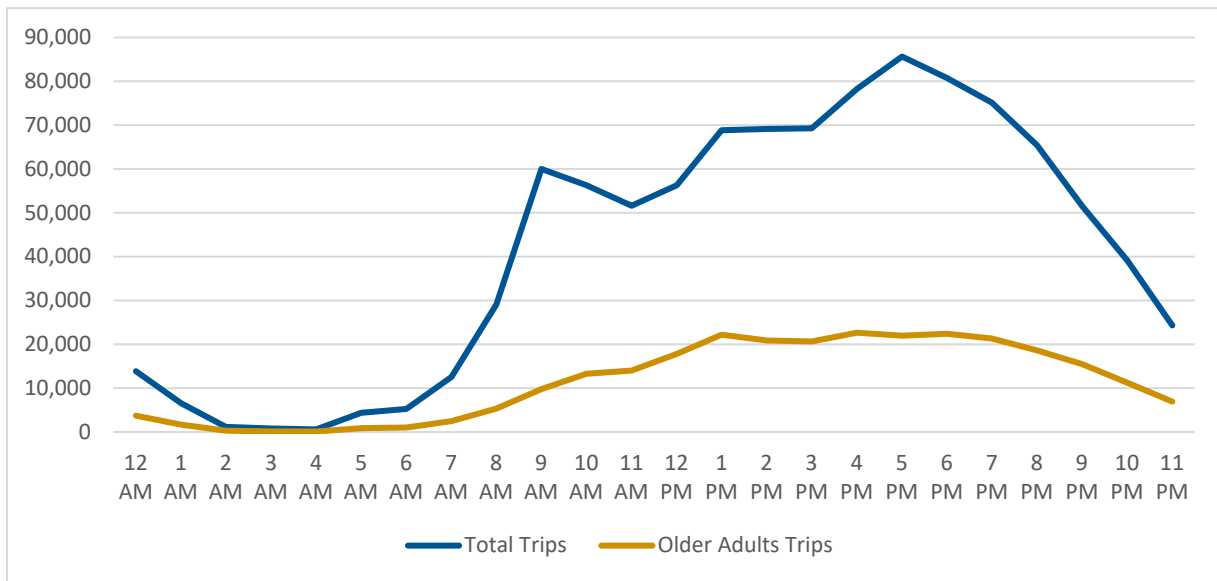
Figure 25: Percentage of Trips by Trip Purpose



Peak Hours

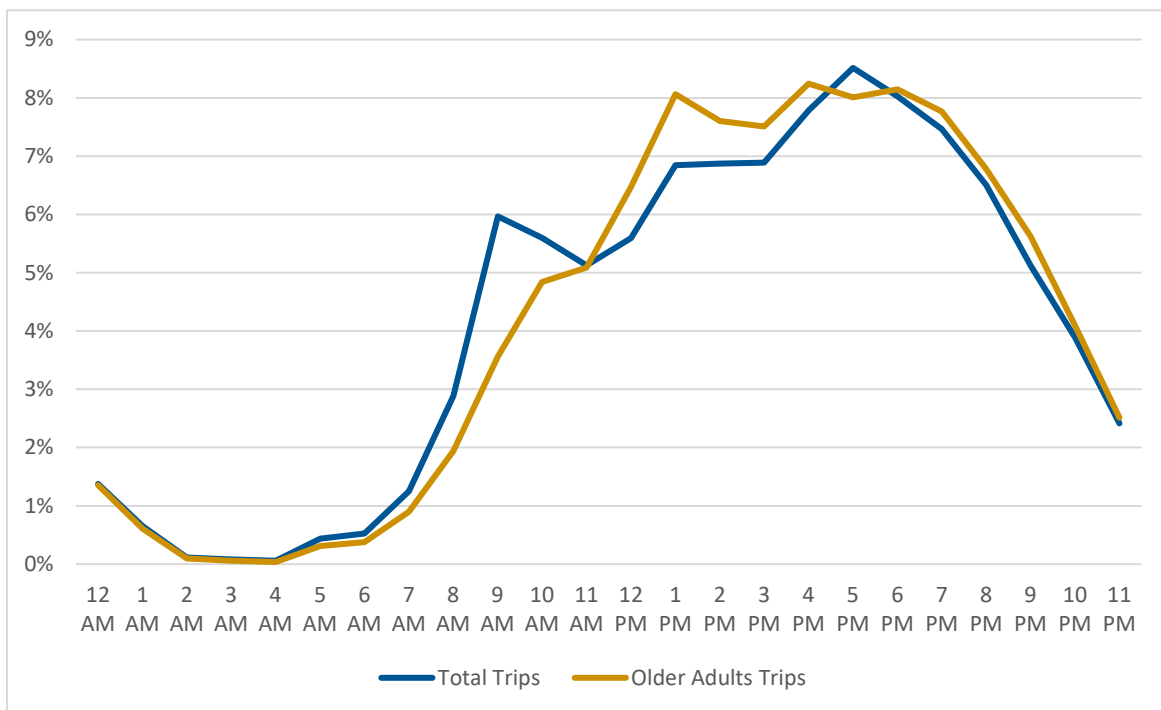
Peak travel time for total trips (all trips, regardless of age) occurred around 5 PM. Travel patterns show an initial peak trip start time between 8 and 9 AM before steadily rising to the busiest travel time in the early evening. While a peak morning and afternoon commute is the typical pattern associated with a nine to five workday, the lack of a dip in trips from nine to five indicates more consistent travel flows throughout the day. Trip times for older adults generally follow the same pattern on a much smaller scale, without large peaks.

Figure 26: Number of Trips by Time of Day



While Figure 26 shows the number of trips by time of day, Figure 27 presents the percentage of total daily trips by time of day. Looking at the percentage of trips by time of day provides a clearer understanding of when total trips and older adult trips are taken. This allows a clearer comparison between the two, with nuances not available in raw trip totals. The percentage of trips chart illustrates that older adults have the same distribution of trips throughout the day as total trips. Both trip patterns show less than 3% of trips occur between 11 PM and 7 AM, while the highest share of trips occurred between 1 PM and 5 PM. Of note, older adults tend to take more trips around 2 PM than total trips.

Figure 27: Percentage of Trips by Time of Day

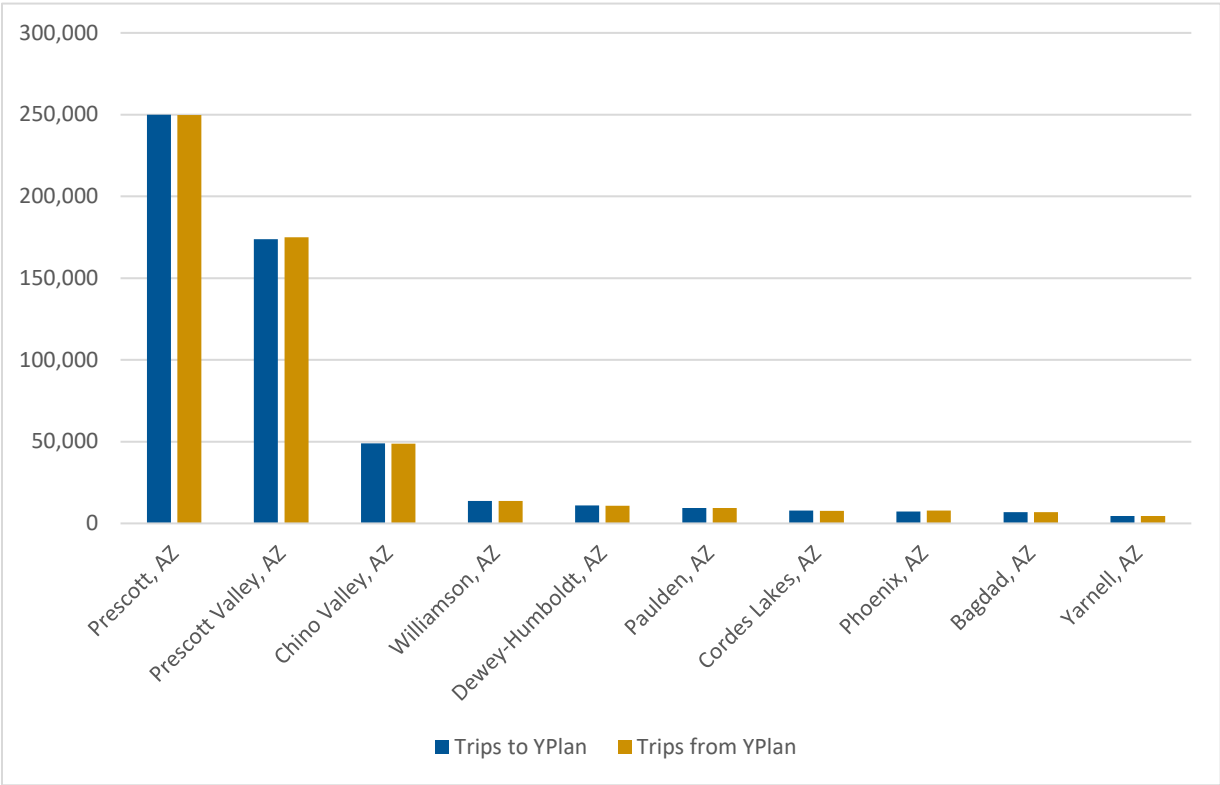


Trips by Area

Figure 28 identifies origin and destination cities for trips in the planning area. The “Trips to YPlan” data indicate trips that started in the city labelled on the graph and ended anywhere within the planning area while “Trips from YPlan” show trips that started anywhere within the planning boundary and end in each city. This data includes both trips that begin and end within the planning area. For example, a trip that starts in Prescott and ends in the planning area, as well as trips that begin or end in the planning area, but start outside of its boundaries, like with Phoenix.

As shown in Figure 28, Prescott and Prescott Valley are the region’s strongest trip generators. Together, they account for approximately 75% of all trips that begin or end within the boundary. Chino Valley is the next highest trip generator but at a much smaller scale. Other communities and areas—such as Williamson, Dewey-Humboldt, Paulden, and Cordes Lakes—generate relatively few trips by comparison. Phoenix is the only city outside the planning area included in the top ten origins and destinations for trips connected to the region. Overall, no single community outside of Prescott and Prescott Valley dominates trip flows, reinforcing the central role of these two cities as the hub of regional travel activity.

Figure 28: Areas with Most Trips to and from Yavapai Plan



Overall Travel Flows

Travel flows were identified based on trips that began or ended in the planning area. A grid of 1-mile hexagons was used as the unit of analysis for aggregating Replica Fall 2024 trips. As such, these travel flows indicate the largest number of both internal trips that happen within a 1-mile hexagonal area, as well as external trips that happen between hexagons.

As Figure 29 and Figure 30 present, most significant internal and external travel flows happen either in Prescott and Prescott Valley, with some high internal activity in Chino Valley. More specifically, the highest number of trips seem to happen around the Montezuma Street corridor near the Courthouse Plaza in Prescott and the cluster of shopping centers between State Route 69 and Glassford Hill Road in Prescott Valley. The only areas within the planning area outside of Prescott, Prescott Valley, and Chino Valley with significant trips are near Yarnell and Bagdad, with some internal trip activity in Ash Fork and Seligman.

Trips between cities mostly begin or end in Prescott or Prescott Valley. Yarnell, Bagdad, Cordes Lakes, and Kirkland all have at least one hexagon in their area with 100 daily trips or more to those areas. Trips between hexagons in Ash Fork or Seligman to or from Prescott or Prescott Valley were closer to the 20-50 trips per day range.

This travel patterns data underscores Prescott, Prescott Valley, and Chino Valley as key areas to focus on for transportation strategies.

Figure 29: Internal Travel Patterns in Yavapai Plan

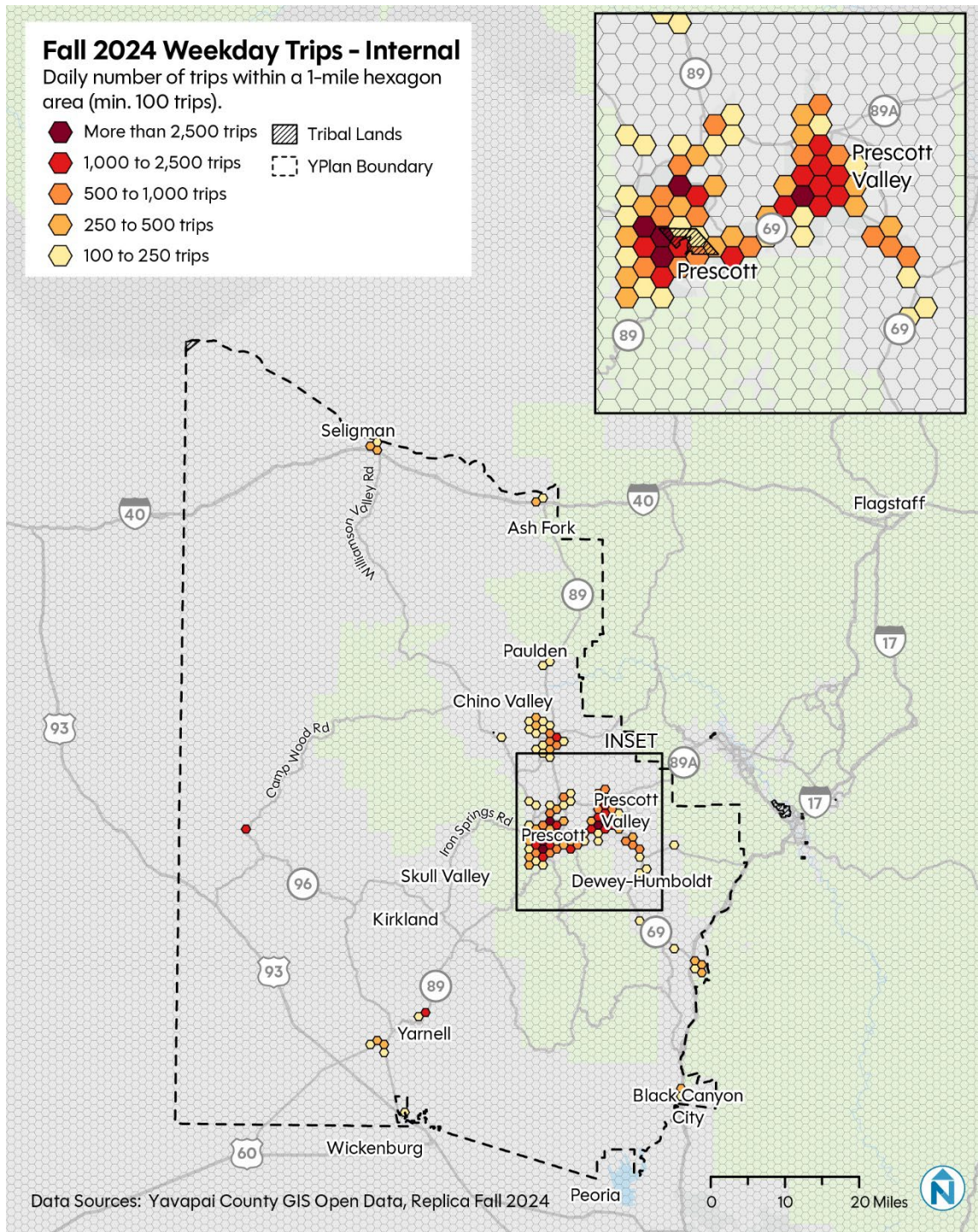
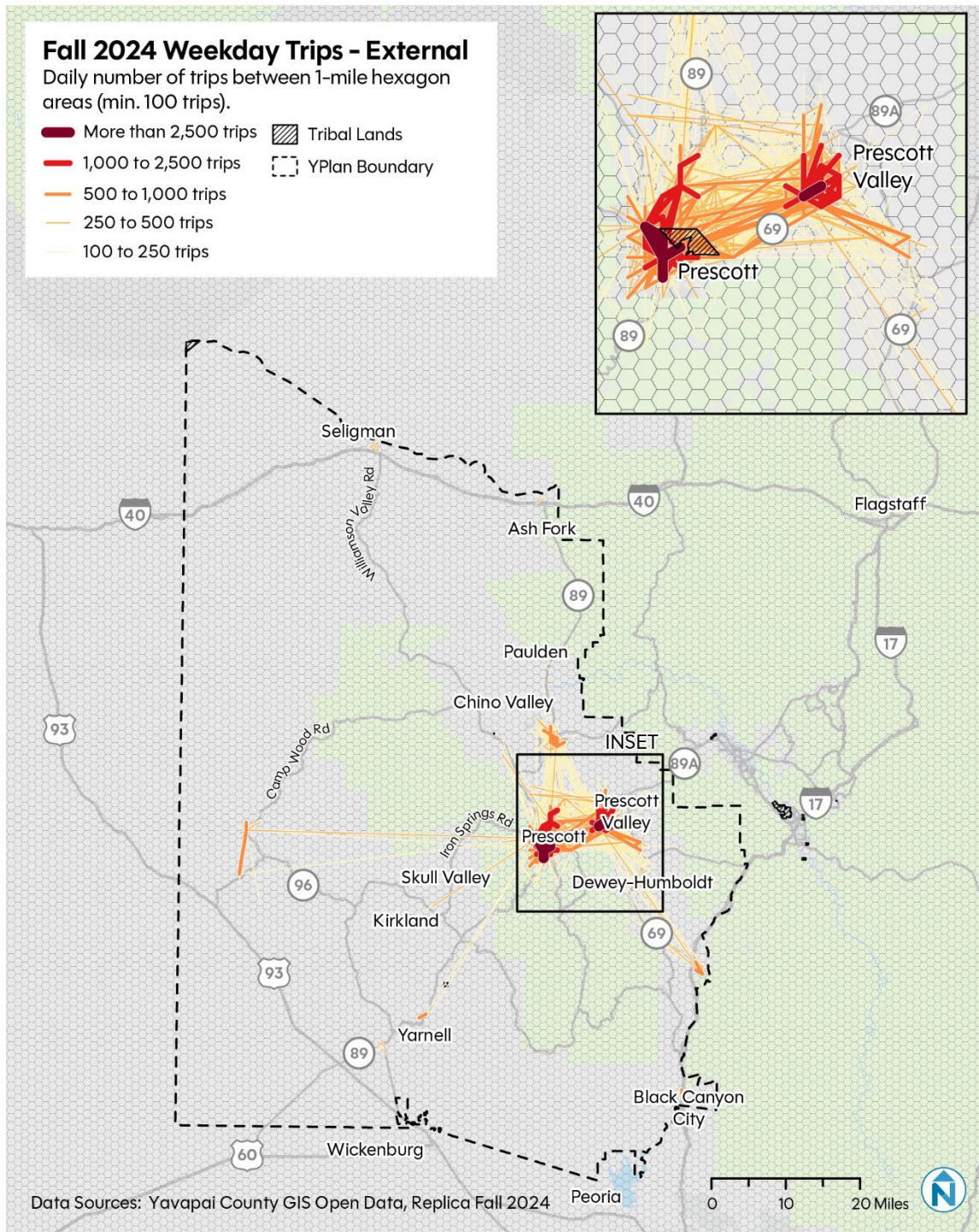


Figure 30: External Travel Patterns in Yavapai Plan



Low-Income Travel Flows

Replica simulates trip takers and uses their source data to assign demographics associated with those trip takers. Low-income travel flows filter trips based on the modeled household income of the trip taker.

To calculate low-income trips, a simulated trip taker's household income and household size were compared to the United States Department of Health and Human Services 2025 Poverty Guidelines to identify trip takers who live in households that earn below 200% of the federal poverty level. The guidelines provide household income by household size and how they compare to the federal poverty level by year within the 48 contiguous states.

As Figure 31 and Figure 32 present, low-income travel flows follow the same pattern as overall travel flows, with significantly fewer low-income trips around Chino Valley. The highest concentrations of low-income internal trips occur in Prescott and Prescott Valley, particularly around downtown Prescott, the State Route 69 commercial corridor, and the central areas of Prescott Valley. These hexagons show between 500 and more than 1,000 low-income trips per day.

External low-income trips also cluster between Prescott and Prescott Valley, reinforcing these cities as the central hubs for regional mobility. Very few low-income trips occur in outlying areas, and Chino Valley—with its limited low-income job concentrations—shows noticeably fewer low-income trips compared to the region's core, though there are significant trips within the center of Chino Valley. Some outlying cities with the most low-income trips are mostly in Bagdad and Yarnell, with number of trips just making the threshold in Seligman, Cordes Lakes, and Black Canyon City.

Overall, the maps indicate that low-income residents primarily travel within and between the Prescott and Prescott Valley areas, highlighting the importance of strong transit connections and affordable mobility options within this central corridor.

Figure 31: Internal Low-Income Travel Patterns in Yavapai Plan

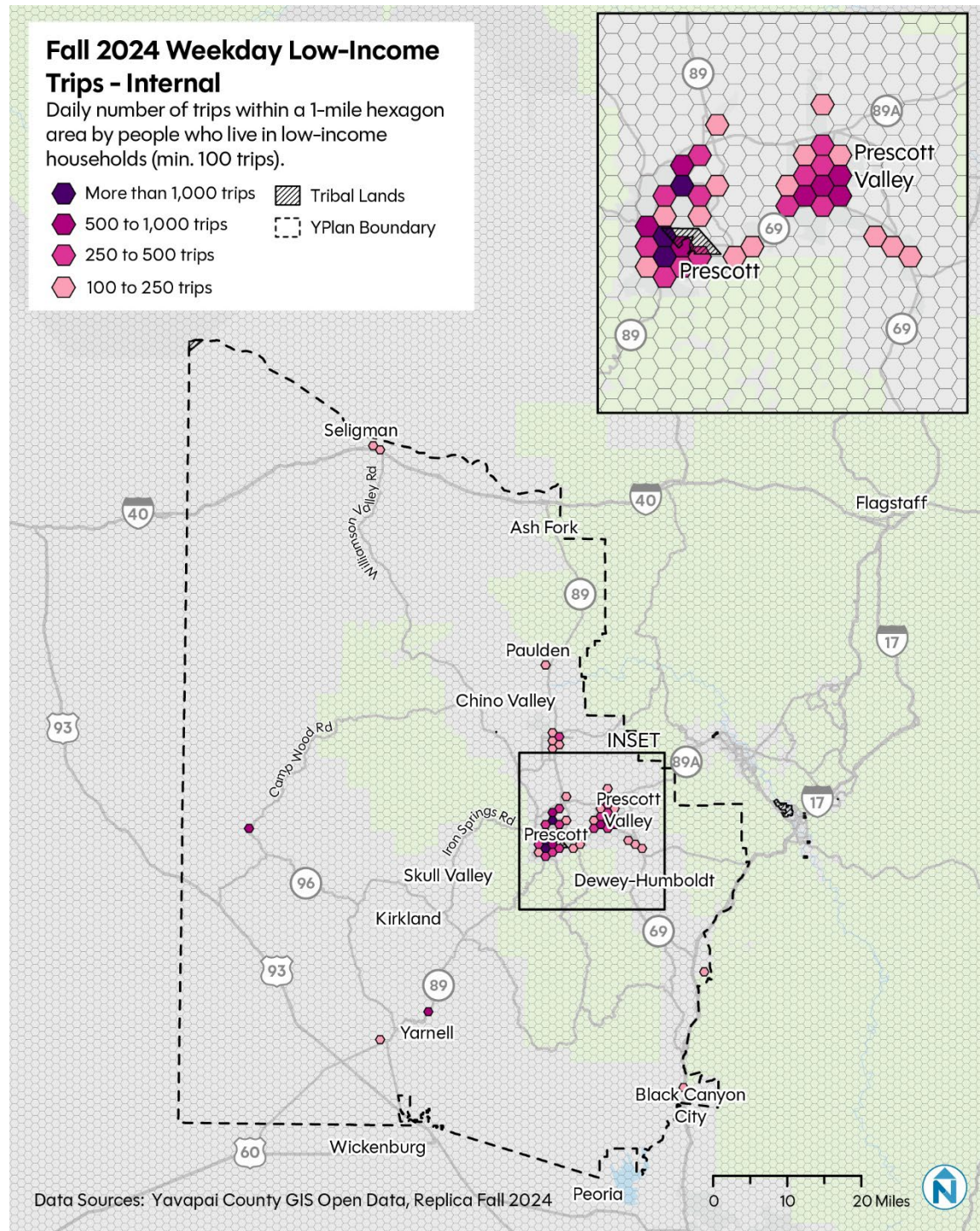
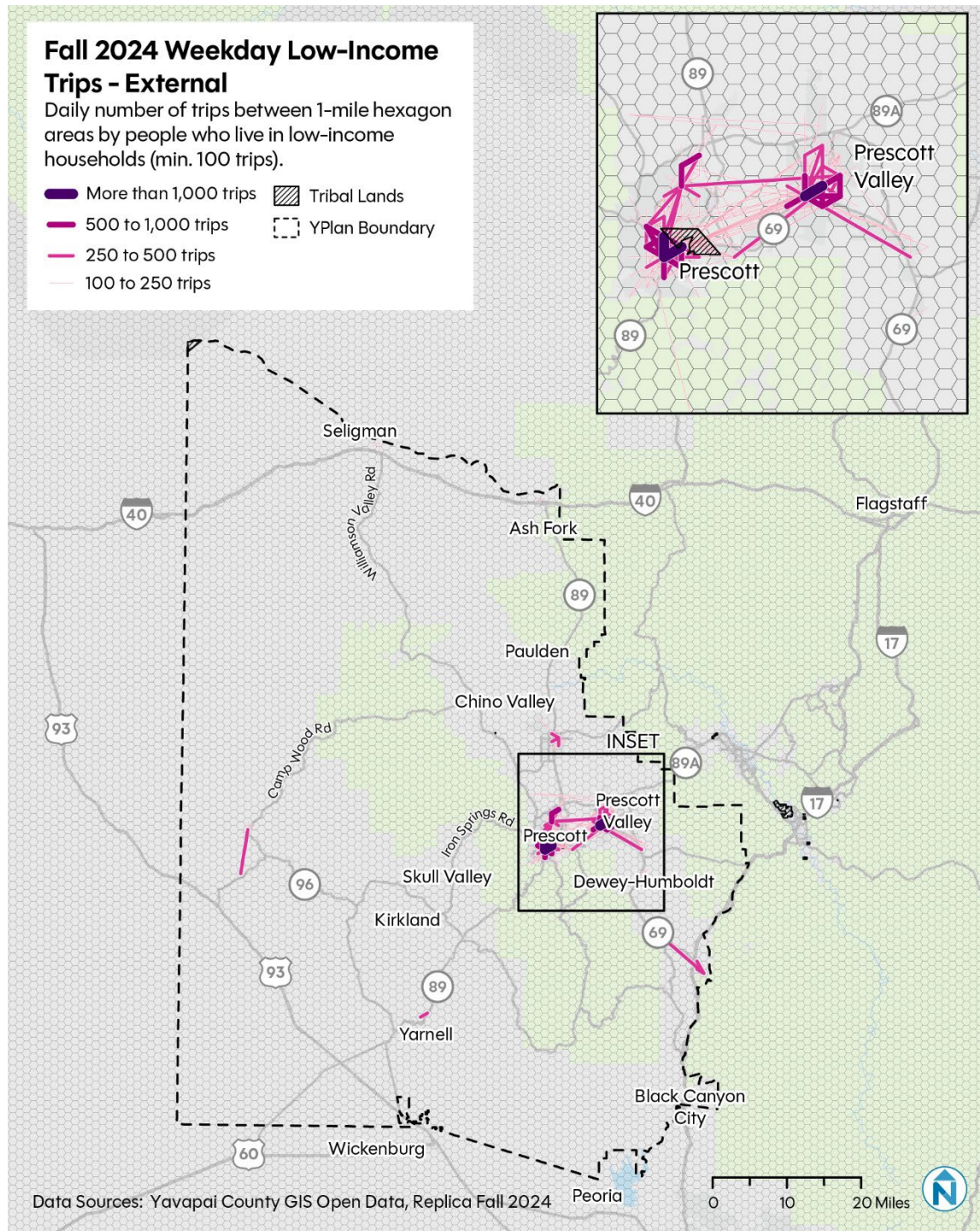


Figure 32: External Low-Income Travel Patterns in Yavapai Plan



Key Takeaways from the Market Analysis

- Destination-based need for transit services heavily leans towards Prescott, Prescott Valley, and Chino Valley. Most key destinations and employment centers are in that region and day-to-day travel patterns concentrate in those areas.

- Among areas in the planning area beyond Prescott, Prescott Valley, and Chino Valley, Bagdad and Yarnell are smaller towns that may have a higher need for transportation services. Bagdad and Yarnell stood out as smaller towns with more daily travel activity and more employment needs. These areas also have very limited transportation options.
- Resident-based need for service spans further across the planning area. While total population and population density is low in surrounding areas, there are high percentages of transit-reliant demographics like older adults, people with disabilities, youth, and veterans in places like Paulden and Ash Fork.
- Certain services are not found or are very limited north of Chino Valley, particularly medical facilities. This indicates a critical need for transportation options to get people from communities in Paulden, Ash Fork, and Seligman to medical services in Chino Valley, Prescott and Prescott Valley. Ash Fork and Seligman are far enough north for residents to consider trips to Williams or Flagstaff for medical purposes, rather than Prescott (this is consistent with findings from the NACOG YPTS). A new health clinic has opened in Ash Fork but is only open one day a week and appointments are booked out months in advance.

CHAPTER 5: NEEDS ASSESSMENT

To identify needs and opportunities, the team compared available transportation services with the market analysis to identify strengths, weaknesses, opportunities, and threats (SWOT) and areas with unmet needs. This analysis, formalized as a SWOT analysis, considers potential duplication of services, opportunities for service coordination, and governance. The SWOT analysis is summarized below, followed by a synthesis of key takeaways and identified service gaps. The unmet needs presented in this needs assessment will be compared to needs heard in public engagement and used to identify an initial set of strategies.

SWOT Analysis

A SWOT analysis for greater Yavapai, shown in Figure 31, reveals geographic barriers and population density challenges that complicate transportation services, yet demonstrate a clear and ongoing need for transportation options, even within Prescott and Prescott Valley. Strengths and weaknesses, respectively, are the advantages and disadvantages that are a function of the greater Yavapai region itself. These issues reflect regional characteristics such as population trends, geographic conditions, and available institutional and financial resources. Opportunities and threats represent external factors that influence mobility outcomes, including state and federal funding limitations, policy changes, economic conditions, and environmental conditions.

The planning area has several strengths, including a strong history of transit implementation with YavaLine and existing partnerships with human service transportation providers. The area's Mobility Manager role is a unique strength and opportunity to oversee and assist with implementation. Weaknesses include a large service area with lower population, limited employment options throughout the region, particularly higher income jobs, and limited connections between cities. During engagement, planning area residents emphasized the need to get to work, medical appointments, and daily necessities like grocery shopping, and the lack of options other than driving one's personal vehicle. Key opportunities include the execution of a new service contract and planned expansion of YavaLine operations, continued development of partnerships with nonprofit and human service providers, and

formalized coordination with Yavapai County and Northern Arizona Council of Governments to strengthen mobility access in rural communities. Threats include limited transportation funding and the wide geographic service area and varied terrain within the planning area.

Figure 33: YPlan SWOT Analysis

	Positive	Negative
Internal	Strengths ▪ Strong transit work with YavaLine. ▪ Existing partnerships with human service providers. ▪ Yavapai residents' interest in transit/non-driving transportation options. ▪ Pockets of employment (Bagdad mine, Prescott/Prescott Valley, Prescott Regional Airport). ▪ Diverse population with pockets of high transit propensity. ▪ YPlan Mobility Manager role. ▪ Key destinations are primarily concentrated in Prescott and Prescott Valley. ▪ Informal community carpooling networks in rural communities.	Weaknesses ▪ Large region with low population density, which limits likelihood of fixed-route transit outside of Quad Cities area. ▪ Auto-dependent region. ▪ Need for transportation to jobs. ▪ Limited connections between Prescott and Prescott Valley. ▪ Limited higher-income employment options. ▪ Limited connections between Quad City and other regions. ▪ Little knowledge about YavaLine or use of YavaLine. ▪ High cost of transportation for residents who cannot use YavaLine. ▪ Long drives from outlying communities to work or medical appointments. ▪ Limited broadband access.
External	Opportunities ▪ New Via contract for YavaLine. ▪ Yavapai Regional Transit Short Range Transit Plan and potential for increased collaboration with YavaLine. ▪ Need for transportation to medical appointments, daily necessities, and work. ▪ Presence of US Vets, New Horizons, and other human service providers who can partner with YPlan. ▪ Potential for coordination with Yavapai County to implement County's strategic plan. ▪ Libraries as community centers and houses of information. ▪ Mobile health clinics. ▪ Community interest and support of YavaLine. ▪ Partnerships with Enterprise for employee vanpools.	Threats ▪ Limited funding for new transportation. ▪ Large planning area with varied terrain and limited options for traditional fixed-route transit. ▪ Challenges with YRT, including limited funding. ▪ Limited awareness of YPlan and view of YPlan solely as YavaLine. ▪ Lack of volunteer time, insufficient staff training, fleet maintenance costs, lack of coordination with other agencies.

Needs Identified

The SWOT and the key takeaways from previous sections provide context for a set of unmet transportation needs in the planning area. This section describes those needs and directs attention to necessary improvements. These findings collectively underscore the overarching need for greater transportation options for older adults, people with disabilities, and residents living in low-income households within the planning area.

1. Overall need for transportation: All groups (older adults, people with disabilities, people who live in low-income households, jobseekers, youth, people traveling to work, etc.) indicated a need for additional transportation options. Current alternatives to driving are limited to YavaLine (in areas with service) and Yavapai Regional Transit (YRT). While the service inventory indicates multiple transportation resources across the planning area, many are constrained by geography, cost, or lack of public awareness.
2. Transportation needs in outlying areas: Residents living in outlying areas outside of Prescott and Prescott Valley face significantly limited options for transportation. Ash Fork and Seligman have virtually no formal public transportation service beyond limited taxi availability. While transportation companies such as Uber and Lyft may operate intermittently in some areas, low population density and long travel distances make these services unreliable and financially unsustainable as a primary mobility option. As a result, residents must schedule trips far in advance, arrange informal carpooling networks with neighbors, or drive long distances to access employment, healthcare, and essential services. For older adults who are unable to drive, these geographic barriers contribute to increased social isolation and limited ways to get to and from healthcare. Job seekers and commuters face similar challenges in reaching employment. Stakeholder and community feedback consistently reinforces the urgency of addressing mobility gaps in the outlying areas.
3. Transportation to medical appointments: Community engagement findings indicate that older adults, people with disabilities, and other residents in the planning area state they have missed medical appointments or foregone care due to the lack of transportation options. Non-emergency medical transportation (NEMT) services have limited coverage in outlying areas and emergency medical response times can be significantly delayed and unreliable in rural and remote areas. Some communities have begun to partner with mobile health clinics to improve healthcare access, such as Yarnell and Ash Fork; however, these efforts are limited in scope and do not fully address ongoing transportation needs.
4. Transportation to employment: Recent engagement efforts found that residents in Paulden, Mayer, Congress, Black Canyon City, Seligman, Ash Fork, and Yarnell face challenges accessing employment due to limited transportation options. Remote communities like Yarnell, Ash Fork, and Seligman are far from major employment centers, requiring long driving distances, and offer little to no regular transportation alternatives for residents without access to a personal vehicle. Areas like Mayer might be closer to Prescott and Prescott Valley, but residents still struggle to get to employment without a direct transportation option.
5. Access to transportation information: Many planning area residents are unaware of transportation options available to them, if they exist. Local directories and other resources are limited and often outdated. Municipalities have generated their own directories, like the Prescott Valley Library Resource Guide. Technology access is part of this need as well. Stakeholders shared that older adults, people with disabilities, and veterans in the planning area

do not regularly use smartphones or computers, limiting their ability to access resources or app-based ride booking platforms. Updates of local resource guides continue to be a challenge, as contact information for services may have changed since last use.

6. Limited affordable transportation options: Outside of YavaLine, YRT, and some NEMT/human service transportation options, transportation is very expensive. Stakeholders shared that many older adults live on a fixed-income and cannot afford the cost of transportation to medical appointments. Individuals with disabilities, people who live in low-income households, and veterans face similar affordability barriers when traveling to healthcare, job interviews, or employment. Even residents who own vehicles and are still able to drive may struggle to afford fuel and vehicle maintenance. Private transportation rides from areas like Ash Fork and Seligman to Prescott or Prescott Valley are very expensive and not readily available.
7. Limited transportation connections between Prescott and Prescott Valley: Both Prescott and Prescott Valley have YavaLine service zones. However, YavaLine does not currently have a direct connection between the two communities. Travel flow and trip pattern data indicate that many people need to travel between these two areas. Stakeholders emphasized that establishing a reliable connection between Prescott and Prescott Valley is critical to support workforce mobility, healthcare access, and seamless regional travel, particularly for residents traveling from outlying communities. A connection between the service zones is currently in the planning phase.
8. Funding for expanded service: Previous plans highlighted the need for additional investment to expand mobility options. Existing transportation/transit funding is stretched thin and very competitive. The region will need to identify sustainable and diversified funding sources to meet future mobility needs in the region.
9. Coordination between transportation providers: Both YavaLine and YRT operate within the planning area, with limited coordinated connections. Previous plans have proposed route linkages between their respective service areas. Strengthened coordination between these providers could improve connectivity to Prescott and Prescott Valley for residents while creating opportunities for shared resources and operational efficiencies.
10. Coordination of service to match needs: YRT provides an essential service. However, current schedules and route structures do not consistently align with the travel needs of many Chino Valley residents seeking employment, healthcare, and shopping in Prescott or Prescott Valley. Stakeholders shared the need for more reliable and flexible connections between Chino Valley and other parts of Yavapai County, as existing options remain limited.
11. Consideration of other transportation modes: While public transit remains the primary focus for people in the planning area, other transportation types can fill in the need, especially in rural areas. Based on the service inventory and community input, the region could benefit from programs like employment vanpools, demand-response/microtransit service in outlying areas, and mobile resources such as mobile health clinics. These approaches could improve access locally and reduce the need for residents to travel into Prescott and Prescott Valley for essential services.
12. Coordination between YPlan, NACOG, and Yavapai County: Both YPlan and Northern Arizona Council of Governments (NACOG) oversee coordinated transportation planning within Yavapai County. As both agencies update their Coordinated Plan, there is an opportunity to coordinate on strategies addressing rural mobility needs for the more rural areas of Yavapai County.

Additionally, both organizations should coordinate on transportation priorities for the County at large. Yavapai County Supervisors have expressed concern about how rural constituents access employment and essential services. Through coordinated planning efforts, YPlan and NACOG are well positioned to shape regional and County priorities for transportation over the coming years.

What's Next?

Building on the SWOT analysis and identified needs, the project team will develop a list of targeted strategies to address mobility gaps across the planning area. These strategies will be reviewed by YPlan leadership and community stakeholders to establish shared priorities. Following prioritization, the project team will develop funding approaches, implementation frameworks, and a technology and data strategy to guide future decision making and address ongoing regional transportation needs.