ThinkTransit starmetro

StarMetro Major Update TDP and COA

CRTPA Retreat

October 2021

NELSON NYGAARD

Agenda

1 **Introduction**

2 **TDP**

3 **COA**

4 **Project Schedule**

5 **Recommendation Expectations**

1

Introduction

TDP & COA

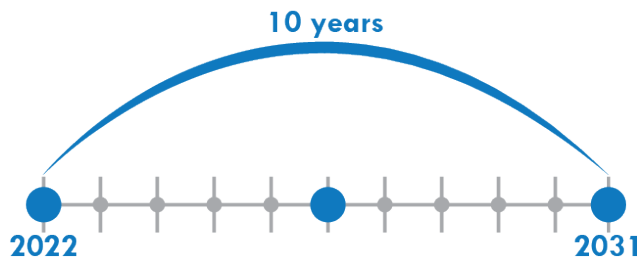| TDP |
|---|
| • Longer-term vision plan

• Focus on system

• Required by FDOT for funding

• Finalized/delivered in June |

System performance and trends

COA
• Shorter-term action plan • Focus on services • Aligned with TDP • Build back from COVID

Route profiles & network analysis

2

TDP

Transit Development Plan

10 years

2022   2031

10-year Timeframe

Services, Infrastructure,
Technology, & Planning/Policy

NEEDS

Needs-based Plan

Required for State
Funding

SEPT 1

Due Sept 1, 2021

Alternatives Evaluation

Alternatives → | **7 Evaluation Categories** | **Score** ↓

Service	Economic Development Score	Impact on Poverty Score	Organizational Effectiveness Score	Public Infrastructure Score	Public Safety Score	Public Trust Score	Quality of Life Score	Total Score
Maintain Existing Service		◆	◆	◐		◐	◐	◆◆◆◐
Implement COA		◆		◐			◐	◆◆
Increase frequency		◆	◆	◐		◐	◐	◆◆◆◐
Later Evening Service		◆	◆	◐		◐	◐	◆◆◆◐
Increased Saturday Service		◆	◆	◐		◐	◐	◆◆◆◐
Increased Sunday Service		◆	◆	◐		◐	◐	◆◆◆◐
Enhanced Transit Service: TCC to C.K. Steele	◆	◆	◆	◐			◆	◆◆◆◆◐

3

COA

Recent Engagement

- Three evening meetings held the week of Sept. 27

- Met key riders and interested citizens

- Notified community stakeholders about Think Transit projects

- Developed a standard procedure for outreach which can be replicated

Community Meetings

CK Steele Plaza, TCC, FSU, FAMU

Surveys

- On-board surveys for the week of Sept. 27

- On the bus and at tables near major bus stops in the community

- Survey will help us understand existing trips and transfers / tell us more definitively about rider ideas and preferences

On-board Survey

- 344 surveys
  - 82 online, 262 paper

Pop-up Tabling

CK Steele Plaza, TCC, FSU, FAMU

Clean Dataset Received

- Full set of ridership data (using Automated Passenger Count) will measure transit use coming out of COVID and including return to school/college

- Data points include:
  - Average boardings and alightings
  - Data by route, by stop, by trip

Dataset span: 3 full weeks

Saturday, August 28 to Sunday, September 12

Route Evaluations

- Route by route analysis of service design and performance

- Creating an online dashboard to view each route's metrics

- Drafts to be completed and uploaded by early November

☰

Select Route to Display

[E: Evergreen ▾]

Route Overview
Markets Served
Service
Service Characteristics
Performance
Saturday Service
Service Characteristics
Performance
Service Improvement
Opportunities

Route E: Evergreen

1: Route Overview

The Evergreen Route is an east-west through route, operating primarily on major roads in a direct manner. On the western half, Evergreen connects TCC and CK Steele via Appleyard Drive, Mission Road, W Tharpe Street, and Bronough and Duval Streets. On the eastern half, Evergreen operates along E Park Avenue and ends in a loop along Conner Boulevard, Apalachee Parkway, Sutor Road, and Trojan Trail.

2: Markets Served

The western half of the Evergreen Route runs along a primarily residential corridor bordering the neighborhoods of Levy Park, Griffin Heights, Parkside/Park Terrace, Forest Heights/Holly Hills, Scenic Heights, and San Luis. Major activity centers include TCC, Godby High School, and Raa Middle School. The areas to the south of Tharpe Street and west of Ocala Road, as well as areas, near TCC have moderate to high composite transit demand.

The eastern half of Evergreen operates through a mix of commercial and residential areas. Along Park Avenue, Evergreen serves the neighborhoods of Towne East, Park Brook Circle, and Pine Crest and the shopping areas of Magnolia Park Courtyard, Governor's Crossing, and Park Capitol Shopping Center, with Governor's Square Mall also nearby. On loop on the far east side of the route, Evergreen serves the Piney Z neighborhood, Plantation at Heritage Oaks neighborhood, Walmart, Lincoln High School, Apalachee Elementary School, and Heritage Trails School. The commercial shopping areas have a moderate composite transit demand, while the residential areas farther east have lower composite demand.
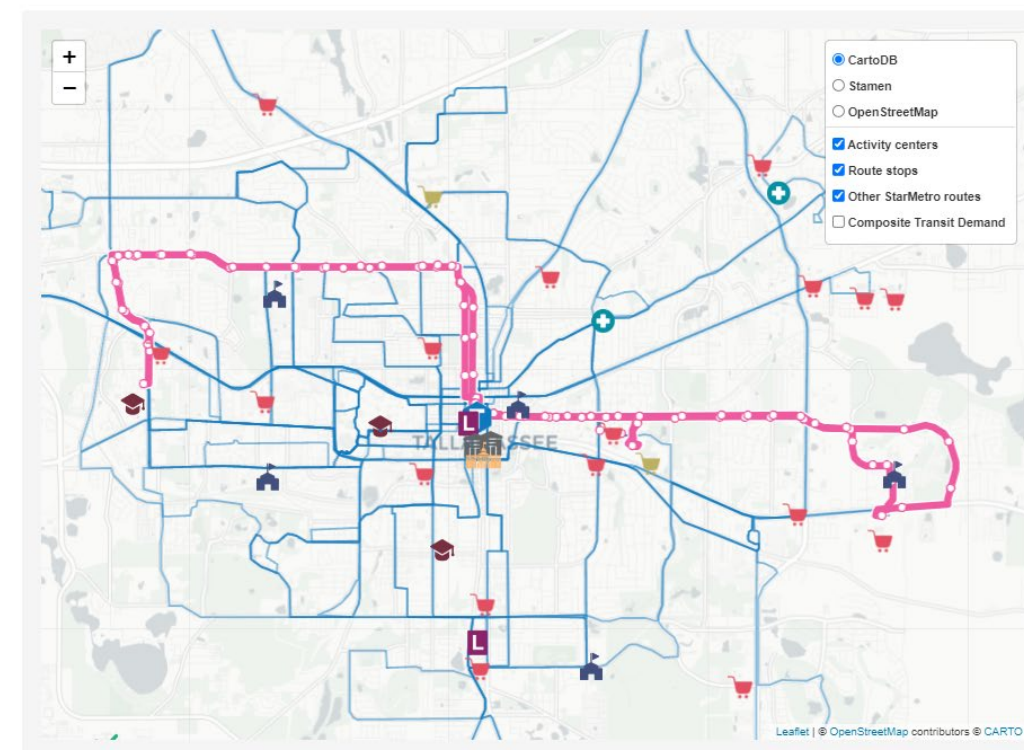
Preliminary Findings

- On Time Performance can be improved for most routes

- Direct routes on major arterial corridors have high ridership – Azalea and Big Bend are the network backbones

Azalea, average weekday ridership by stop

Big Bend, average weekday ridership by stop
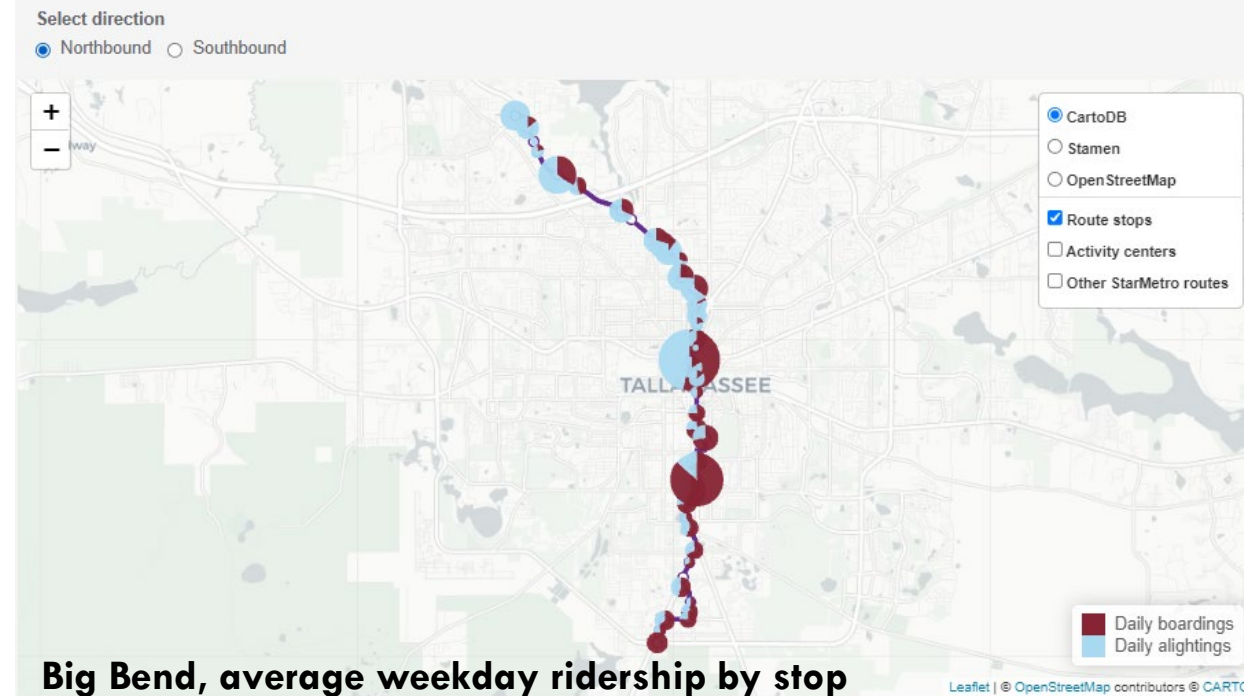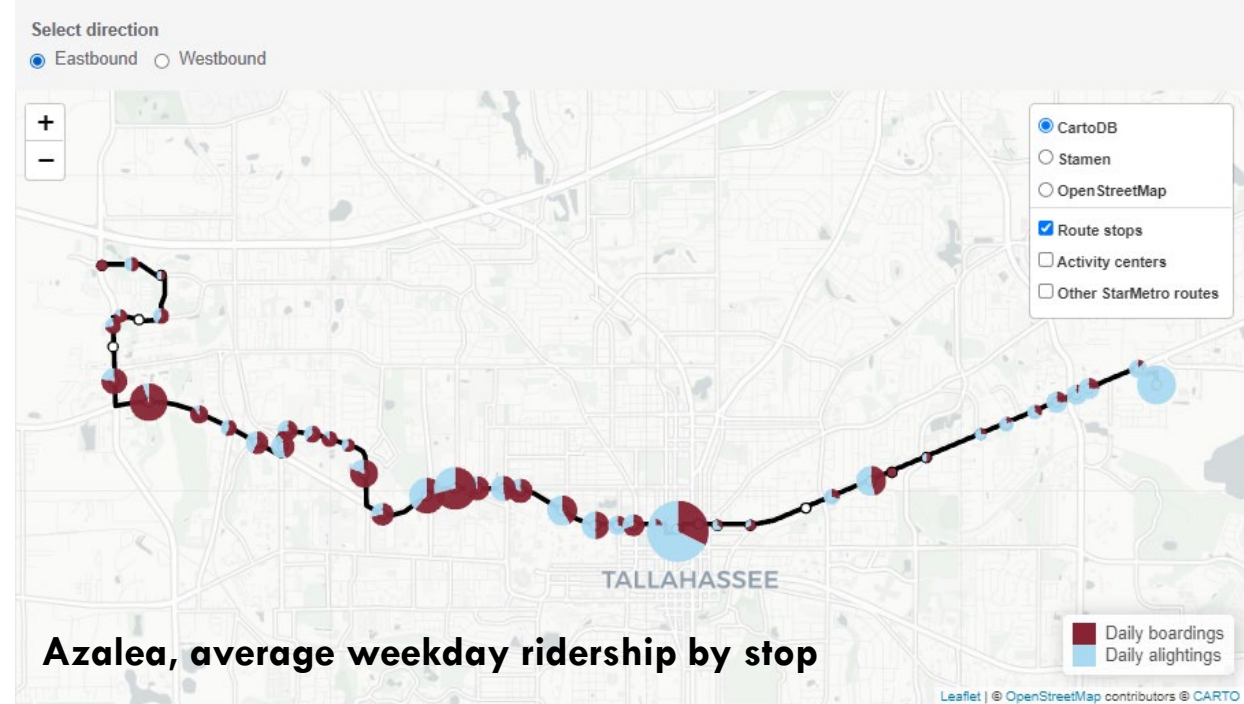
Preliminary Findings

- On Time Performance can be improved for most routes

- Direct routes on major arterial corridors have high ridership – Azalea and Big Bend are the network backbones

- Other routes with indirect design have varying levels of success due to the different market types they serve – Moss has very high ridership, compared to San Luis with very low

Moss, average weekday ridership by stop

Big Bend, average weekday ridership by stop

4
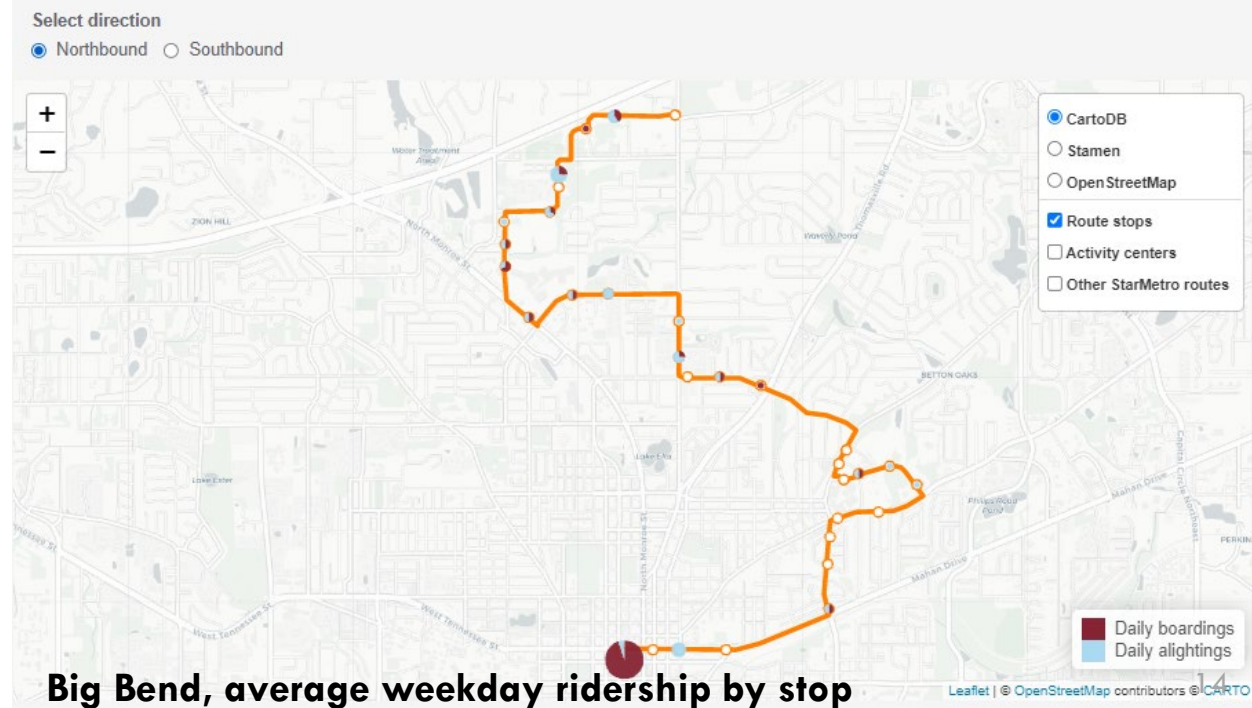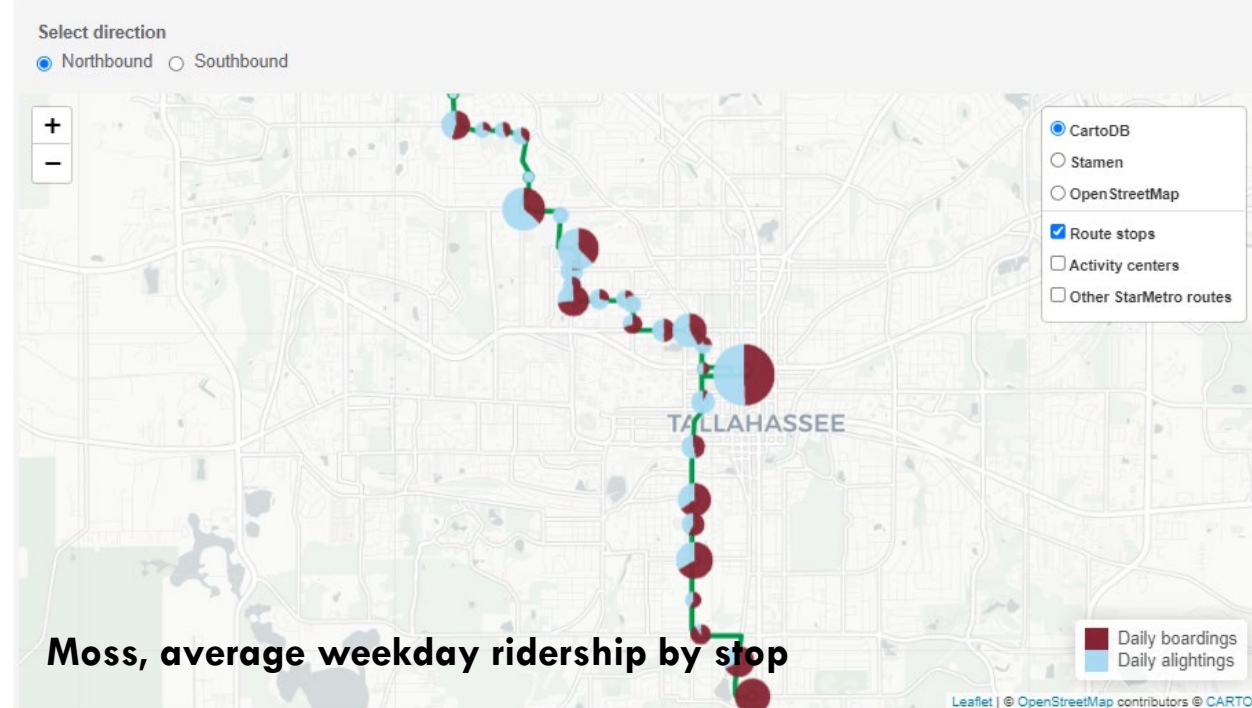
Project Schedule

COA Project Schedule

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Project Management and Administration	███	███	███	███	███	███	███	███	███
Community & Stakeholder Engagement									
Community Meetings				███				███	
State of the System Analysis	███								
Route Evaluation									
Route by Route Analysis					███	███			
Online Route Profile					███	███			
Data Collection									
On Board Survey			███	███					
Transfer Analysis & Field Observations					███				
Service Improvement Scenarios					███	███	███	███	███
Draft and Final Recommendations						███	███	███	███
Team Workshop with StarMetro							███		
Prepare COA Documentation									███

COA Project Schedule (amended)

	June	July	Aug	Sept	**Oct**	**Nov**	**Dec**	**Jan**	**Feb**
Project Management and Administration									
Community & Stakeholder Engagement									
Community Meetings									
State of Service Assessment									
Route Evaluation									
Route by Route Analysis									
Online Route Profile									
Data Collection									
On Board Survey									
Transfer Analysis & Field Observations									
Service Improvement Scenarios									
Draft and Final Recommendations									
Team Workshop with StarMetro									
Prepare COA Documentation									

- **Team workshop in early December** to
  - Review route evaluations and initial assessments & improvement considerations
  - Refine draft recommendations

COA Project Schedule (amended)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Project Management and Administration									
Community & Stakeholder Engagement									
Community Meetings									
State of the System Analysis									
Route Evaluation									
Route by Route Analysis									
On Road Profiles									
Data Collection									
On Board Survey									
Transfer Analysis & Field Observations									
Service Development Scenarios									
Draft and Final Recommendations									
Team Workshop with StarMetro									
Prepare COA Documentation									

- **Community meeting in late January** to
  - Present draft recommendations to the public
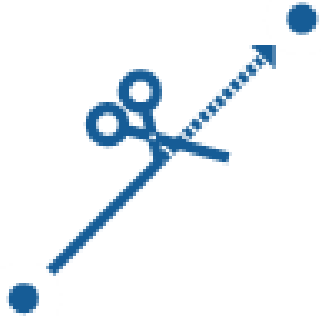 - Gather comments/feedback/reactions to the concepts
  - Continue coordination with SSTC team

5

Expectations

We expect service changes will:

Eliminate unproductive routes and route segments

Continue to coordinate services for ease of transfers

Invest in higher productivity segments
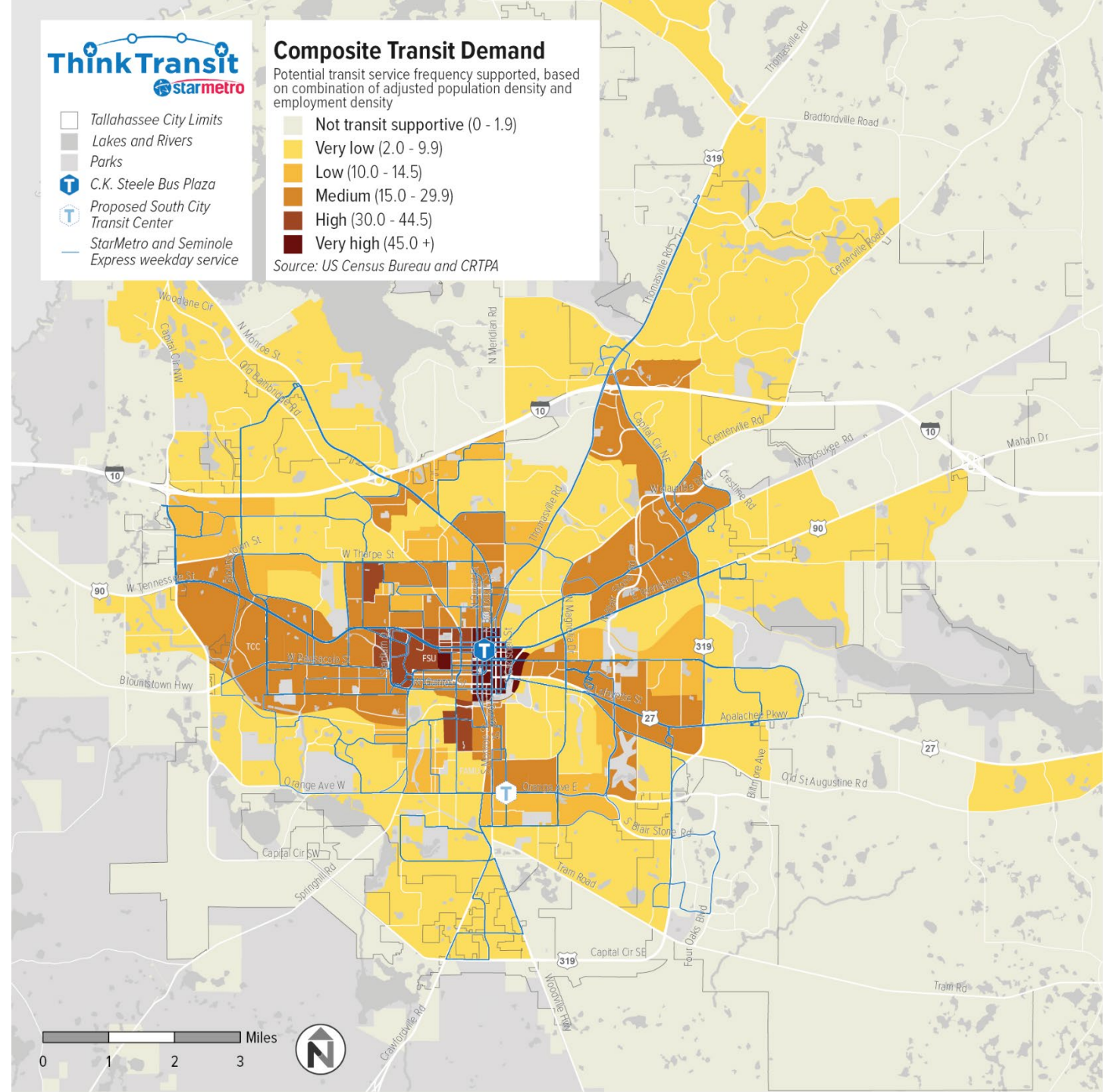
Adjust route frequency

Adjust service spans

We expect changes will:

Provide and strengthen service where it is needed most

Think Transit starmetro

Composite Transit Demand
Potential transit service frequency supported, based on combination of adjusted population density and employment density

☐ Tallahassee City Limits
▨ Lakes and Rivers
▨ Parks
🅣 C.K. Steele Bus Plaza
🅣 Proposed South City Transit Center
— StarMetro and Seminole Express weekday service

	Not transit supportive (0 - 1.9)
	Very low (2.0 - 9.9)
	Low (10.0 - 14.5)
	Medium (15.0 - 29.9)
	High (30.0 - 44.5)
	Very high (45.0 +)

Source: US Census Bureau and CRTPA

Thank you!

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