

January 19, 2021



RETREAT AGENDA ITEM

STARMETRO COMPREHENSIVE OPERATIONAL ANALYSIS (COA)

STATEMENT OF ISSUE

An update on the development of the StarMetro COA will be provided. The COA will evaluate current StarMetro operations in order to recommend the development of a framework which achieves the objectives of the agency's Transit Development Plan. **Attachment 1** provides the draft presentation.



StarMetro Major Update TDP and COA

Presentation to CRPTA

January 19, 2021

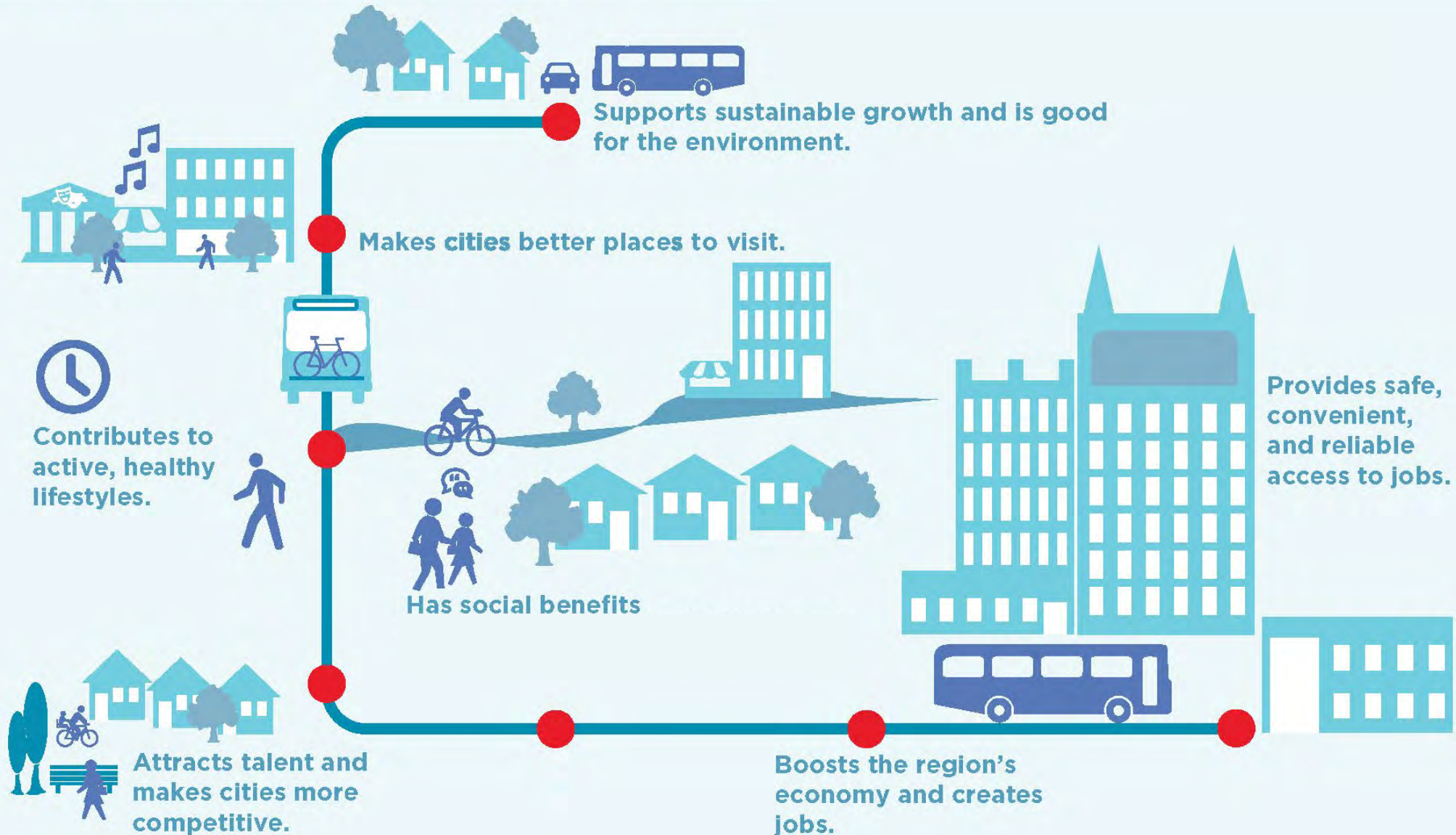
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NYGAARD

Agenda

- 1 **Benefits of Public Transportation**
- 2 **About StarMetro**
- 3 **TDP and COA Defined**
- 4 **Stakeholder and Community Engagement**

Benefits of Public Transportation

Benefits of Transit



Quality of Life: More Livable Development

- More livable places devote more space to buildings and walking
- Less livable places devote more space to driving and parking



Quality of Life: Fewer Emissions

- **Fuel Consumption:** Saves 11 million gallons per day/**4.2 billion gallons** per year
- **CO2 Emissions:** Reduces by **37 million metric tons** per year – equivalent to amount of electricity used by every household in Washington, D.C, New York City, Atlanta, and Los Angeles



StarMetro will have an all-renewable fleet by 2035.

Economic: New Development

Premium transit can stimulate economic development:

- **\$5.8 billion** along Cleveland's Healthline (BRT) (6.8 miles)
- **\$4.5 billion** along Portland's Streetcar (7.2 miles)
- **\$3.0 billion** and counting along Seattle's South Lake Union streetcar line (1.3 miles)
- **\$2.8 billion** and counting along Phoenix's Metro LRT (28.3 miles)
- **\$650 million** along Boston's arterial BRT Silver Line (4.1 miles)

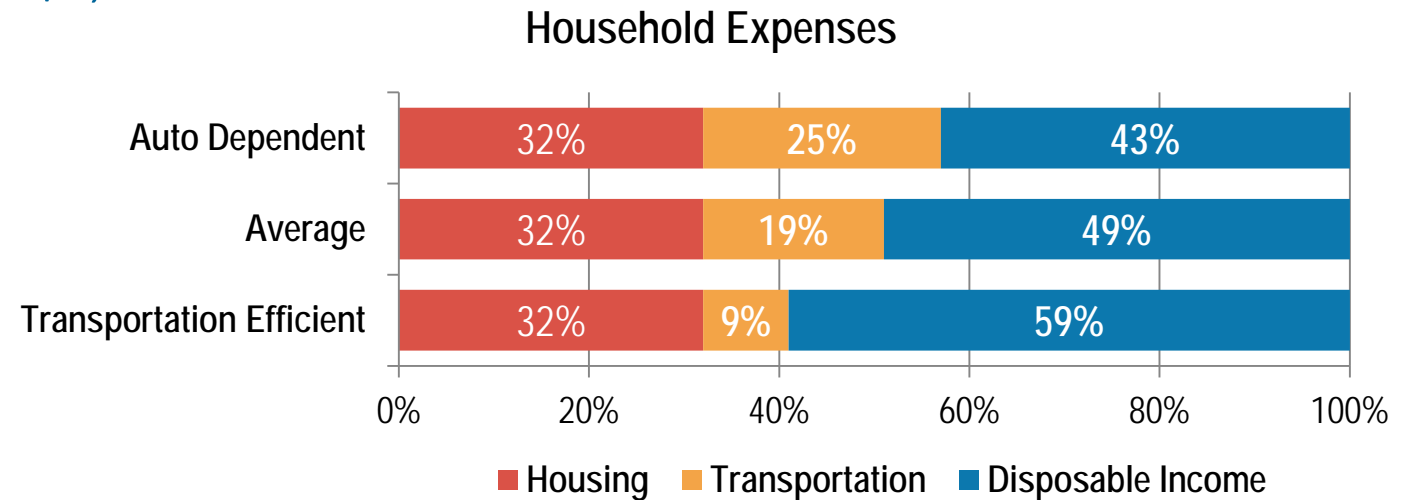


Economic: Competition / Attracting Talent

- For older generations, autos meant freedom
- Younger generations want options, and are much less focused on cars:
 - 80% of Millennials want to live where they have a variety of transportation options
 - 75% want to live where they do not need a car
 - 54% would consider moving to another city for better transportation options
 - 66% say that access to high quality transportation will be one of the top three criteria in deciding where to live next

Economic: Discretionary Income

- Annual cost of owning and operating a car: \$9,100
- Household cost savings with public transit use: \$8,000
- Cost of in-state tuition at public colleges: \$8,900
- Cost of vacation for family of four: \$4,600



Mobility: More Complete Options

- 69% of American adults are overweight
- 35% are clinically obese
- 33% will develop diabetes
- Sedentary living is a major cause of health problems
- Obesity rates higher where there is less access to alternative transportation
- CDC recommends at least 22 minutes of moderate aerobic activity per day
- This can be achieved as simply as walking to and from the bus



About StarMetro

Services

- Fixed Route services
 - 15 weekday routes
 - 4 Night/Sunday routes
 - 8 FSU campus routes
- FLEX Service
 - 2 FLEX Service Areas
- Dial-A-Ride Demand Response service



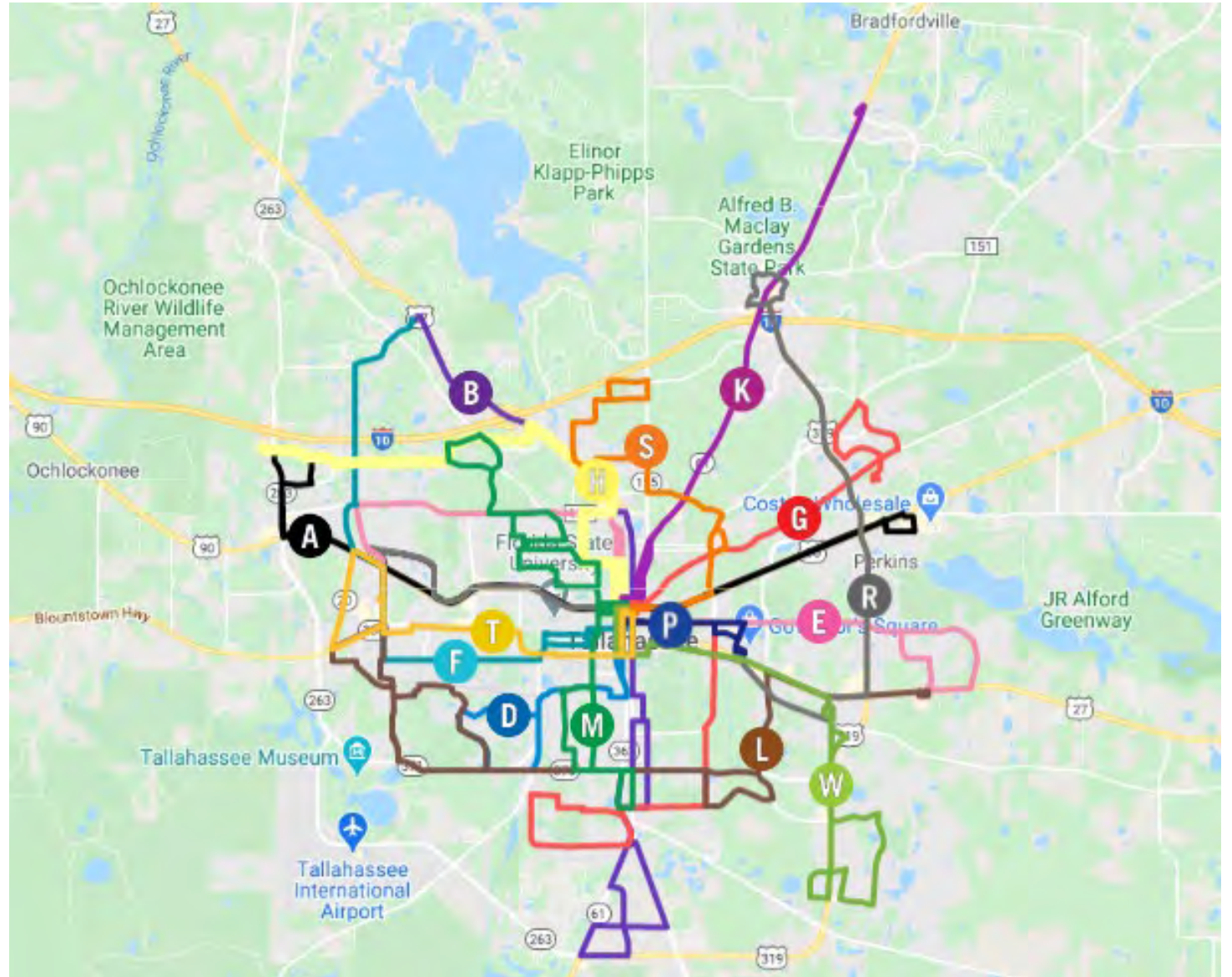
FSU Seminole Express Routes

GA	FSU - Garnet	GO	FSU - Gold
HE	FSU - Heritage	IN	FSU - Innovation
OS	FSU - Osceola	RE	FSU - Renegade
TO	FSU - Tomahawk	NN	FSU - Night Nole

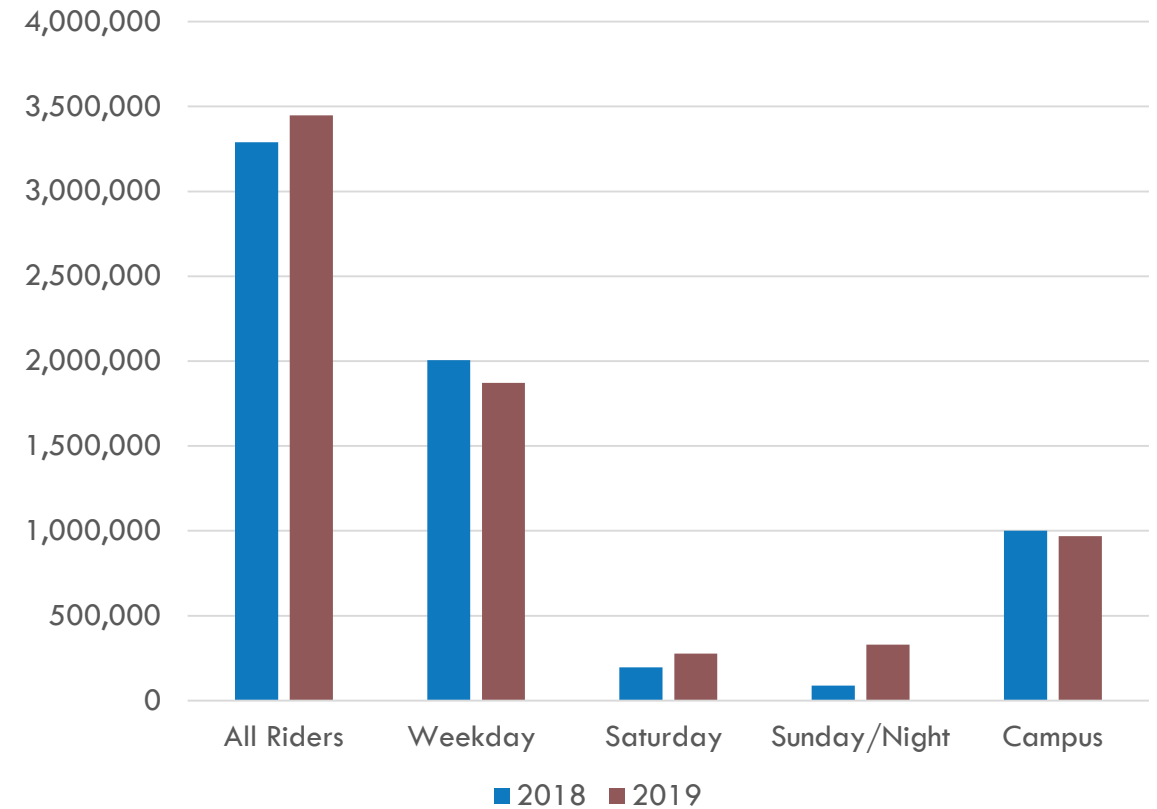


StarMetro Services

- Map to be updated 1/15



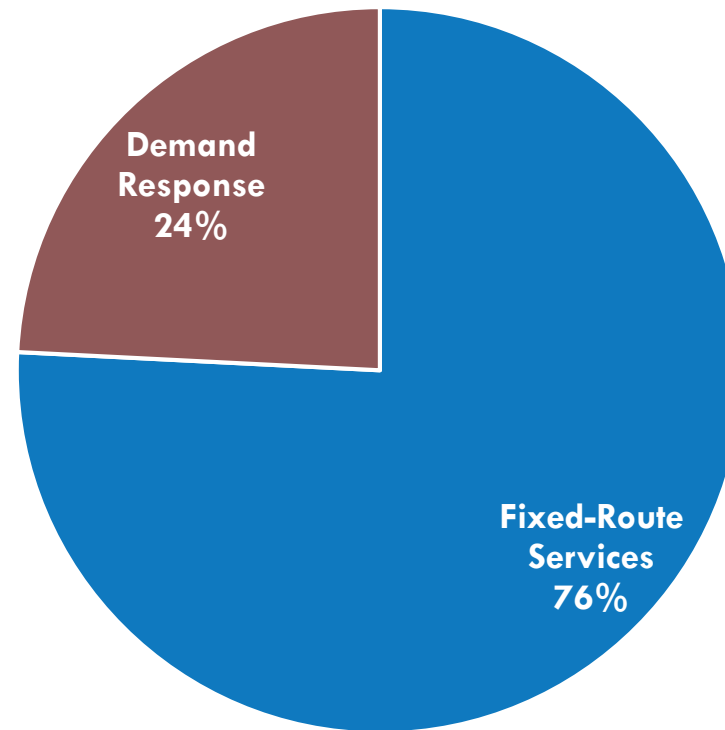
StarMetro Ridership



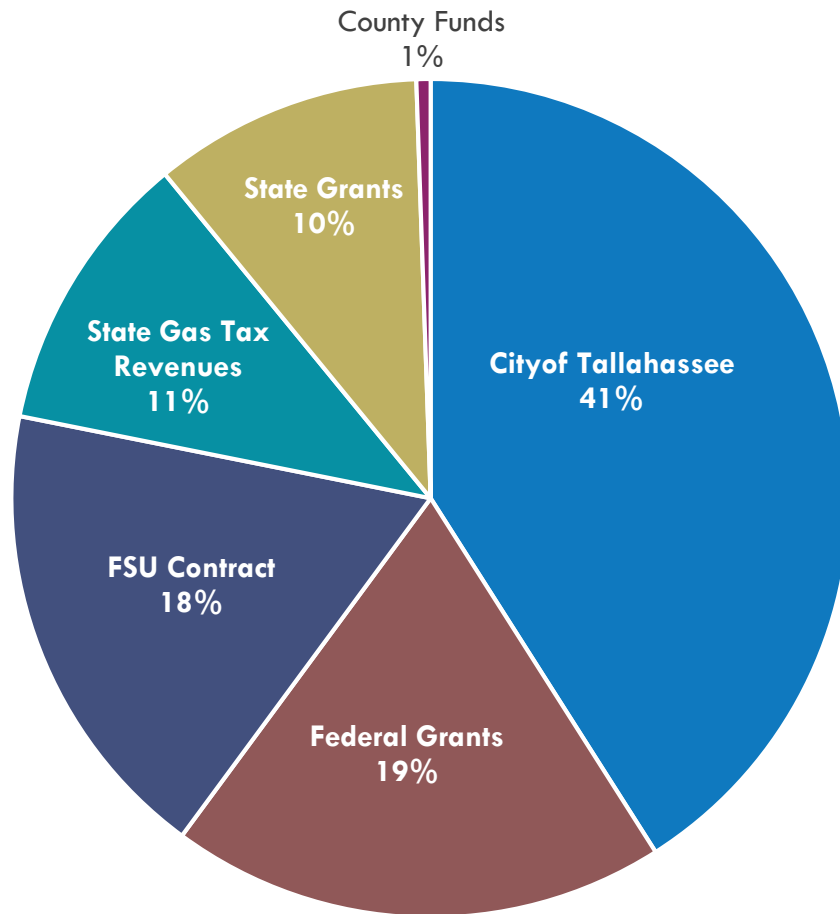
StarMetro: 2019 Expenses

- \$20.8 million operating funds
- \$11.6 million capital funds

Allocation of Operating Costs by Mode



StarMetro: 2019 Operating Revenue



Funding Sources (2018)	Amount
City of Tallahassee	\$7.5 M
Federal Grants	\$3.5 M
FSU Contract	\$3.3 M
State Gas Tax Revenues	\$2.0 M
State Grants	\$1.9 M
County Funds	\$0.1 M
Total	\$18.3 M

TDP & COA Defined

Timeline

Transit Development Plan (TDP)

- *Focus on system*
- Mandatory process required by the State of Florida
- Designed to take a *longer term*, comprehensive outlook for needs and opportunities
- Target delivery to City Commission June/July for September submission deadline

TDP

Submission to Florida DOT in September

Comprehensive Operational Analysis (COA)


- *Focus on services*
- Provides recommendations for *near-term* improvements
- Looks specifically at how service can operate as efficiently and as effectively as possible
 - What's working well, less well
 - Fix what's not working
 - Strengthen areas of success

COA

End of year delivery date

LAND USE

TRANSIT

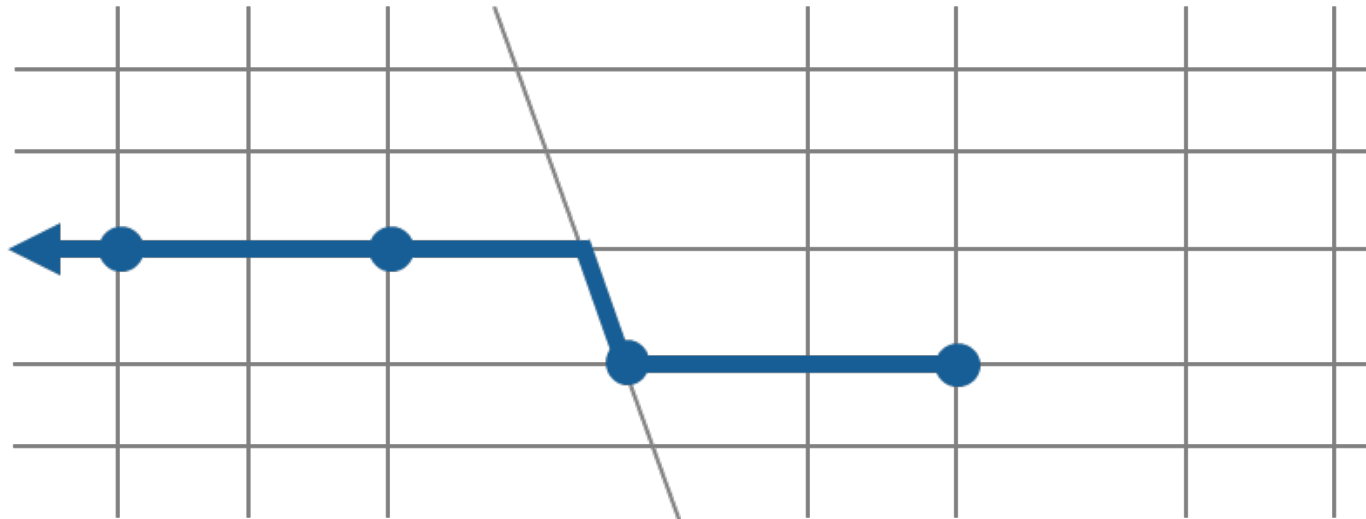
Land Use Type	Example	Residents per Acre	Jobs per Acre	Appropriate Types of Transit	Frequency of Service
 Downtowns & High Density Corridors		>45	>25	   	 10 mins or better
 Urban Mixed-Use		30-45	15-25	  	 10-15 minutes
 Neighborhood & Suburban Mixed-Use		15-30	10-15		 15-30 minutes
 Mixed Neighborhoods		10-15	5-10	 	 30-60 minutes
 Single Family Neighborhoods		<10	<5	 	On-demand to infrequent

Transit Service Design Principles

- Simple is better than complicated
- A few good choices are better than many mediocre choices
- Fast is better than slow
- Routes should be symmetrical, operate along a direct path and be predictable
- Services should be well coordinated
- Route should serve well defined markets
- Routes should operate to and from strong anchors

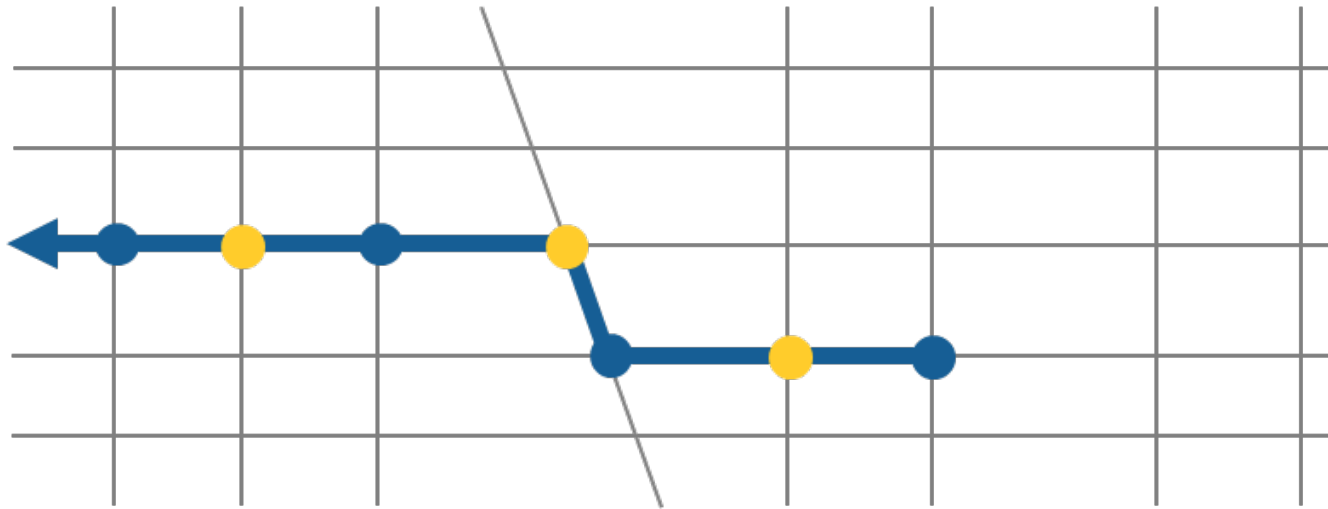
Evolution of a Bus Route

In the beginning, there was a well-designed bus route that was direct, had well spaced stops, and performed well...



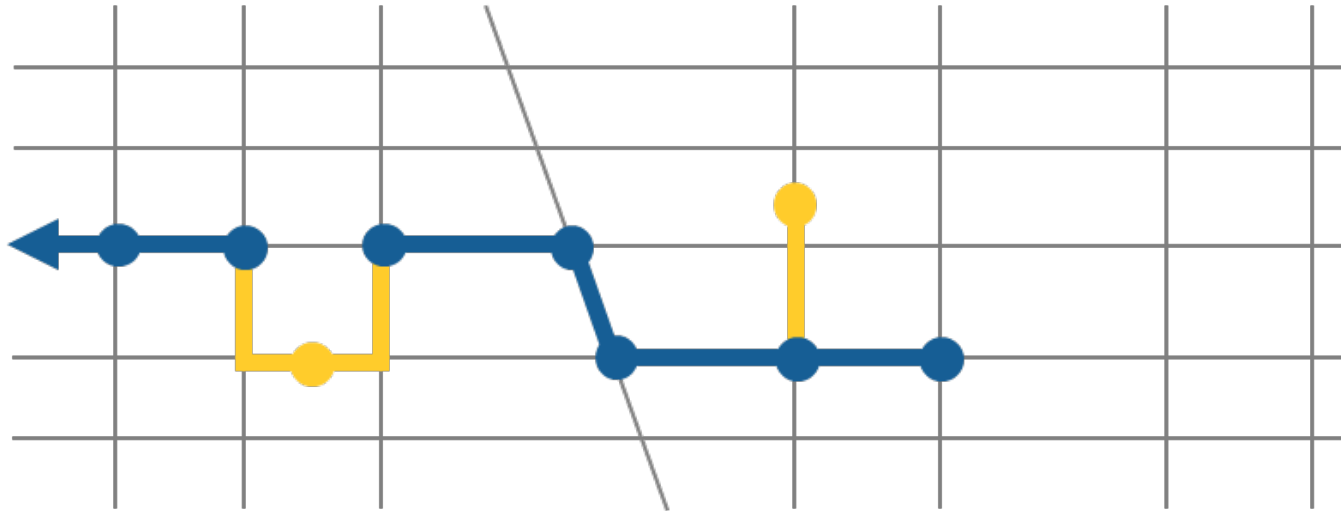
Evolution of a Bus Route

Over time, some passengers asked that stops be added so that they didn't have to walk as far. The transit agency, being responsive, added them.



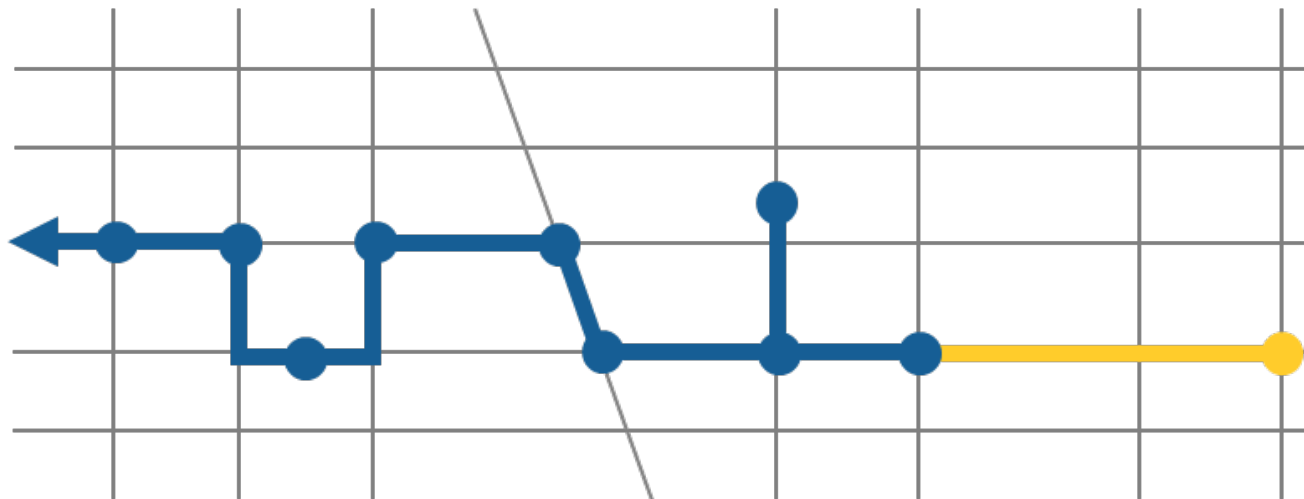
Evolution of a Bus Route

Then, two new apartment complexes opened near the route. So that residents didn't have to walk to the bus, the bus went to them.



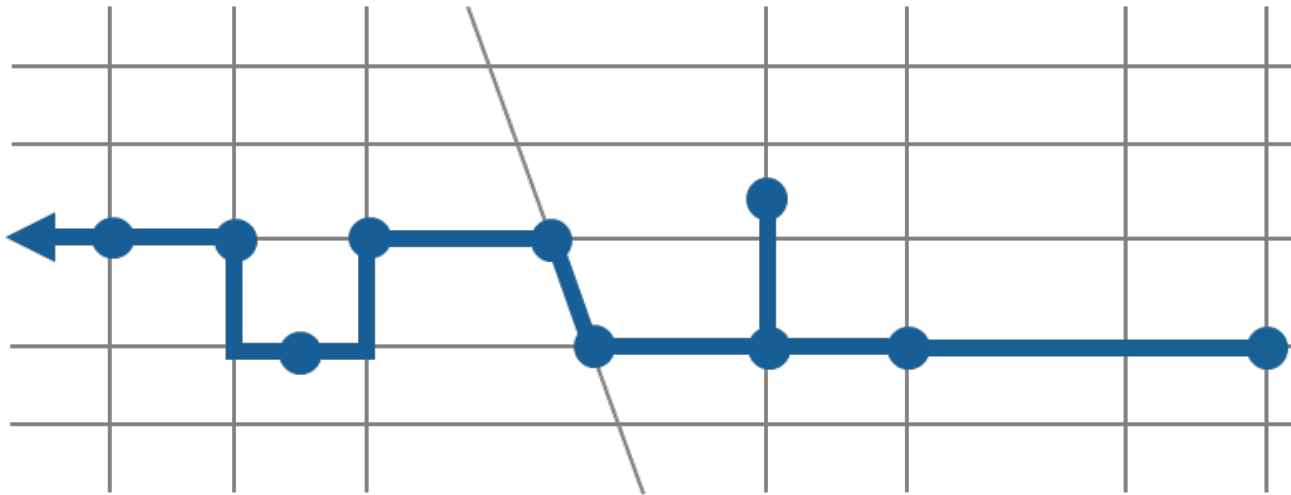
Evolution of a Bus Route

Next, a new big box store opened beyond the end of the route, and the route was extended to serve it.



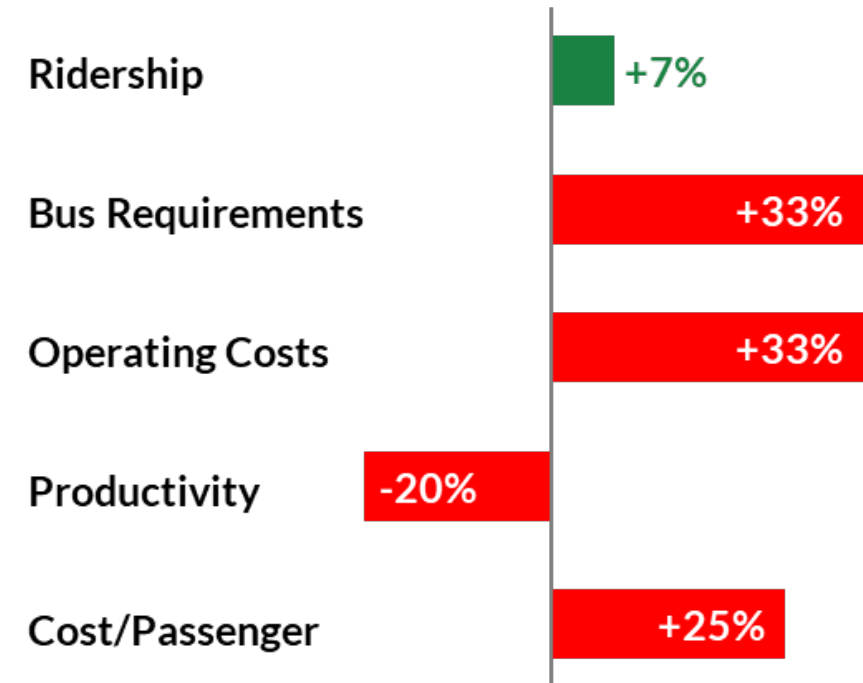
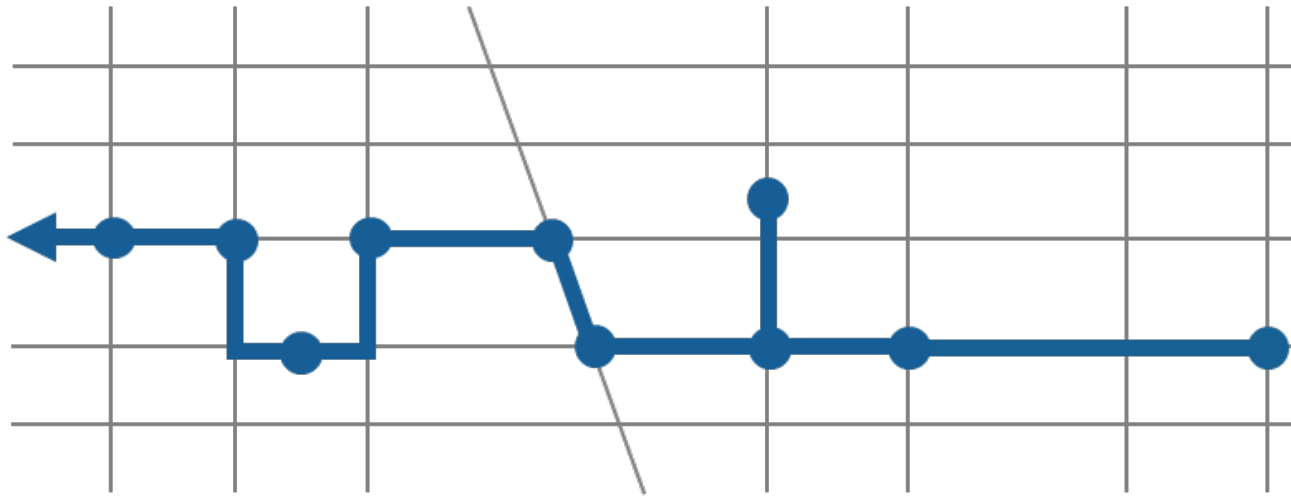
Evolution of a Bus Route

In the end, the agency spent more money to provide slower, less reliable, and less useful service.



Evolution of a Bus Route

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Stakeholder and Community Engagement

Stakeholder & Community Engagement

StarMetro COA-TDP Stakeholder and Community Engagement

	January	February	March	April	May	June	July	Aug	September	October
TDP	Stakeholder Interviews	Virtual Town Hall #1		Virtual Town Hall #2		Submit TDP to City Commission for approval			Submit TDP to FDOT for approval	
COA	Stakeholder & Driver Interviews	Design Your System Tool	Site Visit		Stakeholder Workshop/				Stakeholder Workshop/	Community meetings/ presentations; pop-up events
	Webpage: – Fact sheet – Calendar – Contact info	Town Hall	On Board Survey*		Design Retreat				Design Retreat	
	CRTPA Presentation	Survey link								

*Potential to shift to fall 2021, pending public health concerns

Early Engagement Efforts

Looking to engage the stakeholders, transit riders, and people who live and work in the Capital Region as part of this study




- Online Resources
 - Available throughout the project
 - Share materials and collect ideas/feedback/comments
- Stakeholder Interviews
 - System strengths and weaknesses
 - Ideas for improvement
- Virtual Town Hall #1 scheduled for mid-February
 - Introduction and overview of project
 - Needs, ideas and concerns
 - Review current mission and vision statement

Surveys

- Build Your Transit System Survey
 - Respondents have budget to invest in transit
 - Educates people about trade-offs and choices
 - Tells us their priorities, values and aspirations
- OnBoard Survey
 - Focused on transit riders
 - Travel patterns, experience and attitudes
 - Focus on rider needs and priorities

CITY OF
LINCOLN
NEBRASKA

StarTran Build Your System



How would you improve StarTran?

StarTran is a good system, but we want to make it even better. Have you ever wanted new bus routes or more bus shelters? This survey is your chance to tell us! Your feedback will help us improve StarTran service.

Instructions

We'd love to have buses running every five minutes, serving every part of Lincoln. Unfortunately we don't have an infinite amount of money to spend. What would you do if you only had a certain amount of money to use for improvements?

1. Move your mouse over each of the titles and pictures to read the descriptions.
2. Select the strategies that you would like to see implemented and stay within the \$25 budget.
3. When you've selected all the strategies you like, click the blue "Proceed to Next Page" button.

Community Benefits

Strategies		Ridership	Speed & Reliability	Access	Passenger Experience	Environment	Cost
Bus Service							
1	Provide more frequent service on weekdays	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$\$\$\$
2	Provide more frequent service on Saturdays	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$
3	Provide later services on weekdays	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$\$\$
4	Provide later services on Saturday	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$
5	Add Sunday service	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$\$\$
6	Add crosstown service	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$\$\$
7	Add Rapid Bus Transit service	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$\$\$\$\$
8	Add express service from suburban areas to Downtown/UNL	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>	\$\$\$

YOUR OVERALL BENEFITS

Ridership

Speed & Reliability

Access

Passenger Experience

Environment

YOUR TOTAL COSTS

Maximum is 25

Proceed to Next Page

Thank You!

Bethany Whitaker, Principal

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