

March 16, 2021



AGENDA ITEM 7 A

**STARMETRO COMPREHENSIVE OPERATIONAL ANALYSIS (COA) AND
TRANSPORTATION DEVELOPMENT PLAN (TDP)
UPDATE**

TYPE OF ITEM: Action

STATEMENT OF ISSUE

An update on the development of the StarMetro COA and TDP will be provided. The purpose of the COA is to evaluate current StarMetro operations and make recommendations related to route service and rider needs. The agency's TDP is a longer range (10 year) document that is also currently under development.

ATTACHMENT

Attachment 1: Draft Presentation



Major Update TDP and COA

Presentation to CRPTA

March 2021



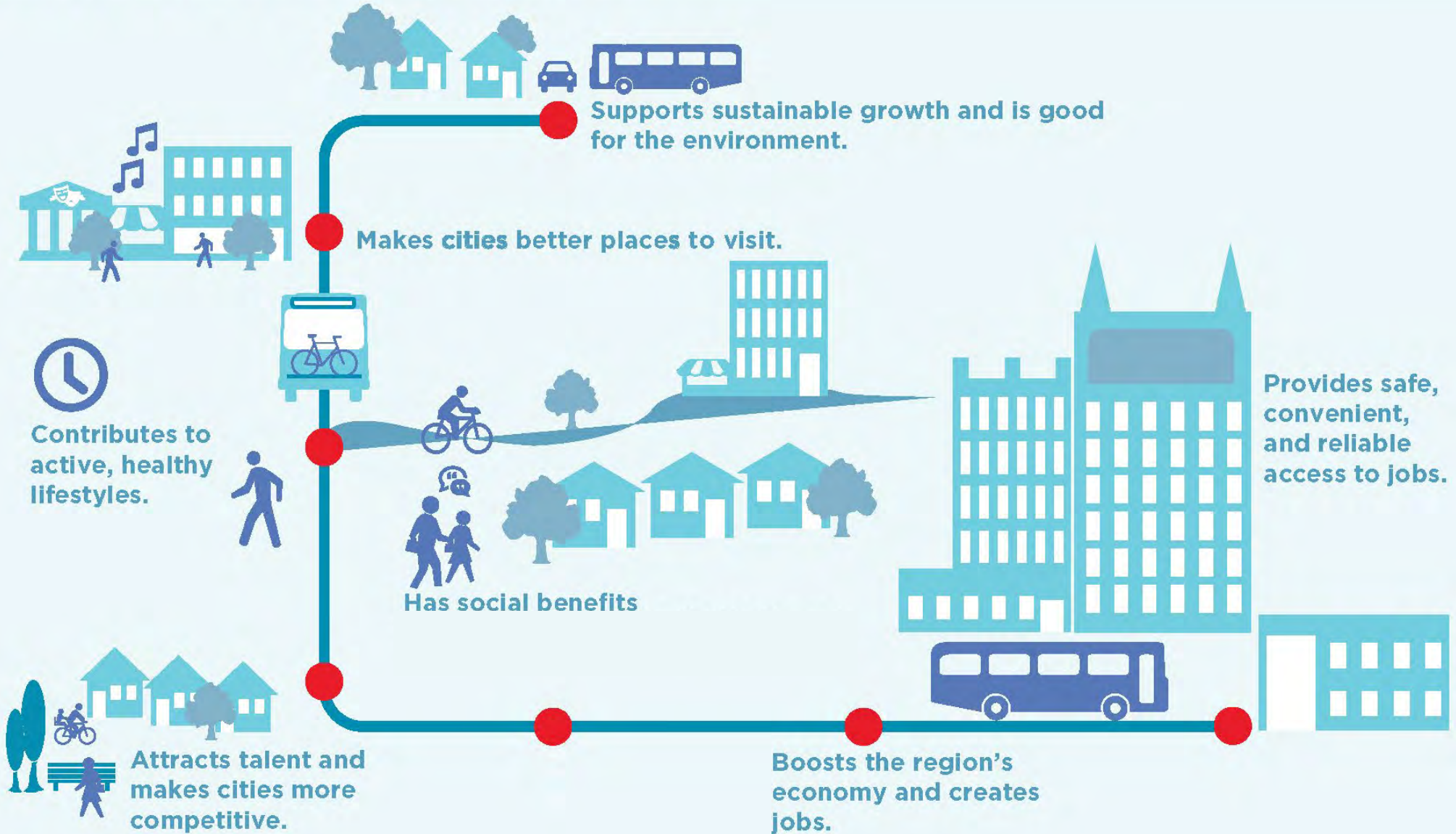
Agenda

- 1 **Why Transit is Important**
- 2 **About StarMetro**
- 3 **TDP and COA Defined**
- 4 **Stakeholder and Community Engagement**

WELCOME ABOARD

Why Transit is Important

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



Economic: New Development

Premium transit can stimulate economic development:

- **\$5.8 billion** along Cleveland's Healthline (BRT) (6.8 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)



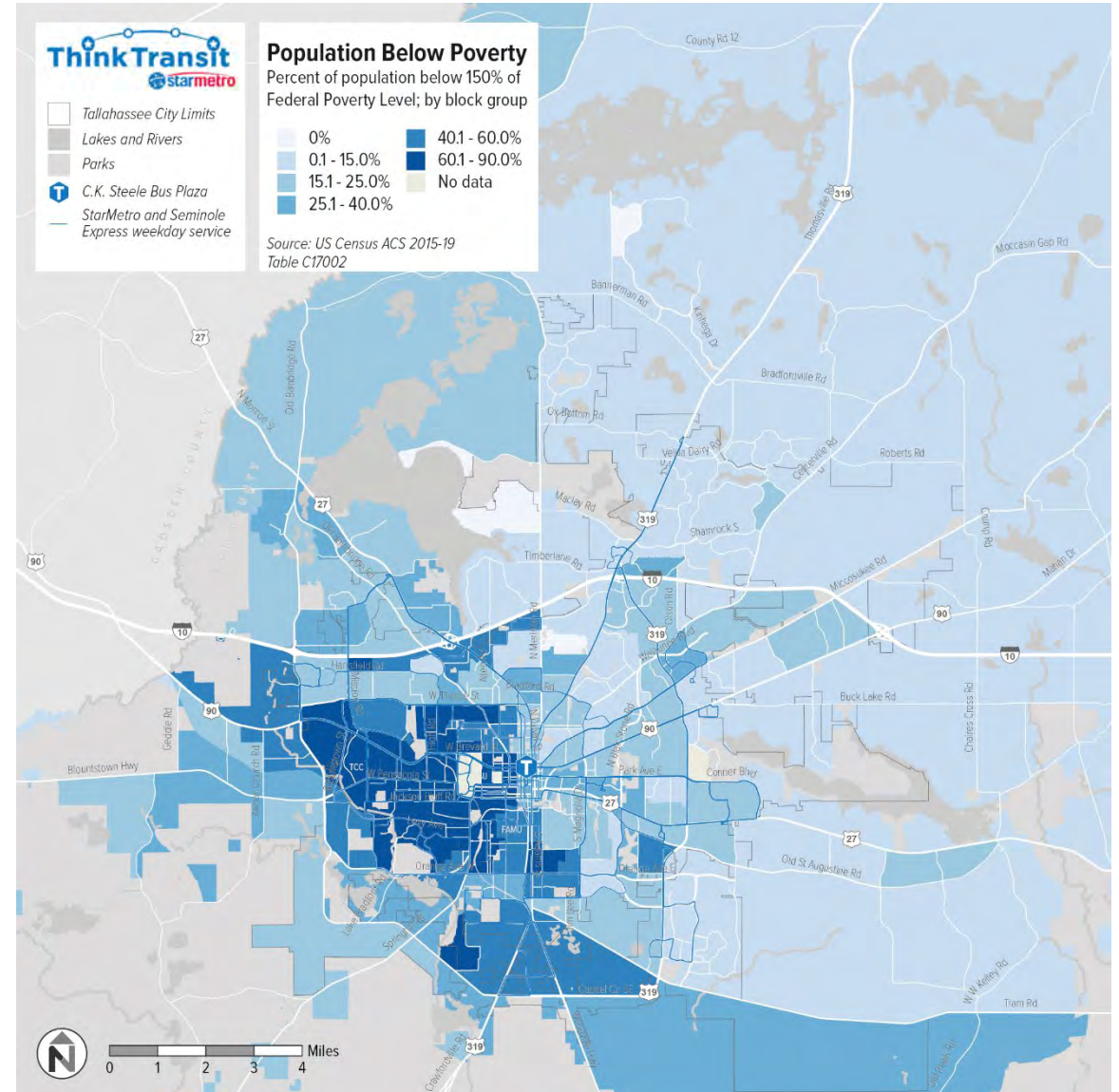
Gaines Street

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
 - 66% say that access to high quality transportation will be one of the top three criteria in deciding where to live next

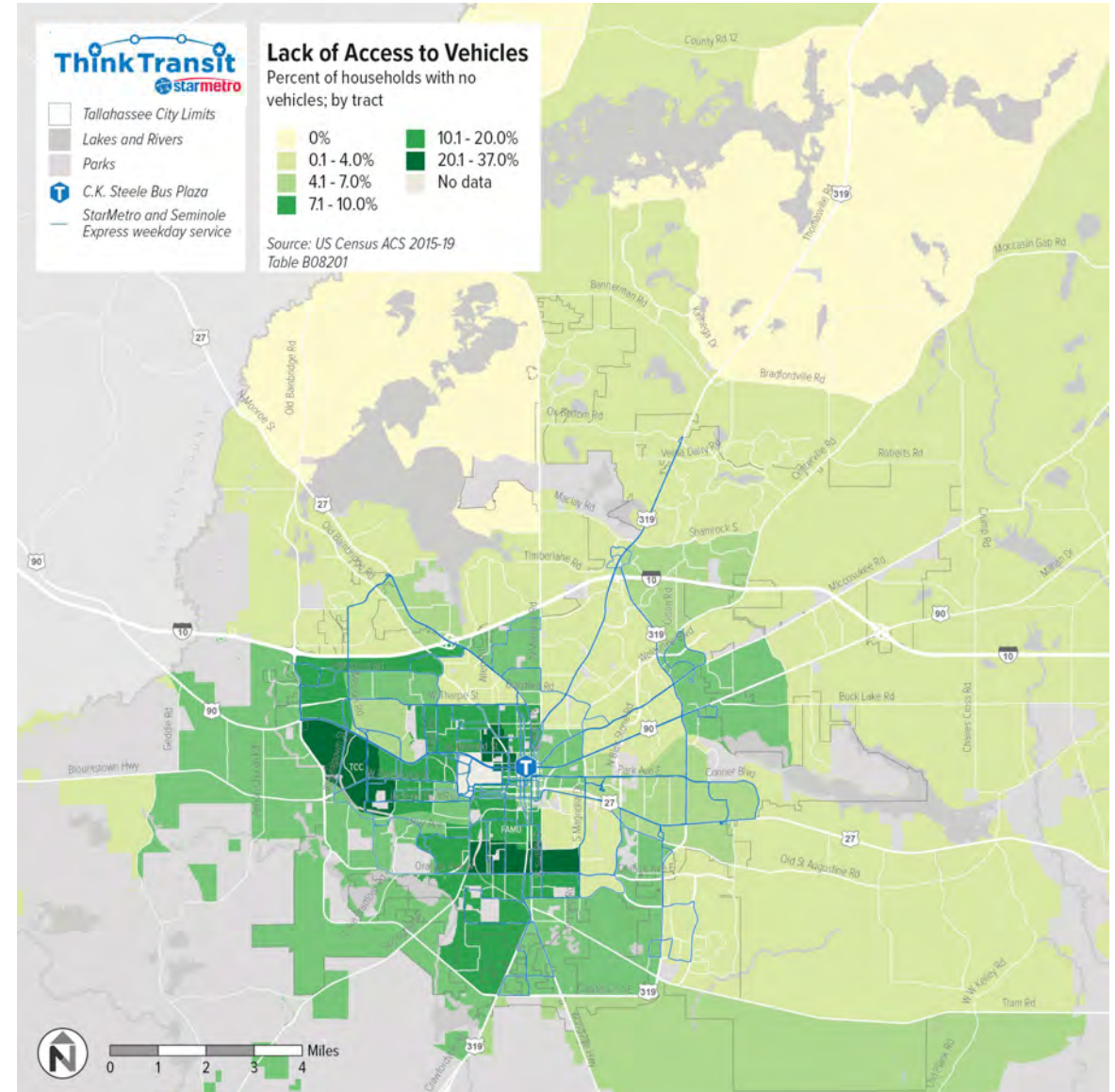
Economic: Discretionary Income

- Annual cost of owning and operating a car: **\$9,100**
- Household cost savings with public transit use: **\$8,000**
- Tallahassee Urbanized Area Poverty Rate (<150% of Federal Poverty Level): **29.2%**
- Households with no vehicles available: **6.7%**



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Mobility: More Complete Options

- Obesity rates higher where there is less access to alternative transportation
- Leon County adults who are inactive or insufficiently active: 50.6%
- Leon County adult obesity rate: 30.4%



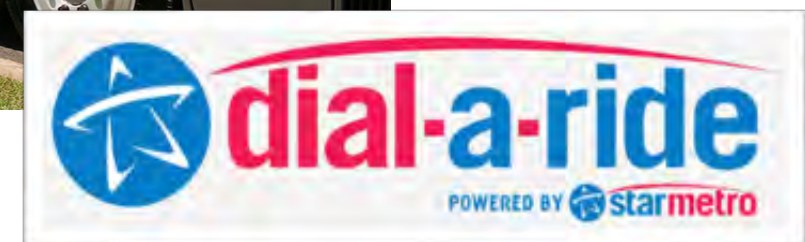
About StarMetro

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

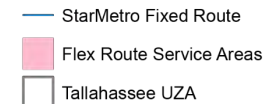
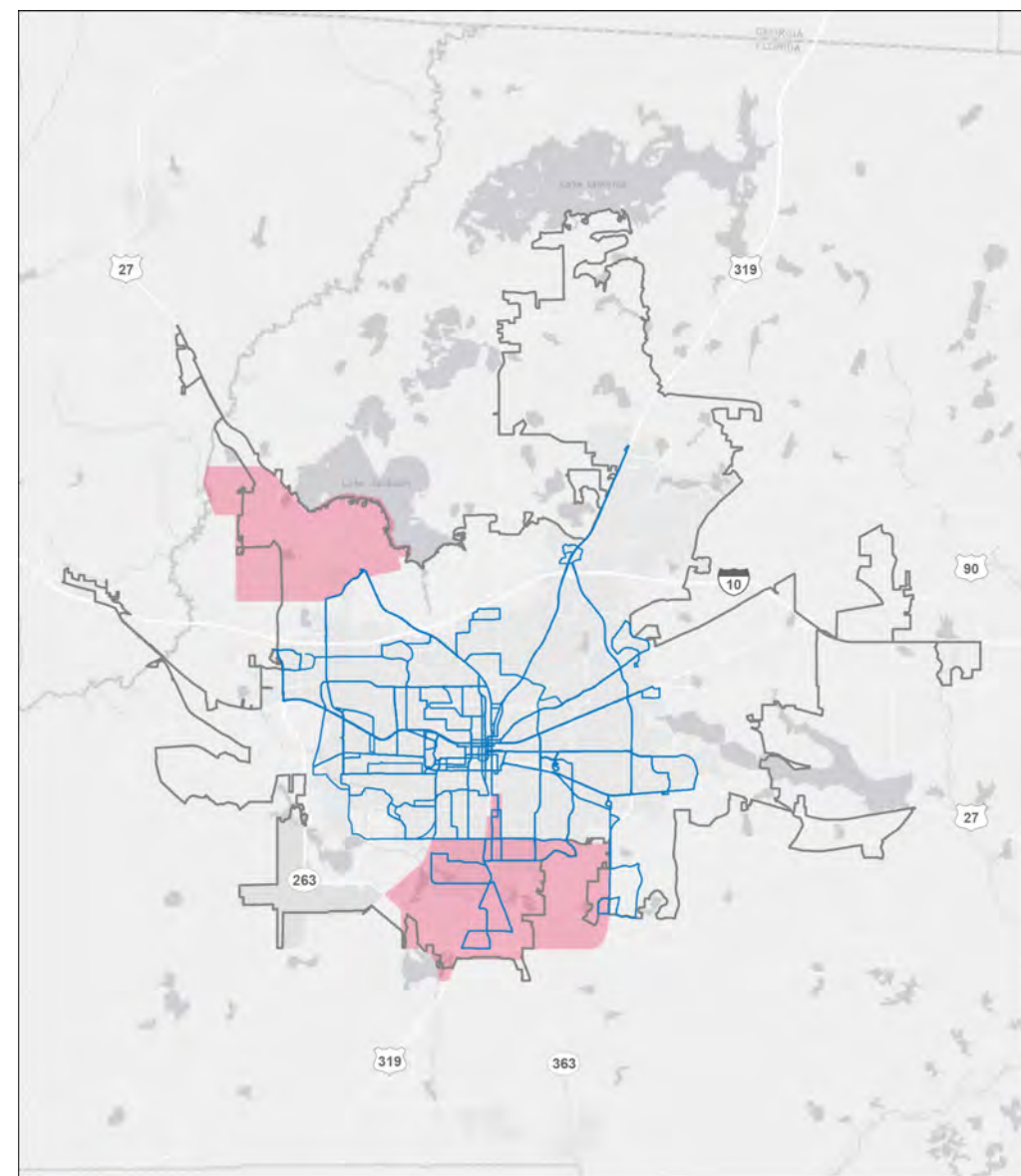


FSU Seminole Express Routes			
GA	FSU - Garnet	GO	FSU - Gold
HE	FSU - Heritage	IN	FSU - Innovation
OS	FSU - Osceola	RE	FSU - Renegade
TO	FSU - Tomahawk	NN	FSU - Night Nole

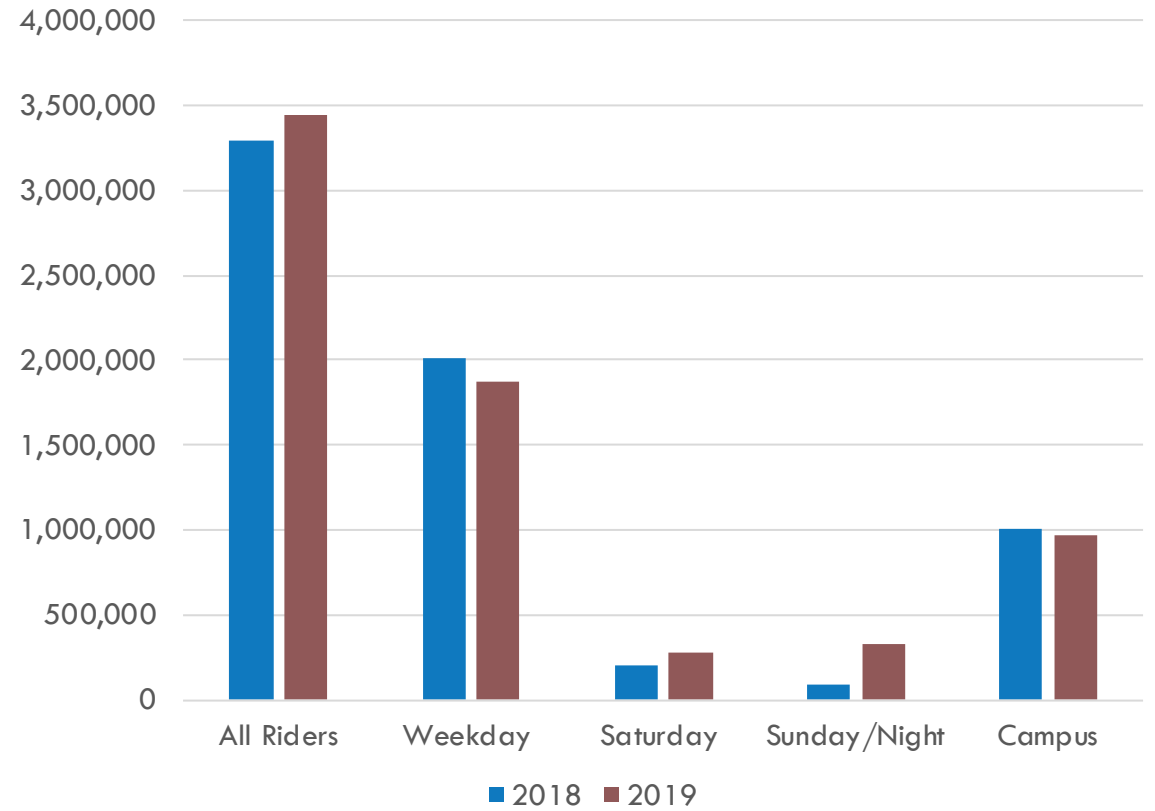


StarMetro Services

- Fixed routes
 - Focused on city center
 - All routes within city boundaries
 - Align with land uses and demand
- Flex zones
 - Serve low density, higher demand areas
 - Include areas just outside city boundaries



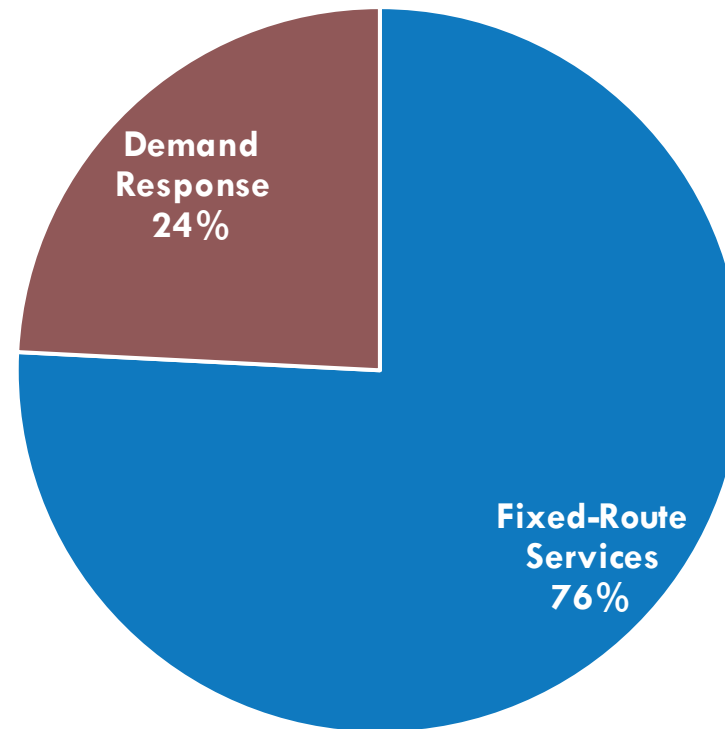
StarMetro Ridership



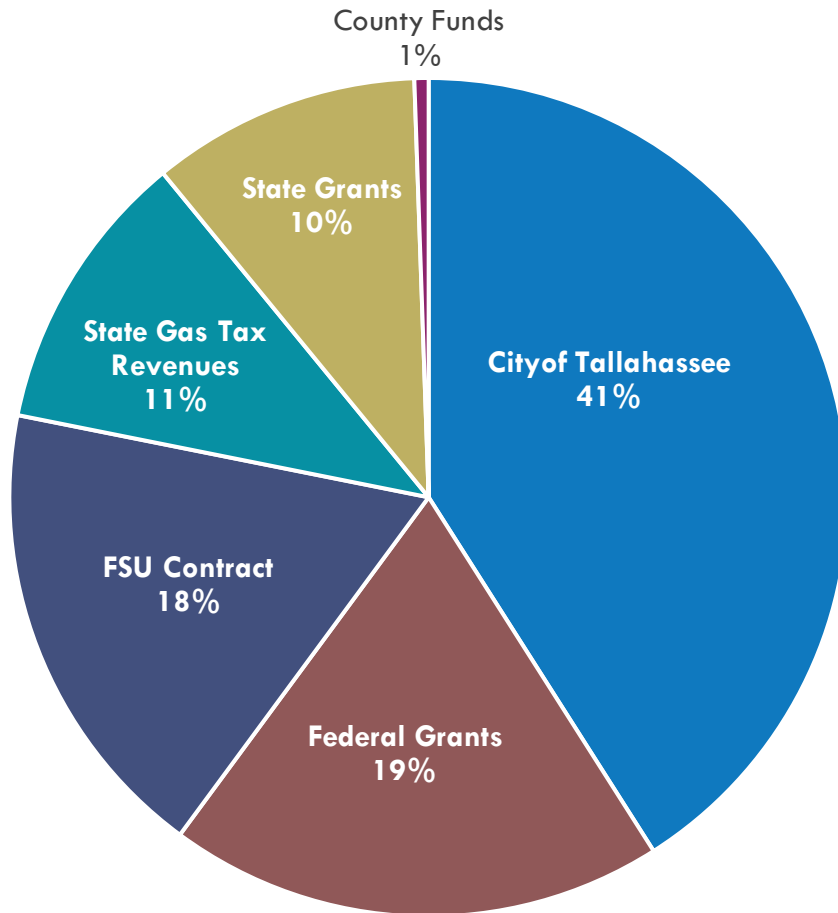
StarMetro: 2019 Expenses

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

Allocation of Operating Costs by Mode



StarMetro: 2019 Operating Revenue

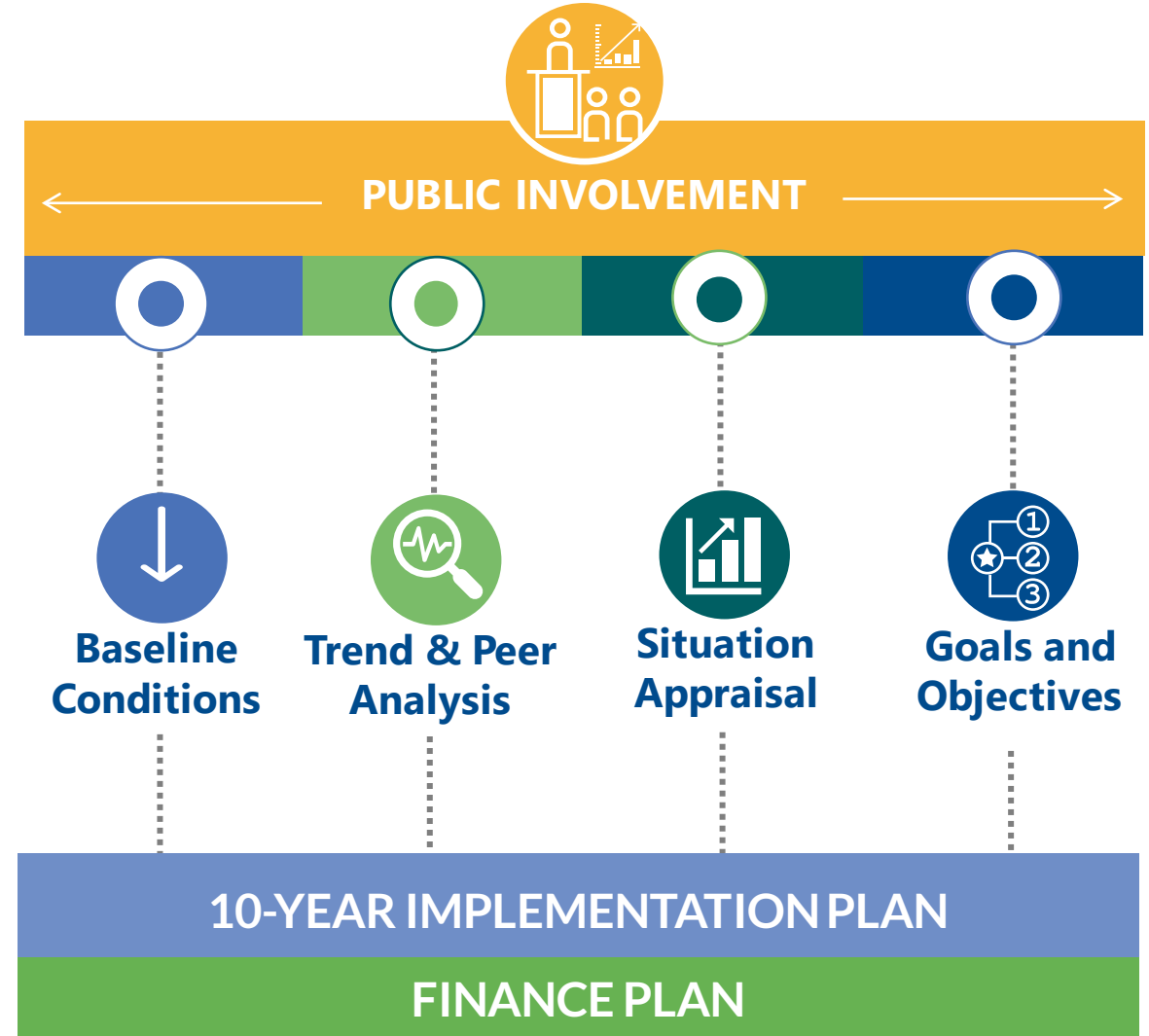


Funding Sources (2018)	Amount
City of Tallahassee	\$7.5 M
Federal Grants	\$3.5 M
FSU Contract	\$3.3 M
State Gas Tax Revenues	\$2.0 M
State Grants	\$1.9 M
County Funds	\$0.1 M
Total	\$18.3 M

TDP & COA

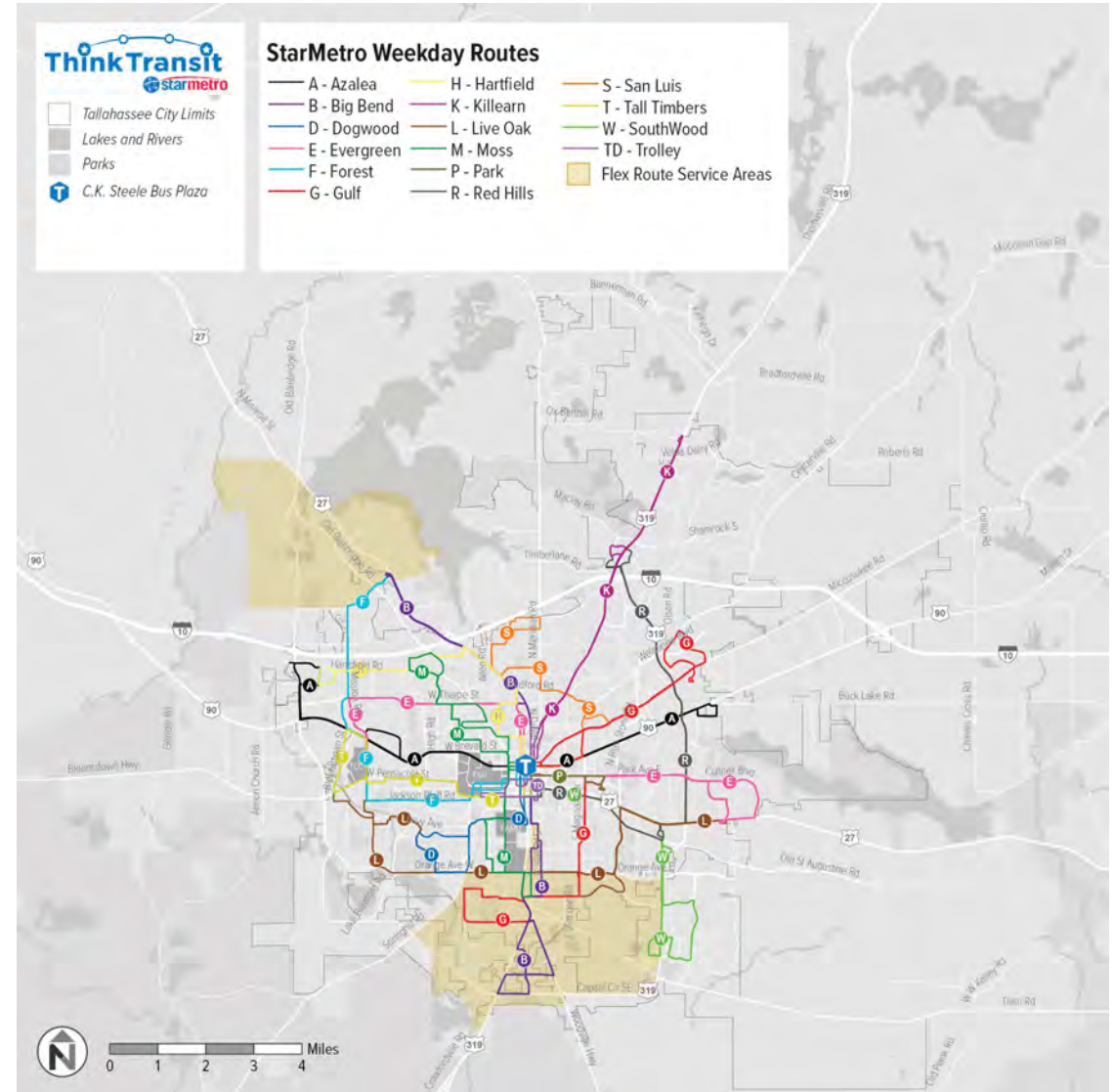
Transit Development Plan

- Focus on system
- Required for State funding
- 10-year planning horizon
- Updated every 5 years
- Due September 1



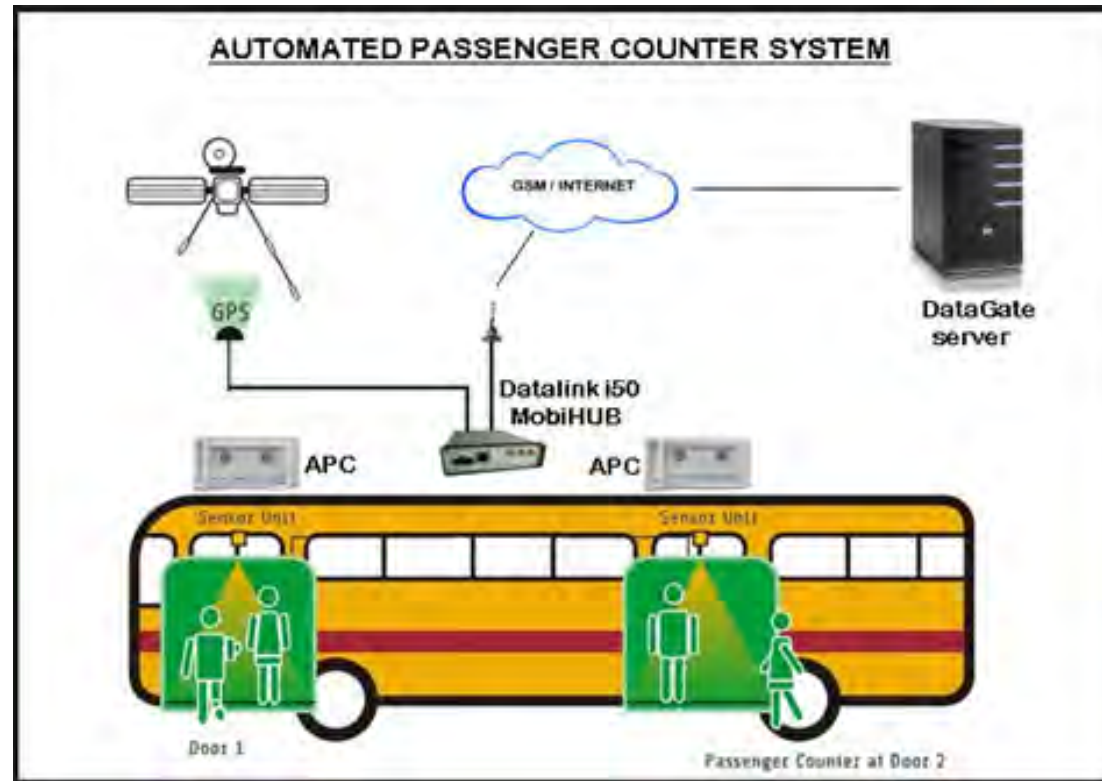
Comprehensive Operational Analysis

- 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
- End of year delivery



Other StarMetro Projects

- Automatic Passenger Counters
- New fareboxes
- Dial-a-Ride app
- COVID adjustments



COMPATIBLE WITH
GENFARE link.



Community Engagement

- Stay up-to-date with the webpage
 - www.Talgov.com/ThinkTransit
- Virtual Community Meetings held February 17
- Design Your System Tool
 - <https://starmetrothinktransit.com/>
 - Open until March 12
- Stakeholder Interviews



StarMetro Transit: Design Your Transit System

How would you improve StarMetro transit?

StarMetro wants to better meet the needs of residents, employees, students, and visitors in Florida's capital region. Help us by selecting the strategies below you think would best improve transit in our region and support the community benefits you care about. We're in the information gathering phase, so your answers don't commit funds, policy, or service changes to StarMetro's existing service.

If you have questions about this survey, [email us](#).

Benefit Categories

Ridership

Increase transit ridership

Speed and Reliability

Make bus service faster and more reliable

Comfort and Safety

Make it safer and more comfortable to walk to bus stops and wait for the bus

Coverage and Access

Provide service to more areas

Design your transit system

- You have \$100 to spend.
- Scroll down to review the many methods to improve transit, their cost, and their expected benefits.
- Check the boxes to the left of each options to "select" those that are most important to you.
- Mix and match your choices to see how costs and benefits change depending on the different combinations of selected transit improvements.
- When you're done, click "Submit". You will then be asked a few follow-up questions.

Your Overall Benefits





Stakeholder Interviews Completed

1. Florida DOT
2. Capital Region Transportation Planning Agency (CRTPA)
3. Florida State University
4. Big Bend Continuum of Care
5. Apalachee Regional Planning Commission (ARPC)
6. Tallahassee Community College
7. Elder Care Services
8. Lighthouse of the Big Bend
9. Division of Blind
10. City of Tallahassee
 - Blueprint
 - Neighborhood Affairs
 - Downtown Improvement Authority
 - Community Redevelopment Authority
 - Sustainability Department

Transit Planning Design Principles

LAND USE

TRANSIT

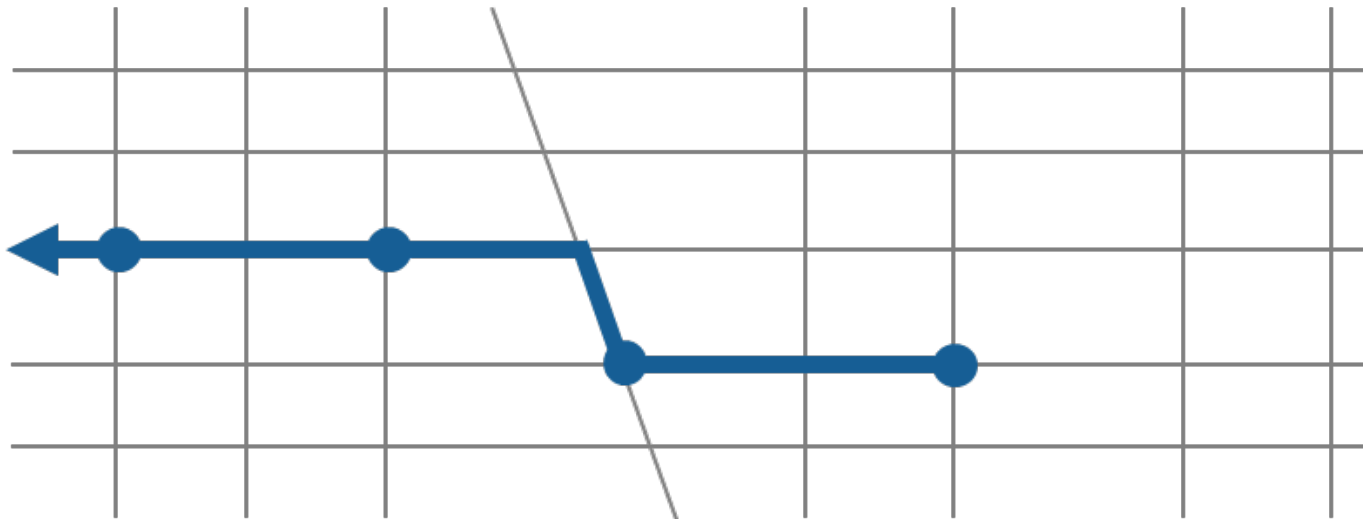
Land Use Type	Example	Residents per Acre	Jobs per Acre	Appropriate Types of Transit	Frequency of Service
 <p>Downtowns & High Density Corridors</p>		<p>>45</p>	<p>>25</p>	 <p>Light Rail BRT Rapid Bus Local Bus</p>	 <p>10 mins or better</p>
 <p>Urban Mixed-Use</p>		<p>30-45</p>	<p>15-25</p>	 <p>BRT Rapid Bus Local Bus</p>	 <p>10-15 minutes</p>
 <p>Neighborhood & Suburban Mixed-Use</p>		<p>15-30</p>	<p>10-15</p>	 <p>Local Bus</p>	 <p>15-30 minutes</p>
 <p>Mixed Neighborhoods</p>		<p>10-15</p>	<p>5-10</p>	 <p>Local Bus Micro-transit</p>	 <p>30-60 minutes</p>
 <p>Single Family Neighborhoods</p>		<p><10</p>	<p><5</p>	 <p>Micro-transit Ride-share</p>	<p>On-demand to infrequent</p>

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

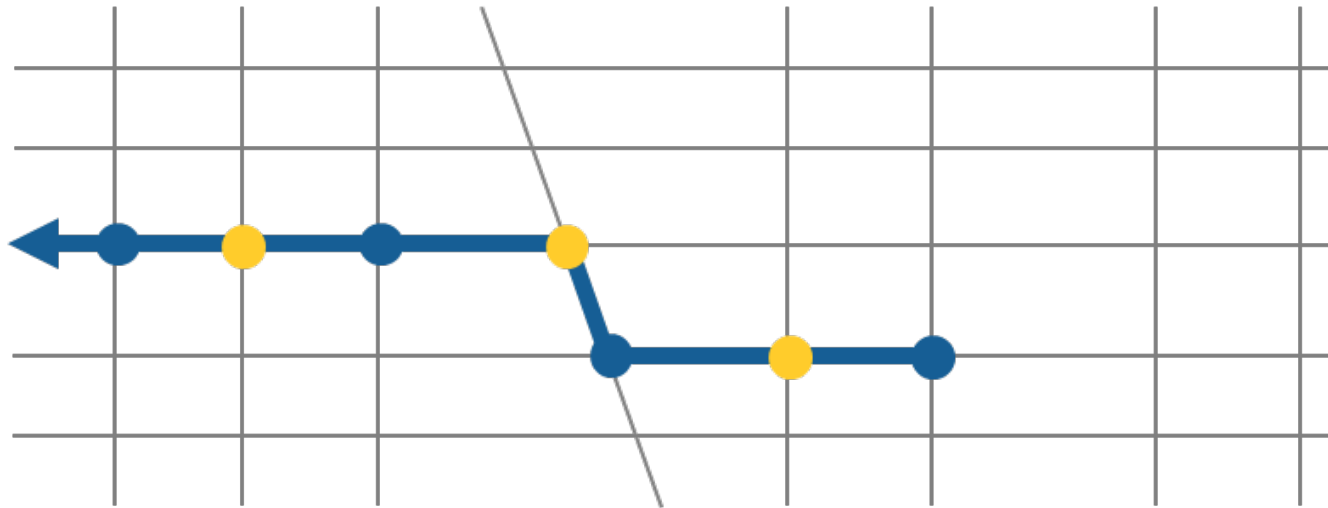
Evolution of a Bus Route

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



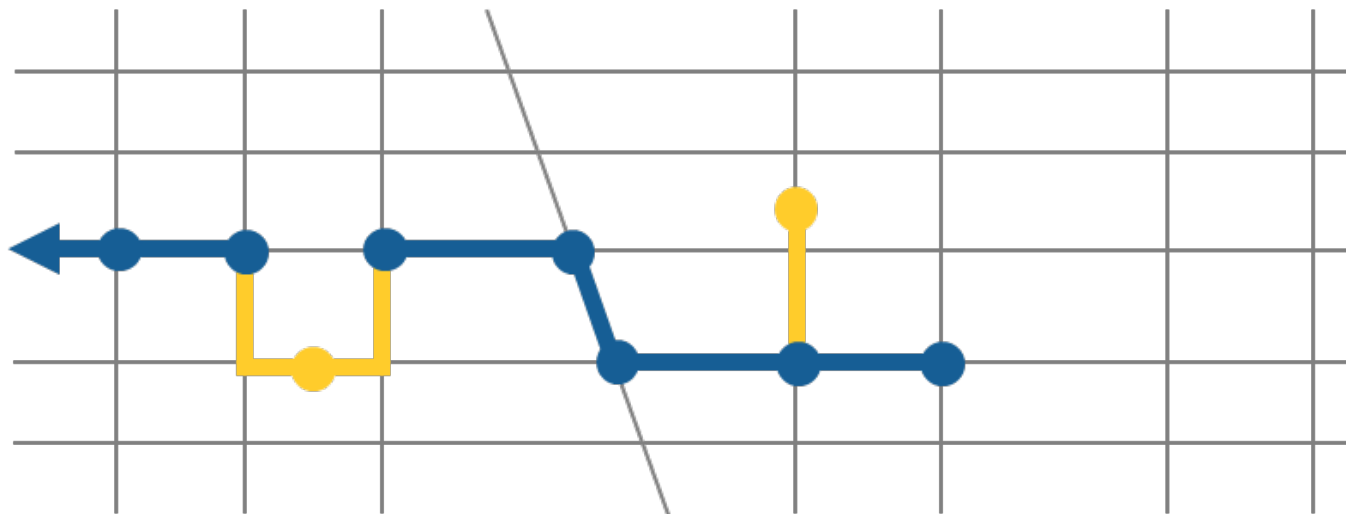
Evolution of a Bus Route

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.



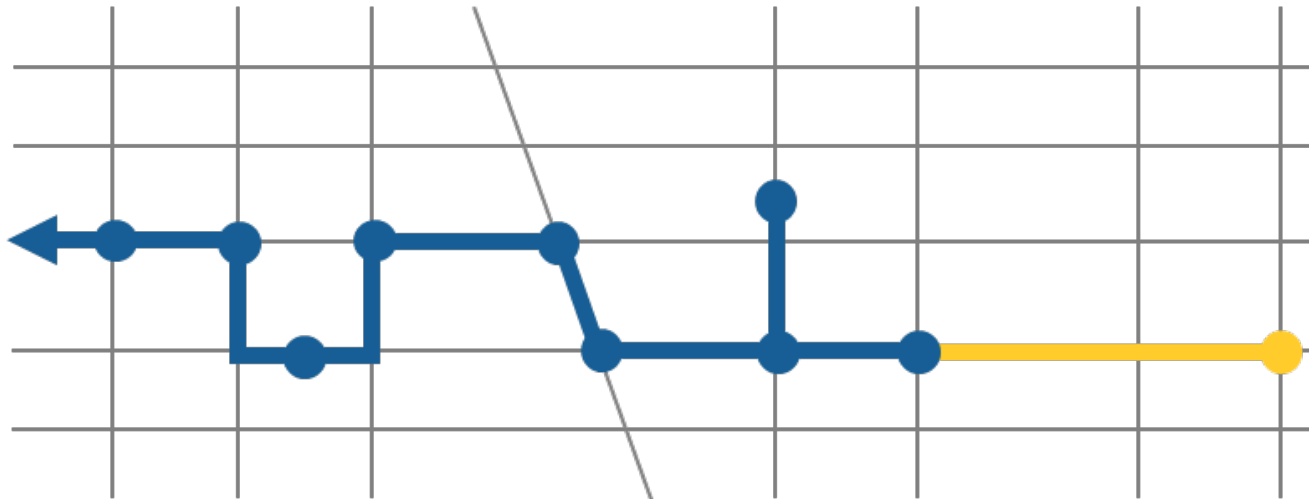
Evolution of a Bus Route

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.



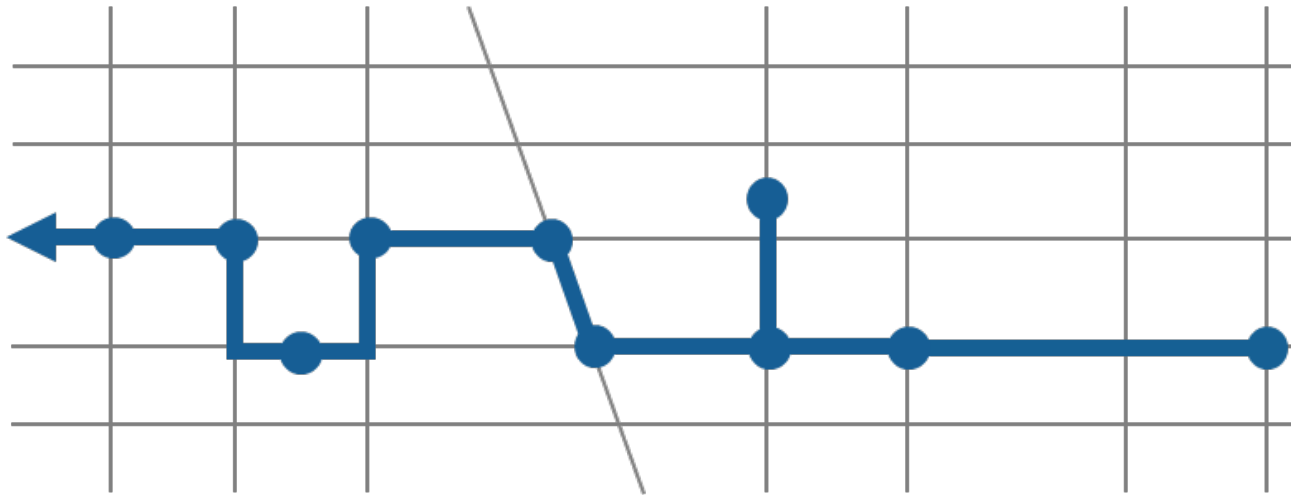
Evolution of a Bus Route

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



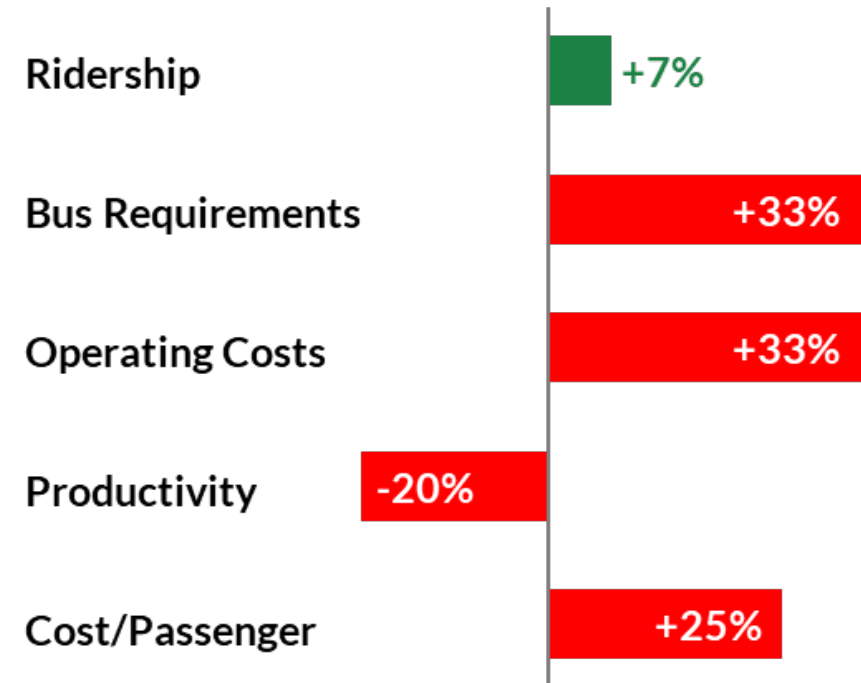
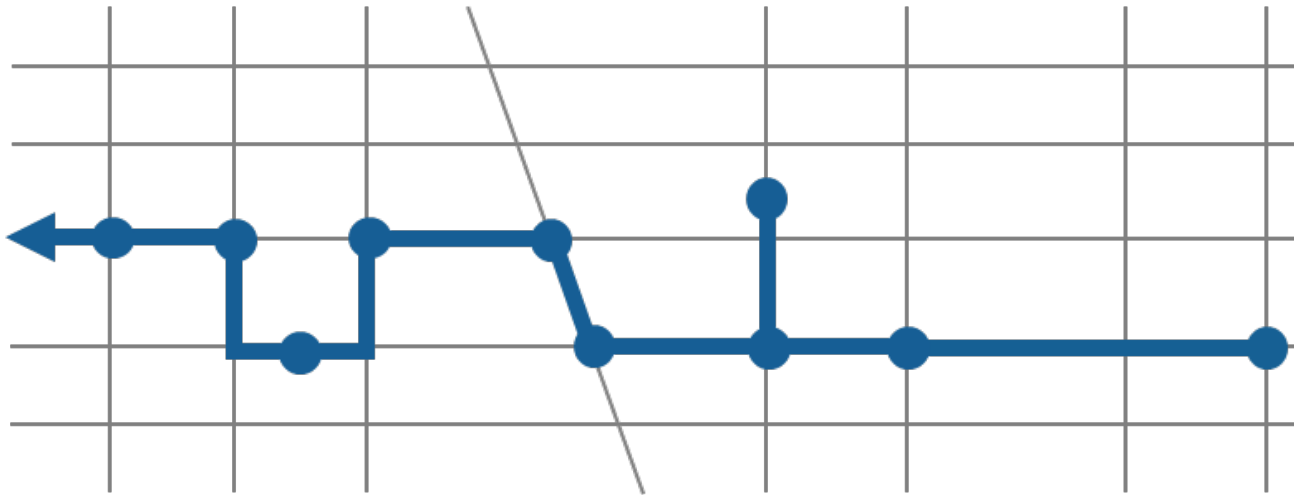
Evolution of a Bus Route

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



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Thank You!

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