



StarMetro Comprehensive Operations Analysis (COA)

January 2023





Agenda

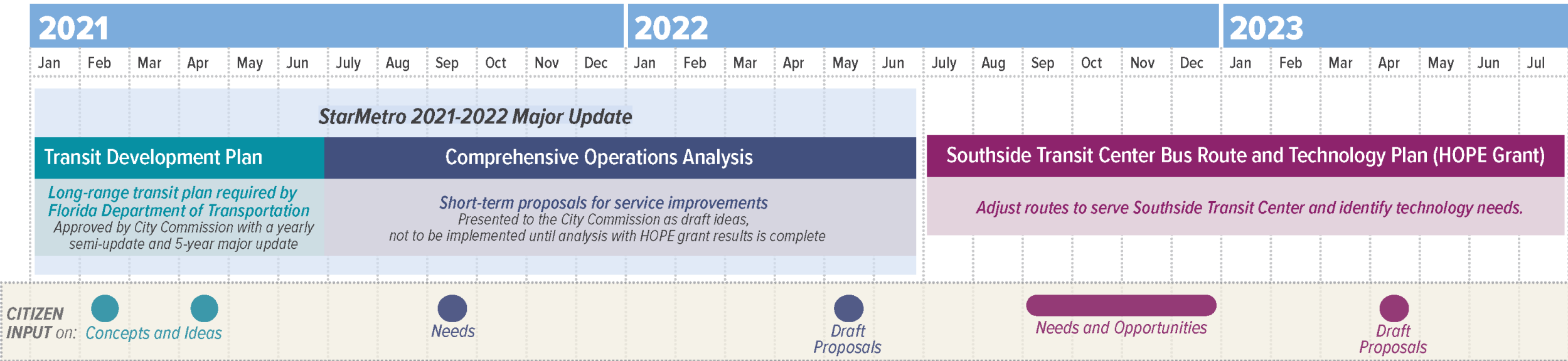
- 1 **State of the System**
- 2 **Service Improvement Ideas**
- 3 **Ideas for the Short-Term**
- 3 **Next Steps**

1

State of the System

2021-2023 StarMetro Planning Timeline

StarMetro is conducting three related planning projects.



StarMetro Network

14 **Weekday Routes**

12 **Saturday Routes**

4 **Sunday/Night Routes**

8 **FSU Campus Routes**

2 **FLEX Routes**

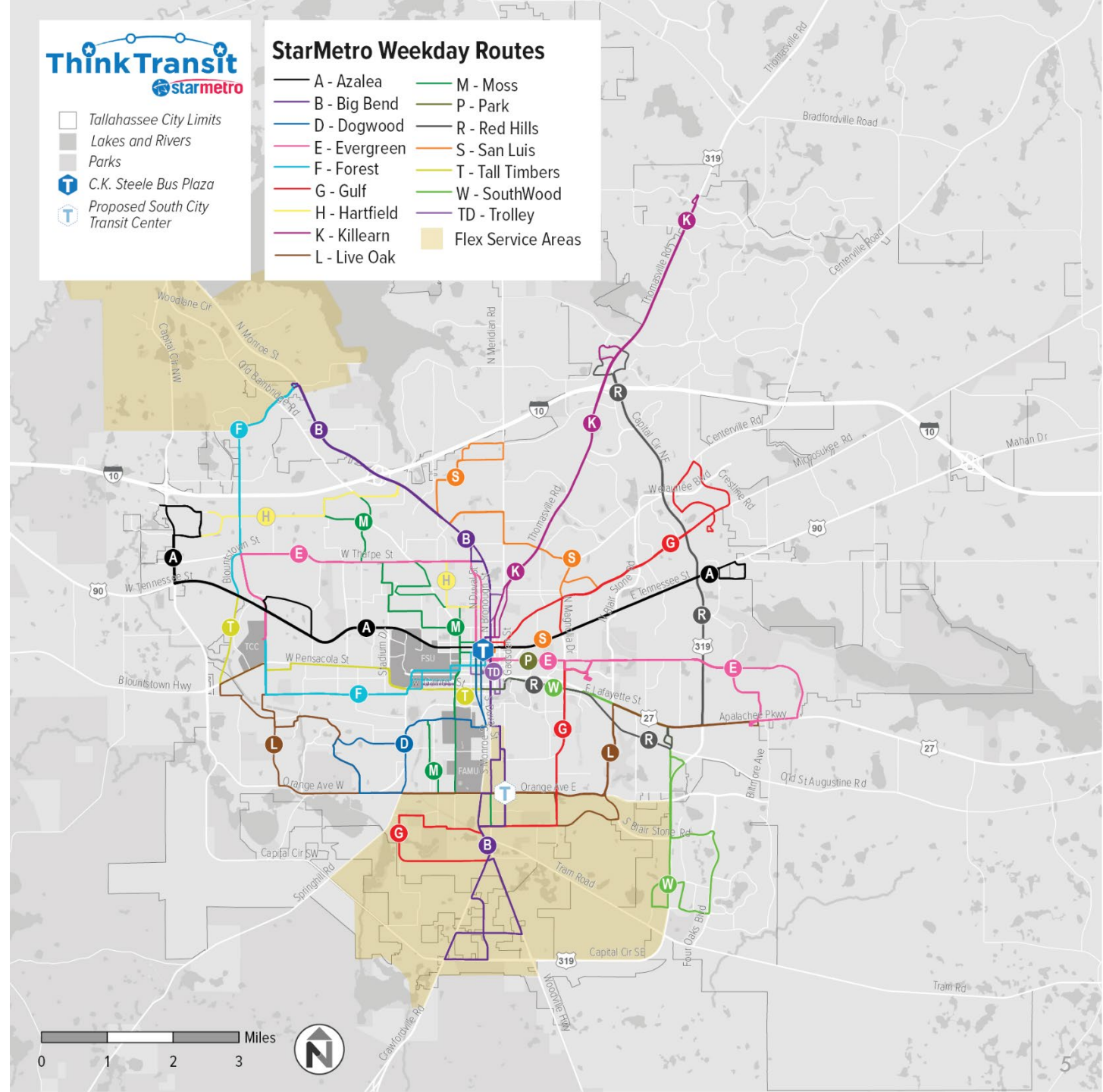
2 **Intercity Routes**

& **Dial-A-Ride Service**
Complementary ADA Paratransit

Tallahassee City Limits
 Lakes and Rivers
 Parks
 C.K. Steele Bus Plaza
 Proposed South City Transit Center







StarMetro Weekday Routes





- | | |
|-----------------|----------------------|
| — A - Azalea | — M - Moss |
| — B - Big Bend | — P - Park |
| — D - Dogwood | — R - Red Hills |
| — E - Evergreen | — S - San Luis |
| — F - Forest | — T - Tall Timbers |
| — G - Gulf | — W - SouthWood |
| — H - Hartfield | — TD - Trolley |
| — K - Killearn | — Flex Service Areas |
| — L - Live Oak | |



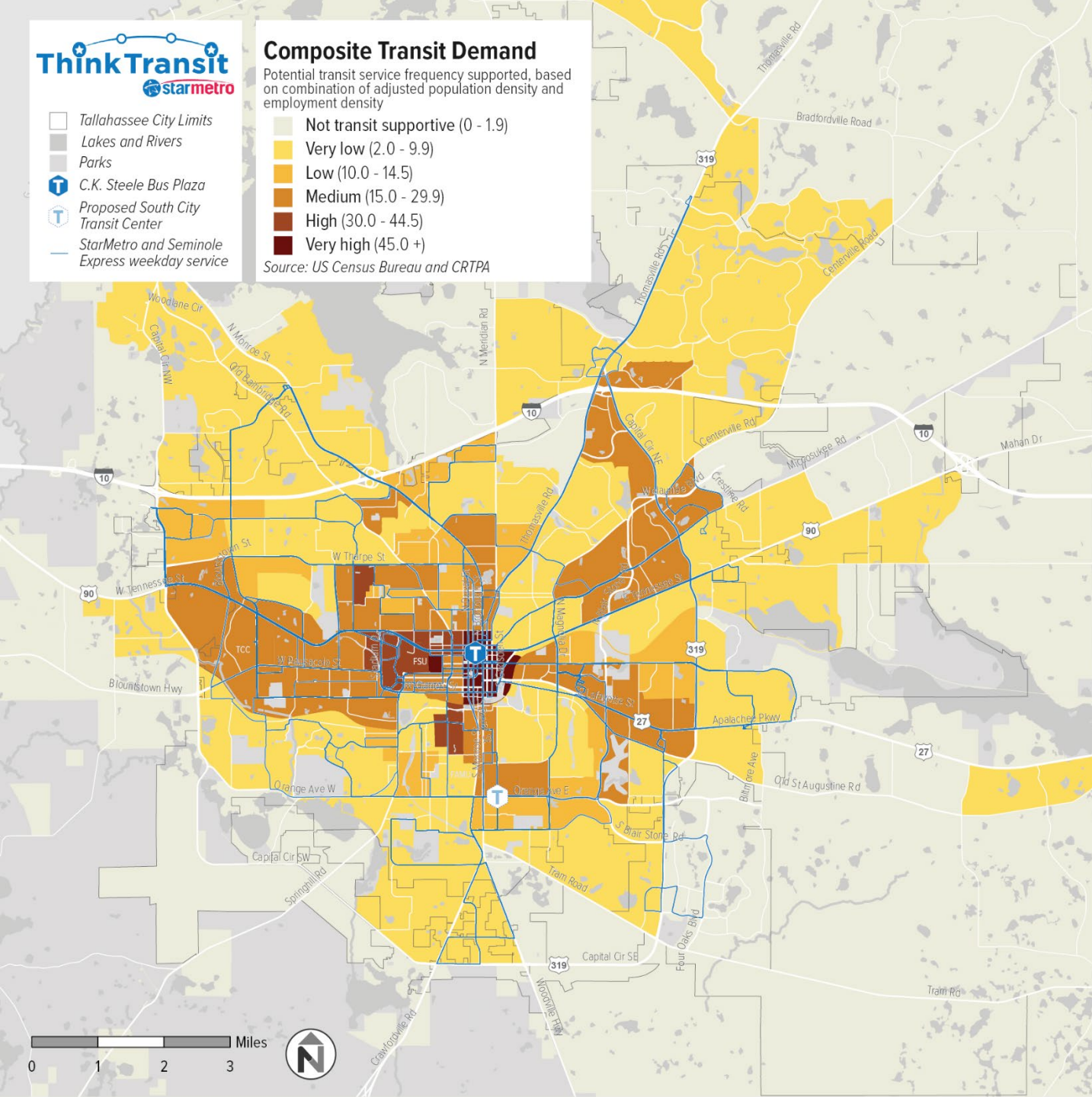
Composite Transit Demand

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



Understanding the Demand and Need for Transit

Considered:

- Population and employment density
- Demographic characteristics like income, race, and access to vehicle
- Travel flows

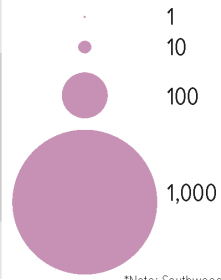
Areas with Strongest Markets :

- Downtown Tallahassee
- Campus Areas – FSU, FAMU and TCC
- West and South of Downtown
- East of Downtown



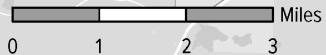
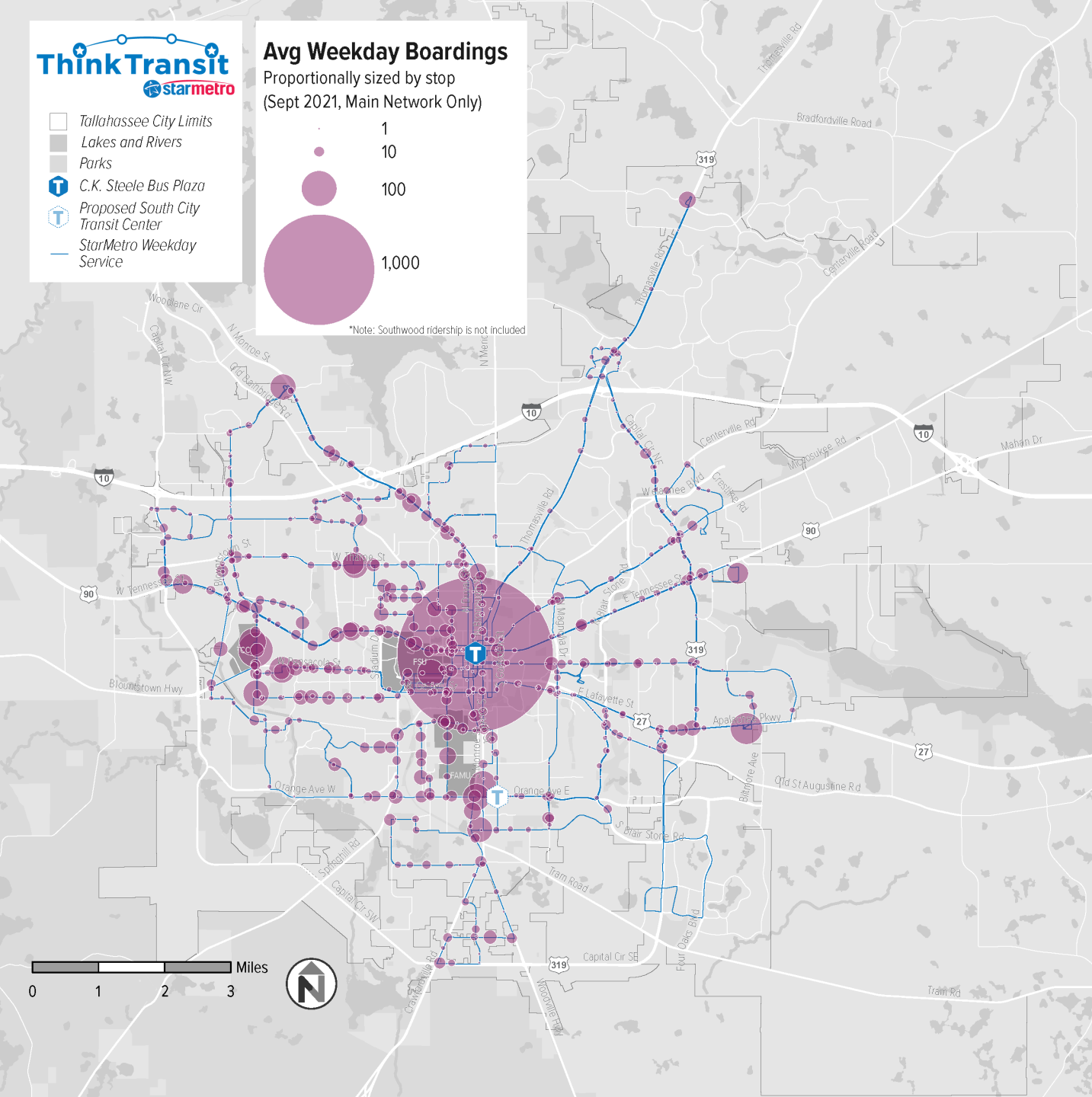
Avg Weekday Boardings

Proportionally sized by stop
(Sept 2021, Main Network Only)



*Note: Southwood ridership is not included

- Tallahassee City Limits
- Lakes and Rivers
- Parks
- C.K. Steele Bus Plaza
- Proposed South City Transit Center
- StarMetro Weekday Service



StarMetro September 2021 Ridership by Stop

Highest Ridership Locations Include:

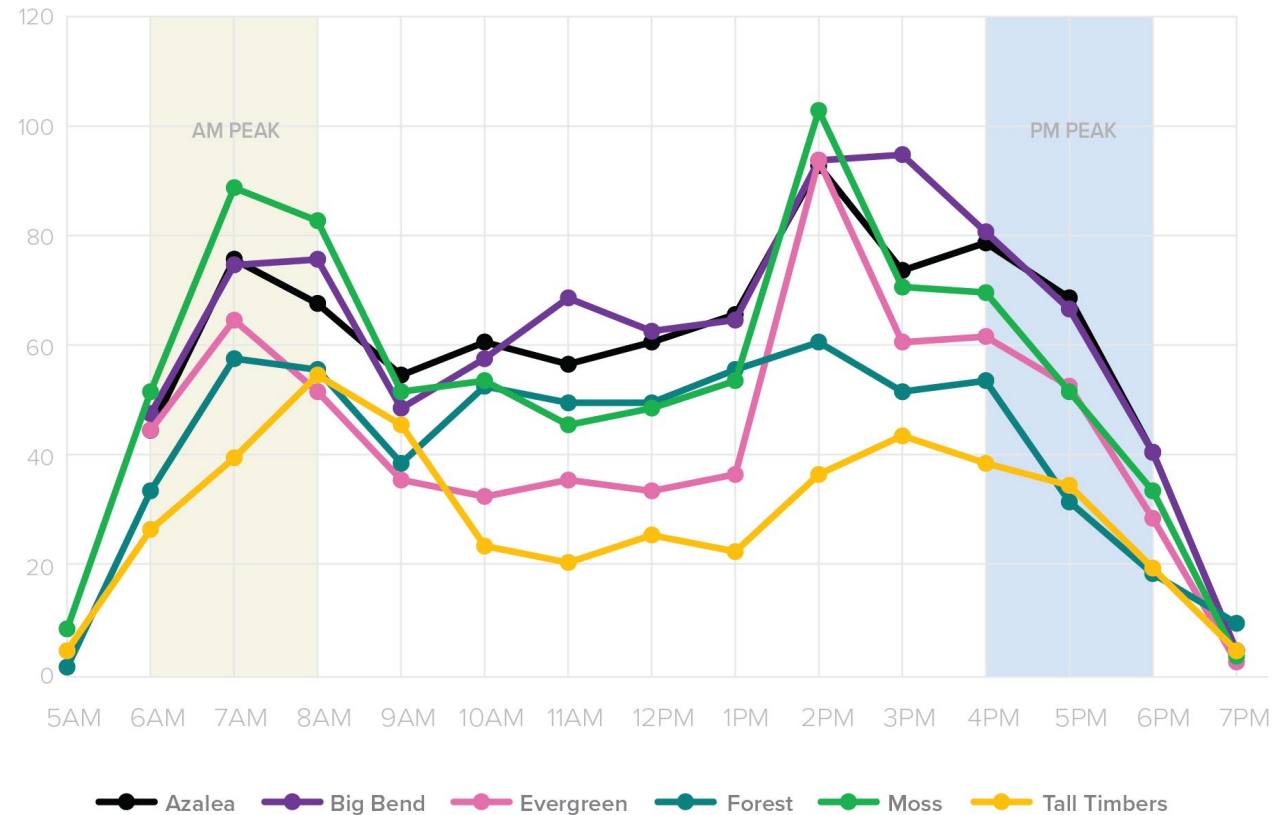
- Universities - Areas near and around FSU, TCC and FAMU
- Neighborhoods North of Downtown – Griffin Heights and Frenchtown
- Neighborhoods South of Downtown (Bond Neighborhood, Monroe Street)
- Shopping Centers, Grocery Stores and Walmart stores

Ridership by Time of Day

Highest Ridership Routes

- Data shows that ridership is strongest in mornings and afternoons
- Similar to but not exactly the traditional “9-to-5” commuter times
- Reflects high ridership from students
- Suggests need for more service during the middle of the day

Ridership by Hour, Routes with Highest Ridership (Sept 2021)

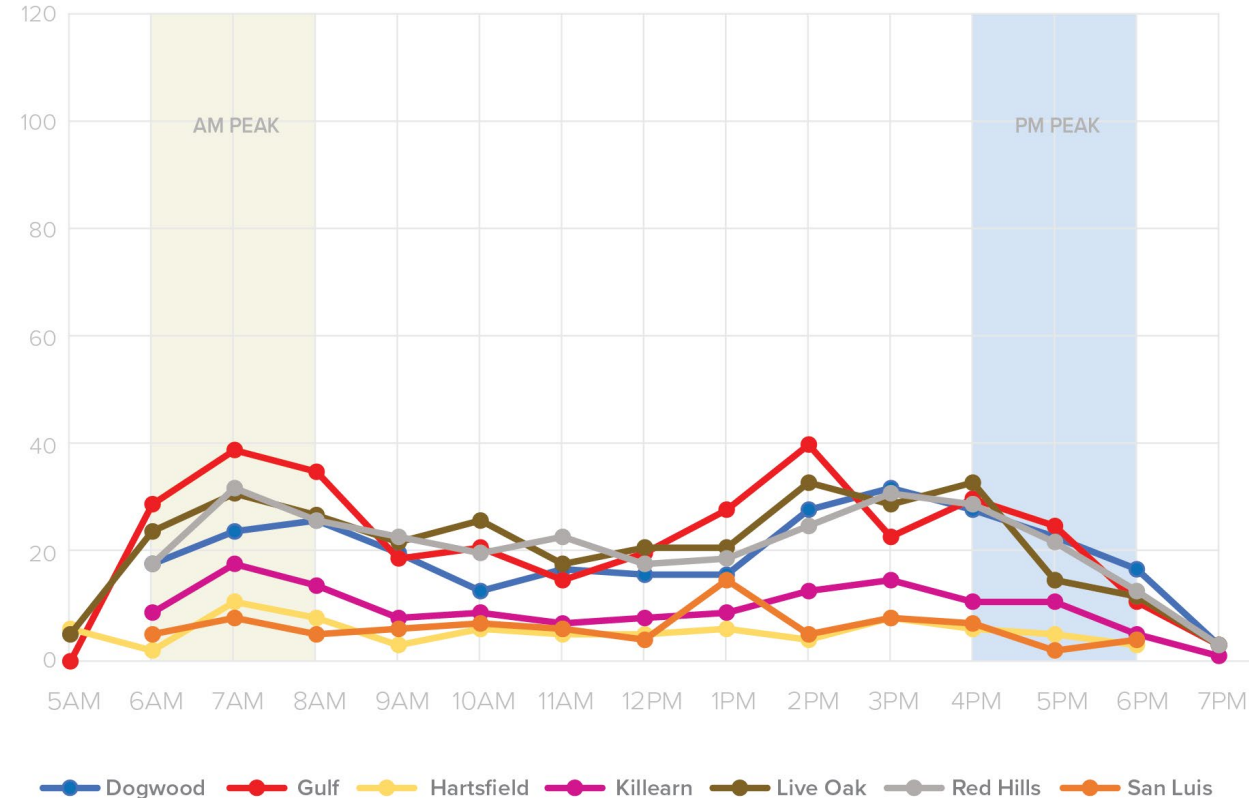


Ridership by Time of Day

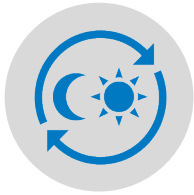
Lower Ridership Routes

- Data shows ridership is consistent throughout the day with slight peaks in morning and afternoons
- Afternoon demand is outside of the traditional “9-to-5” commuter times, likely due to student riders
- Some routes could use more service, some might not need to operate

Ridership by Hour, Routes with Lowest Ridership (Sept 2021)

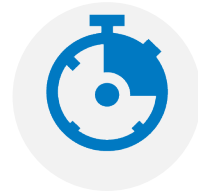


Service Improvement Opportunities



Simplify Service

- People will use service if they understand it



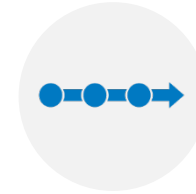
Increase Weekday Frequency

- Need for more service shown in ridership and market analysis
- Requested by customers



Increase Night and Sunday Service

- Ridership shows need
- Requested by customers



More Direct Service

- Direct service is faster and easier to understand
- Creates operational benefits



Bus Stop Amenities

- Comfortable places to wait
- Easy to identify where to wait for the bus

Surveys, Meetings and Conversations

Riders and community members told us they want:

- Reliable service – buses that arrive and depart at published times
- The bus to come more often
- Service that runs later into the evenings
- More service on Sundays
- Consistent schedules
- More information about Flex Routes

Engagement Activities

- ✓ Stakeholder Interviews
- ✓ Virtual Meetings
- ✓ Two on-line surveys
- ✓ Rider/on-board survey
- ✓ Virtual Meetings
- ✓ In-person meetings
- ✓ Participate in existing meetings
- ✓ Pop-up events at C.K. Steele
- ✓ Pop-up events at FSU, FAMU and TCC

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Service Improvement Opportunities

Transit Service in Tallahassee: Strategy for the Future

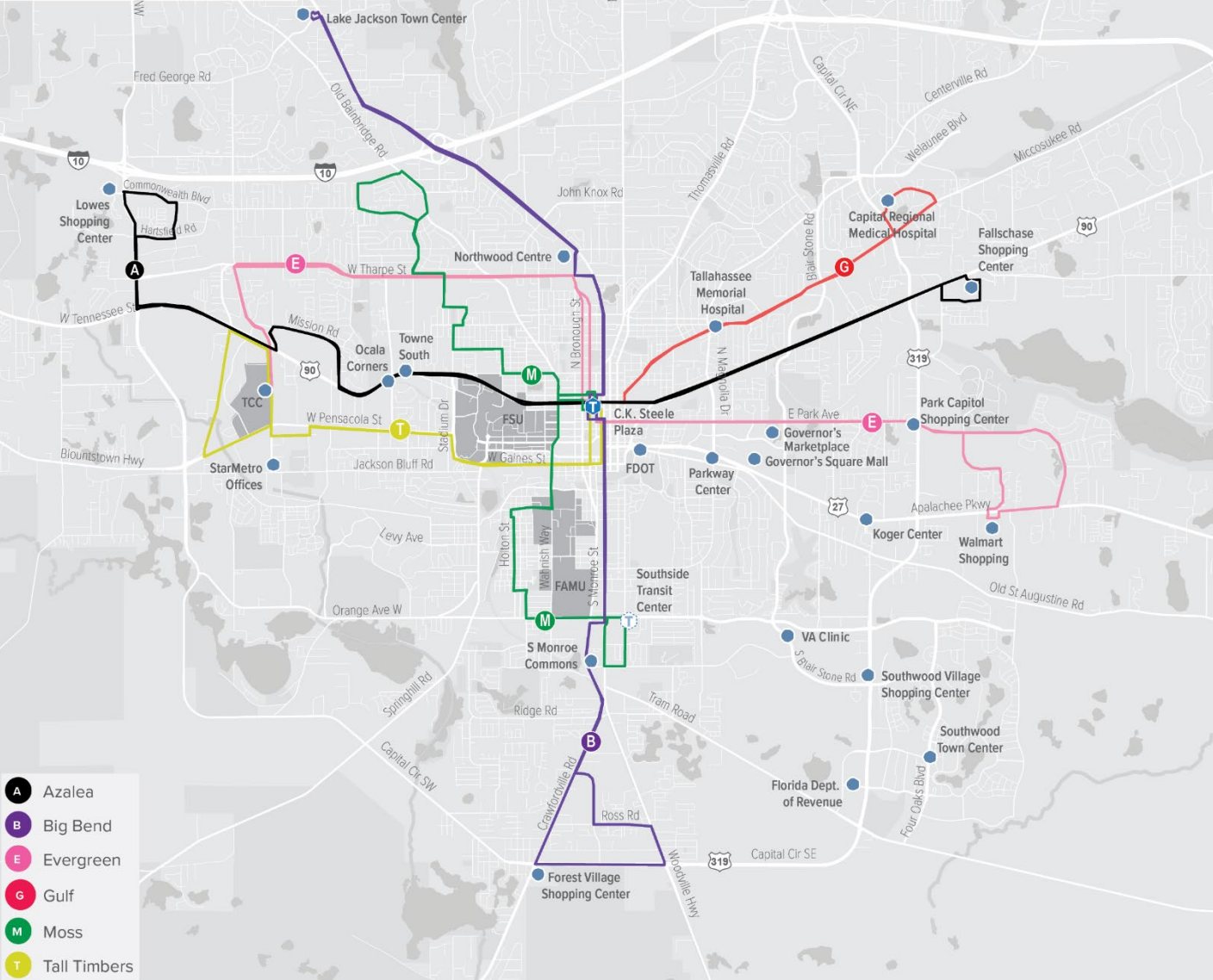
1. Invest in a Network of Core Routes
2. Complement the Core Routes with a Local Network
3. Analyze Unproductive Routes and Route Segments
4. Simplify Route Alignments
5. Modernize and Expand Use of FLEX Services
6. Integrate with South Side Transit Center



Core Network

Proposed Network

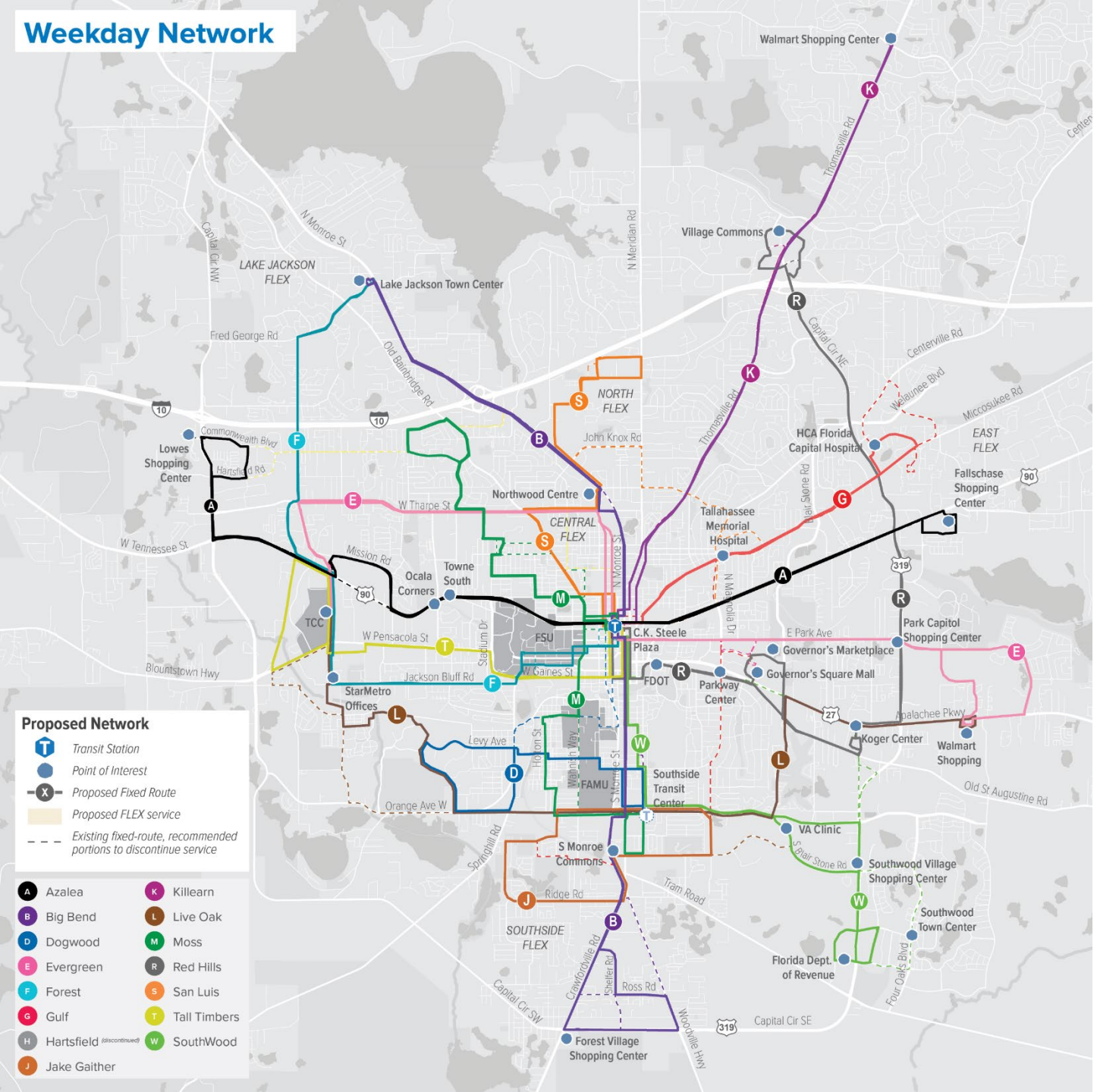
- Transit Station
- Point of Interest
- Proposed Fixed Route
- Existing fixed-route, recommended portions to discontinue service



- Azalea
- Big Bend
- Evergreen
- Gulf
- Moss
- Tall Timbers

Recommendation: Develop a Core Network

- Operate consistent “core” network
 - More frequent service on weekdays & Saturdays
 - 30-minutes during the day
 - Longer hours on weekdays & Saturdays
 - 6 AM to 10 PM
 - Shorter hours on Sundays
 - 10 AM to 8 PM
- Core network includes Star Metro's highest ridership routes
- **Requires additional funding estimated at \$1.1m annually (operating costs only)**







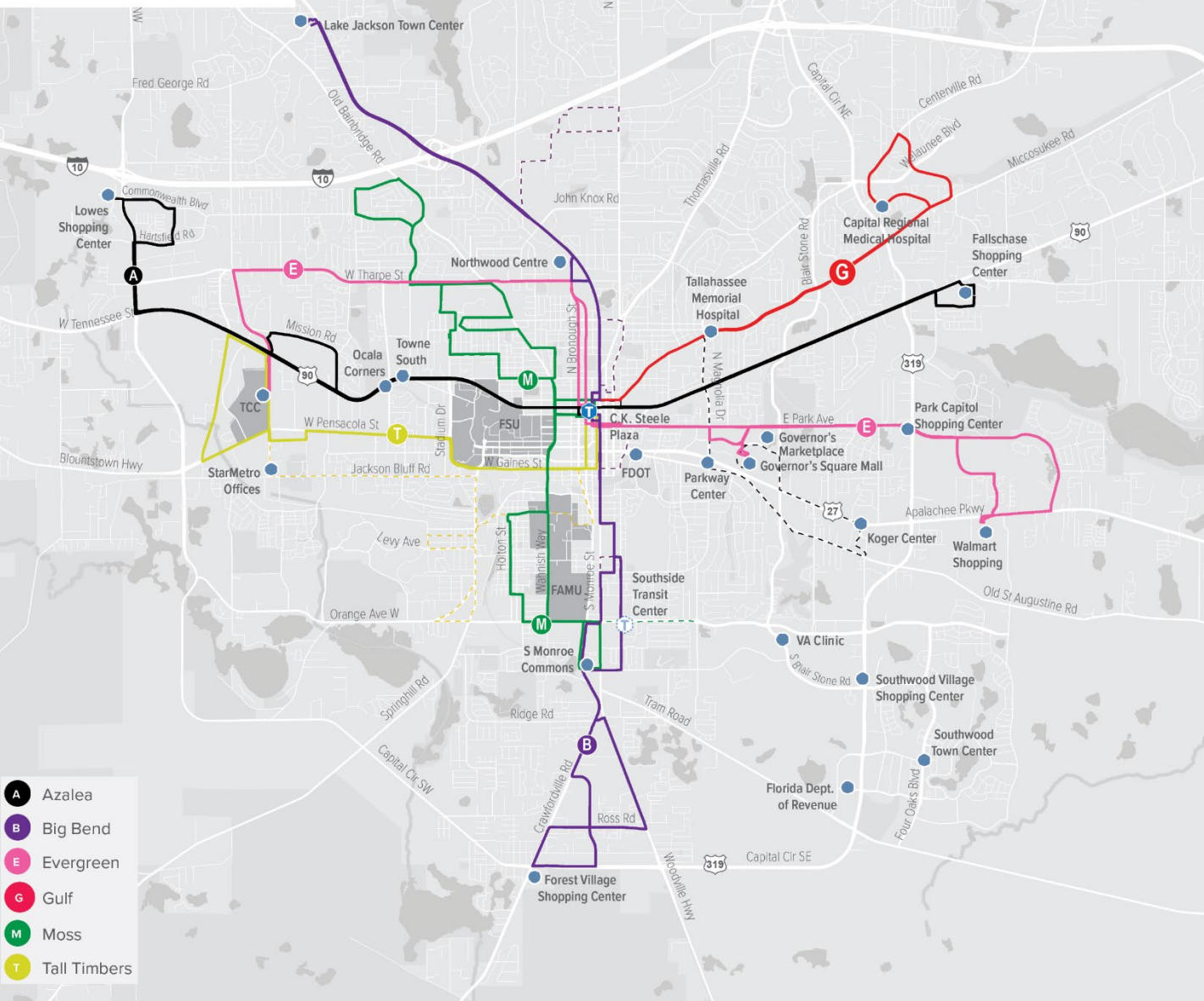
Recommendation: Support Core Network with Local Service







- Support core network with local service
 - Weekday and Saturday service
 - Operate less frequently, every hour
 - Shorter hours (6 AM to 8 PM)

- Use on-demand service for high need/low ridership areas

Proposed Network

-  Transit Station
-  Point of Interest
-  Proposed Fixed Route
-  Existing fixed-route, recommended portions to discontinue service



-  Azalea
-  Big Bend
-  Evergreen
-  Gulf
-  Moss
-  Tall Timbers

Recommendation: Sunday Service






- Operate “core” network on Sundays
- Same routes and route names as on weekdays
- Operate hourly between 8 AM to 8 PM

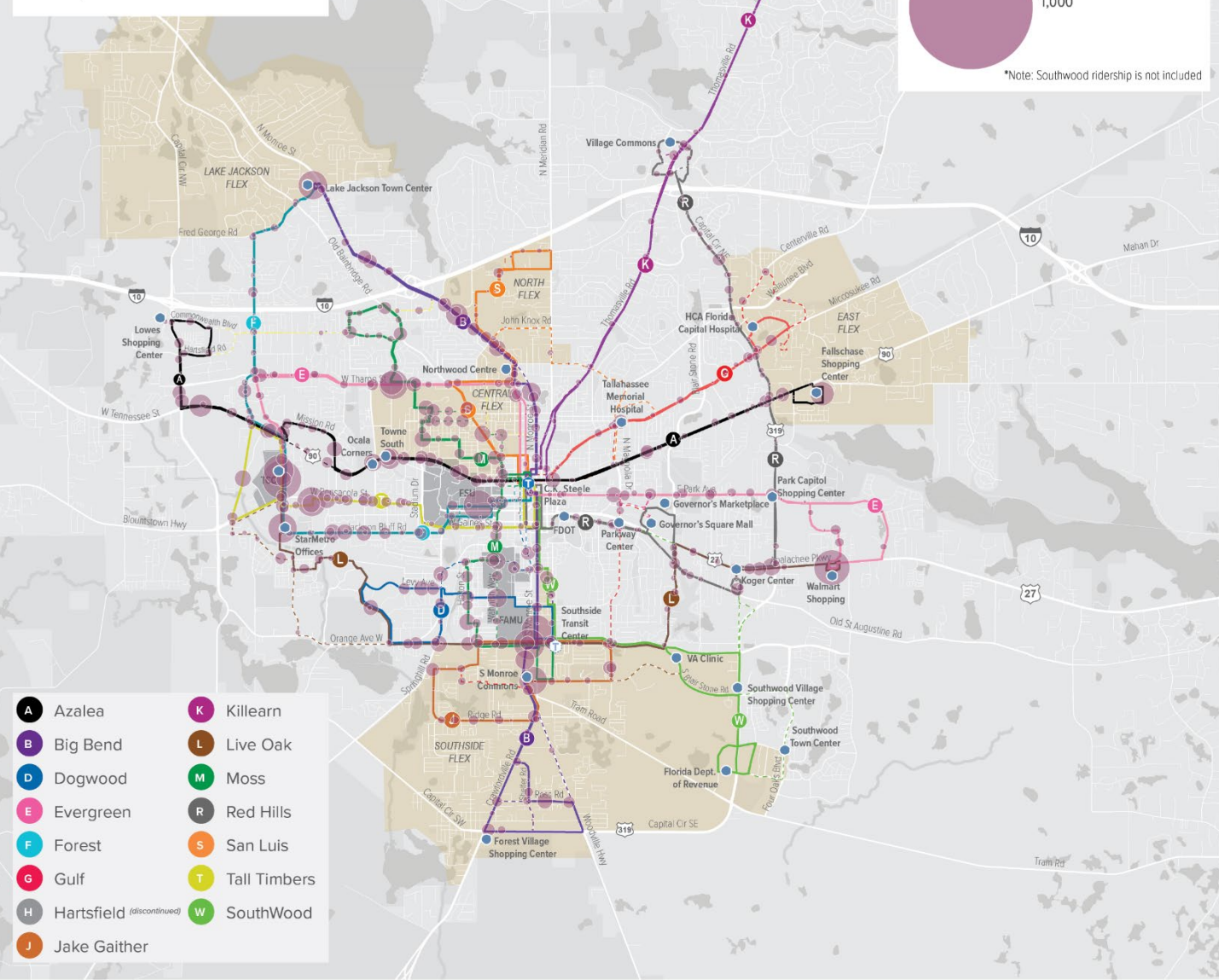
Recommendation: Unproductive Routes and Route Segments

- Several routes and route segments have low ridership
- Analyze these routes and segments to minimize impact on riders – consider new service models or service levels

Weekday Network

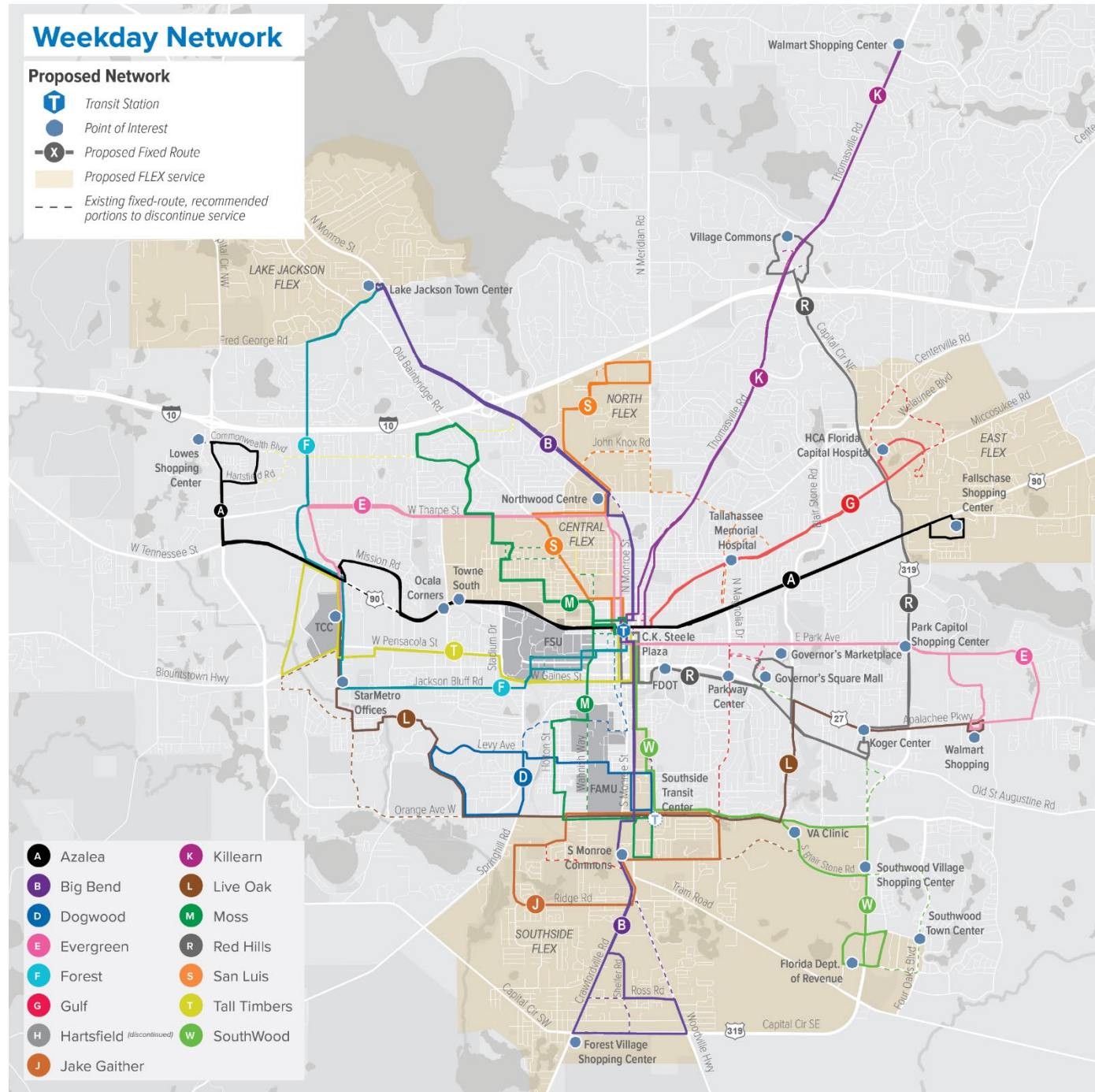
Proposed Network

-  Transit Station
-  Point of Interest
-  Proposed Fixed Route
-  Proposed FLEX service
-  Existing fixed-route, recommended portions to discontinue service



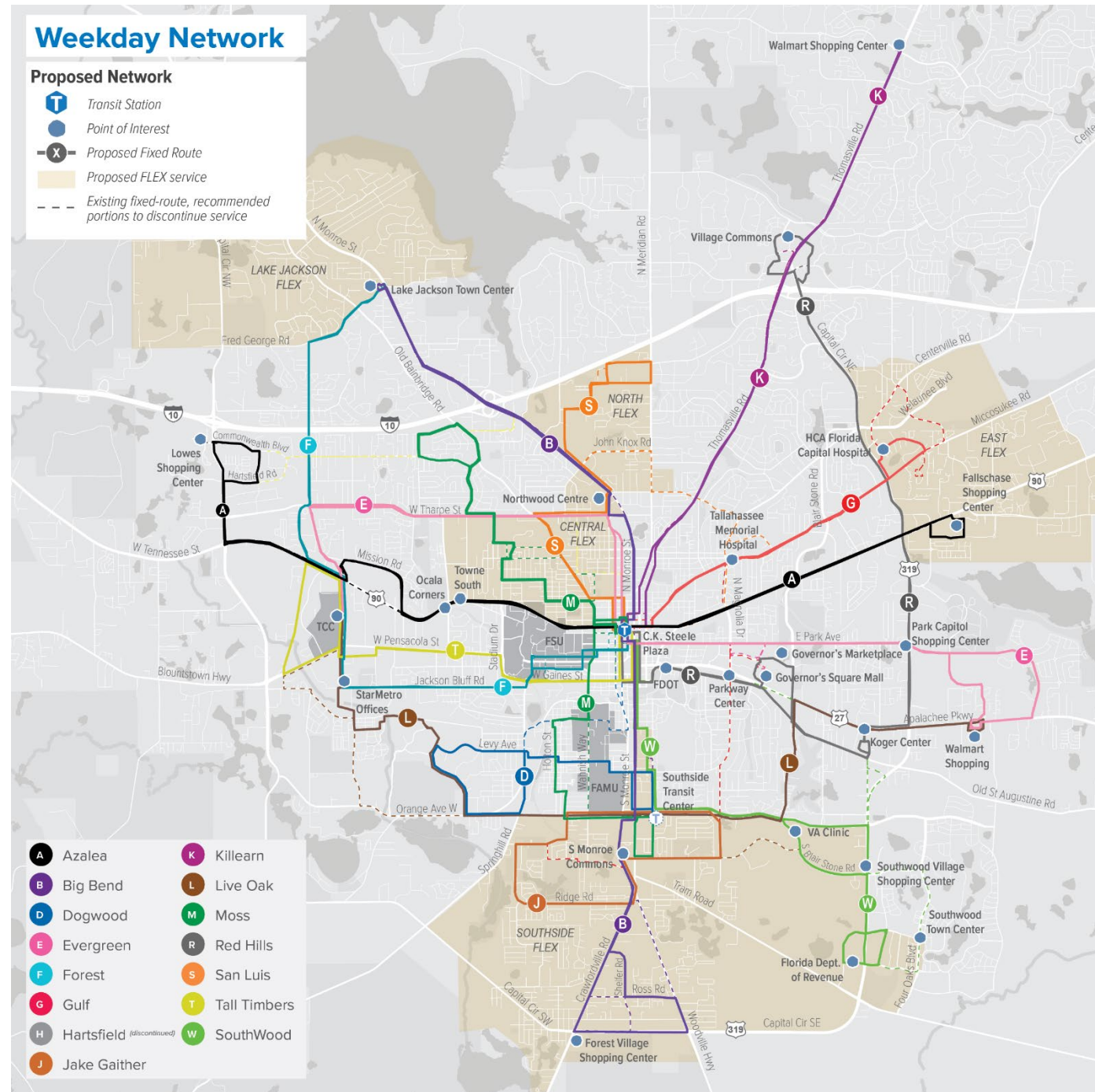
Recommendation: Modernize and Expand use of FLEX Service

- Serve high need, low density areas
- Replace fixed route with lower cost, higher quality service
 - Hartsfield
 - Gulf South
 - San Luis
 - Fallschase Shopping Center
- Each FLEX zone would cost about \$750,000 annually (operating costs only)



Recommendation: Design Service around new Southside Transit Center

- Restructure service to support Southside Transit Center
- Easier connections between Southside destinations
- Faster connections without having to go into downtown



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Ideas for the Short Term

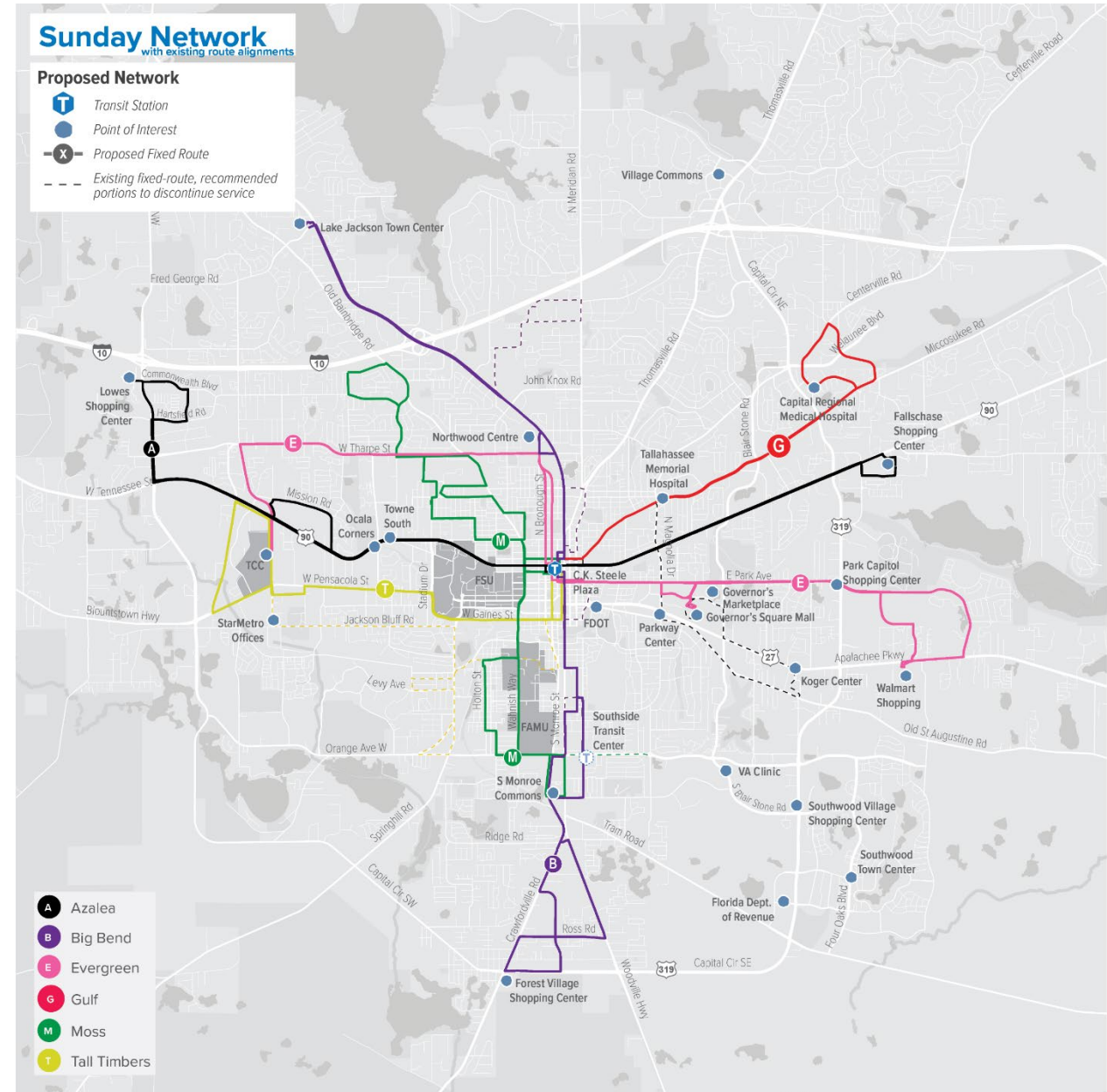
Ideas for the Short-Term

1. Revise Sunday routes to provide increased coverage and service hours
2. Revise Sunday routes to offer continued service on the highest ridership routes
3. Expand Use of FLEX Services to areas with high needs



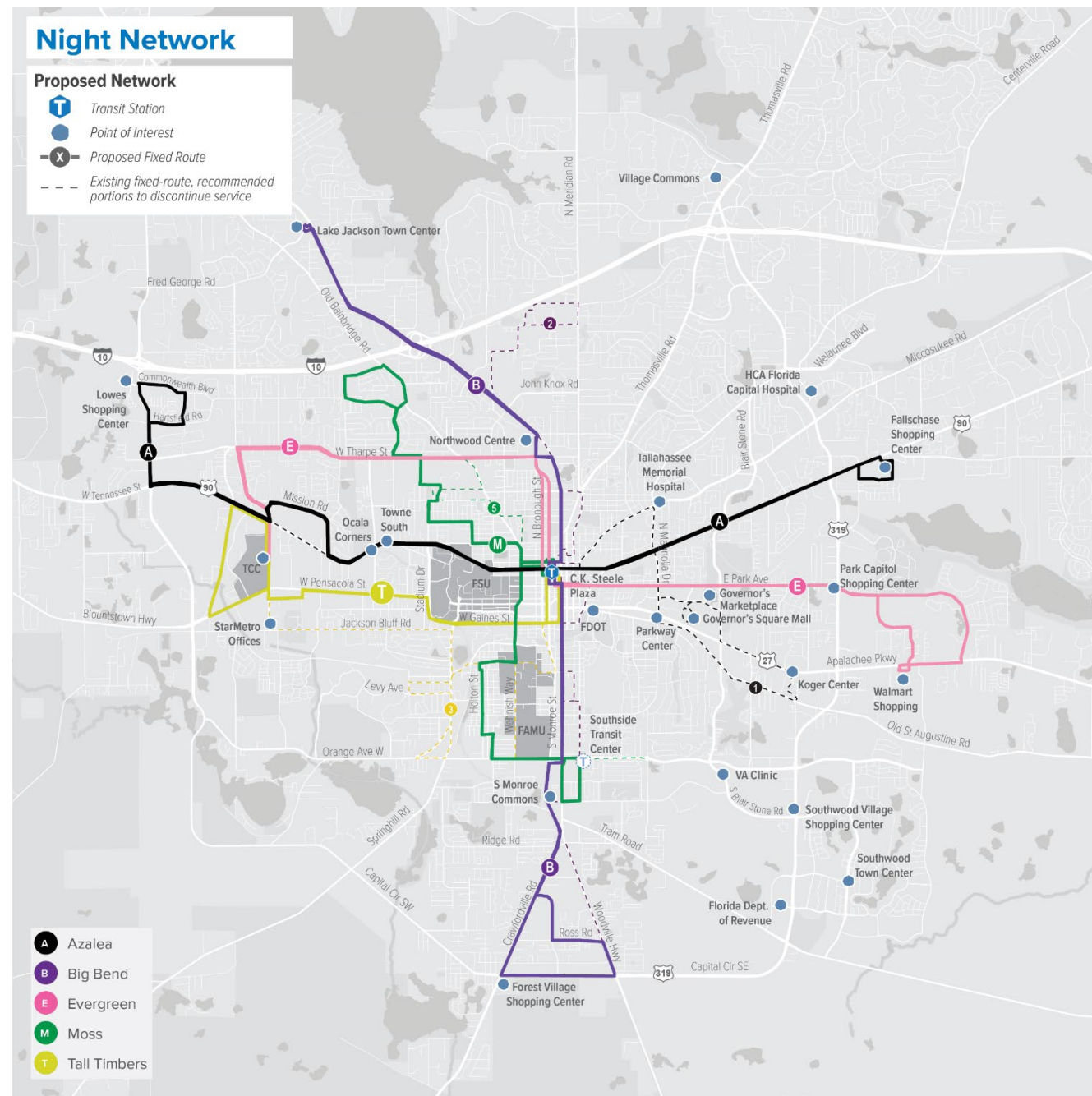
Recommendation: Revise Sunday routes to increase coverage and hours

- Operate six routes from 10 AM to 8 PM on Sundays
- Use same routes (and route names) as weekdays
- Support Sunday employment and activities, like access to grocery stores
- Expanding Sunday service would cost about \$500,000 annually (operating costs only)



Recommendation: Revise Night routes to match highest ridership routes

- Operate five routes until 10 PM on weekdays and Saturdays with same routes as daytime service
- Support employment and activities that operate later than 7 PM
- Expanding Night service would cost about \$750,000 annually (operating costs only)



Recommendation: Use FLEX service to increase transit access

- Use FLEX service to expand service area
- Offers cost effective solution to areas with needs, such as Capital Circle NE
- One new FLEX service area would cost about \$250,000 annually (operating costs only)

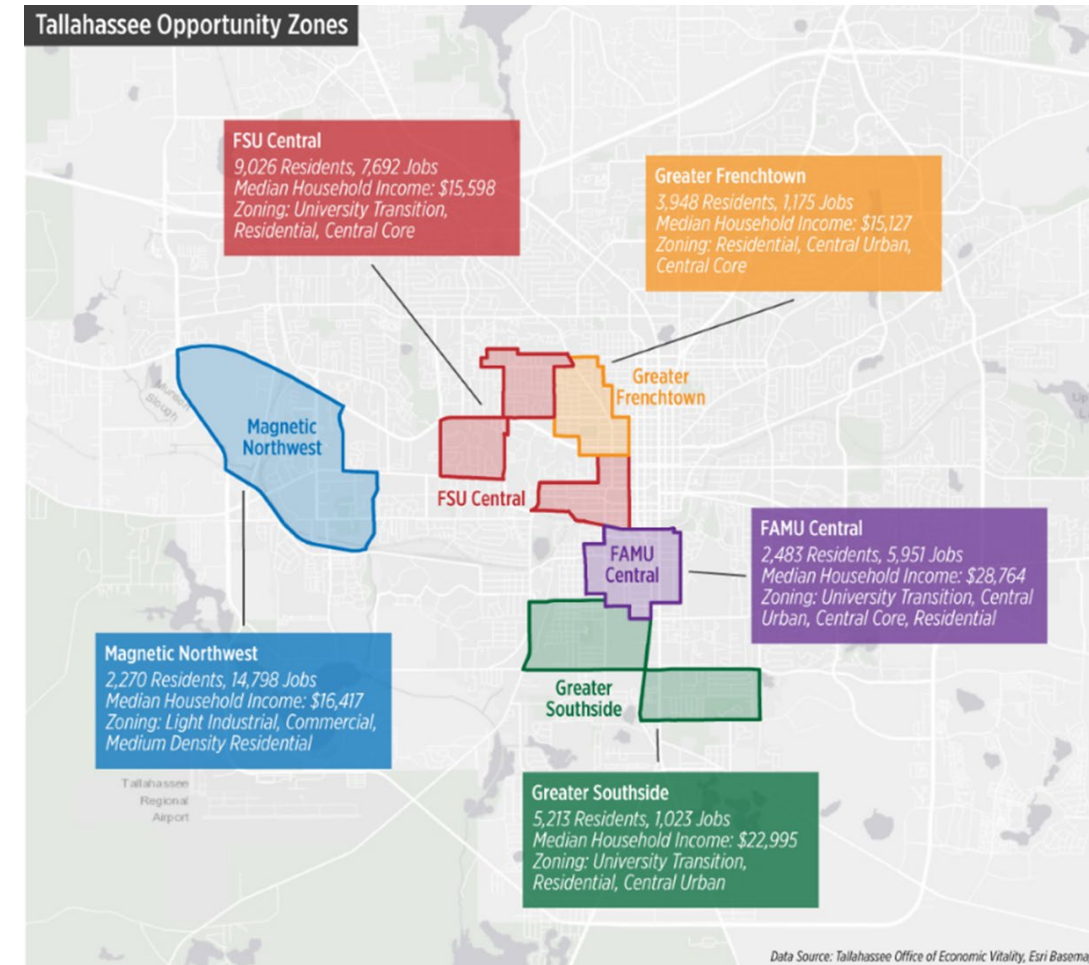


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Next Steps

Hope Grant Study

- Design Transit/Mobility Options for Tallahassee's highest need areas
 - Focus service planning on Opportunity Zones
- Update ridership data and analysis with more recent data
 - Specific travel needs (origins and destinations)
- Intensive and Focused Community Engagement
 - Plan new service options with rider / resident in mind



Thank you!

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