

# Votran Transit Development Plan (TDP)

River To Sea TPO Committees  
September 2016

# Agenda

- What is a TDP?
- Baseline Conditions
- Public Involvement
- Peer and Trend Review
- Situation Appraisal
- Goals
- Proposed Alternatives
- Next Steps

# What is a TDP?

- 10-year Strategic Plan for Transit Service
  - FDOT requirement
  - Transit agency guidance document
  - Identify public transportation needs
  - Define alternative solutions
  - Sets the **vision**...
- Difference from Prior TDPs
  - Corridor approach
  - Focus on improving existing services performance



# Key Elements of the TDP Process

Condition Analysis

Public Outreach

Evaluation of Services

Needs Assessment

Goals & Objectives

Resource Assessment



Final Plan: Phasing & Finances

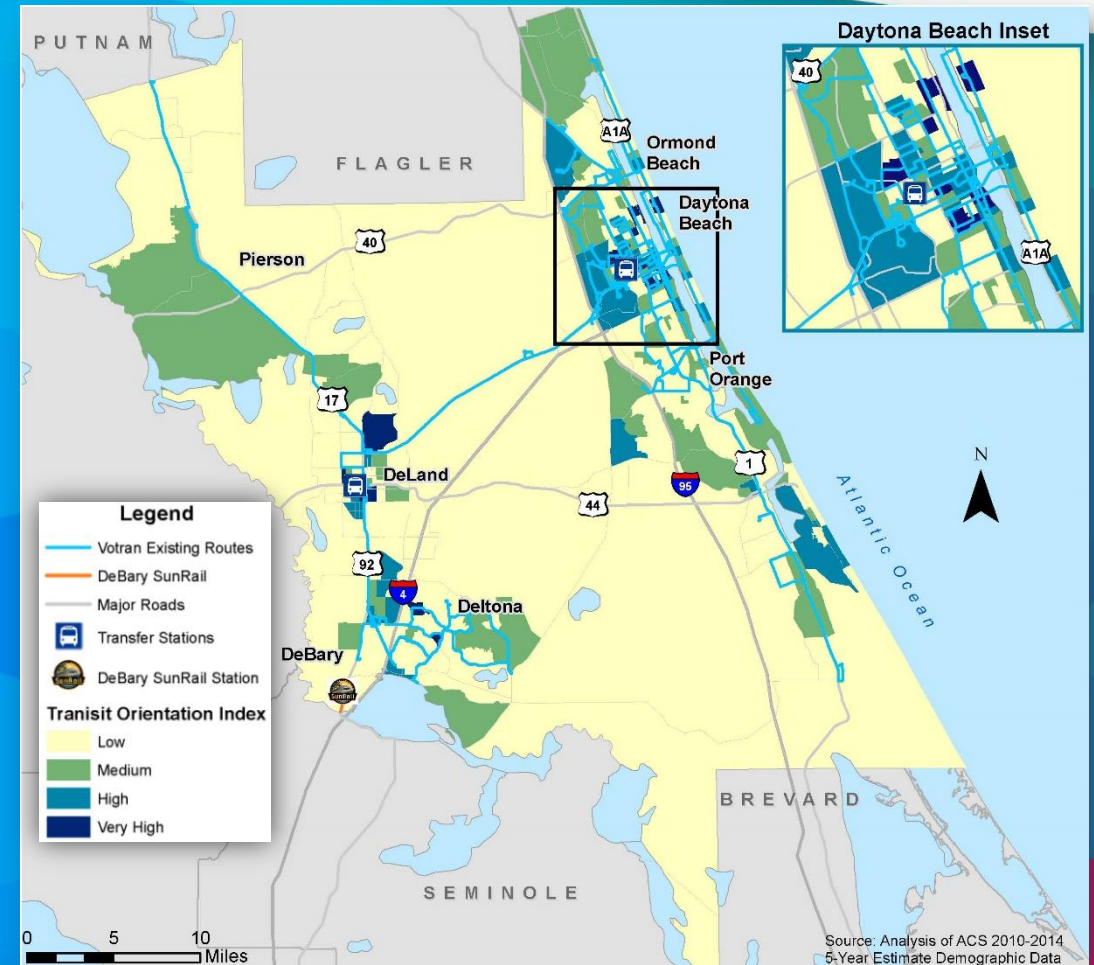
Service Type/Mode		Description	Headway (minutes)			Revenue Hours		
			Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
<b>Maintain Existing Fixed Route/Fixed Guideway</b>								
Route #1	Maintain Existing Fixed Route Service		80	80	80	0.00	0.00	0.00
Route #2	Route Redesign		60	60	60			
Route #3	Maintain Existing Fixed Route Service		80	80	80			
Route #4	Maintain Existing ADA Paratransit Service		80	80	80			
Route #5	Increase Hours of Service		80	80	80			

2021 Operating Expenses, Revenue and Shortfall - Vision Plan	
<b>Needed Improvement</b>	<b>Total Cost</b>
Expand/Maintain Existing Service	\$ 96,043,487
New MetroRapid Service	\$ 17,469,804
New Express Service	\$ 3,269,833
New Local Service	\$ 9,738,326
New Flex Service	\$ 6,380,882
New Paratransit Service	\$ 3,521,543
<b>Total Operating Cost</b>	<b>\$ 136,423,876</b>
<b>Total Operating Revenues*</b>	<b>\$ 73,173,859</b>
<b>Shortfall</b>	<b>\$ (63,250,017)</b>

# Traditional Markets

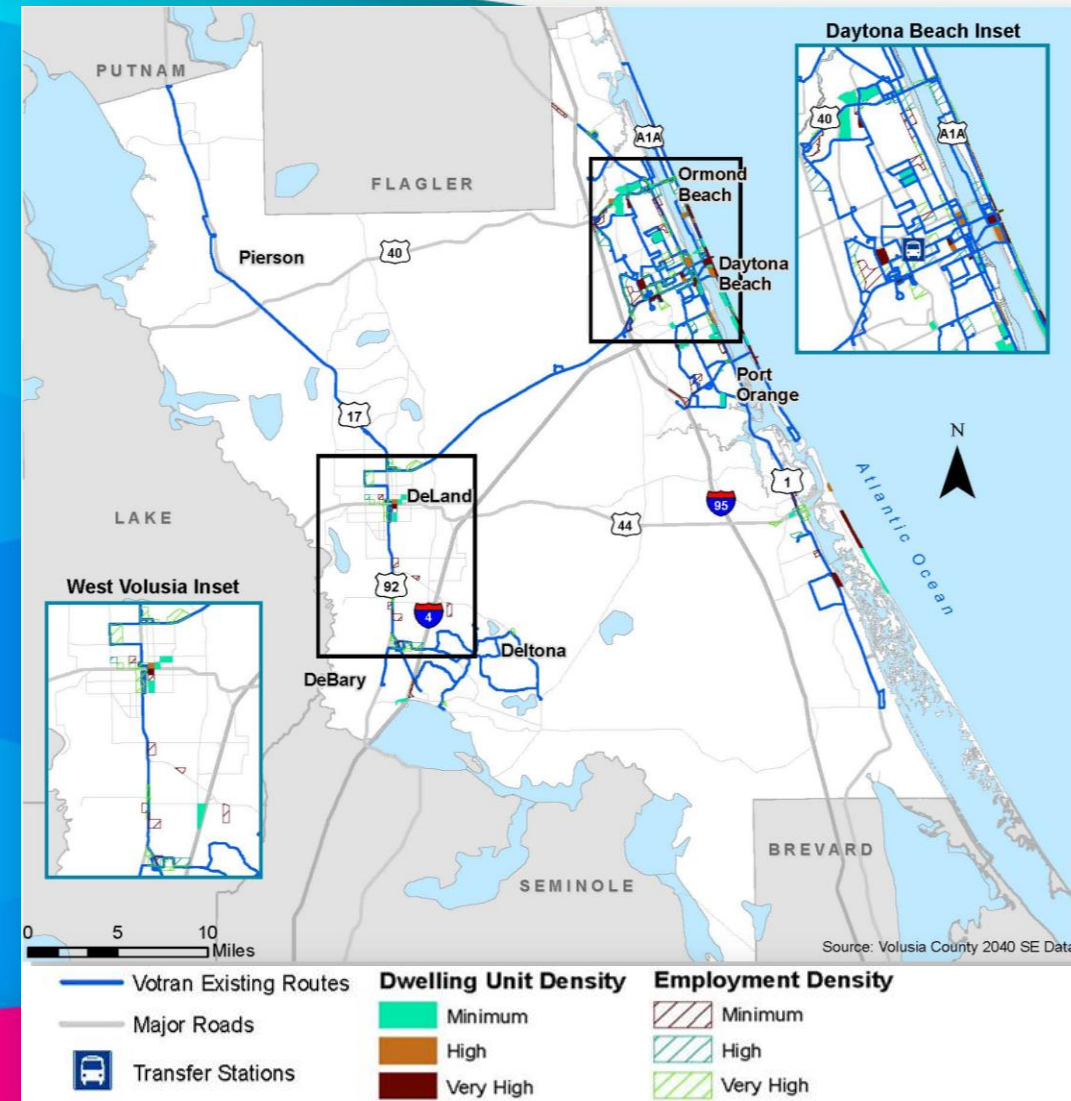
- Analyzed
  - Older adults 65+ years
  - Youth < 15 years old
  - Households below the poverty level (\$25,000 for 4-person household)
  - Zero vehicle households



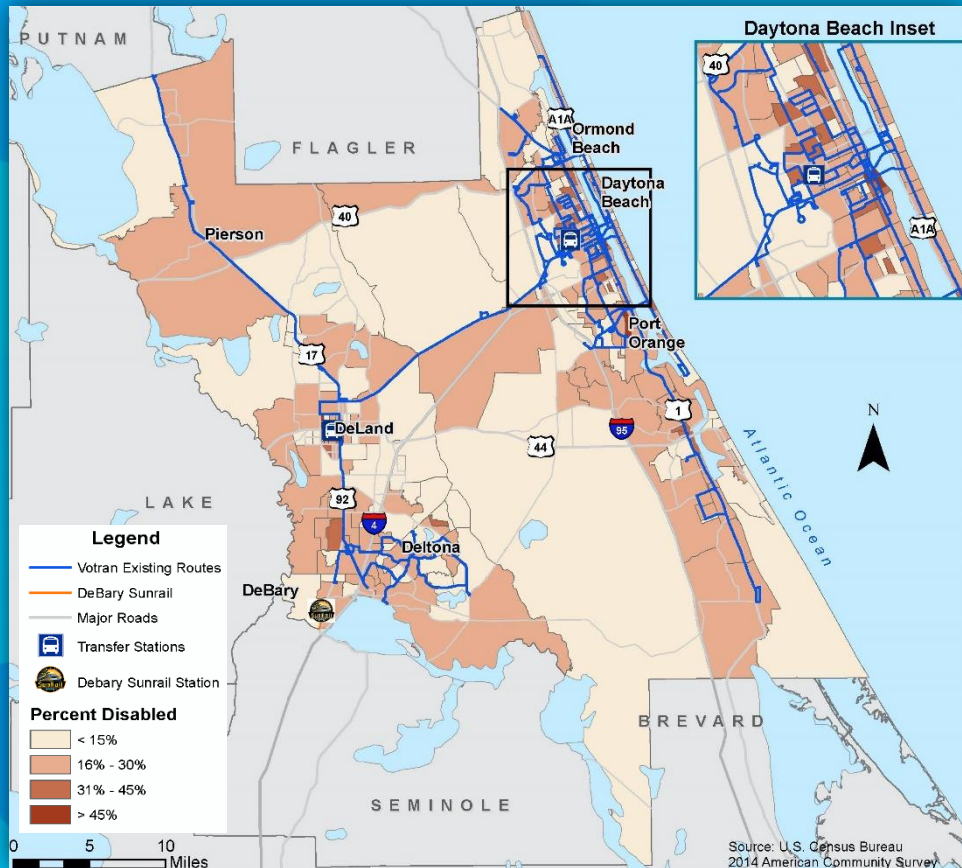
# Discretionary Market

- Density Threshold Assessment based on industry thresholds

Level of Transit Investment	Dwelling Unit Density Threshold	Employment Density Threshold
Minimum Investment	4.5-5 dwelling units/acre	4 employees/acre
High Investment	6-7 dwelling units/acre	5-6 employees/acre
Very High Investment	≥8 dwelling units/acre	≥7 employees/acre



# Population Distribution



Persons with a Disability Population

# Public Involvement

- **Public Outreach Process Completed**

- On-board survey
- Stakeholder interviews
- Discussion groups
- Public workshops
- Gold users survey

Activity	Date	Approximate # of Participants
On-Board Survey	May/June 2016	1,794
Stakeholder Interviews	June 2016	19
Discussion Groups	August 8-9, 2019	27
Public Workshops (Round 1)	August 9-10, 2019	20
Comment Cards/E-mails	August 2016	8
Gold Users Survey	August 2016	50
<b>Total To-Date</b>		<b>1,918</b>



# On-Board Survey

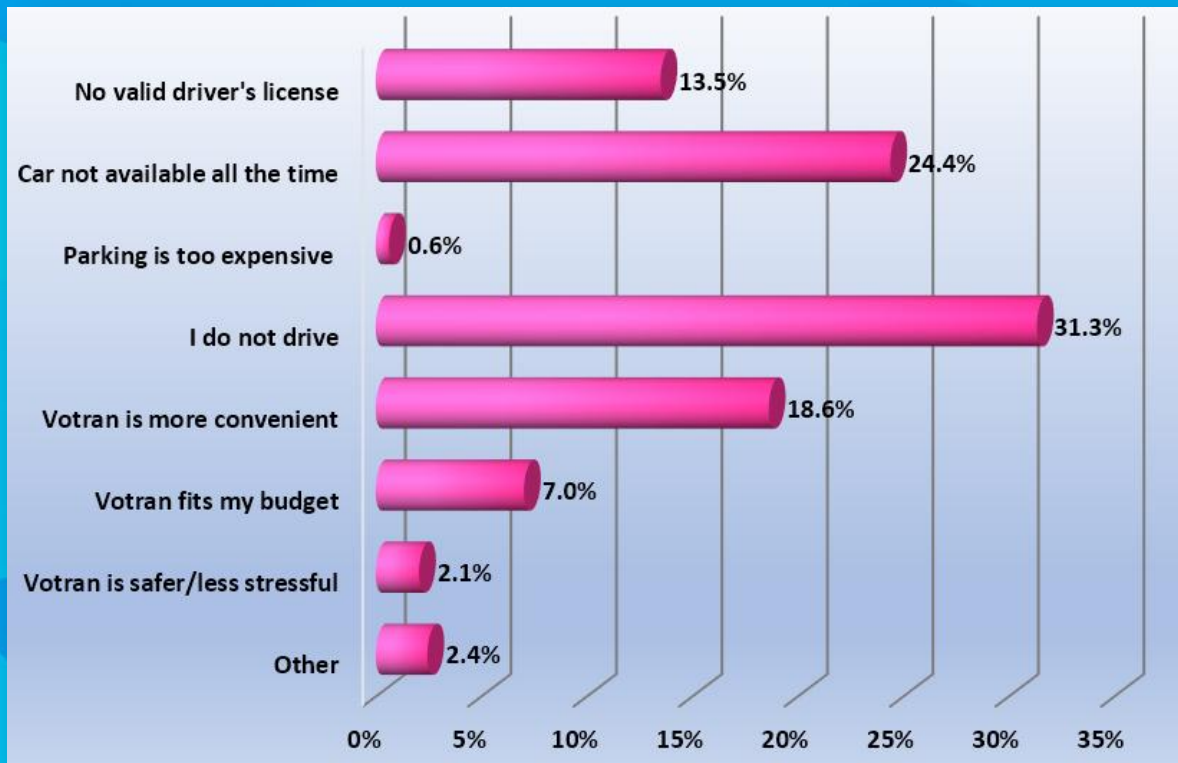
- 30 questions under 3 major categories:
  - Travel characteristics
  - Rider demographics
  - Customer service/satisfaction
- 1,794 respondents
- Most trips home to work
- 85% walk to access bus
- Safety highest area of passenger satisfaction 4.4 out of 5
- Sunday service lowest area of passenger satisfaction 2.5 out of 5

## Typical Rider Characteristics

Category	Average Rider Demographic (2006)	Average Rider Demographic (2011)	Average Rider Demographic (2016)
Gender	Female	Female	<b><u>Male</u></b>
Ethnic Origin	White	White	White
Age	Under 24	Under 24	<b><u>25-44</u></b>
Annual Household Income	<\$10,000	<\$10,000	<\$10,000
Regular Votran User?	Yes	Yes	Yes

# On-Board Survey

## Reasons to Ride Votran



## • Aspects Least Liked

- Other passengers 23%
- Wait time/Infrequency of service 14%
- Weekend service 13%
- Limited service hours 9%

# Stakeholder Interviews

- Perception of Transit:
  - Existing service is satisfactory and meets the needs of transit-dependent riders
- Future Role of Transit:
  - Increase frequency of service, service needed in Lake Helen, trolley service, add bus shelters
  - Demographic change will have an impact
- Technologies
  - Improved over time, but need to continue advancing
- Funding
  - Split decision on use of local funding
- Marketing and Branding
  - Reasonable, need more bus stop schedules posted, TV ads
  - Focus more on educational marketing more than branding

# Performance Peer Group

- Capital Area Transit System – Baton Rouge, LA
- Charleston Area Regional Transportation Authority – Charleston, SC
- Chatham Area Transit Authority – Savannah, GA
- Lee County Transit – Fort Myers, FL
- Pasco County Public Transportation – Port Richey, FL
- Sarasota County Area Transit – Sarasota, FL



# Peer & Trend Review Overview

- FY14 data for all peer agencies accessed from National Transit Database

Metric	Performance Measure	Findings
Performance	Passenger fare revenue	Trend: + 17% (strength)
		Peer: *-55% below peer group mean
Effectiveness	Passenger trips per revenue hour	Trend: +11% (strength)
		Peer: + 20.4% above peer group mean (strength)
Efficiency	Operating expense per passenger trip	Trend: -1% (neutral)
		Peer: -22% below peer group mean (strength)
	Operating expense per revenue mile	Trend: +10% (challenge)
		Peer: -10% below peer group mean (strength)

\*Removal of CARTA places Votran 48% above peer group mean

# Situational Appraisal

- Provides an evaluation of the local environment
- Assesses the factors that could impact programs over the next decade
  - Political
  - Economic
  - Environmental
  - Technology
  - Policy
  - System

# Goals

- Six goals
- Focused on the following:
  - Superior service delivery
  - Excellent customer service
  - Fiscal responsibility
  - Environmentally-friendly
  - Technologically sound based on industry standards
  - Quality leadership focused on the community's mobility goals

# Proposed Service Alternatives

- Increase service on high performing existing routes (30 minutes or better by 2026)
- Expand service to Lake Helen
- Sunday service additions
- Municipal trolley / circulator service
- **Service Concepts:**
  - Colleges / university connector
  - Improved or new feeder bus for SunRail Phase I and II and/or All Aboard service connections
  - Expanded service for non-traditional work hours in service hubs
  - Increased service connections from DBIA during peak season
  - Gold customer bus pass program
  - Regional connections



# Proposed Capital Improvements

## Technology-based:

- Real-time bus arrival information and applications
- Interactive Voice Response (IVR) for convenient paratransit bookings
- Reloadable fare cards and mobile fare payment
- Transit Signal Priority (TSP) to provide bus priority at traffic signals in congested areas
- Wi-Fi on buses

# Proposed Capital Improvements

## Other capital:

- Facility expansion
- ADA improvements
- Bus stop amenities (shelters, benches, bike racks, etc.)
- Safety/access ( lighting, landscaping, etc.)
- Vehicle replacement/expansion – fixed-route bus and Gold service

# Financial Plan

- Status quo services funded with inflationary increases
- Operating and Capital improvements beyond existing levels will require new funding sources
- Estimated cost for each alternative will be provided
- Improvements identified based on need, actual implementation will be determined by funding availability
- Potential future revenue sources will be identified

# Next Steps

- Finalize draft TDP document
- R2C TPO Committee presentation – September 20, 2016
- Public Workshops (round 2) – September 2016
- Volusia County Council presentation– October 2016
- Submittal to FDOT – November 1, 2016

# Feedback and Input

