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
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

<table>
<thead>
<tr>
<th>Level of Transit Investment</th>
<th>Dwelling Unit Density Threshold</th>
<th>Employment Density Threshold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Investment</td>
<td>4.5-5 dwelling units/acre</td>
<td>4 employees/acre</td>
</tr>
<tr>
<td>High Investment</td>
<td>6-7 dwelling units/acre</td>
<td>5-6 employees/acre</td>
</tr>
<tr>
<td>Very High Investment</td>
<td>≥8 dwelling units/acre</td>
<td>≥7 employees/acre</td>
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</tbody>
</table>
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

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

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Ethnic Origin</td>
<td>White</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>Age</td>
<td>Under 24</td>
<td>Under 24</td>
<td>25-44</td>
</tr>
<tr>
<td>Annual Household Income</td>
<td>&lt;$10,000</td>
<td>&lt;$10,000</td>
<td>&lt;$10,000</td>
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<tr>
<td>Regular Votran User?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
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

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

*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