

Service Re-design Update

PSTA Transit Riders Advisory Committee
April 14, 2015

Performance Monitoring Methodology

- Screen 1 – Performance
 - Performance Data (FY 2014)
 - Ridership
 - Cost
 - Fare revenues
 - Criteria
 - Passengers per revenue hour
 - Cost recovery
- Screen 2 – Targeted Analysis



Screen 2 – Targeted Analysis

- Bus Plan Recommendations
 - Input from various data sources
 - Improve higher performing routes through streamlining, increasing frequencies and hours of service, providing more direct service
 - Modify lower performing routes by redesigning through realignment, elimination of unproductive segments and reallocation of resources, combining with other routes, etc.

Screen 2 – Targeted Analysis

- Review Current Data
 - # low income, zero car households, seniors
 - # people/jobs within walking distance
 - Current ridership/# of boardings at stops
 - Major trip generators and attractors served
 - Other funding/partnership opportunities
 - Travel demand
 - Community goal served
 - Economic development
 - Community revitalization
 - Tourism

Screen 2 – Targeted Analysis

- Public Outreach
 - Survey current riders and conduct community outreach
 - Identify potential alternatives for affected riders
 - Costs/benefits of change
 - Revenues/Expenses
 - Ridership
 - Operations

Targeted Analysis Example

- Eastlake Connector – Screen #1 Low Performer
 1. **Community Bus Plan** Did Not Analyze as Connectors had just started.
 2. **Other Data:** No segment of route is better than others. Grant funded through FDOT urban corridor program.
 3. **Public Outreach:** PSTA will survey riders to determine what they are currently using route for and what they would do if route eliminated. We will identify alternatives and reach out to community.

Screen 2 Timeline

- January-May
 - Identify lower performing routes from Screen 1
 - Review Bus Plan recommendations and current data
 - Conduct targeted analysis of lower performing routes
 - Survey riders and identify alternatives for riders if route changed
 - Community/public outreach
 - Analyze costs/benefits
- June-July
 - Present results from targeted analysis and discuss options