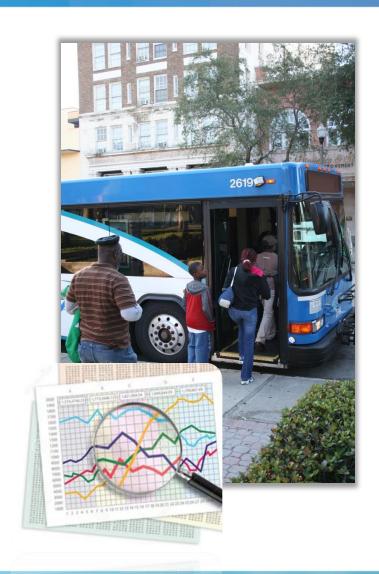
#### Service Re-design Update

# 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

