Welcome
2018 Transportation Leadership Academy
February 13, 2018

www.T4america.org
@t4america
Transportation for America is the alliance of elected, business and civic leaders from communities across the country that want smart, locally-driven transportation solutions — because these are the investments that hold the key to our future economic prosperity.
Next in-person workshop and webinar:

• **Next webinar - March 6, 2018 at 3:30pm EST**
  Join us for this second webinar and learn how to frame your discussion of performance measures for success. How to improving public engagement and how to talk to skeptics about performance measures.

• **Workshop - March 13, 2018: 11:00AM - 5PM**
T4America will work with Massachusetts’ leaders to develop a shared understanding about how:

- RPAs promote future-ready transportation, how they interact with federal and state agencies and transit operators, and their critical role in shaping local transportation decisions,

- cover the public transit and passenger rail issues across the Commonwealth, considering a new rail vision planning process and regional transit service assessments and

- learn about the transportation and mobility issues facing rural regions in Massachusetts, and a review of opportunities for improved service.
Overview

- Study area includes both FRTA and PVTA service areas (demand response only)
- Over 820 respondents
Survey Results

- 77% of respondents were over the age of 60
  - 12% do NOT currently drive, 26% live by themselves
- A total of 236 respondents have to rely on others for transportation
Survey Results

- A total of 67 respondents (8%) said that a lack of transportation prevented them from getting to medical appointment in the past year.
- 40% of respondents said that they would be interested in group van excursions
Survey Results

- 39% of respondents would be willing to use public transit if available.
  - 79% would prefer service on weekday mornings
  - 74% would prefer service on weekday afternoons
Survey Results

Most Popular Destinations for Hilltown Respondents

- Northwestern 33%
- Springfield / Holyoke 12%
- Pittsfield 8.5%
- Amherst / Hadley 8%
- Other 25%
- Eastern Mass 3%

Reasons for Traveling

- Employment: 6%
- School: 1%
- Childcare: 1%
- Shopping: 24%
- Recreation: 13%
- Banking: 12%
- Worship: 3%
- Volunteer Activities: 4%
- Dining/Eating Out: 16%
- Medical Apps: 17%
- Other: 2%
Survey Results

Types of Communication Technologies Used by Respondents

- Smart Phone: 33%
- Cell Phone: 50%
- Land Line: 83%
- Email: 68%
- Internet/Social Media: 43%

There are a total of 118 respondents that communicate ONLY with a land line.
What does this mean?

- Seniors are in need of demand-response type transportation.
- Mostly for shopping and medical purposes – schedule flexibility is important.
- Northampton is primary destination, followed by Springfield/Holyoke area.

Follow-up Questions

- Are they aware of current demand response services?
- Does these existing services match the needs of residents?
- Does limited capacity of COAs limit its use?
- Are there other ways to enhance these services?
South Central Massachusetts Elderbus

READYBUS Service Overview

February 2018
Our Core Mission

• Provide transportation services to *senior and disabled* clients within service area
  • WRTA sub-contractor

• Service area includes 22 communities, covering more than 575 square miles

• 48,000 trips provided annually
  • 31% of all trips are healthcare related
  • 12% of all (core) trips are work related
  • 17% of all trips for shopping
How Else Can We Help...?

• SCM Elderbus available resources...
  • Fleet of 22 Company vehicles
  • Fully trained driver workforce
  • Scheduling/dispatching/customer service function in place

• Capacity Issue...?
  • Excess seating capacity available on current fleet

• What will it cost?
  • Budget is always an issue
READYBUS Service

• New service offered *in conjunction* with core mission
• Provide in-town work related transportation *without* age/disability restriction
• Targeted communities with established base of retail and commercial operations
  • Restaurants, ‘big box’ retailers, grocery stores, hospitality establishments
Target Client Base

• Area residents working in local retail and commercial establishments
• Part-time employees often at the lower end of pay scale
  • Lack of transportation identified as a barrier to employment
• Identified area businesses that often employ large number of part-time employees
Financial Considerations

• Minimal financial investment
  • Cannot add headcount
  • Cannot increase personnel hours
  • Cannot add to physical infrastructure

• Minimal incremental budget available
  • Additional fuel expense estimate of $10K for full fiscal year
• Worked with local social service organization assisting clients with employment opportunities

• Prepared video presentation for airing on local cable access stations

• Distributed marketing materials to local retail and commercial operations
• Extremely popular and cost effective
  • Minimal incremental annual expense
• Averaging around 275 trips per month
  • Approximately 7% of total annual trip volume
• Operating hours expanded due to demand
  • 6:00am start time implemented
  • Earlier start utilized by both Readybus and Elderbus clients
What We Learned

• Partnering with others to create synergy
  • Local social service entity identified lack of transit option as an employment barrier

• Identify and define specific target market
  • Don’t overextend resources

• Core mission must remain intact
  • Senior and disabled clients remain our priority
Additional Information...

• Inquiries and Reservations
  • 800-321-0243
• SCMELDERBUS.ORG
• READYBUS.ORG
REIMAGINING TRANSIT

Christof Spieler, P.E., LEED AP
BOARD OF DIRECTORS, HOUSTON METRO
DIRECTOR OF PLANNING, HUITT-ZOLLARS
Main Street Line
7.5 miles
Opened 2003
METRO's Annual Fixed Route Ridership (1999-2012) with Average Annual Revenue Hour Increase of 3.6%

**Annual Growth Rate %, 1999-2012**

- Overall Ridership: (-1.9%)
- Light Rail ('04-'12): 8.9%
- Local Bus: (-3.1%)
- Park & Ride: 0.6%
- Circulator: (-9.2%)
WHY AREN’T MORE PEOPLE RIDING THE BUS?
Transit use for Downtown workers by commute distance

Downtown Houston Commute Survey Report, Central Houston, Inc., August 2009
THE BUS IS INFREQUENT.

Red: Frequent Network
Blue: 16 to 30 minute headways
Green: 31+ minute headways
THE BUS IS CONFUSING.
THE BUS IS INDIRECT.
THE BUS DOESN'T WORK WEEKENDS.

Red: Frequent Network
Blue: 16 to 30 minute headways
Green: 31+ minute headways
THE BUS DOESN'T WORK WEEKENDS.
THE BUS DOESN'T WORK WEEKENDS.
THE BUS DOESN'T GO WHERE YOU NEED TO GO.

2010 Population Density & Frequent Routes

Population per Square Mile (000s)
- 6-10
- 10-20
- 20+

All Day Headway
- 15 Min. or Less
THE BUS DOESN'T GO WHERE YOU NEED TO GO.

- Energy Corridor: 2% transit use
- Uptown: 7% transit use
- Downtown: 37% transit use
- Medical Center: 28% transit use
- Westchase: 7% transit use
- Greenway: 5% transit use
WHY IS OUR BUS SYSTEM SO BAD?
WHAT WOULD OUR BUS SYSTEM LOOK LIKE IF WE REIMAGINED IT FROM A CLEAN SHEET?
1. FREQUENCY
1. FREQUENCY

Reimagined Network
Base (Midday and Weekend) Headway
- 10, 12, or 15 Minutes
- 20 or 30 Minutes
- 50 Minutes
- Peak Only

Map showing the frequency of the network.
2. GRID
2. GRID

Diagram showing a grid with points A and B, and directions to walk and ride.
2. GRID
2. GRID
3. 7-DAY SYSTEM
3. 7-DAY SYSTEM

Existing Network
Saturday Headway
- 12 to 15 Minutes
- 16 to 30 Minutes
- 31 to 90 Minutes
3. 7-DAY SYSTEM
3. 7-DAY SYSTEM
3. 7-DAY SYSTEM

93% of current boardings can access the system at the same stop they do today.

- **Within ¼ mile of 30 minute or better service**
  - Weekend: 25%
  - Weekday: 49%
  - Reimagined Network (7 days): 73%

- **Within ¼ mile of 60 minute or better service**
  - Weekend: 42%
  - Weekday: 41%
  - Reimagined Network (7 days): 19%

- **Outside ¼ mile of service**
  - Weekend: 5%
  - Weekday: 10%
  - Reimagined Network (7 days): 7.5%

Most of this 0.5% are just over ¼ mile and nearly all less than ½ mile; the farthest is 1.2 miles.
9 to 5 commute

8:30 am

5:30 pm

Equipment needed
### Comparison of Large Transit Agencies

#### Light Rail Boardings 1st Quarter Change (2015-2016)

<table>
<thead>
<tr>
<th>Transit Agency</th>
<th>Change (%)</th>
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</thead>
<tbody>
<tr>
<td>Houston METRO</td>
<td>32.3%</td>
</tr>
<tr>
<td>Baltimore MTA</td>
<td>25.1%</td>
</tr>
<tr>
<td>Sound Transit</td>
<td>21.2%</td>
</tr>
<tr>
<td>New Jersey Transit Corp</td>
<td>13.5%</td>
</tr>
<tr>
<td>Portland Tri Met</td>
<td>9.1%</td>
</tr>
<tr>
<td>Minneapolis Metro</td>
<td>7.2%</td>
</tr>
<tr>
<td>Sacramento RTD</td>
<td>6.5%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>4.2%</td>
</tr>
<tr>
<td>SEPTA</td>
<td>3.3%</td>
</tr>
<tr>
<td>SF Muni</td>
<td>3.1%</td>
</tr>
<tr>
<td>Dallas Area Rapid Transit</td>
<td>3.0%</td>
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<tr>
<td>Valley Metro Rail, Inc.</td>
<td>2.6%</td>
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<tr>
<td>Charlotte Area Transit</td>
<td>0.9%</td>
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<tr>
<td>Los Angeles County MTA</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Niagara Frontier Trp Auth</td>
<td>-0.6%</td>
</tr>
<tr>
<td>MBTA (Boston)</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Utah Transit Authority</td>
<td>-1.6%</td>
</tr>
<tr>
<td>San Diego Metro</td>
<td>-2.8%</td>
</tr>
<tr>
<td>NORTA</td>
<td>-3.7%</td>
</tr>
<tr>
<td>St Louis</td>
<td>-4.3%</td>
</tr>
<tr>
<td>Denver RTD</td>
<td>-4.7%</td>
</tr>
<tr>
<td>North County Transit District</td>
<td>-5.4%</td>
</tr>
<tr>
<td>Cleveland RTA</td>
<td>-5.9%</td>
</tr>
<tr>
<td>Santa Clara VTA</td>
<td>-8.1%</td>
</tr>
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</table>

### Comparison of Large Transit Agencies

#### Bus Boardings 1st Quarter Change (2015-2016)

<table>
<thead>
<tr>
<th>Transit Agency</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Detroit</td>
<td>19.6%</td>
</tr>
<tr>
<td>SF Muni</td>
<td>8.1%</td>
</tr>
<tr>
<td>MBTA (Boston)</td>
<td>7.1%</td>
</tr>
<tr>
<td>Houston METRO</td>
<td>4.8%</td>
</tr>
<tr>
<td>King County Dept of Trp</td>
<td>3.2%</td>
</tr>
<tr>
<td>MTA New York City Transit</td>
<td>2.6%</td>
</tr>
<tr>
<td>Central Ohio Transit Auth</td>
<td>2.2%</td>
</tr>
<tr>
<td>VIA Metropolitan Transit</td>
<td>2.1%</td>
</tr>
<tr>
<td>Newark New Jersey Transit Corp</td>
<td>2.1%</td>
</tr>
<tr>
<td>PACE Suburban Bus</td>
<td>2.0%</td>
</tr>
<tr>
<td>Las Vegas RTC</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Port Auth (Pittsburgh)</td>
<td>-1.2%</td>
</tr>
<tr>
<td>DART</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Total (All agencies)</td>
<td>-1.3%</td>
</tr>
<tr>
<td>SORTA</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Hampton Roads Transit</td>
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<tr>
<td>SEPTA</td>
<td>-1.6%</td>
</tr>
<tr>
<td>MARTA</td>
<td>-1.8%</td>
</tr>
<tr>
<td>Chicago Transit Authority</td>
<td>-2.0%</td>
</tr>
<tr>
<td>Cleveland RTA</td>
<td>-3.3%</td>
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<tr>
<td>Maryland Transit</td>
<td>-3.6%</td>
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<tr>
<td>AC Transit (Oakland)</td>
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<tr>
<td>Portland TrMet</td>
<td>-4.2%</td>
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<tr>
<td>WMATA</td>
<td>-4.2%</td>
</tr>
<tr>
<td>Saint Louis</td>
<td>-4.5%</td>
</tr>
<tr>
<td>Denver RTD</td>
<td>-4.5%</td>
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<tr>
<td>Montgomery County Ride-On</td>
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<tr>
<td>Minnesota MTA</td>
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<tr>
<td>San Diego Metro</td>
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</tr>
<tr>
<td>Santa Clara VTA</td>
<td>-5.3%</td>
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<tr>
<td>Milwaukee</td>
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<tr>
<td>Los Angeles County MTA</td>
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<tr>
<td>Long Beach Transit</td>
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<tr>
<td>Orange County</td>
<td>-10.1%</td>
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<tr>
<td>Central Florida RTA (Orlando)</td>
<td>-12.0%</td>
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<tr>
<td>Broward County Transit</td>
<td>-12.8%</td>
</tr>
<tr>
<td>Santa Monica's Big Blue Bus</td>
<td>-13.4%</td>
</tr>
<tr>
<td>Phoenix PTD</td>
<td>-14.7%</td>
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</tbody>
</table>

Source: American Public Transportation Association First Quarter 2016 Ridership Report
# Red Routes (15 Minute Off-Peak Service) - July 2016 Weekday

<table>
<thead>
<tr>
<th>#</th>
<th>Route</th>
<th>Average Boardings</th>
<th>Boardings per Revenue Hour</th>
<th>Boardings per Revenue Mile</th>
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<tbody>
<tr>
<td>54</td>
<td>Scott</td>
<td>5,482</td>
<td>30.92</td>
<td>2.95</td>
</tr>
<tr>
<td>63</td>
<td>Fondren</td>
<td>3,776</td>
<td>26.66</td>
<td>2.83</td>
</tr>
<tr>
<td>2</td>
<td>Bellaire</td>
<td>7,078</td>
<td>28.02</td>
<td>2.78</td>
</tr>
<tr>
<td>73</td>
<td>Bellfort</td>
<td>4,310</td>
<td>31.88</td>
<td>2.69</td>
</tr>
<tr>
<td>46</td>
<td>Gessner</td>
<td>6,268</td>
<td>29.95</td>
<td>2.59</td>
</tr>
<tr>
<td>65</td>
<td>Bissonnet</td>
<td>6,141</td>
<td>27.63</td>
<td>2.54</td>
</tr>
<tr>
<td>82</td>
<td>Westheimer</td>
<td>11,306</td>
<td>24.08</td>
<td>2.37</td>
</tr>
<tr>
<td>25</td>
<td>Richmond</td>
<td>6,460</td>
<td>22.14</td>
<td>1.98</td>
</tr>
<tr>
<td>4</td>
<td>Beechnut</td>
<td>7,349</td>
<td>23.82</td>
<td>1.91</td>
</tr>
<tr>
<td>26</td>
<td>Long Point /</td>
<td>3,986</td>
<td>24.12</td>
<td>1.87</td>
</tr>
<tr>
<td>40</td>
<td>Telephone /</td>
<td>4,352</td>
<td>22.70</td>
<td>1.86</td>
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<td>51</td>
<td>Hardy - Kelley</td>
<td>970</td>
<td>18.02</td>
<td>1.84</td>
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<td>52</td>
<td>Hardy - Ley</td>
<td>2,373</td>
<td>21.55</td>
<td>1.82</td>
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<tr>
<td>85</td>
<td>Antoine /</td>
<td>6,224</td>
<td>22.55</td>
<td>1.76</td>
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<tr>
<td>56</td>
<td>Airline /</td>
<td>5,624</td>
<td>21.81</td>
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<tr>
<td>152</td>
<td>Harwin Express</td>
<td>1,672</td>
<td>22.92</td>
<td>1.58</td>
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<tr>
<td>33</td>
<td>Post Oak</td>
<td>2,149</td>
<td>15.01</td>
<td>1.57</td>
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<tr>
<td>402</td>
<td>Bellaire Quickline</td>
<td>1,463</td>
<td>18.12</td>
<td>1.53</td>
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<tr>
<td>27</td>
<td>Shepherd</td>
<td>2,510</td>
<td>15.99</td>
<td>1.49</td>
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<td>137</td>
<td>Northshore</td>
<td>3,006</td>
<td>21.91</td>
<td>1.48</td>
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<tr>
<td>161</td>
<td>Wilcrest Express</td>
<td>2,610</td>
<td>21.54</td>
<td>1.42</td>
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<td>80</td>
<td>MLK / Lockwood</td>
<td>4,067</td>
<td>17.41</td>
<td>1.40</td>
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<td>50</td>
<td>Broadway</td>
<td>2,592</td>
<td>17.80</td>
<td>1.34</td>
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<td>162</td>
<td>Memorial Express</td>
<td>1,330</td>
<td>16.61</td>
<td>1.07</td>
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<td>153</td>
<td>Harwin Express</td>
<td>1,959</td>
<td>15.13</td>
<td>0.98</td>
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<tr>
<td>160</td>
<td>Memorial City</td>
<td>92</td>
<td>9.25</td>
<td>0.62</td>
</tr>
</tbody>
</table>

Total 108,375  
Total (non-Downtown) 67,404  62%
Every city should do this.
...but we just barely pulled it off with the right staff, the best consultants, a gutsy board, and a policy geek mayor with lots of spine.
50% UPGRADE TO 7 DAY FREQUENT

61% FASTER

5% NEW WEEKEND SERVICE

3% ADDED TRANSFER

6% NO SERVICE AT CURRENT STOP

5% MORE THAN 15 MIN SLOWER

0.4% NO SERVICE WITHIN 1/4 MILE
Rethink (again)
To create good transit, we must convince stakeholders and decision makers who do not ride transit.
People who do not ride transit usually don’t understand transit.
But transit agencies are really bad at talking about transit. 

This or this?
This or this?
This or this?
Building | operations
But transit agencies are really bad at talking about transit.
Save Route #4

Metro is cutting service to Judkins Park for approximately 8 months during the 23rd Avenue Corridor Improvement project (the portion to be cut is represented by the purple dotted line to the left).

Metro should maintain Route #4 service to Judkins Park by rerouting it onto MLK as a non-trolley bus or providing another alternative.

The Route #4 provides vital service from high minority, lower- to middle-income and densely populated neighborhoods to hospitals for medical appointments and jobs and other services in the downtown core.

Hold Metro accountable in providing safe and reliable service. Sign the petition to Save Route #4 at change.org.

Sign the online petition at change.org
http://bit.ly/1a353t4
Or google change.org Save Route #4
ADMIT WHAT'S BROKEN
ANNOUNCEMENT
REQUEST FOR QUALIFICATIONS (RFQ) NO. RFQ1200013
TRANSIT SYSTEM RE-IMAGINING PROJECT

PROPOSED SCOPE OF WORK

The Metropolitan Transit Authority of Harris County (METRO) is seeking a qualified consulting team to aid in the re-imagining of its transit system.

Over the past decade, METRO has lost substantial local bus ridership as METRORail replaced several well-utilized bus routes, fares were increased and passenger discounts reduced, inner city neighborhoods were redeveloped, and population growth continued to occur in areas largely outside of METRO’s current service footprint. During this time, many local bus routes have remained unchanged and may or may not be well suited to changing demographics and employment opportunities in the region. METRO has also not found effective ways to serve major activity centers outside of Downtown and the Texas Medical Center; park-and-ride services that have been provided in these areas have not performed to expectations.
TALK ABOUT GOALS
Goals

Get people out of cars?
Goals

Provide a safety net?
Goals

Spend taxpayer money cost-effectively?
Goals

Create jobs?
Goals

Reduce environmental impact?
Goals

Promote development?
Goals

Serve as many places as possible?
Goals

Carry as many people as possible?
KEY QUESTION FOR GOALS STATEMENT

Currently METRO’s non-Park&Ride service is deployed approximately 50% for ridership and 50% for coverage...

How should this percentage split be adjusted to reflect the relative importance of

• Ridership Goals (fare revenue, VMT reduction, redevelopment), and

• Coverage Goals (social service needs, perceptions of equity)?
BE EXPLICIT ABOUT TRADEOFFS
5 people here

1 person here
STICK TO PRINCIPLES
### Green Routes (60 Minute Off-Peak Service)

**Average Daily Ridership & Performance Indicators**

#### Green Routes

<table>
<thead>
<tr>
<th>May 2017</th>
<th>Weekday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
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<tbody>
<tr>
<td>#</td>
<td>Average Boardings</td>
<td>Boardings per Revenue Hour</td>
<td>Boardings per Revenue Mile</td>
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<tr>
<td>----------</td>
<td>---------------------</td>
<td>-----------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>3</td>
<td>Langley</td>
<td>603</td>
<td>18.85</td>
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<td>5</td>
<td>Southmore</td>
<td>898</td>
<td>19.55</td>
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<tr>
<td>10</td>
<td>Willowbend</td>
<td>748</td>
<td>18.29</td>
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<tr>
<td>23</td>
<td>Clay - W 43rd</td>
<td>708</td>
<td>18.66</td>
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<tr>
<td>30</td>
<td>Clinton / Ella</td>
<td>1,083</td>
<td>12.49</td>
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<td>38</td>
<td>Manchester - Lawndale</td>
<td>118</td>
<td>8.26</td>
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<tr>
<td>39</td>
<td>Katy Freeway</td>
<td>213</td>
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<tr>
<td>71</td>
<td>Cottage Grove</td>
<td>26</td>
<td>1.76</td>
</tr>
<tr>
<td>72</td>
<td>Westview</td>
<td>466</td>
<td>15.79</td>
</tr>
<tr>
<td>75</td>
<td>Eldridge</td>
<td>767</td>
<td>16.62</td>
</tr>
<tr>
<td>76</td>
<td>Evergreen</td>
<td>1,469</td>
<td>20.61</td>
</tr>
<tr>
<td>77</td>
<td>Homestead</td>
<td>558</td>
<td>14.13</td>
</tr>
<tr>
<td>79</td>
<td>Woodruff</td>
<td>939</td>
<td>14.45</td>
</tr>
</tbody>
</table>
FRAME
CHOICES
# Draft Alternatives to Address Additional Community Feedback

**METRO Board of Directors - January, 2015**

## Plan Alternatives

<table>
<thead>
<tr>
<th>Plan Alternatives</th>
<th>1</th>
<th>2a</th>
<th>2b</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Additional Cost of Changes</strong></td>
<td>$0</td>
<td>$6.4 million (Includes $0.6 million for fourth weekend BOF)</td>
<td>$0 (Northeast service increases offset by cuts elsewhere)</td>
</tr>
<tr>
<td><strong>Ridership - Coverage Allocation</strong></td>
<td>80% - 20%</td>
<td>78% - 22%</td>
<td>77% - 23%</td>
</tr>
<tr>
<td><strong>Boardings outside 1/4 mile</strong></td>
<td>1,080</td>
<td></td>
<td>1,090</td>
</tr>
<tr>
<td><strong>Changes to Achieve Target Budget</strong></td>
<td>• Potential frequency and route adjustments based on outcome of scheduling</td>
<td>• Potential frequency and route adjustments based on outcome of scheduling</td>
<td>• Deferral of new coverage (Kirkwood, W Little York extension, Katy Freeway) • Sunday frequency reductions on 19 frequent routes (20 - 24 min.) • Frequency reductions within route category on at least four routes • Frequency reduction of two frequent routes to Blue (Tidwell, Benwick San Felipe West Gray) • Consolidation of peak express services in SW Corridor • Potential additional frequency adjustments based on outcome of scheduling</td>
</tr>
<tr>
<td><strong>Addresses Community Feedback</strong></td>
<td>• Incorporates feedback from over 1,100 comments where consistent with Reimagining goals • Recommended changes presented at August Board meeting</td>
<td>Addresses additional feedback from Northeast and Aldine communities: • Direct Downtown service from more areas and Transit Centers • Better access to major hospitals from more places • Better connection from Jensen route to IAH • No flux service</td>
<td></td>
</tr>
</tbody>
</table>

### Estimated Ridership Impact (% local ridership)

- **1** No Change (Est. increase in ridership: 11 million boardings) 20% Ridership Growth
- **2a** 1.1 million more boardings per year than Scenario 1 (+2.0%) 22% Ridership Growth
- **2b** 1.8 million fewer boardings per year than Scenario 1 (-3.3%) 17% Ridership Growth

## Span Alternatives

### Add-ons for Enhanced Span of Service on Coverage Routes Systemwide

<table>
<thead>
<tr>
<th>Targeted</th>
<th>Add-ons for Enhanced Span of Service on Coverage Routes Systemwide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late evening boardings + alightings outside 1/2 mile of late evening service</td>
<td>1,018</td>
</tr>
<tr>
<td>Targeted span additions to preserve late-night coverage</td>
<td>$3.3 million</td>
</tr>
<tr>
<td>Remaining boardings + alightings outside 1/2 mile of late-evening service (none outside 1 mile)</td>
<td>140</td>
</tr>
<tr>
<td>Est. ridership impact if budget neutral</td>
<td>900,000 fewer boardings per year (-1.4%)</td>
</tr>
<tr>
<td>Full matching of existing spans</td>
<td>$5.0 million</td>
</tr>
<tr>
<td>Remaining boardings + alightings outside 1/2 mile of late evening service</td>
<td>0</td>
</tr>
<tr>
<td>Est. ridership impact if budget neutral</td>
<td>1.4 million fewer boardings per year (-2.3%)</td>
</tr>
</tbody>
</table>

### Est. Ridership Impact for Scenario with Span Expansion

- **17-18% Ridership Growth**
- **20-21% Ridership Growth**
- **14-15% Ridership Growth**
TELL STORIES
2. GRID

Sample Trip: Heights to Memorial City
(Weekday PM Peak)

Existing Network: 89 Minutes
Average Wait Time: 31 min.
Walk Time: 6 min.
Ride Time: 52 min.
Total: 89 Minutes (1 Transfer)

Reimagined Network: 50 Minutes
Average Wait Time: 16 min.
Walk Time: 0 min.
Ride Time: 34 min.
Total: 50 Minutes (1 Transfer)

39 minutes (44%) Time Savings
KEEP THE MARKERS OUT OF OUR HANDS
ENLIST THE BOARD FOR HELP
June 3, 2015

Mr. Thomas Lambert
President and Chief Executive Officer
Metropolitan Transit Authority
1900 Main Street
Houston, Texas 77002

Dear Mr. Lambert:

Thank you for your leadership of Houston METRO and commitment to making our city a better place to live. I appreciate your efforts to improve the area's public transportation and to ensure that reliable, accessible, affordable, high quality transit service is available to all persons in our community.

I am writing to express my concern regarding proposed plans to change Bus Route 50 that serves the Heights on the Houston Metro Bus line. My concern involves the burden and hardship that will be placed on the elderly citizens who will be inconvenienced by the change. There are many elderly citizens that live in assisted living facilities along Route 50 and the change will make it extremely difficult for the elderly riders to carry out daily tasks.

I urge you to reconsider the proposed change to Bus Route 50. The individuals that will be burdened are not only our most valued citizens because of their previous contributions to our city but also because they are the ones most dependent on public transportation.

I am confident that a satisfactory alternative to the proposed change can be found and which does place undue burdens on seniors citizens who depend upon Bus Route 50 for their transportation needs.

Thank you for considering this request and I look forward to your prompt response.

Please contact me if you have any questions or need additional information.

Very truly yours,

Sheila Jackson Lee
Member of Congress
Christof Spieler, P.E., LEED AP

christof.spieler@ridemetro.org

@christofspieler
Action Plan: Team Worksheet

Define Victory

1. If your successors come to a workshop like this in 10 years, what challenges and goals should they be addressing?

2. What are the regional outcomes that you want to achieve? (These should be broad, non-transportation-specific goals.)

3. How does transportation fit into those outcomes?

4. Which performance measurement areas will you focus on to help determine which investments will achieve your desired outcomes?
New T4A Reports

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**FIGHT FOR YOUR RIDE:**
AN ADVOCATE’S GUIDE FOR IMPROVING & EXPANDING TRANSIT

**BUILDING HEALTHY AND PROSPEROUS COMMUNITIES:**
HOW METRO AREAS ARE IMPLEMENTING MORE AND BETTER BICYCLING AND WALKING PROJECTS
New Creative Placemaking Technical Assistance Workshops Available

Applications are due by February 23, 2018

Solution #1
Generating creative solutions for entrenched transportation problems

Arts and culture can help develop better projects that attract greater community support by imagining bold transportation solutions that are unconstrained by traditional processes.
Become a T4America Member

The benefits

- Increase your knowledge
- Gain expert federal & state policy analysis
- Amplify your voice and reputation
- Access valuable member-only reports
- Network with nationwide experts

For more information contact:
Alicia Orosco at alicia.orosco@t4america.org
Thank You – Q&A