



Moving Public Transportation
Into the Future

Service Planning

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Housekeeping

- ◆ Please make sure your computer or phone is muted until you need to speak
- ◆ We will have an opportunity for questions at the end, however feel free to ask questions during the presentation

Transit Program Goals

- ◆ To provide a framework for creating an integrated public transportation system that meets the mobility needs of Idahoans
- ◆ To Assist in the Development, Maintenance, Improvement, and Use of Public Transportation
- ◆ To Encourage and Facilitate the Most Efficient Use of all Federal and State Funds Used to Provide Public Transportation in Rural Areas Through the Coordination of Programs and Services

Your System

- ◆ WHY YOUR SYSTEM IS THE WAY IT IS
 - Describe your transit system and its services. Why do you have the type and extent of service that you do have? What is its history? What changes, improvements, growth, etc do you see as warranted for the future, and why?

Planning Criteria

- ◆ What Are Your Service's Vision and Mission?
 - Vision: the ideal state that the organization wishes to achieve – inspirational and aspirational
 - Mission: the organization's purpose and its overall intention; supports the vision; communicates purpose and direction to employees, customers, vendors and other stakeholders



Planning Criteria

Mission and Vision

VISION

SunLine Transit Agency is the regional transportation mode of choice.

MISSION STATEMENT

To provide safe and environmentally conscious public transportation services and alternative fuel solutions to meet the mobility needs of the Coachella Valley.



Planning Criteria

Vision

Metro provides excellence in service and support.

Mission

Metro is responsible for the continuous improvement of an efficient and effective transportation system for Los Angeles County

VISION

Driving our community forward.

MISSION

We provide transportation choices that connect people, jobs, and community, increasing the quality of life in Mason County.

Planning Criteria

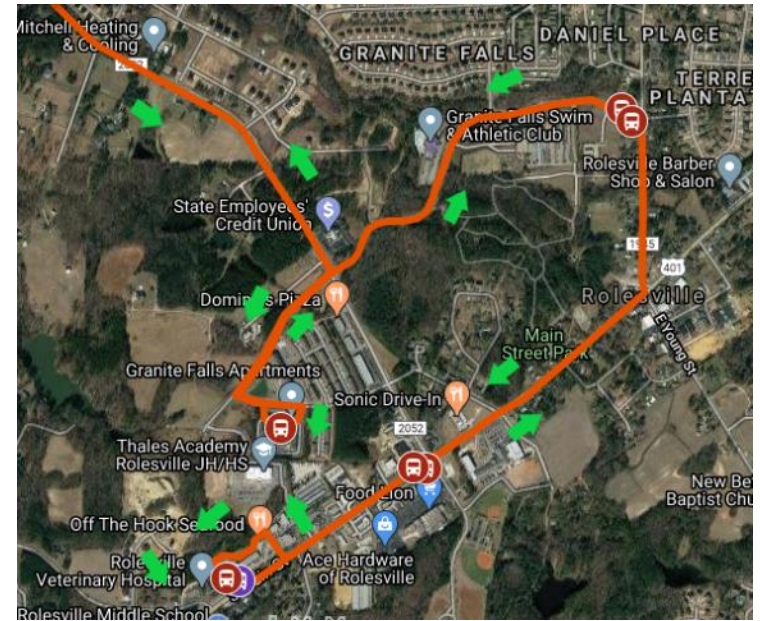
- ◆ What Are Your Service Goals and Objectives?
 - The “how” that goes with your mission/vision (your “why”)
 - Goals are the outcomes you intend to achieve
 - Objectives are the actions that help you achieve a goal
 - Goals should be SMART Goals: **S**pecific -- **M**easurable -- **A**chievable -- **R**elevant – **T**ime-bound

Be Obsessed

- ◆ Be obsessed with having good data about your service and riders.
- ◆ Use the data to:
 - Manage your service
 - Improve customer satisfaction
 - Stretch your budget
 - Keep you, your staff and governing board informed
 - Show the community that your service is valuable

Planning Criteria

- ◆ Technology for Planning
 - Data.census.gov
 - Software for demand modeling
 - Extracting data from scheduling and dispatching software
 - Creating maps in Google Maps



Planning Criteria

- ◆ Significant Trip Generators
 - Colleges or universities
 - Large retail shopping areas
 - Hospitals
 - Medical office parks
 - Affordable housing – apartments
 - Senior housing
 - Human service agencies
 - Employers – industrial complexes





Planning Criteria

- ◆ Outreach and Partnerships
 - Transportation Governing Board
 - Transportation Advisory Committee
 - Riders
 - Transit staff and agency staff
 - Local City or County Governments
 - Human service agencies
 - Social service organizations
 - Transportation peers
 - Community resource centers



Planning Criteria

- ◆ Outreach and Partnerships
 - Chamber of commerce
 - Media
 - Community Foundations
 - Large employers
 - Religious organizations
 - Medical community
 - Retail coalitions
 - Housing coalitions
 - YMCA and similar organizations

Service Markets

- ◆ Remember the traditional transit markets:
 - Older Adults
 - Low-income individuals
 - Individuals with disabilities
 - Medical trips
 - Work trips
 - Shopping trips



Service Markets

- ◆ Consider the new markets:
 - Millennials
 - Older Adults
 - Veterans
 - Coordination
 - Medicaid and Contract Opportunities
 - Others

Service Markets

- ◆ Don't be confined to how you think about your current markets
 - Think outside the box
 - Innovate
 - Flexible

Types of Service

- ◆ Consider some new additional ways of providing service :
 - Using social media and apps to obtain and pay for service
 - Volunteers with/without mileage reimbursement
 - Travel training
 - Brokering trips
 - Coordinating with transportation network including companies [like Uber] and taxis



Performance Based Planning

- ◆ What is the Definition of “Success”?
 - Performance Measures
 - Cost Efficiency
 - Cost Effectiveness
 - Productivity
 - Quality of Service
 - Performance Targets
 - Achievable goals based on past and existing conditions
 - Performance Monitoring

Poll Question

- ◆ What is a formula to determine cost efficiency?
 - a) Total operating cost of service per total miles of service
 - b) Total operating cost of service per total hours of service
 - c) Total ridership per total miles of service
 - d) a and b



Poll Question Answer

- ◆ d) both a) and b)
 - The amount of transportation services produced for the community in relation to the resources expended



Performance Based Planning

- ◆ Establish Performance Goals
 - Peer comparisons
 - Historical system data
 - Rider surveys
 - Community surveys
 - Budget opportunities and constraints



Performance Measures

- ◆ Cost per service mile
- ◆ Cost per service hour
- ◆ Cost per trip
- ◆ Fare recovery ratio
- ◆ Customer satisfaction
- ◆ On time performance
- ◆ System safety
- ◆ Ease of use (scheduling a trip/accessing service)



Creating Local Buy-In Marketing Plan

- ◆ The marketing plan defines the program — how you are going to market your system. It serves as a roadmap that identifies where you are now, where you want to be, and how you plan to get there. In addition, preparing a plan promotes confidence in your marketing decisions and encourages buy-in from system administration and stakeholders.



Marketing Plan

- ◆ The transit marketing plan includes five major topics:
 - Situation
 - Resources
 - Goals and Objectives
 - Target Markets
 - Strategies

Situation

- ◆ The situation is a description of where you are now. It begins with baseline research to evaluate your system and services and set the stage for your plan. It details the pros and cons of the service and how it is perceived among riders and in the community. It describes current ridership and potential market
 - It looks at the level of support in the community and at potential community partners





Goals and Objectives

- ◆ Goals and objectives are the why of the plan
 - What do you want to accomplish through marketing?



Goals and Objectives

- ◆ **Awareness** — letting people know transit exists in your community
- ◆ **Education** — educating the population about your services and their benefits
- ◆ **Image/Perception** — creating a positive and inclusive image of your transit system
- ◆ **Ridership** — encouraging trial ridership among new customers and continued use among existing riders
- ◆ **Support** — building support and funding in the broad community and among community leaders



Service Design Standards

- ◆ Marketing
 - Branding - How will the public know that it's for them?
 - What will attract them to service?
 - Who are the target markets?
 - Riders, potential riders, businesses, human svc agencies





Service Design Standards

◆ Marketing

- Does our quality backup up our marketing?
- Do you need a makeover because transit is synonymous with poor service, service for “those people”, empty buses, etc?
- Does brand show in all aspects of service from bus graphics to signs to schedules to advertisements?

Strategies

- ◆ It is important to build awareness, a positive image, and support among the broad community
 - Riders and rider families
 - Community leaders/decision makers (i.e., your City or County governing body or your Board of Directors)
 - Social service coalitions or staff meetings Civic organizations (i.e., Rotary, Kiwanis)
 - Business/medical/employer groups (i.e., the Chamber of Commerce)

Strategies

◆ Passenger Information

- Critical for information to be easy to understand
- Paper maps and brochures
- Real-time bus information app
- Website
 - ADA-compliant



Strategies

- ◆ Passenger Information
 - Passenger email/notification lists
 - Staff communication
 - Social media
 - Radio/TV
 - Phone trees, transfers, hold times, recordings





Strategies

◆ Conventional News Media

- News releases
- Radio public service announcements
- Community television network banners



Strategies

◆ **Social Media and Electronic Communications**

- Facebook
- Twitter
- Videos
- Website posts
- Email blasts

Strategies

- ◆ Create a news calendar for your system. Think ahead six to 12 months about the newsworthy things your system will be doing that you want to let people know about
 - Performance data
 - Driver or staff good deeds
 - Service enhancements
 - Special events

Strategies

- ◆ Sponsor events that build visibility and create news value. These types of events include:
 - Stuff-the-Bus holiday food drive
 - Ribbon cutting event for new vehicles or facilities
 - Launch event for a new service
 - Earth Day celebration (possibly a free ride day)
 - Dump the Pump Day – Free Ride Day



Local Government and Community Leaders

- ◆ Have frequent contact with local leaders
 - Monthly service statistics updates
 - Quarterly reports with success stories
 - In person question and answer meetings
 - Rider stories – told by the rider



Local Organizations

- ◆ Educate local organizations about your service
 - Brochures
 - Presentations
 - Service data



Funding Opportunities

- ◆ Funding opportunities are most often associated with system awareness, system performance, and trust in the service
 - Federal funding
 - State funding
 - Local funding



Funding Considerations

- ◆ It is important to diversify funding
 - If you have all your eggs in one basket the entire service is at risk if the eggs break
- ◆ It is important to maintain funding relationships
 - Even if funding is not needed from a source for a period of time, make sure the funder knows why and aware of future funding needs
- ◆ It is important to have a short term transit plan

Contract Service

- ◆ Service for a Group of People for a Specified Cost, Scheduled and Paid for by a Third Party and Considered to be Premium Service Because the Service is Guaranteed
- ◆ Contract Service Must Be Open-Door, Available to the General Public, Offered During Regular Service Hours, and Cannot Interfere with the Overall General Public Service



Poll Question

- ◆ Federal funding can be used to match FTA grants as long as the source of the federal funding is not FTA.

True

False



Poll Question Answer

- ◆ True
 - FTA allows non FTA federal funds to be used to match FTA grants

Contract Service

- ◆ Because of the Added Value and Convenience of Contract Service
 - A rate higher than the regular fare is negotiated
 - Takes into account the fully allocated cost of providing the service
 - Establishing a rate equal to at least the fully allocated cost is strongly encouraged
 - Fund braiding is encouraged

Fund Braiding

- ◆ Fund braiding is a financial strategy that facilitates coordination of health care and social services and improves outcomes, promotes efficiency, and encourages sustainability



Poll Question

- ◆ Fund braiding helps reduce duplication of service

True

False



Poll Question Answer

- ◆ True
 - Fund braiding encourages coordination and shared rides by sharing the cost of the service among multiple transportation funding sources



Poll Question

- ◆ The following are common sources of contracting opportunities
 - a) Department of Aging
 - b) Department of Developmental Disabilities
 - c) Medicaid
 - d) Department of Health and Human Services
 - e) Department of Rehabilitation
 - f) All of the above



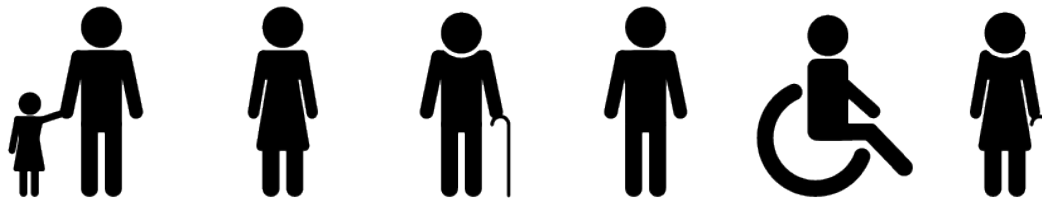
Poll Question Answer

- ◆ f) All of the above
 - Transportation is a leading unmet need of most health and human service agency consumers

Fund Braiding



- ◆ Through coordination and collaboration between state agencies that fund human services transportation and transit systems
 - Improve access to high-quality mobility resources for their clients
 - And create expanded transportation opportunities





Fund Braiding

- ◆ Braided funding pools multiple funding streams toward one purpose while separately tracking and reporting on each funding source
- ◆ Fund braiding is endorsed by FTA and the Coordinating Council and Access on Mobility
 - <https://www.transit.dot.gov/coordinating-council-access-and-mobility>
 - Fund Braiding Guide
 - Cost Sharing Policy Statement



Local Funding

- ◆ Local Government Commitment
 - General fund
- ◆ Medical Facilities and Hospitals
 - Hospital Foundations
 - Annual donation
 - Contract service
 - Advertising opportunity



Local Funding

- ◆ Local Businesses
 - Advertising on vehicle or shelter
 - Sponsorship of vehicle for a period of time
 - Sponsorship of shelter
 - Annual donation



Local Funding

◆ Colleges

- Annual Donation
- Student fee in exchange for transit pass
- Contract service for student shuttle



Local Funding

- ◆ Community Organizations
 - Foundations
 - Social service organizations
 - Donated service
 - Cleaning done for community service
 - Other volunteer services



Local Funding

- ◆ Annual Funding Drives
 - Donation solicitation
 - Bequests and legacy giving
 - Golf outings
 - Dinner event
 - Transit day



Local Funding

- ◆ Transit Reserve Fund
 - Transit systems can retain local funding and contract revenue that is generated by the FTA grant for future transportation use
 - Transit reserve fund must be restricted for transit use only when the funds were generated in any way from the FTA grant or assets



National Opportunities

- ◆ Ford Motor Company – Mobility Grants
- ◆ FTA and USDA – Medical Crisis and CCAM grants
- ◆ Major Business Foundations
 - Walmart
 - Lowes
 - Pharmaceutical companies
- ◆ Community Transit Association of America



Joint Opportunities

- ◆ Regional Applications
 - Coordinated applications

- ◆ Statewide Applications
 - Transit systems working together for a common goal



Questions

- ◆ Questions/Comments/ Discussion