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Transfort Optimization Plan

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Agenda

1. Project Overview
2. Key Takeaways from Analysis
3. Transit Concept & Scenario Development
4. Next Steps

Questions for Council

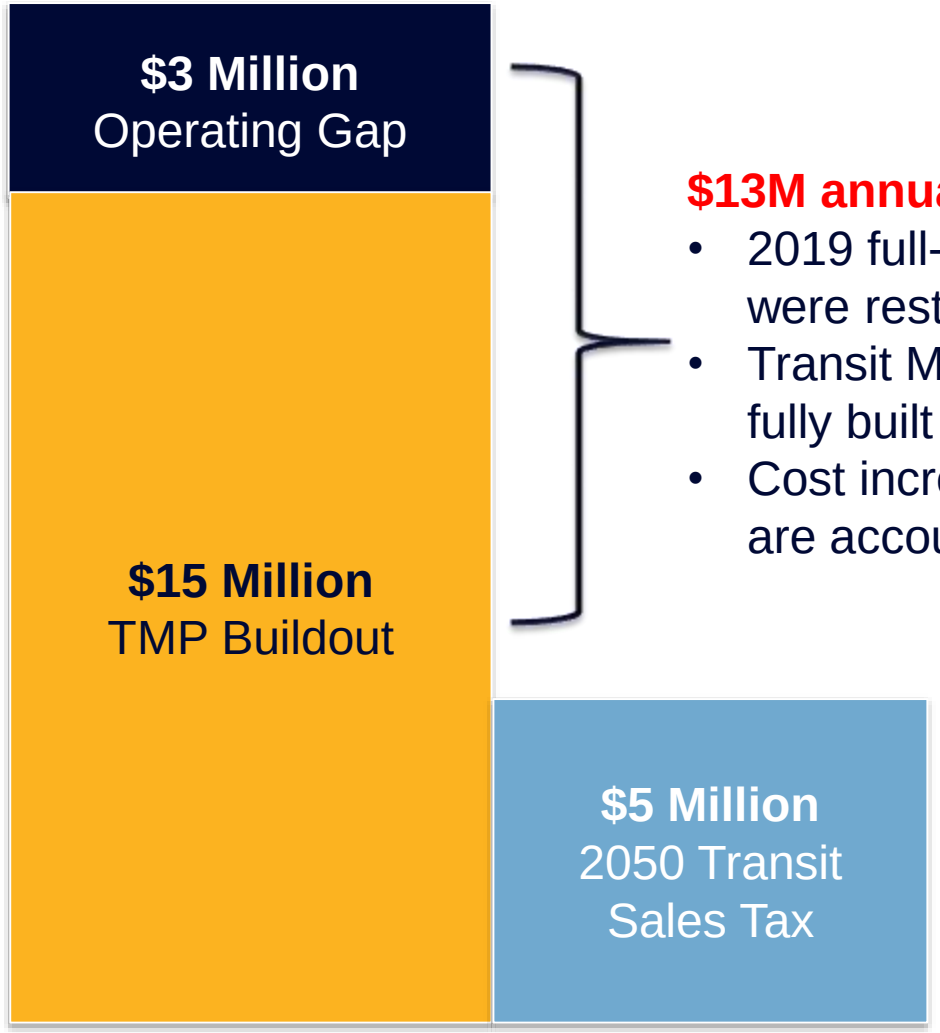
- What additional questions or feedback do Councilmembers have about the three concepts?
- What feedback do Councilmembers have on the proposed criteria to evaluate the transit scenarios?

Project Overview

Project Need

Even with 2050 Tax, there is a significant gap in available resources which requires:

- Assess ways to retool and focus service
- Frequency and coverage considerations
- Evaluation of goals and desired outcomes
- Prioritization of 2019 Transit Master Plan elements



$13M annual gap if:

- 2019 full-service levels were restored
- Transit Master Plan was fully built out
- Cost increases & inflation are accounted for

Project Process

1. Analysis

Analyze existing conditions

Conduct literature review of best practices

Interview agencies with successful recovery

2. Concepts

Develop draft concepts

Establish initial impact criteria

3. Feedback

Revisit TMP goals

Gather input from CAC and TAC

Align with Council

Gather community feedback

We are here!

4. Evaluation

Finalize evaluation criteria

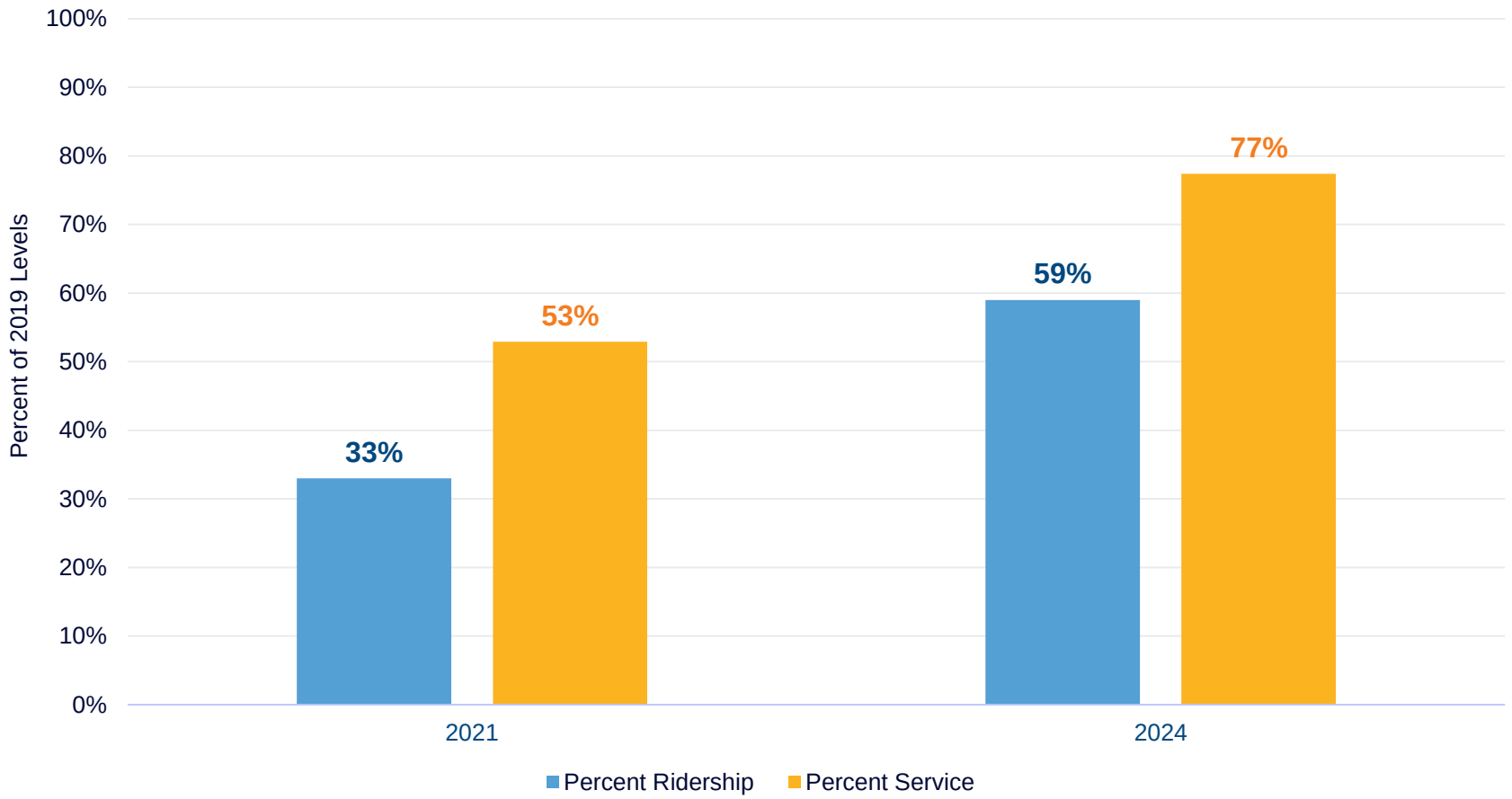
Evaluate based on criteria metrics

5. Final Recommendation

Analysis: Existing Conditions & Best Practices

Existing Conditions: Current Service Levels & Ridership

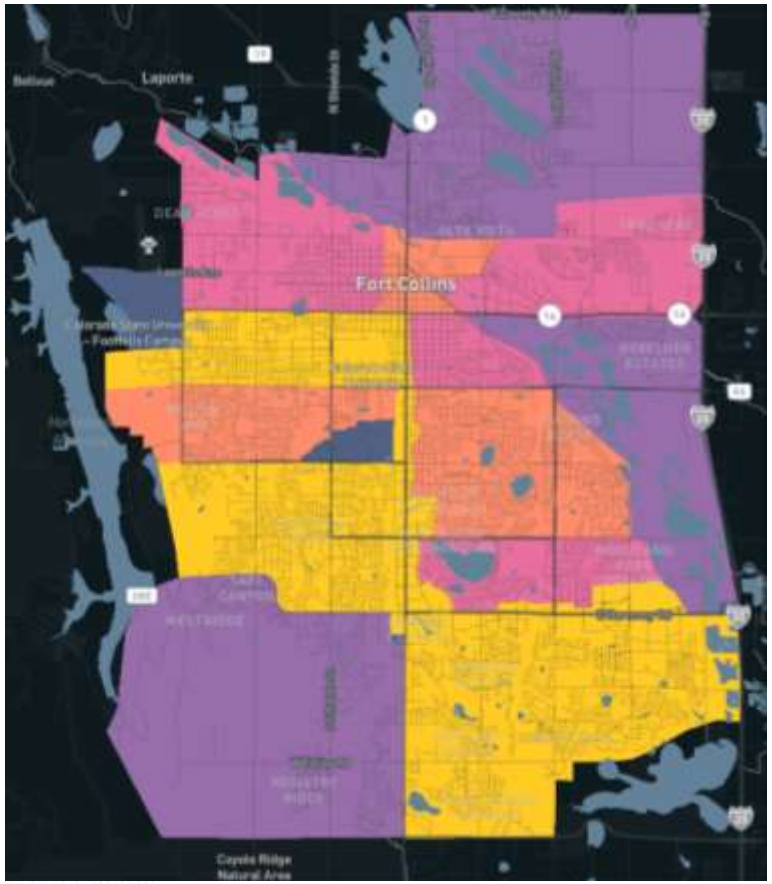
Recent Ridership and Service Recovery, as Compared to Percent of 2019 Levels



2025 is continuing to improve, with ridership at nearly 70% and service levels at 86%

Existing Conditions: Travel Demand Analysis

Travel Demand Patterns



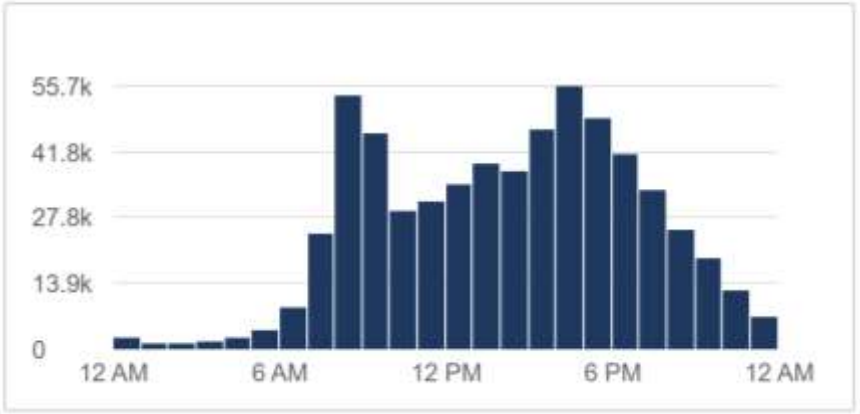
Trips by Origin

Number of trips starting in each area

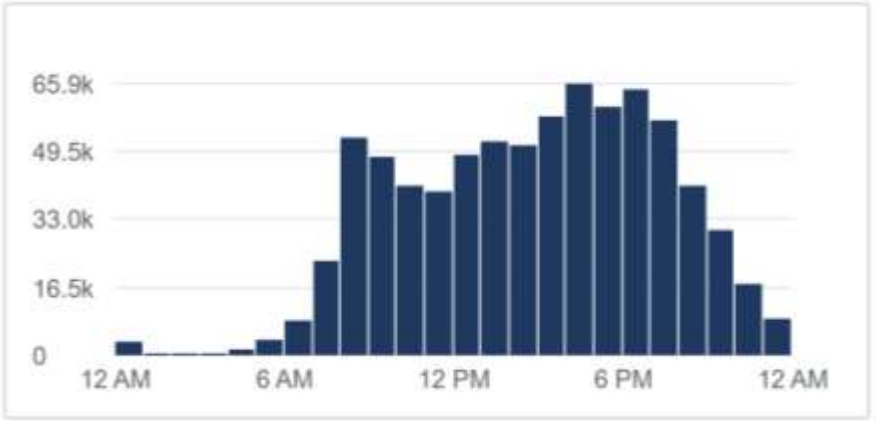
45 13.9k 23.8k 26.5k 44.5k 65.1k

Time of Day Travel Comparison

Starting Hour (In Local Time) **2019**



Starting Hour (In Local Time) **2024**



Best Practices: Microtransit

Zone size matters

The size of the service zone greatly impacts demand, cost, service level, and customer wait times

Keep wait times low

Consistent arrival and low wait-times are important for retaining ridership

Easier driver access

In-house drivers reduce costs, and more drivers are eligible because a CDL is not required

It is expensive

Microtransit is more expensive than fixed-route service (cost per passenger is higher)

Best Practices: Peer Agency Ridership Recovery

Lessons Learned from Agencies With Successful Recovery

Increase frequencies

Maintain fare free

Engage with community

Prioritize frequent riders

Find innovative workforce solutions that retain and attract drivers

Focus on students, coupled with limited parking

Focus on core network with direct, corridor-based connections with higher frequencies

Themes

- Peer agency recovery rates range from **89% to 156%** (average 107%)
- Most peer agencies reduced their transit service area by **~6%**
- Operating funds **increased** across all peer agencies due to cost increases and service improvements
- Productivity (passengers per vehicle hour) declined by **9% to 22%** for most agencies (though, significantly increased for 2 agencies)

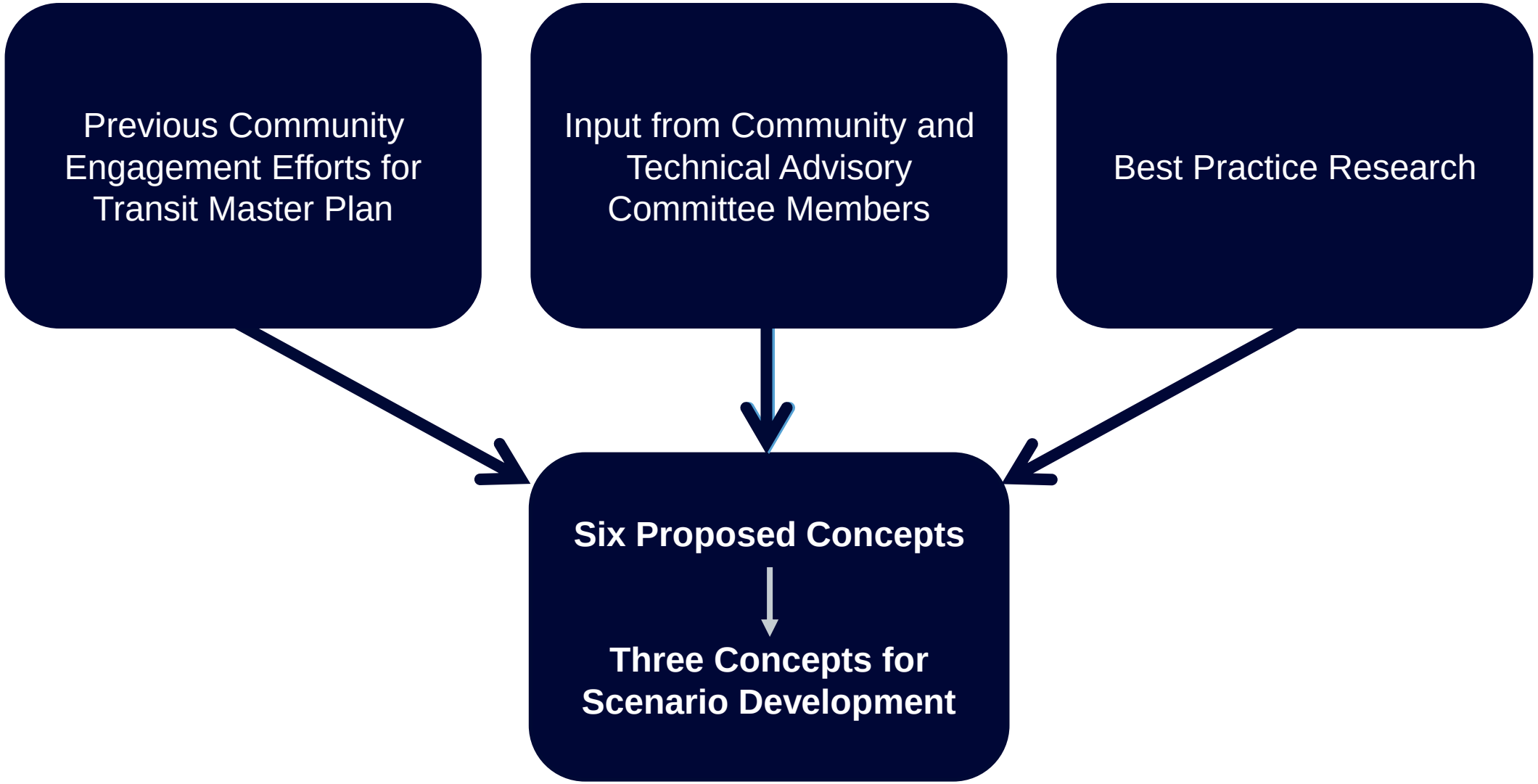
Transit Concept & Scenario Development

Initial Six Concepts

	Existing Routes	Travel Patterns	Rider Demand	Condensed with Microtransit	Coverage	Specialty-Transit
High-Frequency						
Amount of Microtransit						
Ridership Impact						
Supportive of Best Practices						
Service Area Footprint						
Equity Impact						
Cost-Effectiveness						

Decrease, less, not supportive	Neutral, no change/impact	Some increase, improvement	Large increase, very supportive

Concept to Scenario



Final Three Concepts

	Travel Patterns	Rider Demand	Condensed with microtransit
High-Frequency			
Amount of Microtransit			
Ridership Impact			
Supportive of Best Practices			
System Footprint			
Equity Impact			
Cost-Effectiveness			

Decrease, less, not supportive	Neutral, no change/impact	Some increase, improvement	Large increase, very supportive

Concept Summaries

Travel Pattern

High-frequency, direct routes on major traffic corridors

- **Key Features:**
- Emphasizes direct service on high-traffic roads
- No microtransit included
- Geared toward overall travel flow rather than individual rider needs

- **Data Sources:**
- Traffic volumes, car travel
- patterns, roadway networks,
- dense land uses

Rider Demand

Service for transit-reliant communities

- **Key Features:**
- Direct routes connecting the most transit-reliant populations
- Some microtransit included
- Optimized for equity and access

- **Data Sources:**
- Demographic analysis, land
- use, existing ridership patterns

Condensed Fixed Route + Microtransit

Limited fixed route, microtransit for lower density

- **Key Features:**
- Core network for most transit-propense areas
- Microtransit fills gaps in less dense neighborhoods
- May require more transfers but increases overall coverage

- **Data Sources:**
- Highest performing routes,
- land use, current ridership,
- demand indicators

Keep in Mind

The final scenario **will not be one** of these three scenarios – it will be a **blended hybrid** based on analysis and public input.

Final Evaluation Considerations

Scenarios will be analyzed considering these elements:

- Environmental Impacts
- Ridership Implications
- Equity Considerations
- City Priority Alignment (Land Use, 15-Min Cities)
- Cost Effectiveness
- Community Health Impacts
- Mitigation Strategies (Dial-A-Ride)

COMMUNITY FEEDBACK

Next Steps

Project Process

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Next Steps

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Next Steps: Community Engagement

In-Person Events

- Open houses
- Intercept events
- Focus group meetings
- Boards & Commissions
- Technical Advisory Committee (TAC) meetings
- Community Advisory Committee (CAC) meetings

Hybrid & Virtual Engagement

- Online surveys with interactive maps
- Hybrid meetings in combination with in-person
- Press release with website and survey link
- Social media posts

Questions for Council

- What additional questions or feedback do Councilmembers have about the three concepts?
- What feedback do Councilmembers have on the proposed criteria to evaluate the transit scenarios?

Concepts

Travel Pattern: High-frequency, direct routes on major traffic corridors

Rider Demand: Service for transit-reliant communities

Condensed Fixed Route + Microtransit: Limited fixed route, microtransit for lower density

Evaluation Criteria

- Environmental Impacts
- Ridership Implications
- Equity Considerations
- City Priority Alignment
- Cost Effectiveness
- Community Health Impacts
- Mitigation Strategies

- **Community Feedback**

Thank you!