

Go COMO: Challenges & Opportunities

Monday, February 18, 2018

Today's Topics

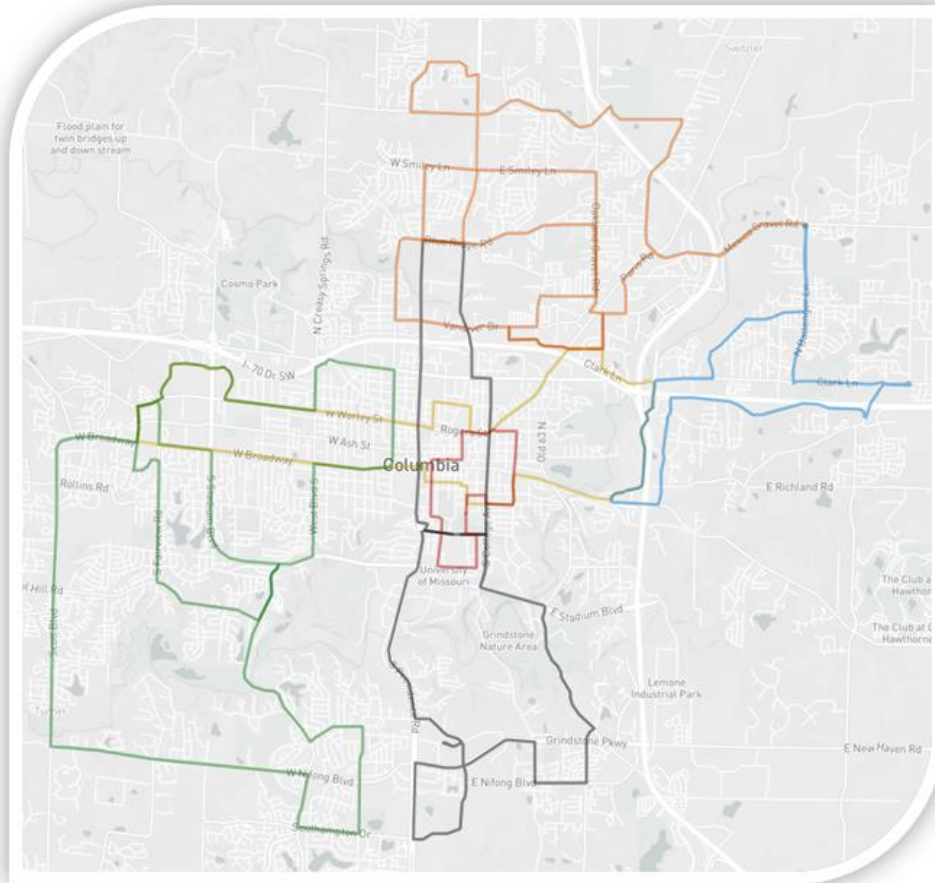
- Go COMO Goals
- Comparison of Current System to Proposed System
- Cost Savings Estimates & Cost for Limited Saturday Service
- Revenue Opportunity: STIC Funding
- Bus Shelters: Goals Met & to Meet
- Strategic Opportunities: Potential Partnerships w/ Paratransit providers & the Business Community, Integrated Mobility Solutions, VW Settlement Funds
- Questions/Discussion

Go COMO: Short Term Goals

- Maintain client base & clearly communicate upcoming changes.
- Long-term sustainable budget that meets 20% cash reserve goals.
- Maintain limited Saturday service for the summer & upcoming year to see if other service cuts are sufficient to meet cash reserve needs.
- Frequency over coverage: Maintain 45 minute headways.
- Continued Examination of Strategic Opportunities.

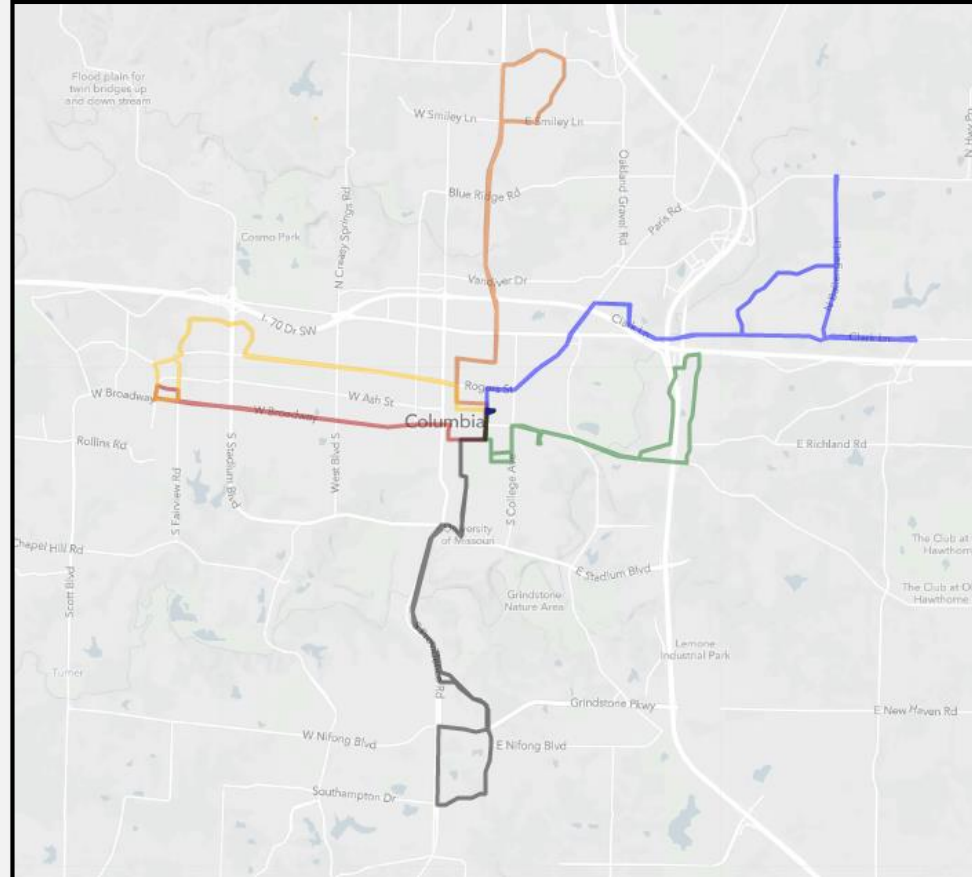
Current System

- Black A
(2 buses)
- Black B
(2 buses)
- Gold A
(2 buses)
- Gold B
(2 buses)
- Brown/ Orange (1 bus)
- Blue (1 bus)
- Green/ Purple (1 bus)
- Red (1 bus)



Proposed Routes

1. Black Route (1 bus)
2. Red Route (1 bus)
3. Gold Route (1 bus)
4. Orange Route (1 bus)
5. Blue Route (1 Bus)
6. Green Route (1 Bus)



1. Proposed Black Route (MU/Providence South)

- Starts at Wabash @ 10th, and goes South through MU Campus, and then South on Providence Rd., then S.E. on Green Meadows, making loop starting West on Grindstone and returning East on Southampton and then returning on the same route.
- Estimate daily ridership to be $\frac{1}{2}$ of the current black & red routes combined: approximately 335 daily riders.
- Important Route Destinations: Central Strategic Plan Neighborhood, MU Campus & Hospital, VA Hospital, Social Security Office, Walmart South, South Hampton Medical Plaza, Rockbridge Shopping Plaza (includes Hy-Vee)



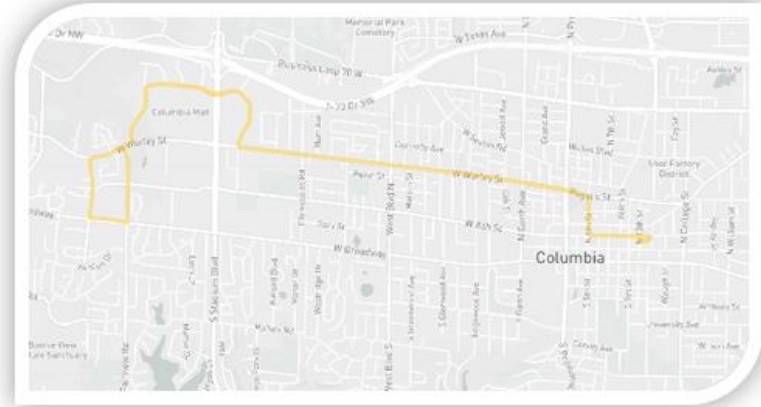
2. Proposed Red Route (West Broadway)

- Starts at Wabash @10th, and goes West on Broadway, and returns East on Broadway at Park de Ville St./West side Walmart
- Estimate daily ridership to be at least $\frac{1}{4}$ of the current gold, light green and purple routes combined: approximately 251 daily riders, but probably more since this route will start and return on Broadway.
- Important Route
Destinations: Public library, Broadway Shopping Center w/Gerbes, Crossroads shopping center, West Walmart and Hy-Vee.



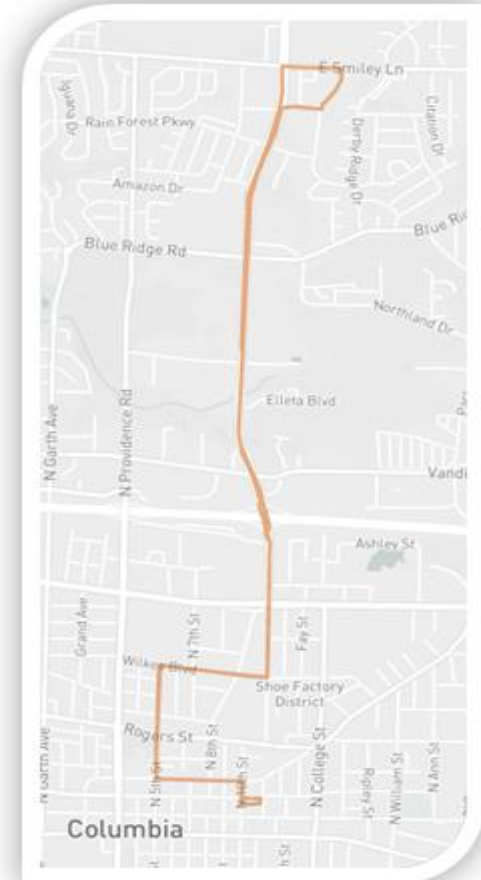
3. Proposed Gold Route (W. Worley)

- Starts at Wabash @ 10th, and goes West on Rogers/Worley, past the Columbia Mall, turns around at Park de Ville, and returns on the same route
- Estimate daily ridership to be at least
- $\frac{1}{4}$ of the current gold and purple routes combined: approximately 236 daily riders, but probably more since this route will start and return on Worley.
- Important Route Destinations: Central Strategic Plan Neighborhood, Columbia Housing Authority, Columbia-Boone County Health Department, West Elementary, West Middle School, Worley shopping centers (Best Buy, Ace Hardware Hobby Lobby), Columbia Mall



4. Proposed Orange Route (Range Line North)

- Starts at Wabash @10th, and heads North on Washington, then East on Wilkes and North on Rangeline, then East on Smiley & North on Derby Ridge, then West on Brown School Rd. & return on the same route.
- Estimate daily ridership to be 1/4 of the current black route and all the ridership the current brown route: approximately 202 daily riders.
- Important Route Destinations: Hickman High School, North Strategic Plan Neighborhood, Derby Ridge, Vandiver Shopping Centers (DMV, VAC), Moser's, New Center Pointe Hospital



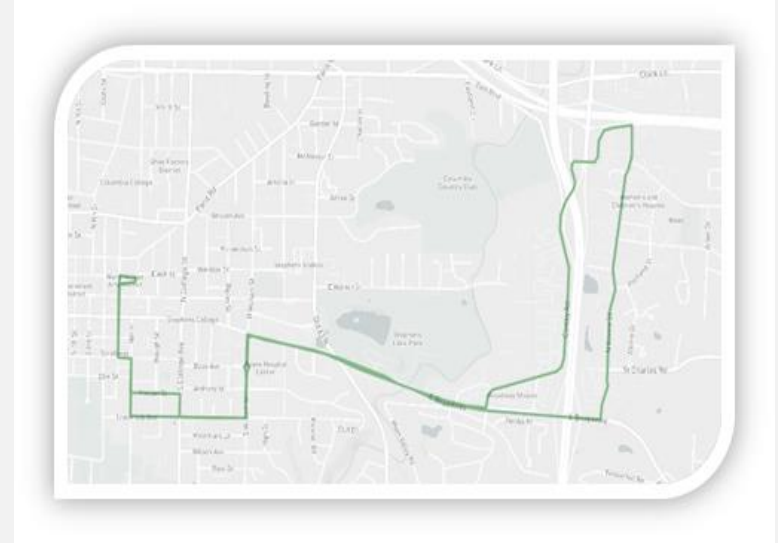
5. Proposed Blue Route (Paris/Clark/Ballenger)

- Starts at Wabash @10th, heads East on Rogers, then N.E. on Paris Rd., then East on Whitegate, then South on Sylvan, East on Clark Lane, North on Ballenger, then S.W. on Rice/Hanover, then returns on the same route
- Estimate daily ridership to be at $\frac{1}{8}$ of the current Gold route, $\frac{1}{2}$ of the current blue route, and all of the current orange route: approximately 292 daily riders.
- Important Route Destinations: Paris rd./Whitegate, Clark Lane Shopping Centers, East Strategic Plan Neighborhood, Indian Hills Neighborhood, Hanover Public Housing



6. Proposed Green Route (East Broadway/Keene)

- Starts at Wabash @10th, South on Hitt, then East on Paquin, North on College, then East on Broadway, then North on Conley, returning South on Keene Street, back to Broadway, returning on the same route
- Estimate daily ridership to be at $\frac{1}{4}$, $\frac{1}{2}$ of the current red & blue routes combined, and $\frac{1}{8}$ of the current gold route: approximately 304 daily riders.
- Important Route Destinations: Paquin Towers, Boone Hospital, Women & Children's Hospital, Multiple Clinics, Shoppes at Broadway (Walmart, Sam's Club, HyVee)



Benefits of June Fixed Route Changes

Current System

- Headways times ranging from 30 minutes to 1 hour.
- No centralized transfer hub or safe place for rider transfers & driver shift changes.
- Less opportunities for interaction between drivers-supervisors.
- System at financial capacity, expensive, requires high levels of overtime.

Proposed System

- Consistent 45 minute headways for every route
- The most popular route system among stakeholders identified through Olsson plan
- Sustainable long-term costs & less overtime hours required of drivers, savings from reductions from free event services.
- Central, safe location for rider transfers, and for operator shift changes, communication w/supervisors
- Increased opportunities for direct customer service.

Estimated Annual Savings from Route & Service Reductions

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Estimated Annual Savings from Monday-Friday Reductions	\$747,907.83
Estimated Savings from Elimination of Saturday Service	\$243,911.15
Total Estimated Savings	\$991,818.98

Costs to Maintain Limited Saturday Service

Costs to Maintain Limited Saturday Service	
3 FR Drivers, 4 Paratransit Drivers, 1 lead driver & 1 maintenance assistant	
All proposed routes operate w/ 90 minute headways	
Estimated Annual Costs	\$148,071.45

Keeping this Saturday service for the remaining 1/3 of FY 2019 would cost an estimated \$49,357.15

Revenue Opportunity: FTA Small Transit Intensive Cities (STIC) Funding (2018)

State	Urbanized area description (UZA)	P. miles per revenue vehicle mile	P. miles per vehicle revenue hour	Vehicle Revenue mile per capita	Vehicle Revenue Hours per capita	P. miles per capita	P. trips per Capita	# of factors met or exceeded	STIC Funding @ \$202,003 per factor met or exceeded
	Average for UZAs with populations 200,000 - 999,999	6.34	111.53	11.48	.73	82.31	12.57	6	\$1,212,018
MO	Columbia	3.41	36.55	8.77	.82	29.9	10.75	1	\$202,003

Bus Shelters

Strategic Plan Goal: Build at least 40 Bus Shelters				
Current # we have reached	To be constructed in the Spring	# we attempted, but could not build because we could not get easement	# we attempted, but could not build because route changed	# left to be constructed after the Spring to reach the goal
29	5	4	3	6

Paratransit Efficiency/Savings/Revenue Opportunities

- New Automatic Call-back & Scheduling Software
- Functional Assessments for Paratransit Users
- Reduction of Service Area, &/or Increase of Service Fee
- Donations/utility bill donation option
- Strategic Partnership w/SIL & Oats

SIL & OATS: Lessons Learned, Opportunity for Partnership

- SIL does not have to require CDL license for Drivers (quicker hiring time, easier recruitment, higher employee retention)
- Ability & expertise in fundraising
- Manages more contracted service than service for individuals
- Plan to continue meeting w/SIL & Oats to identify service overlap and coordination opportunities
- Potential future contract for Paratransit service opportunity
- Potential opportunity to integrate flex ride system w/paratransit

Feedback from the Business Community

- 5 question employee transportation survey sent out 3 times to 11 Columbia manufacturers on Paris Rd., Rangeline and Lemone Industrial Blvd (included an invite to the January PTAC Meeting).
- 5 businesses, including representation from each area, responded.
- Kraft Foods came to the Jan. PTAC meeting and expressed need for transportation for their employees. Staff will be attending follow-up meetings w/Kraft and other Route B Businesses to discuss.

Strategic Opportunities: Integrated Mobility Solutions

- **On-Demand Micro Transit:** Birmingham, AL is launching a pilot program (The vehicles must carry at least six passengers at once, must be accessible without a smartphone and must operate within the entire city limits. Additionally, wait times must not exceed 15 minutes).
- **Van Pools:** KC Area Transportation Authority matches riders from the same area for group transportation (primarily to & from work & home) in a van. Riders pay a monthly fee.

Strategic Opportunities: Integrated Mobility Solutions

- **First & Last Mile Challenges:** In May, 2018 Detroit Transit started a pilot partner program with Lyft to provide Lyft rides near one of its major transit lines. Passengers who want to participate must text a code to a phone number to receive a \$7 Lyft credit. No Smartphone? Customers can also sign up through a website.
- In addition, the pilot has been integrated into Detroit's MoGo Bike share program. MoGo daily pass holders will get a \$5 discount code for one Lyft ride to or from any MoGo station, valid for one week, after purchasing their pass. Monthly or annual pass holders will receive a \$5 discount code for up to 5 Lyft rides for one month.

Strategic Opportunities: Integrated Mobility Solutions

- **Gotcha Partnership w/Auburn University:** Mobility as a Service (MaaS) is a combination of transportation services within a given territory that provides numerous travel options (Bike Share, electric and manual, Scooter Share and Ride Share).
- **Texas Tech/Lubbock/Lime Scooters:** In November, Texas Tech signed an exclusivity contract with Lime for their scooter and bike shares services. They receive a 20% revenue share from the e-assist bikes in the system. The surrounding city, Lubbock, also passed a permitting ordinance requiring any scooter/bike share company that comes to town have a contract with Tech. Regulations require that any scooter/bike share company operating on campus must be in compliance with the City's ordinance. This has been a successful town/gown partnership.

Strategic Opportunity: VW Settlement

# of Diesel Buses to Replace	Type of Bus Replacement	Total Funds Awarded
4	4 Electric	\$392,000

Questions/ Discussion

