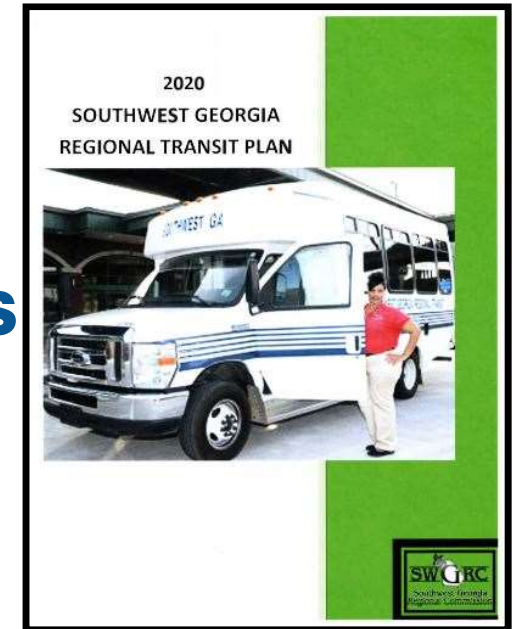


Transit Development Plans

MPOs, TDPs, RCs, RRTDPs



Ryan Walker

Transit Planner

crwalker@dot.ga.gov

Why are we talking about this?

1. Recommendation identified in SWTRP (10.4.1) as a “Near-Term Improvement” under “Administrative Tools and Guidance” for GDOT to “Develop Transit Development Plan (TDP) Guidance and Regional TDPs”
2. Applies to both urban and rural agencies
3. Method to improve public involvement
4. Chart path forward and establish vision for transit
5. Meet Section 5307 (federal) requirement for 5 year capital and operations budget.
6. Meet Section 5303 and Section 5307 (federal) requirements around Title VI (“four factor” analysis)



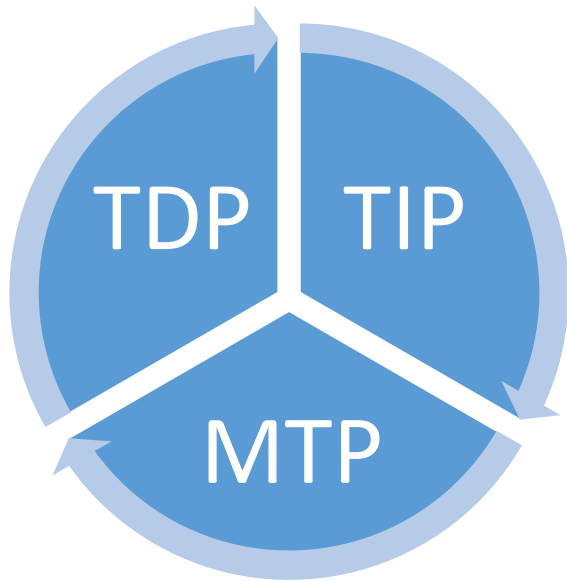
**We are seeking feedback and
input from you 😊.**

What is a TDP (“Transit Development Plan”)?

1. Typically a ten-year planning horizon.
2. Updated every five years.
3. Can be customized to meet the needs of each transit system.
4. Overview of the demographics in a transit service area.
5. Overview of existing transportation network (including pedestrian facilities, street network capacity and service standards for transit providers).
6. Projection of future needs, including a budget.
7. Series of recommendations to enhance public transit.



Input on upcoming guidance from GDOT



1. Outline to follow

If yes, please describe.

2. Core components

If yes, please describe.

3. Best Practices

If yes, please describe.

4. Other supportive tools

How to use data from HBSS/QRyde reports to generate O/D maps



Opportunity for coordination at multiple levels

Do you have a local Metropolitan Planning Organization(s) (MPO) and/or more than one transit provider?

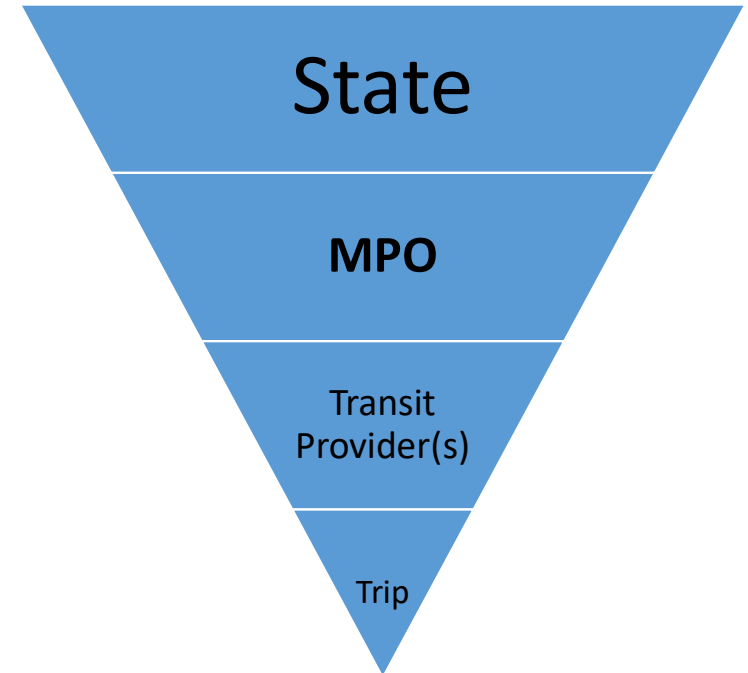
- Please describe coordination activities.
- This is an opportunity to strengthen existing relationships.

Strategy for Stakeholder Outreach?

- Please describe coordination activities.

Public Involvement methods?

- Please describe coordination activities.
- Follow locally adopted public participation plan.



Visioning and Goal setting

Vision statement for the Statewide Transit Plan:

“Improve the quality of life and economic opportunities for all Georgians by supporting an innovative, connected, reliable, and accessible multimodal public transportation network.”

Objectives and Action Items

- Ultimately, each action item can be associated with a *specific* organization, *specific* positions/personnel, and an anticipated timetable for initiation and completion.

Figure 16. SWTRP Goals



Implementation Plan

What are the next steps?

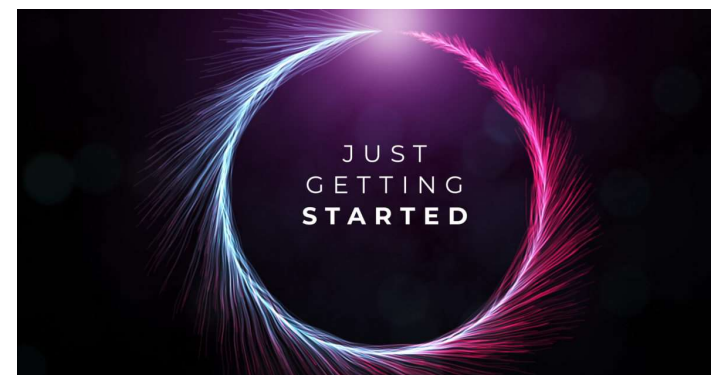
- These can be included for all short, mid, and long term recommendations.



Let's hear from some people doing the work!

- The City of Rome
- The Southwest Georgia Regional Commission
- The Southern Georgia Regional Commission

- The City of Albany
- The Northwest Georgia Regional Commission





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2020

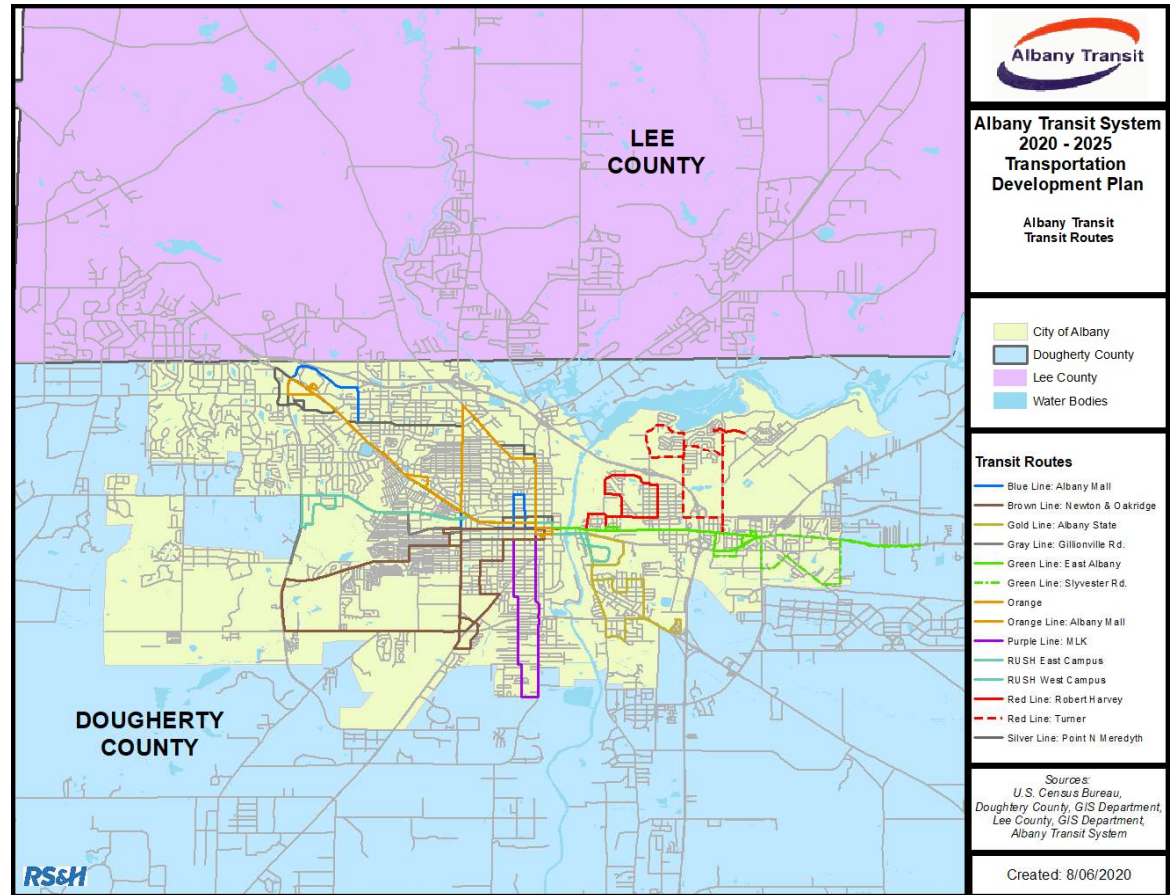
ALBANY TRANSIT DEVELOPMENT PLAN

Albany Transit System

- 14 bus routes
- 624,572 annual vehicle revenue miles



★ Designed by TownMapsUSA.com





Albany Transit System Updates

- Automated Passenger Counters
- Enhanced Data Collection & Reporting
- Bus Stop Improvement Policies



2020 Albany Transit Development Plan



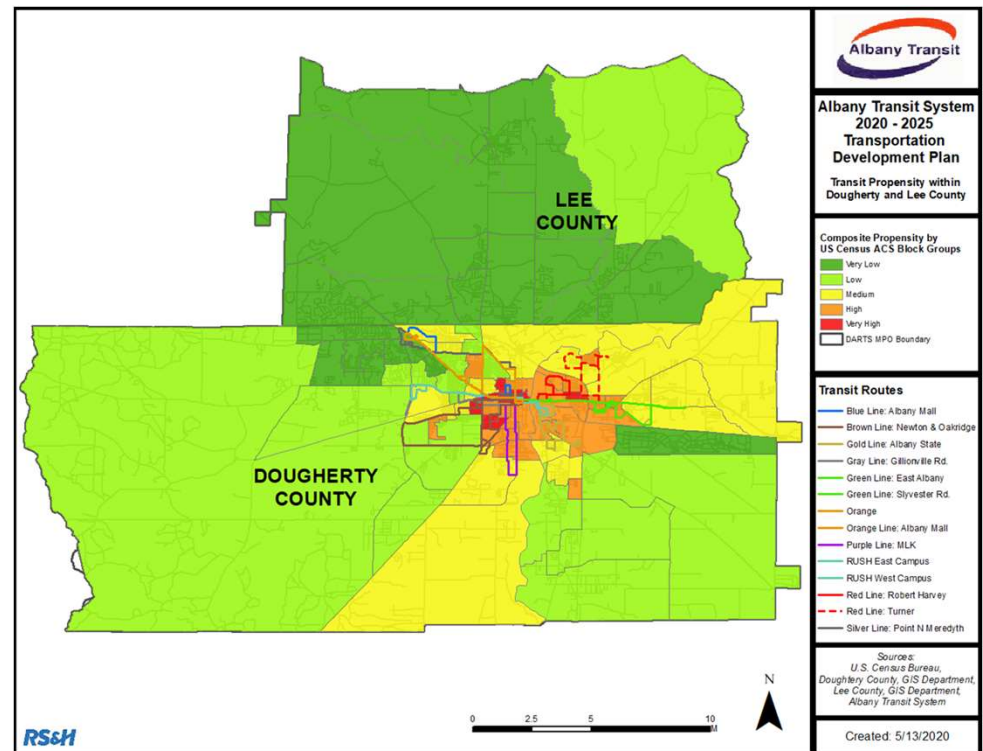
Cooperative Regional Planning

- 2015 Albany TDP
 - Key recommendations and service modifications
- 2015 - 2045 DARTS MTP
 - Laid the foundation for an integrated, performance based, multimodal planning process.
- 2020 TDP
 - Utilizes the foundation of previous plans



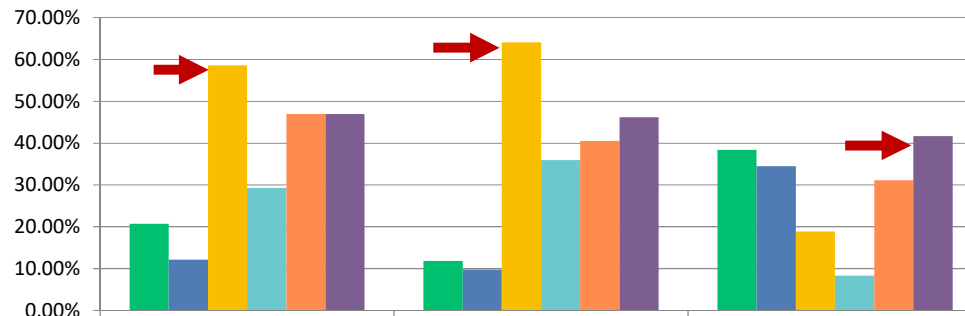
Cooperative Regional Planning

- Carefully Integrated with DARTS 2045 MTP
 - Builds on MTP Goals and Objectives
 - Shared Socioeconomic Data
 - Focused Transit Survey Questions
 - Prioritized Corridor Investments where Transit Operates

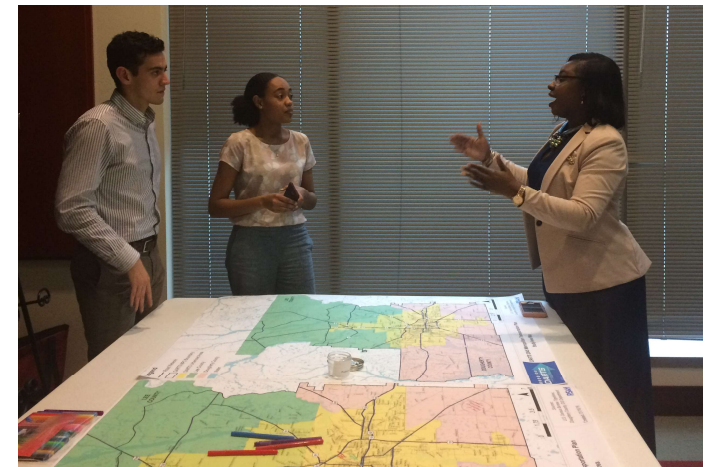


Regional Transportation Planning

If you rarely bike, walk, or use public transit, please choose all the reasons that apply.

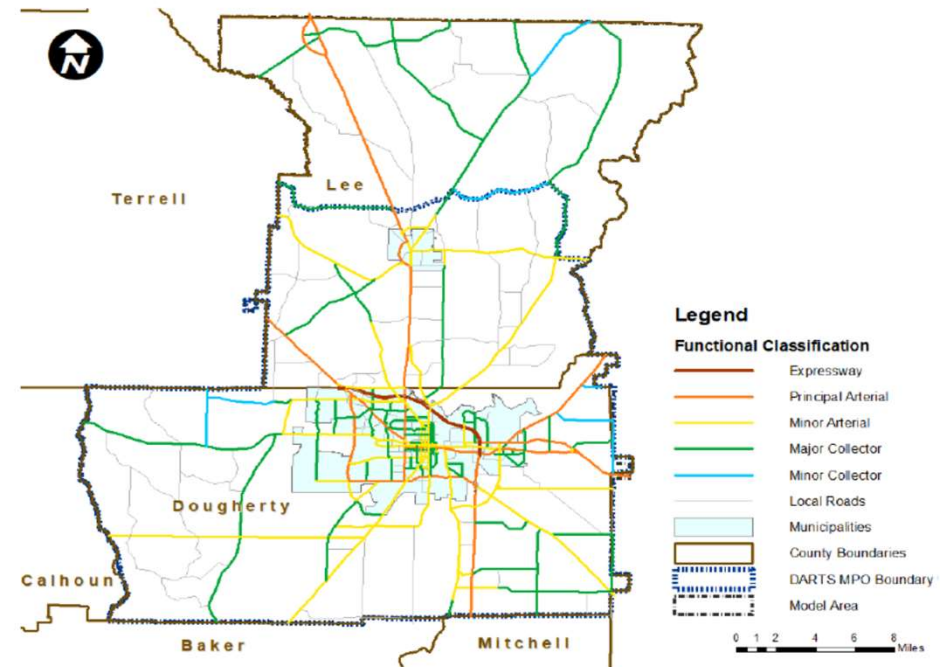


	Bike	Walk	Public Transit
■ Lack of facilities	20.71%	11.79%	38.33%
■ Lack of connections	12.12%	9.74%	34.44%
■ Distance of trip	58.59%	64.10%	18.89%
■ Climate	29.29%	35.90%	8.33%
■ Safety/Security	46.97%	40.51%	31.11%
■ Travel Time	46.97%	46.15%	41.67%



Informed Planning Approach

- Transit Oriented Development
- Bus Rapid Transit / BRT Light
- Technology and Infrastructure Investments
- Leveraging Roadway Enhancements
- Looking to the Future





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THANK YOU!



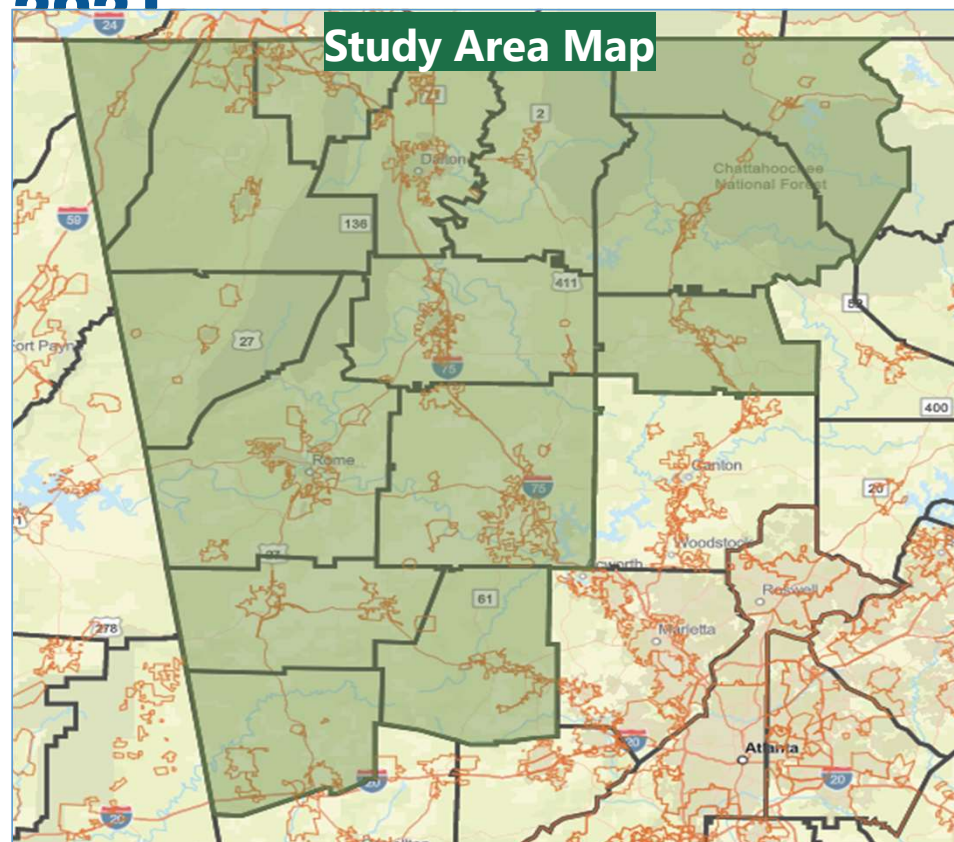
Northwest Georgia Regional Commission

Regional Transit Study Plan - 2021



Regional Transit Study Plan - 2021

- **Owner(s):** Northwest Georgia Regional Commission / Council
- **Partner(s):** GDOT, FTA, Study Area counties, Region MPO's, Transit Providers, THRIVE
- **End Date:** Est. ~ 2021
- **Website:** No...in the works
- **Key Contact(s):** Joseph Davidson, NWGRC Transportation Planner



Historic context

- Has the agency completed a Transit Development Plan before? **While the NWGRC has completed numerous Transit Development Plans before in the past, we have not yet produced a Regional Transit Study.**
- If yes, when was the last time the plan was updated? **N/A**
- How was this study funded? **5304, NWGRC Council**
- When do you anticipate updating this plan? **N/A**



Goals

Goal 1: Evaluate Region-Wide Operation

Goal 2: Evaluate Merger of Rural/DHS Trips

Goal 3: Evaluate Methods of Operation

Goal 4: Evaluate Budget For Levels of Operation

Objectives

Objective 1: Produce Regional Transit Study Plan

Objective 2: Produce Documented Projections of Proposed Consolidation of Funding Sources

Objective 3: Produce Stand-Alone Operations Evaluation Comparison Report

Objective 4: Produce Stand-Alone Cost Analysis as RTSP Component

Key Coordination Opportunities and Activities

- Metropolitan Planning Organization?

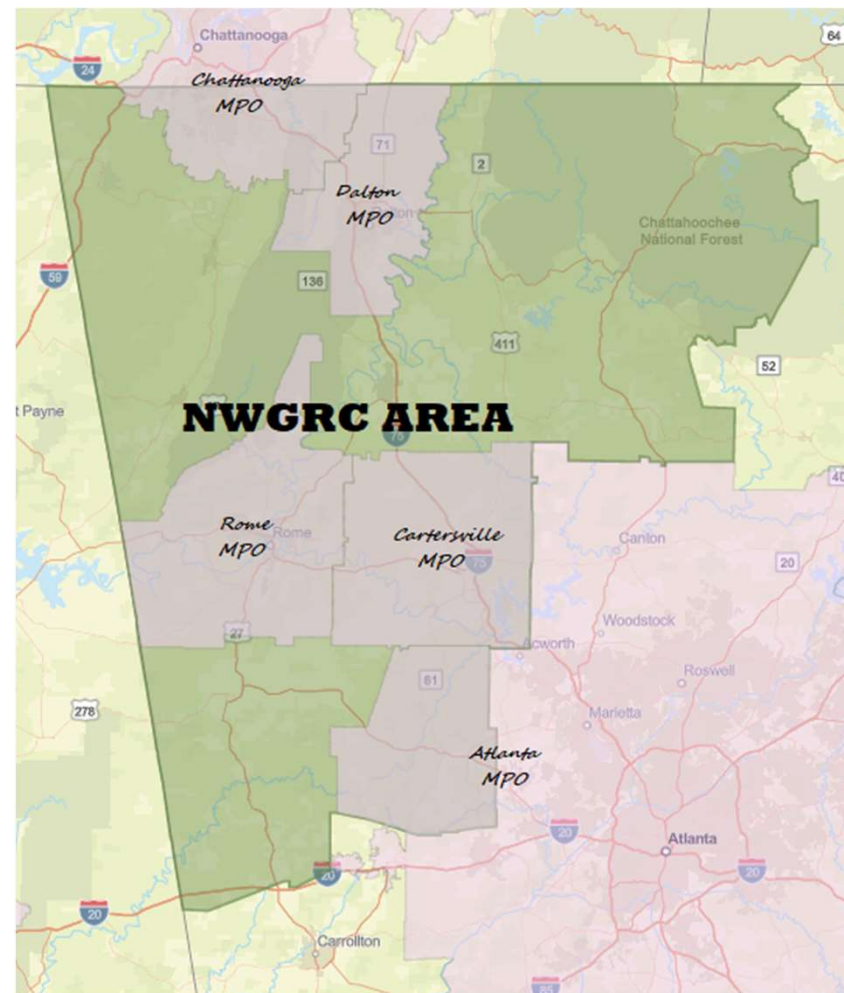
Yes, in coordination with our current schedule of attending the MPO's planning committee meetings, we will be reaching out to the transit managers/operators within each MPO.

- Stakeholder Outreach?

Yes, we will begin an active campaign to enlist the input of any of the local community groups whose primary purpose is transit/transportation, senior/elderly care, disabled care/issues, and any others whose purpose would align with the advancement of transit throughout the region.

- Public Involvement?

Yes, we will be operating and maintaining a website committed to the fulfillment of this plan, as well as scheduling public meetings/open house information sessions for the purposes of public input with various organizations/groups throughout the region.

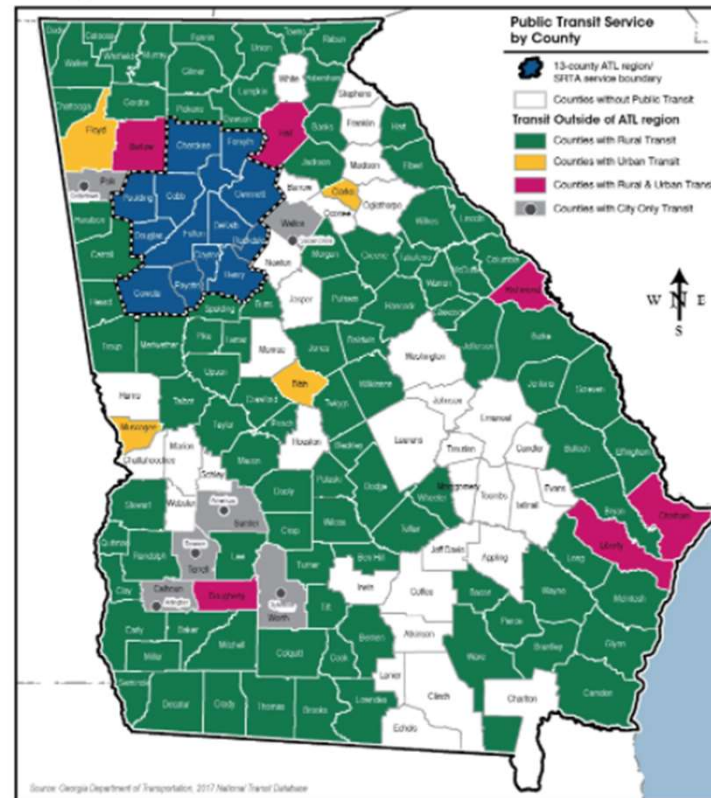


Implementation / Actions / Next steps

- Short-term related questions that you hope to answer?
 - **Discovering both public & private sentiment concerning the prospect of regional transit service**
 - **Exploring cost-saving possibilities for transit operations throughout the region**
 - **Establishing a clearer path for the operation of regional transit for our regional entities**

- Mid to long-term related questions that you hope to answer?
 - **Exploring the possibilities of expansion of services, and especially how this could translate into further economic opportunities for the entities of our region**

Georgia's public transit systems provide more than 144 million trips each year using demand-response, fixed-route bus, paratransit, rail, vanpool, express bus, micro-transit, and ferry service.





Rome Transit Department

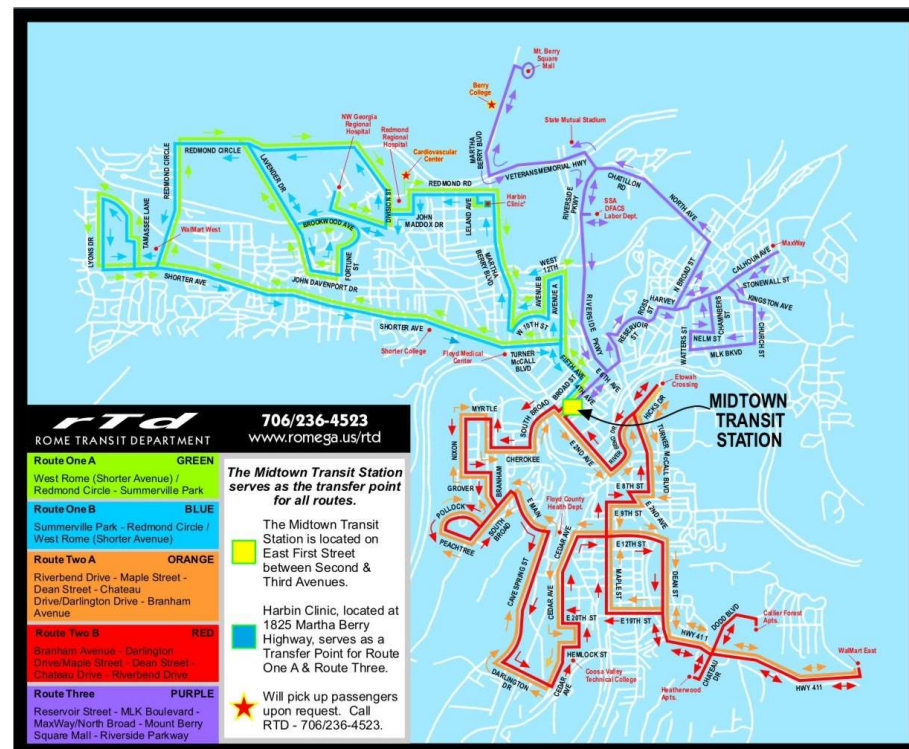
Transit Development Plan

September 2, 2020



Transit Development Plan

- **Owner(s):** Rome Transit Department
- **Partner(s):** Rome/Floyd MPO Staff
- **End Date:** TBD
- **Website:** N/A
- **Key Contact(s):** Kathy Shealy - kshealy@rome.ga.us
Kayla Schaaf - kschaaf@rome.ga.us



Historic context

- Has the agency completed a Transit Development Plan before?
 - September, 2003 Day Wilburn Associates, Inc. completed a plan
 - Internally in 2012
- How was this study funded?
 - 5303 Transit Planning Grant
- When do you anticipate updating this plan?
 - Currently working with Moore and Associates to complete a TDP

Goals

The goal of a Transit Development Plan (TDP) is to identify recommendations for policy, operational, marketing and outreach, financial, and capital improvements for the City of Rome's public transit program. These strategies were crafted based on community input, discussion with City and GDOT staff, and the consultant's professional experience

Objectives

Objective 1 - *Operations*

Objective 2 - *Marketing/Promotions*

Objective 3 - *Administrative*

Objective 4 - *Capital/Infrastructure*

Key Coordination Opportunities and Activities

- Metropolitan Planning Organization?

RTD and the MPO staff worked closely with each other and the consultants throughout the TDP process.

- Stakeholder Outreach?

RTD and MPO staff worked together to create a stakeholder outreach list. Stakeholders included local representatives from educational, healthcare, social service, and community organizations. Also, the MPO's transportation committees were included in all outreach sessions as well.

- Public Involvement?

A series of five community stakeholder roundtables were hosted at City Hall. Moore & Associates provided an overview of the TDP goals, process, and anticipated benefits. We also summarized the initial results of the various surveys, and provided survey links and printed copies for each attendee to share with its respective members/clients, employees, etc.



Implementation Plan/Next Steps

Category	Recommendation	Financial Impact	Priority/Timeframe	Pre-requisites
Administrative	#5: Revise organizational structure – Succession planning	Varies	High/ within 12-24 months	Complete Phase I restructuring
Marketing/Promotion	#12: Create real-time predictive arrival app	AVL: \$55,000 App: Depends upon vendor	Medium/ 18-24 months	Secure funding for AVL equipment and app development and deployment
Administrative	#5: Revise organizational structure – Phase II	Varies	High/ within 2-5 years	Complete Phase I restructuring

Category	Recommendation	Financial Impact	Priority/Timeframe	Pre-requisites
Operations	#1: Improve on-time performance	Varies	High/ within 6 months	Conduct route-proving of recommended route changes; develop driver relief policy; update route maps and service schedules
Marketing/Promotion	#9: Prepare and implement Marketing Plan	Marketing Plan: \$10,000-\$15,000 Marketing Budget: \$26,000-\$79,000 annually	High/ 3-9 months	Marketing Plan: none Marketing Budget: complete Marketing Plan
Marketing/Promotion	#10: Redesign service information materials	Design: \$3,000-\$5,000 Printing: varies	High/ within 6 months	Determine route and schedule changes to improve on-time performance
Marketing/Promotion	#11: Redesign the City's website	Depends upon designer and scope of website	High/ 6-9 months	None
Administrative	#5: Revise organizational structure – Phase I	Varies	High/ within 12 months	None
Operations	#2: Increase service frequency during weekday peak periods	\$655,860 annually	Medium/ 6-12 months	Improve on-time performance; ridership has rebounded from COVID-19
Operations	#3: Introduce trial weekday service to Lindale	\$15,628 for 90-day trial	Medium/ 6-12 months	Improve on-time performance; ridership has rebounded from COVID-19
Capital/Infrastructure	#13: Improve bus stops (signage, benches, shelters, lighting, etc.)	Depends on contracted amount and/or in-house staff labor rates	Medium-high/ 6-12 months	None
Administrative	#6: Develop partnership with local colleges to include service subsidy, sale of bulk fare media, and more direct service to campus	Administrative costs \$1,929/week for Georgia Highlands Route	Medium/ 12-15 months (2021-2022 school year)	Return to on-campus learning; negotiation with colleges regarding contributions; design of Georgia Highlands College route
Marketing/Promotion	#8: Rebrand transit service	Phase 1: \$16,000 - \$39,000 Phase 2: Varies	Medium-high/ 12-18 months	Improve on-time performance
Operations	#4: Develop trial program for TNC ride subsidy (weekday evenings and/or Saturday)	\$10,000 for 90-day trial	Medium/ 12-18 months	General return to normal activities; sufficient Lyft/Uber capacity available
Administrative	#7: Develop bus stop "adoption"/ sponsorship program	Administrative costs	Medium/ 12-18 months	Development of bus stop improvement plan



Rome Transit Department

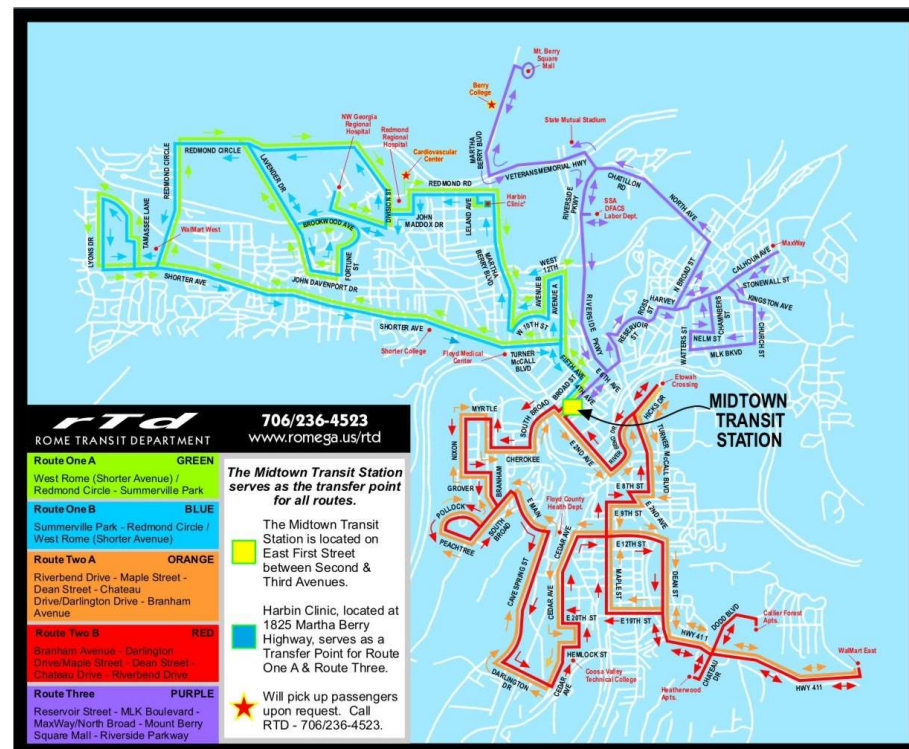
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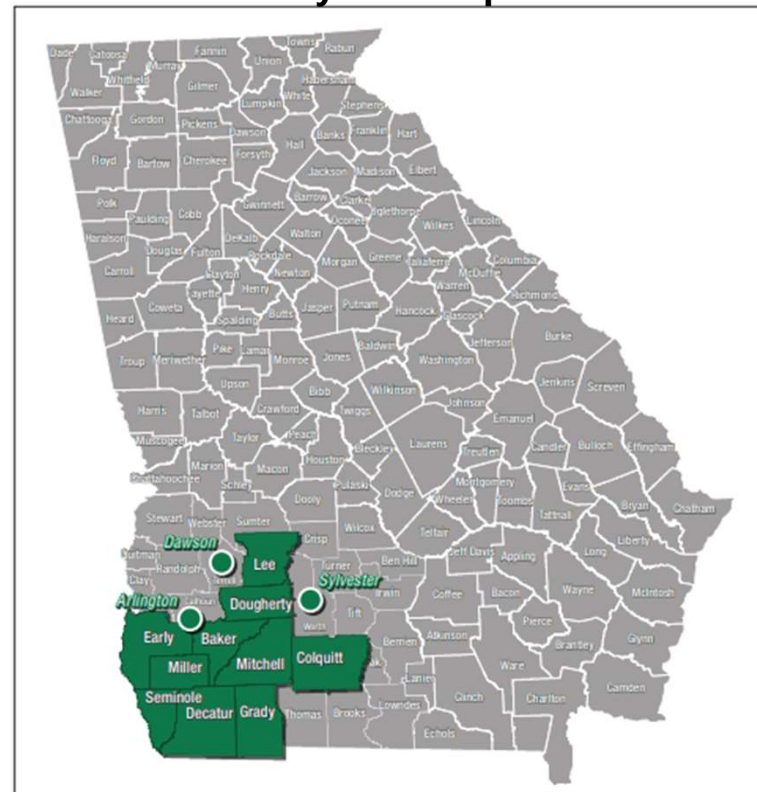
Southwest Georgia Regional Commission (Region 10)

Southwest Georgia Regional Transit Plan, September 2020

Southwest Georgia Regional Transit Plan, September 2020

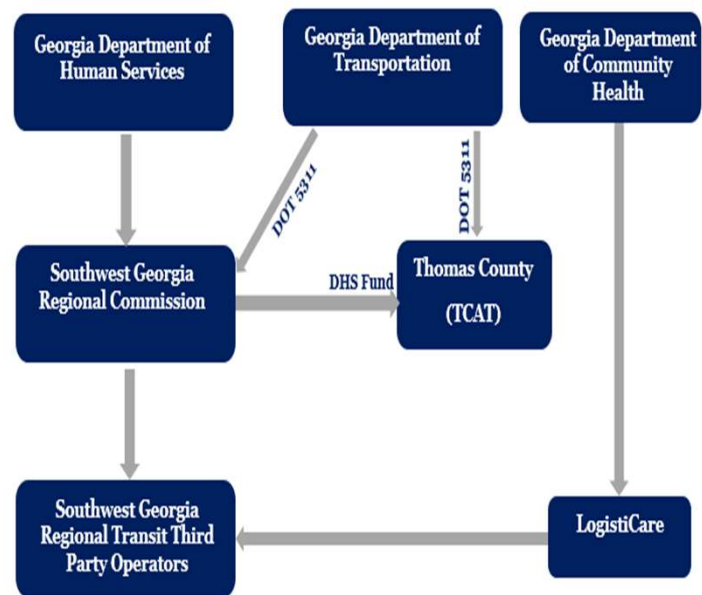
- **Owner(s):** Managed by Southwest Georgia Regional Commission
- **Partner(s):** GDOT; DHS; GDCH
- **End Date:** September 2020
- **Website:** Yes. <http://www.swgrc.org/regional-transit/>
- **Key Contact(s):** Suzanne Angell (Executive Director)

Study Area Map



Historic context

- In 2003, the GDOT contracted with Southwest Georgia Regional Commission to provide transportation in Region 10.
- The first Southwest Georgia Regional Transit Plan was recently created in September 2020 and anticipating to be updated every four years.
- How was this study funded?
 - Georgia Department of Transportation
 - Southwest Georgia Regional Commission



Goals

The overall goal is to:

Develop a well-coordinated regional transit plan that will assess the existing regional transit services, identify issues facing transit services, identify current and future needs in the region, and determine how the needs can be met.

Objectives

- **Objective 1:** Strengthen the region's economic vitality by providing a diverse workforce, sustainable and other service users a quality transit experience.
- **Objective 2:** Promote the use of transit service and alternative modes of transportation
- **Objective 3:** Provide a designated medical rural transit service for Southwest Georgia Region 10.

Key Coordination Opportunities and Activities

- Metropolitan Planning Organization? **No. However, existing metropolitan transit plan information were used to identify issues, needs and plan implementation.**
- Stakeholder Outreach? **Yes, helped to identify issues and needs**
 - **Stakeholders include: Rep. Police Dept.; Hospital Health Workers; Rep. from Cities and Counties; Rep. from School System, Rep. from Health Dept. etc.**
- Public Involvement? **Yes,**
 - **Focus group meetings (Four Locations)**
 - **Surveys**
 - **Social Media and City and County Websites**



Implementation Actions / Next steps

- Short-term recommendations:
 - **Introduction of bus cards and automated payment system for riders to increase users and revenue.**
 - **Publicity awareness of transit service in the region. The estimated cost for this is 2% of the operating budget.**
- Long term recommendations
 - **Introduction of alternative vehicles.**
 - **Establishment of intra and inter medical transit vehicles.**

