Comprehensive Operations Analysis (COA)

Toledo Area Regional Transit Authority (TARTA)

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Today’s Agenda

• TARTA COA
  – What led to the COA?
  – What is a COA? What results will it produce?
  – When will it be concluded?
  – When might operations change?
• Input to COA
  – Input to date-public meetings, focus groups, other
  – Participant comments-suggestions for improvement (in addition to previous forum ideas)
Comprehensive Operations Analysis

- Prompted by results of regional transit study, Mayors’ Forums, changing region
- Thorough analysis and restructuring of TARTA’s transit services
- The Result: year-by-year plan for changes to TARTA service over the next ten years
- Opportunity to remake TARTA to fit the transportation needs of today and tomorrow
Key Components of COA

- Public and Stakeholder Involvement
- Market Analysis
- Service Delivery Alternatives
- Evaluation of Plan Alternatives
- Plan and Recommendations
Public and Stakeholder Involvement

- Public Meetings
- Stakeholder Meetings
- Rider Outreach Events
- Surveys
Market Analysis

- Regional Transit Study
- Current Ridership Data
- Public Involvement Results
- Demographic Analysis
- Ridership Estimates
Market Analysis

- Transit Ridership is Growing
- The region is changing
  - Aging population
  - Outward Movement
- Suggests changes in fixed route and service innovations
Market Analysis

• Paratransit (TARPS) demand is growing
• Local Funding Issues
• Inability to reach some areas using transit
Service Delivery Alternatives

• Multi-Hub Service
  – Core fixed route service
  – Feeder Services—fixed and flexible
• Circulator routes in additional locations
• Route or point-deviation services
• Community Transportation
• Opportunities for cross-town (including suburb-to-suburb) services
• Increased interlining
• Employer-subsidized services (Difficult with charter regulations)
Service Delivery Alternatives

TARTA now offers three new weekday express routes connecting Sylvania, Maumee, and Perrysburg.

CLICK FOR MORE INFORMATION

- 45X Sylvania–Maumee Arrowhead Express
- 46X Sylvania–O–I Campus/Levis Commons Express
- 47X Perrysburg–Maumee Arrowhead Express

We’ll get you to the game and home safe!
Multiple transit hubs

- Multiple hubs - University of Toledo, Westfield Franklin Park, others
- Neighborhood-based
- Feeder service
- High frequency connections between hubs
- Interconnection point for multiple call-a-ride routes
Alternatives Development and Evaluation

- Responsive to community needs
- Tradeoffs between conflicting needs and desires
  - Trade-offs between fundamental needs of those with mobility limitations versus “the new riders”
Alternatives Development and Evaluation

• Positioning TARTA for longer term developments
  – System expansion
  – New facilities, Bus Rapid Transit, etc.
• Stability-of service, of finances
Alternatives Development and Evaluation

- Three Service/System Alternatives
- Possible Examples
  - Expanded through-routing and crosstown routes
  - Multi-hub system
  - County- or region-wide system
- Increase efficiency, effectiveness
- Meet project goals
- Long term development consistency
Financial Plan

• Four financial scenarios
• Takes into account changes in
  – Tax type and revenue potential
  – Fuel costs
  – Fare policy
• Sensitivity analysis
• Explores potential for alternative funding ideas
Service and Fleet Plan

- Evaluation of Alternatives
- Two or more alternative system plans based on financial strategies
- Developed collaboratively, using elements of previous alternatives
- Fleet plan will recommend fleet size, mix of vehicle types
- Will take into account capacity, life cycle, community needs
Implementation and Financial Plan

• 10 year, year-by-year plan
• Includes fleet, facilities, service operations
• Two alternative financial scenarios
• Integrated with agency’s financial reporting processes
Project Schedule

- Public and Stakeholder Input: October-November
- Market Analysis: November
- Development of System Alternatives: December
- Preliminary Recommendations: January
- Project Completion: March
- Service Changes: Spring-Summer 2008
What We’ve Heard

• Regional Transit Study (2003-2004)
  – Access to jobs, shopping in locations outside TARTA jurisdiction
  • Oregon
  • Springfield Township
  • Perrysburg Township
  • Monclova Township
What We’ve Heard

• Regional Transit Study (2003-2004)
  – Need for funding to allow for regional transit
  – Longer service hours, evenings, weekends
  – Need for growth of TARPS Service
What We’ve Heard

• Previous Mayors’ Forums
  – More direct/crosstown routes
  – Need for smaller vehicles
  – Safety on buses and bus wrap issue
  – Improved customer information
  – Need for survey of customer needs
  – Services for elderly, disabled
  – Services to growing employment centers
  – Funding issues
What We’ve Heard

• COA Public Meetings (2008)
  – Service cuts, problems with service
  – Specific recommendations for service changes
  – Requests to keep and expand service, extend to new locations
  – Praise for individual drivers and staff
  – Praise for dial-a-ride service
  – Questioning TARTA’s ability to change
What We’ve Heard

• COA Stakeholder Interviews (2008)
  – Acknowledgement of growing need for transit, improved regional coverage
  – Praise for dial-a-ride service
  – Specific changes to service (connection of call-a-ride service, route extensions)
  – Interest in funding alternatives
  – Complaints about community inability to “opt out”
Your Suggestions

• Focus is on specific route and service improvements