



Transit System Review Bus Network Scenarios

MORPC Commission and Transportation Policy Committee – April 10, 2014



In association with:
**OpTrans, Jarrett Walker + Associates, E-Squared Engineering, and
Burton Planning Services**

- **Purpose:**

The Transit System Review's intent is to improve the effectiveness and continued expansion of COTA's bus network, downtown operations, and technologies to meet the needs of growing and changing land uses in the central Ohio region.

The recommendations will be constrained by COTA's current funding levels.

The TSR is being developed by consultants led by IBI Group who have assessed current service and regional characteristics, and are soliciting input from COTA's customers, community leaders and other stakeholders.

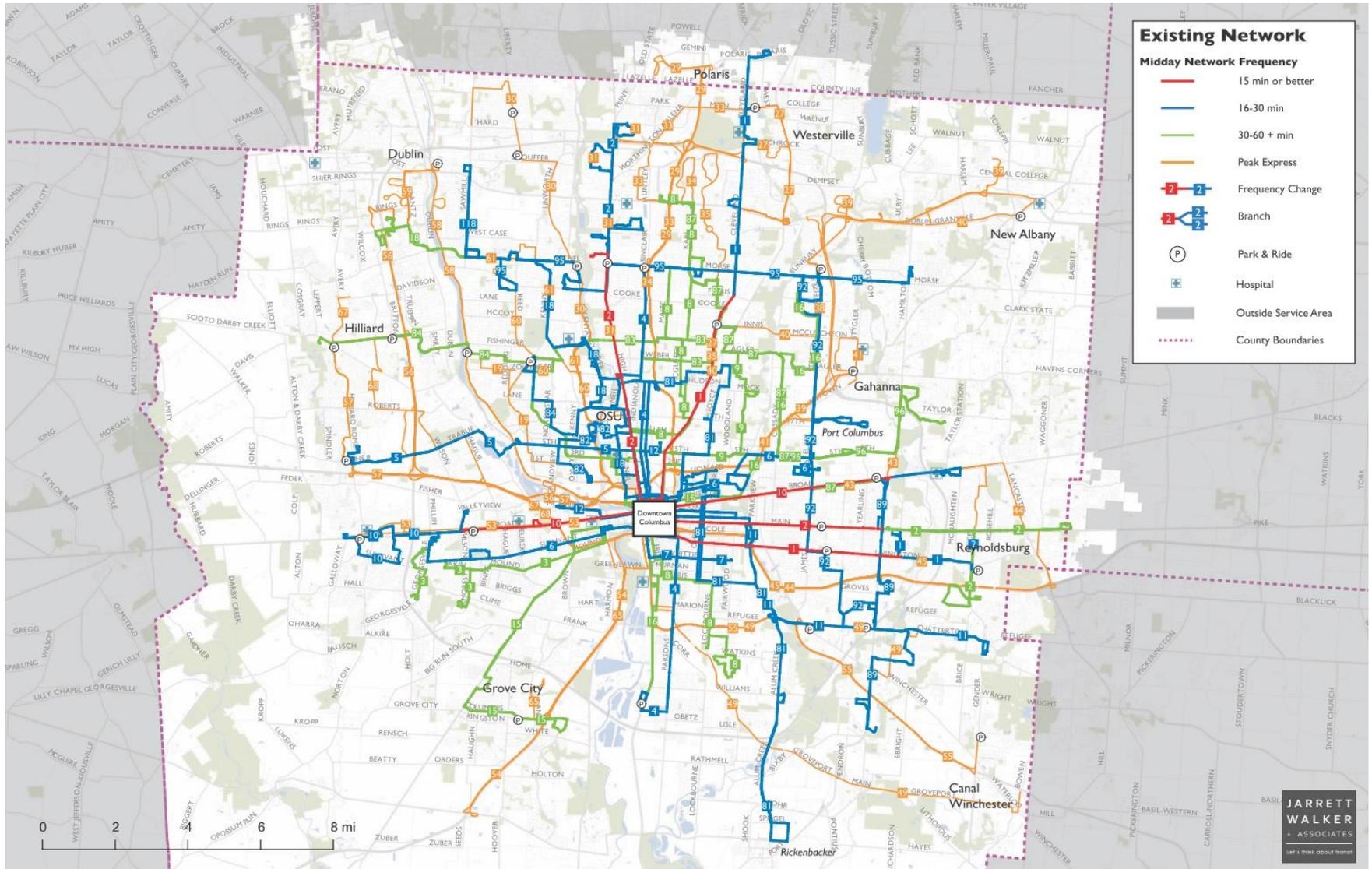
- **TSR Outcome:**
 - Bus Network Plan
 - Downtown Operations Plan
 - Technology Investment Plan
 - Implementation Plan

Study Timeline

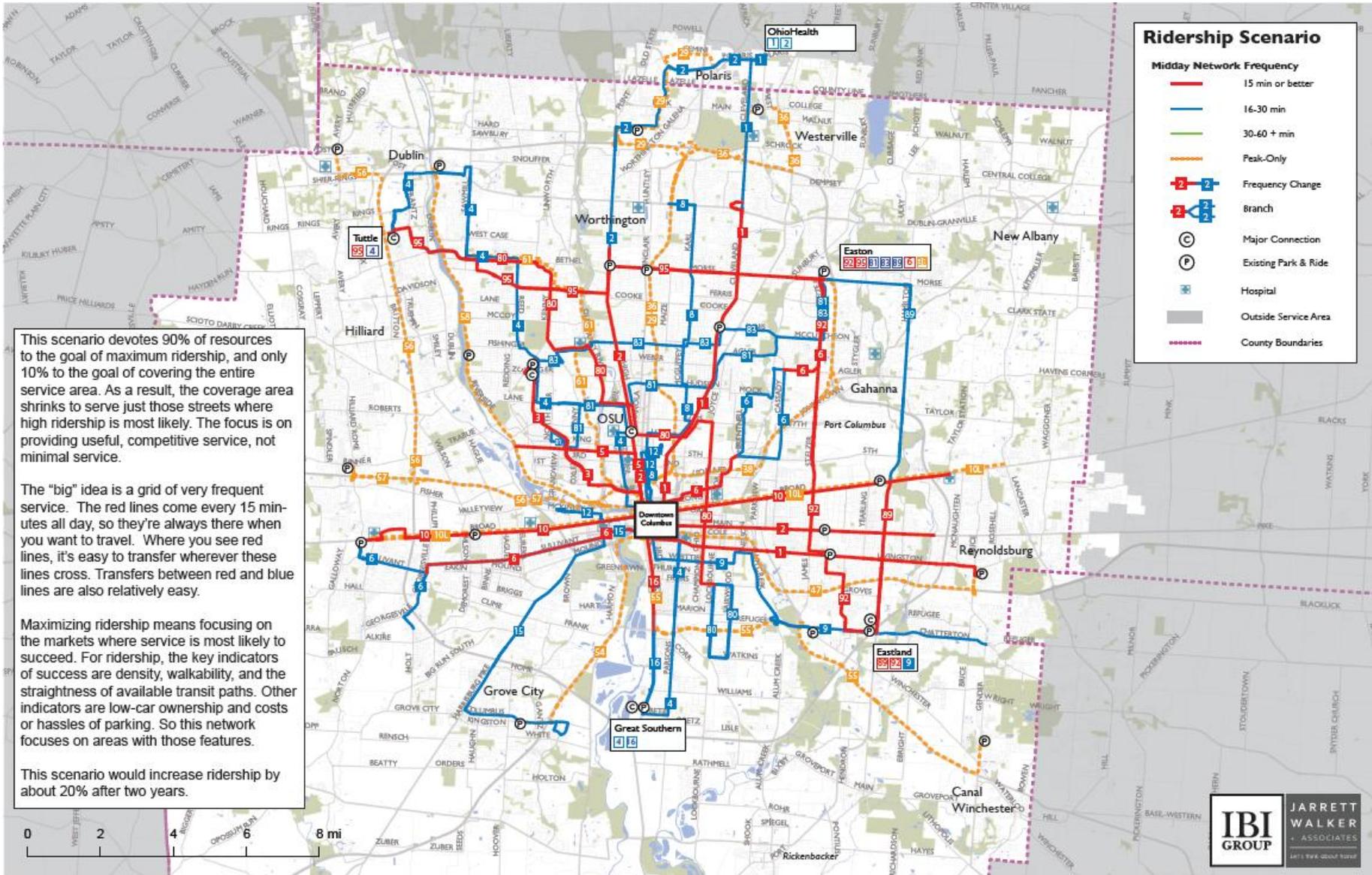
- Transit Advisory Committee (TAC) meeting January 13th
- Focus Group meetings January 21st and 22nd
- Develop three bus network scenarios
- TAC and Public meetings March 17th to 20th
- Board workshop end April
- In May develop final draft proposed service network and downtown operations plan
- May/June another round of public meetings
- Final plan presented to COTA Board of Trustees June/July
- September - Final report completed
- 2015 – 2017 - Implement Plan (timeframe depends on number of changes)

- **Key Question:** How should COTA invest its resources in its bus network within available funding?
- **Consultants developed three bus network scenarios to illustrate possible ways to invest in service:**
 - ***Ridership:*** Maximize ridership through frequent service in areas favorable to transit.
 - ***Coverage:*** Provide some level of service to as many people possible by spreading service throughout the region.
 - ***Midpoint:*** Combination of Ridership and Coverage Scenarios

Existing System



Ridership Scenario 90% / 10%



- **90% service is targeted to high ridership**
- **10% service is devoted for coverage**
- **Compared to existing bus network:**
 - Increased ridership - approximately 20% after two years
 - Focus on high-ridership areas
 - More lines with 15 minute or better frequency but fewer lines overall
 - More residents have access to service with 15 minute or better frequency
 - Fewer residents have access to any type of service
 - Reduces number of buses
 - Better connections to jobs in denser, urban areas
 - Fewer connections to jobs in suburban areas
 - Reduce transfers and number buses in downtown

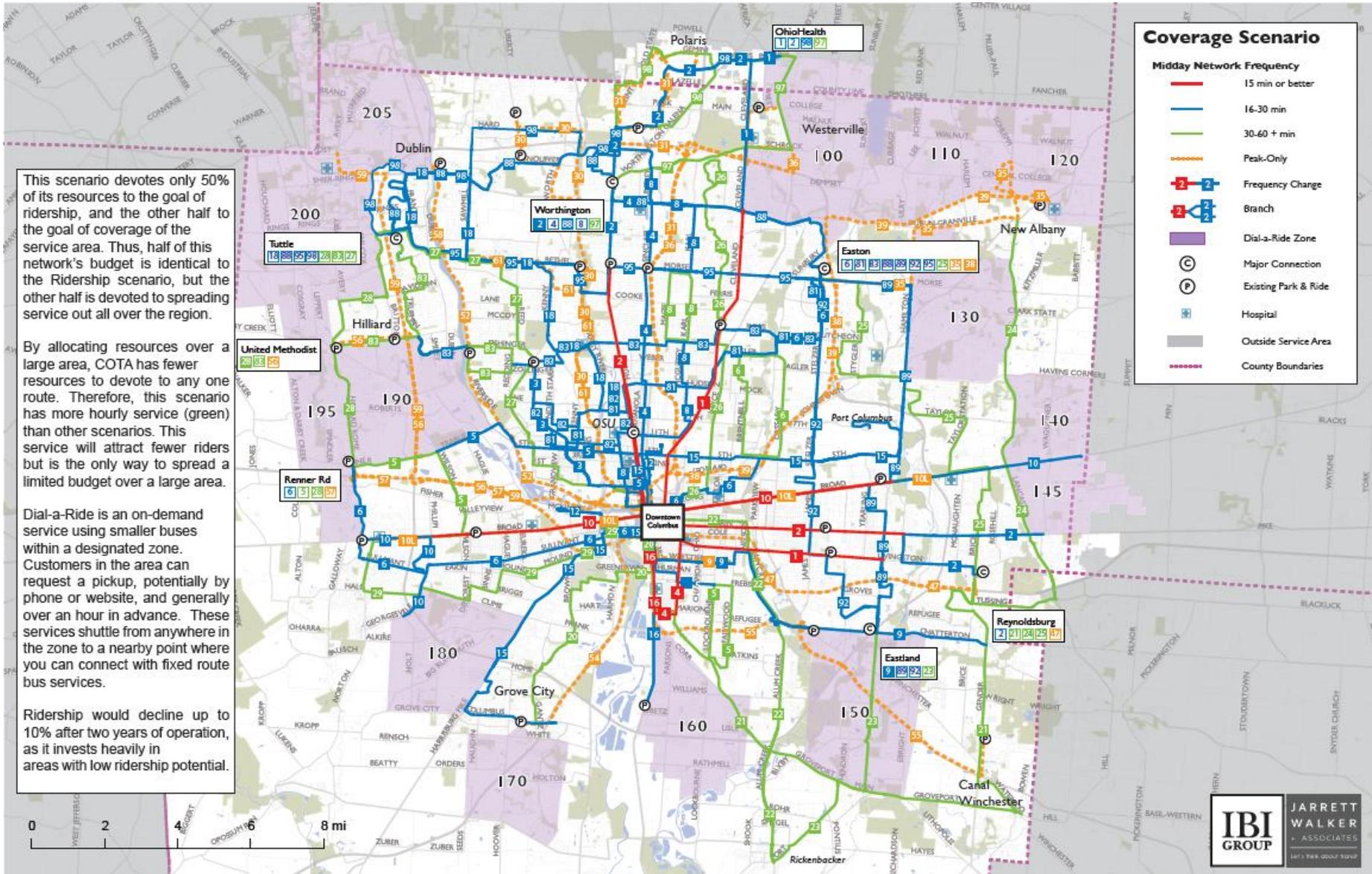
Coverage Scenario 50% / 50%

This scenario devotes only 50% of its resources to the goal of ridership, and the other half to the goal of coverage of the service area. Thus, half of this network's budget is identical to the Ridership scenario, but the other half is devoted to spreading service out all over the region.

By allocating resources over a large area, COTA has fewer resources to devote to any one route. Therefore, this scenario has more hourly service (green) than other scenarios. This service will attract fewer riders but is the only way to spread a limited budget over a large area.

Dial-a-Ride is an on-demand service using smaller buses within a designated zone. Customers in the area can request a pickup, potentially by phone or website, and generally over an hour in advance. These services shuttle from anywhere in the zone to a nearby point where you can connect with fixed route bus services.

Ridership would decline up to 10% after two years of operation, as it invests heavily in areas with low ridership potential.



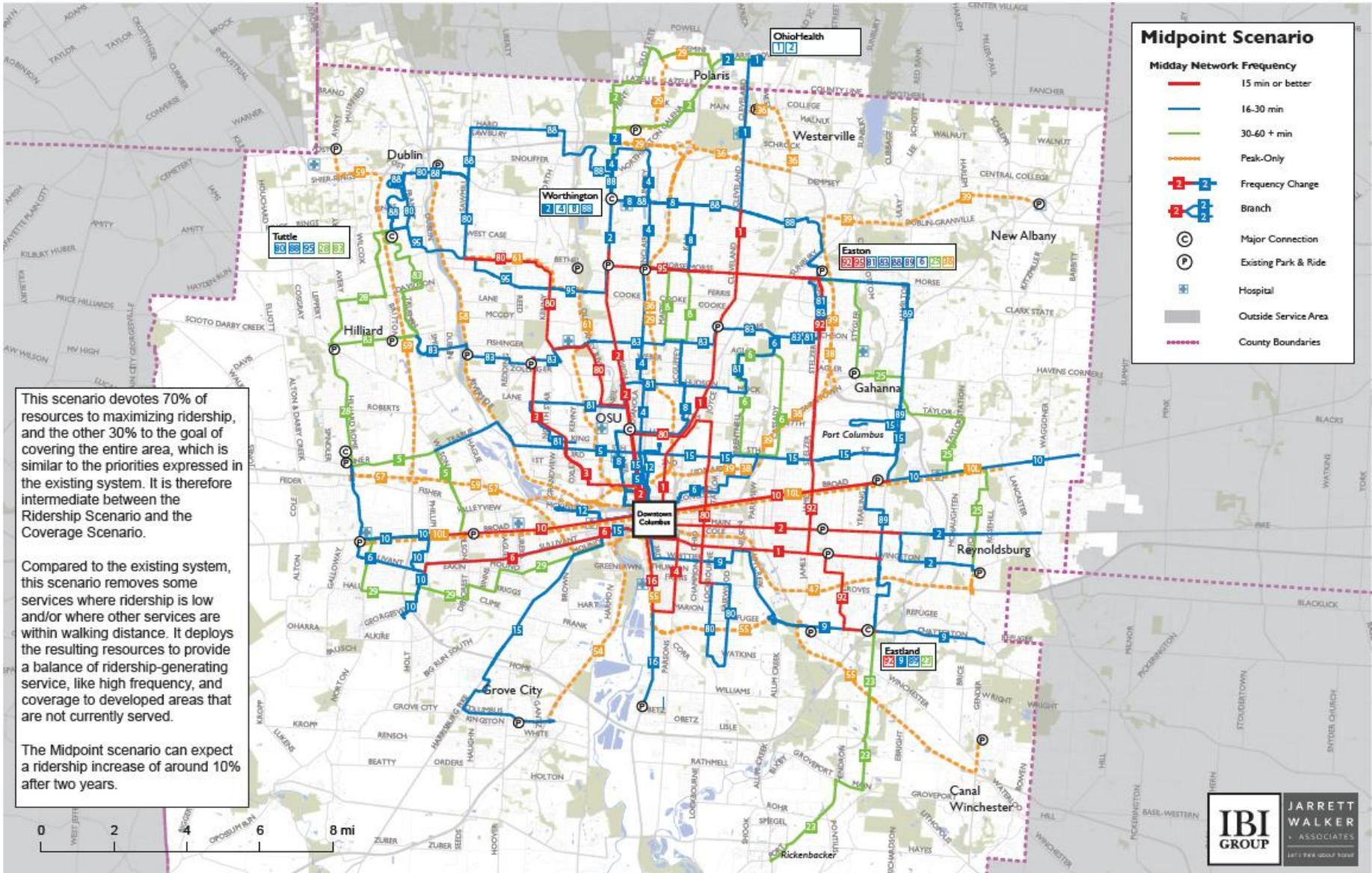
Coverage Scenario

Midday Network Frequency

- 15 min or better
- 16-30 min
- 30-60 + min
- - - Peak-Only
- — Frequency Change
- — Branch
- Dial-a-Ride Zone
- C Major Connection
- P Existing Park & Ride
- H Hospital
- Outside Service Area
- County Boundaries

- **50% service is targeted to high ridership**
- **50% service is devoted for coverage**
- **Compared to existing bus network:**
 - Decreases ridership - approximately 10%
 - Focuses on reaching more people in suburban areas
 - More residents have access to some service (15 to 60 minute)
 - Fewer residents have access to good service (15 minute or better frequency)
 - More lines overall but fewer lines with good frequency
 - Increases number of buses
 - Increase connections to jobs in suburban areas but with 30 minute or 60 minute frequency
 - Increases number of buses in downtown

Midpoint Scenario 70% / 30%



- **Similar to the existing COTA network**
- **70% service is targeted to high ridership**
- **30% service is devoted for coverage**
- **Compared to existing bus network:**
 - Increased ridership (approximately 10% after two years)
 - Focus on providing most service in high-ridership areas and some service to other areas
 - Decreases number of buses marginally
 - Similar number of residents who have access to transit
 - Similar number of people with access to jobs
 - Decreases number of transfers and buses in downtown
 - Redistributing some lower productive service into higher productive areas
 - Fewer express lines and park and rides in suburbs

- How should COTA focus its resources? Where?
 - On ridership or on coverage or somewhere in between?
 - What areas should COTA be serving?

Tell us what you think!