



Comprehensive Operations Analysis (COA)

Toledo Area Regional Transit Authority (TARTA)



NELSON DEVELOPMENT

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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

RELIEF FOR YOUR PAINS AT THE PUMP!

Introducing the all-new 'Burb-to-'Burb Express.

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



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Harvesting Energy Independence in Ohio

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TARTA invites you to B.Y.O.W. (Bring Your Own Wheels)



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and home safe!**



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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