



POCATELLO REGIONAL TRANSIT MASTER TRANSIT PLAN SERVICE EVALUATION

October 2017



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Introduction

Bannock Transportation Planning Organization’s *Master Transit Plan* is a transit system study that seeks to identify how Pocatello Regional Transit (PRT) can better serve the Pocatello region both today and in the future. The study will provide a roadmap for delivering transit services in the Pocatello Region based on existing and future market conditions, customer needs and expectations, transit service and network performance, and stakeholder input. Recommendations will be focused on using best practice transit strategies to address short-term and long-term mobility needs within the Agency’s current and potential financial capacity.

The Service Evaluation is a key component of the PRT Transit Master Plan. The following analysis provides a data-driven understanding of both the system’s design and its performance. This analysis will be used to identify how well existing services are meeting the needs of the community and will inform future recommendations and system improvement decisions. While PRT provides services to the greater Pocatello region and counties beyond Bannock, the focus of this analysis is on the fixed-route services within the Cities of Pocatello and Chubbuck. Data used in this service analysis was provided by Pocatello Regional Transit and was derived from 100% Passenger Counts and Automated Vehicle Location (AVL) reports.

System and Service Overview

The Pocatello Regional Transit Authority (PRT) provides transit service to the Pocatello and Chubbuck communities in the Southeast Idaho Region, covering 27 square miles and a population of 81,730¹. PRT operates the following services:

- Five year-round fixed-route services within the boundaries of Pocatello and Chubbuck
- Three school Tripper routes
- Two Idaho State University (ISU) campus circulators
- Two regional commuter lines
- Door-to-Door service, including Paratransit, Senior Transportation, and Rural Transportation

Historical Context

The Pocatello Regional Transit system originates from services first established by the private non-profit South-Eastern Idaho Community Action Agency (SEICAA) in 1972. Known as the “Tello” bus, this one-bus system provided limited door-to-door service for senior citizens in Pocatello and some areas of Bannock County. By the early 1980s, the system had been renamed Pocatello Urban Transit (PUT) and had expanded to include both door-to-door services for persons with disabilities, regardless of age, and a looping fixed route service for the general public.

Around this time Pocatello gained classification as a small urbanized area due to its growing population, which made it eligible to receive federal Urban Mass Transportation Administration (UMTA) funds.

¹ NTD 2015: <http://www.ftis.org/iNTD-Urban/Reports.aspx>

However, as a private entity, SEICAA was not authorized to receive these federal grant funds. As a result, the City of Pocatello took over both the administration and operation of the transit system in 1982.

With the new UMTA funds, the City was able to expand fixed route operations, provide rural services, and operate Idaho State University campus circulators. To reflect these expanded services, the system name was changed to Pocatello Regional Transit (PRT). Today, PRT continues to operate fixed-route services, campus circulators, and rural door-to-door services, as well as paratransit, senior, and commuter services.

Existing Services

The following section provides an overview of the services PRT currently operates. This includes local fixed routes, commuter services, and door-to-door services.

Fixed Routes

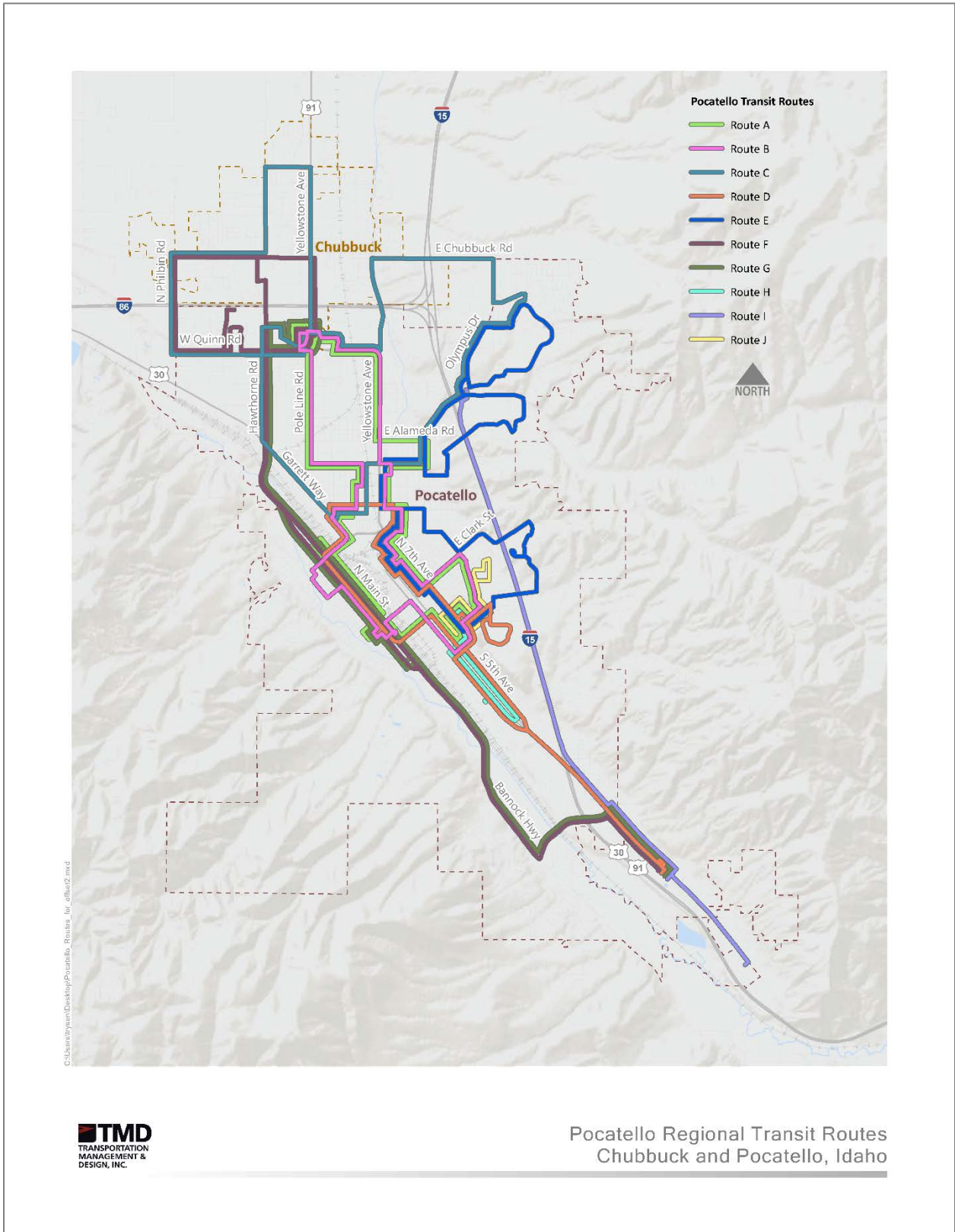
The PRT fixed-route system includes five year-round routes and five school-year only routes, for a total of ten fixed routes. Of the five year-round routes, two operate Monday-Saturday (Routes A and B), and three operate Monday-Friday (Routes C, D, E). No fixed route service is provided on Sundays. The year-round routes operate headways of 60 minutes, while the campus circulators operate every 10-15 minutes, and the school-based routes provide specific trips during school commute hours. Table 1 and Map 1 provide an overview of PRT’s fixed-route services.

TABLE 1: POCATELLO REGIONAL TRANSIT FIXED-ROUTES

Route	Service Type	Description	Service Span	Service Frequency
Route A	Fixed Route	Downtown - Pine Ridge Mall - Pocatello Square - East Side - ISU	6:13am – 6:13pm (M-F)	Every 60 minutes
			9:13am – 5:13pm (Sat)	
Route B	Fixed Route	ISU - East Side - Pocatello Square - Pine Ridge Mall - Downtown	6:40am – 6:40pm (M-F)	Every 60 minutes
			9:40am – 5:40pm (Sat)	
Route C	Fixed Route	Westwood Mall – Pine Ridge Mall – Chubbuck - Highland High school	7:11am to 6:00pm (M-F)	Every 60 minutes
			No Sat Service	
Route D	Fixed Route	PRT Transit Center – ISU – Downtown - Westwood Mall - Bannock County Sheriff's Dept.	7:31am – 6:31pm (M-F)	Every 60 minutes
			No Sat Service	
Route D (Summer)	Fixed Route	PRT Transit Center – ISU – Downtown – Westwood Mall – Ross Park Aquatic Complex	7:31am – 6:31pm (M-F)	Every 60 minutes
			No Sat Service	
Route E	Fixed Route	ISU – Highland High School - East Side - Portneuf Medical Center	6:40am – 6:18pm (M-F)	Every 60 minutes
			No Sat Service	

Route	Service Type	Description	Service Span	Service Frequency
Route F	School Tripper Route	PRT Transit Center - Bannock Hwy - Downtown - Pine Ridge Mall - Connor Academy - Gem Prep School	7:10am to 8:30am (M-F)	One AM Trip, One PM Trip
			2:25pm to 3:45pm (M-F)	
Route G	School Tripper Route	PRT Transit Center - Bannock Hwy - Downtown - Pine Ridge Mall - Pocatello Charter School	3:15pm to 4:00pm (M, Tu, Th, F)	One Trip
			12:15pm to 1:10pm (Wed Only)	
Route H	ISU Campus Circulator	Bengal Creek – ISU Student Union - ISU Health Center - ISU Library	7:15am to 5:15pm (M-F)	Every 15 minutes
			No Sat Service	
Route I	School Tripper Route	PRT Transit Center - Century High School - East Side - Pine Ridge Mall	7:00am to 8:18am (M-F)	One AM Trip, One PM Trip
			2:47pm to 3:48pm (Mon Only)	
			2:45pm to 4:25pm (Tu-F)	
Route J	ISU Campus Circulator	ISU Student Union - ISU Reed Gym - ISU Life Science - ISU Holt Arena - ISU Library	7:00am to 6:00pm (M-F)	Every 10-12 minutes
			No Sat Service	

MAP 1: POCATELLO REGIONAL TRANSIT FIXED-ROUTE SYSTEM



Commuter Services

PRT offers two regional commuter services, as described below:

Preston/Logan Commuter

The Preston/Logan Commuter provides one inbound and one outbound weekday midday trip between the Park and Ride Facility in Preston, Idaho and the Cache Valley Transit District Transit Center in Logan, Utah. The service is designed to complement Cache Valley Transit District's (CVTD) Route 16, which provides AM and PM peak service between Preston and Logan. PRT pays for CVTD's expenses on the Idaho side of the border.

Blackfoot, Idaho Commuter

The Blackfoot commuter provides one AM and one PM peak period trip on weekdays between the Pocatello Old Town Railroad Depot and Blackfoot in Bingham County. This service provides northern connections to State Hospital South, Bingham County Courthouse, and Bingham Memorial Hospital.

Door-to-Door Services

PRT provides door-to-door 'TELLO BUS' services to qualified individuals in Pocatello, Chubbuck and the surrounding outlying communities. These services include Paratransit, Senior Citizen Transportation services, and Rural Transportation services. Non-Emergency Medical Transportation Services (NEMT) are arranged by Idaho's transportation broker, VEYO, and provided by PRT as well as others.

Paratransit

For ADA-qualified individuals in the Pocatello and Chubbuck area, which includes those who have a physical and/or mental disability that prevents them from functionally using PRT fixed route buses, PRT provides paratransit service to locations within a three-quarter mile boundary of fixed routes or within three quarters of a mile of the incorporated limits of Pocatello and Chubbuck. The service operates during the same days and times as PRT's fixed-route services. Customers may schedule their ride by calling PRT's Dispatch Office any time prior to their trip, though it is recommended to schedule at least one day in advance. Subscription service is available for customers who use the service to go to the same place at the same time at least once a week.

Senior Citizen Transportation Services

In conjunction with the Area Agency on Aging, PRT provides door-to-door services for individuals 60 years and older. The program provides seniors with access to PRT's services for both life-sustaining (medical, grocery, etc.) and quality of life (recreational and social) trips. The service is available within the incorporated limits of Pocatello and Chubbuck, Monday through Friday from 8am to 5pm and on Saturdays from 9am to 5pm. Extended hours (before 8am and after 5pm M-F, and before 9am and after 5pm on Saturdays) are available for a premium fare. Customers are required to schedule their trip one day in advance by calling PRT's Dispatch Office, with limited subscription service available for individuals who go to the same place at the same time at least once a week.

Rural Transportation Services

Residents who live within the seven counties of Idaho Transportation District #5 but beyond the Pocatello/Chubbuck limits are eligible to ride TELLO BUS. Table 2 below provides an overview of each county’s service days and hours of operation, fare structure, and coverage. All rural services require customers to schedule their ride one day in advance.

TABLE 2: POCATELLO REGIONAL TRANSIT RURAL TRANSPORTATION SERVICES

Rural Area	Service Span	General Public Fare Structure (Senior fare is donation based)
Bannock County	8:00am to 5:00pm Wednesday & Friday	<p>\$2.00 for one-way rides within and up to eight-mile radius from Lava/McCammon & Pocatello Rural area.</p> <p>\$8.00 for one-way rides outside of the area indicated above but still in Bannock County. More than one ride per week is subscription, mileage rate then applies.</p> <p>\$10.00 for one-way or round-trip ride trips to Pocatello.</p> <p>\$4.00 plus \$1.00 per mile fare for all individual trips that leave Bannock County from the first mile.</p>
Bear Lake County	8:00am to 5:00pm Monday - Friday	<p>\$2.00 for one-way rides within and up to eight-mile radius of Montpelier.</p> <p>\$8.00 for one-way rides outside of the area indicated above but still in Bear Lake County. More than one ride per week is subscription, mileage rate then applies.</p> <p>\$4.00 plus \$1.00 per mile fare for all individual trips that leave Bear Lake County or the service area listed from the first mile.</p>
Bingham County	8:00am to 5:00pm Monday - Friday	<p>\$2.00 for one-way rides within and up to eight-mile radius of Blackfoot or Shelley (Including Firth).</p> <p>\$8.00 for one-way rides outside of the area indicated above but still in Bingham County. More than one ride per week is subscription, mileage rate then applies.</p> <p>\$4.00 plus \$1.00 per mile fare for all individual trips that leave Bingham County from the first mile.</p>
Caribou County	8:00am to 5:00pm Monday – Friday Designated service to Pocatello is provided on the second Tuesday only of each month.	<p>\$2.00 for one-way rides within and up to eight-mile radius of Grace or Soda Springs.</p> <p>\$8.00 for one-way rides outside of the area indicated above but still in Caribou County. More than one ride per week is subscription, mileage rate then applies.</p> <p>\$10.00 for one way or round-trip ride trips to Lava Hot Springs.</p> <p>\$12.00 for one way or round-trip ride trips to Pocatello.</p> <p>\$4.00 plus \$1.00 per mile fare for all individual trips that leave Caribou County or the service area listed from the first mile.</p>
Franklin County	8:00am to 5:00pm Monday - Friday	<p>\$2.00 for one-way rides within and up to eight-mile radius of Preston.</p> <p>\$8.00 for one-way rides outside of the area indicated above but still in Franklin County. More than one ride per week is subscription, mileage rate then applies.</p> <p>\$4.00 plus \$1.00 per mile fare for all individual trips that leave Franklin County from the first mile</p>
Oneida County	8:00am to 5:00pm Monday (limited), Wednesday, and Friday. PRT provides designated service to Pocatello on the first and third Monday ONLY of each month.	<p>\$2.00 for one-way rides within and up to eight-mile radius of Malad or Stone/Snowville.</p> <p>\$8.00 for one-way rides outside of the area indicated above but still in Oneida/Snowville & certain areas of Box Elder County. More than one ride per week is subscription, mileage rate then applies.</p> <p>\$10.00 for one-way or round-trip ride for trips to Pocatello.</p> <p>\$4.00 plus \$1.00 per mile fare for all individual trips that leave Oneida County or the service area listed from the first mile.</p>
Power County	8:00am to 5:00pm Tuesday (limited), Wednesday, and Friday. PRT provides designated service to Pocatello on the second Tuesday only of each month.	<p>\$2.00 for one-way rides within and up to eight-mile radius from American Falls & Rockland.</p> <p>\$8.00 for one-way rides outside of the area indicated above but still in Power County. More than one ride per week is subscription and a mileage rate then applies.</p> <p>\$10.00 for one-way or round-trip ride for trips to Pocatello</p>

Rural Area	Service Span	General Public Fare Structure (Senior fare is donation based)
		\$4.00 plus \$1.00 per mile fare for all individual trips that leave Power County from the first mile.

System Design

PRT’s year-round fixed route system, consisting of Routes A-E, is designed to provide maximum geographic coverage of the Pocatello/Chubbuck region given limited resources. Individual routes operate as one-way loops, connecting riders from residential areas in Chubbuck and Pocatello to the City’s commercial corridors. To provide customers with as many connections as possible, timed transfers are provided at four key locations: Marshall Public Library, Cedar and Warren, Westwood Mall, and ISU Health Center. However, due to the complexity of route alignments and limited schedule information at stops, many customers are not aware of the existing transfer opportunities, and therefore focus on using individual routes rather than the system as whole. This reduces the overall attractiveness and effectiveness of the system for customers.

Additionally, because customers tend to rely on individual routes, which only run in one direction, they often must ride through the entire hour-long loop to complete their trip even if their destination is only five minutes away. In a city where 80 percent of workers have less than a 20-minute commute to work, only those who have truly no other option will choose to take an hour-long bus trip.² Reducing transit travel times by streamlining routes and improving the system’s network functionality can go a long way towards encouraging additional ridership. A system map or information on route maps could help riders understand that they most likely have additional options to reach their destinations.

PRT’s five school routes provide more focused service and include two Idaho State University (ISU) campus circulators and three charter/prep school routes. The campus circulators are small loop routes that provide frequent weekday service on and around the ISU campus. The charter/prep school routes are more linear in their alignments and connect specific neighborhoods with schools throughout the area. These routes only provide service during school commute hours.

Overall, while PRT’s routes are meant to function together as a network, many customers do not use it as such, limiting the attractiveness and effectiveness of the system.

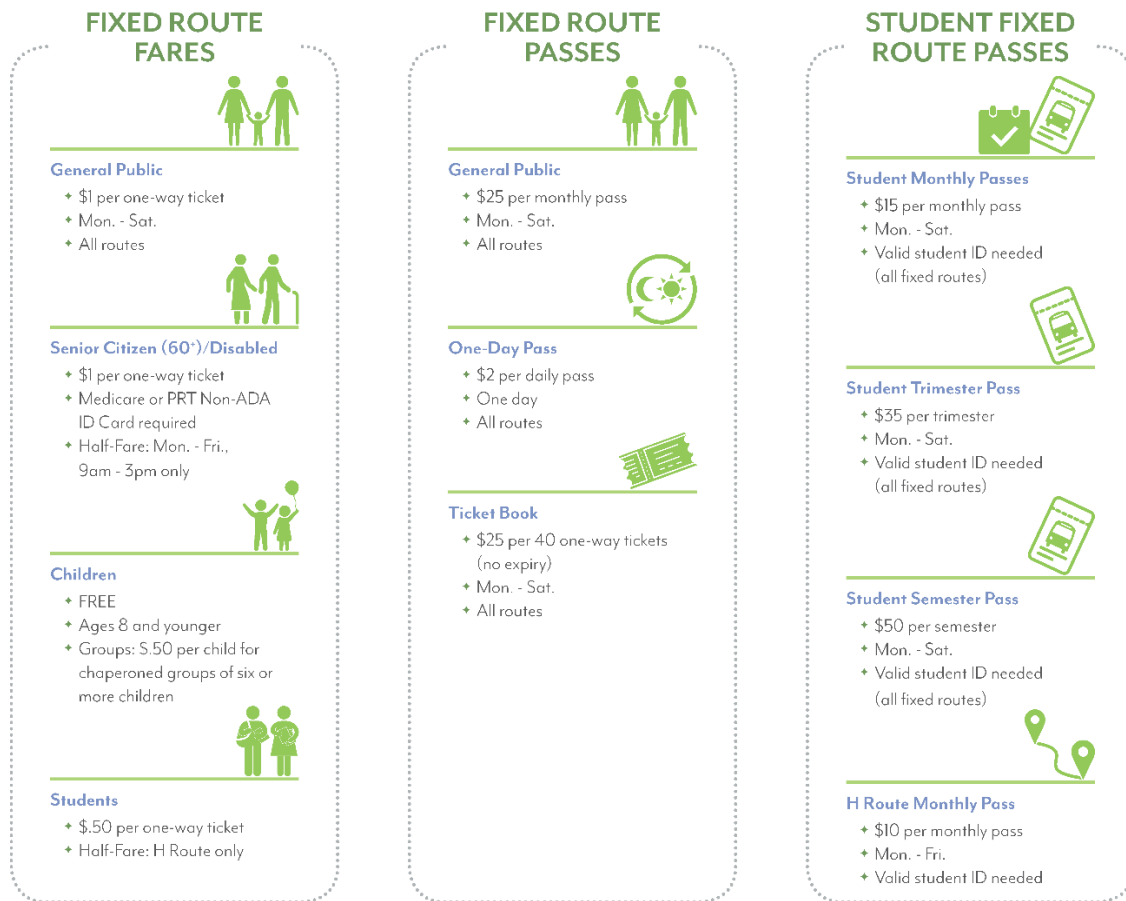
Fare Structure and Media

PRT currently accepts both cash and tickets/passes for fare payment. For cash fares, exact change is required. Ticket books and passes are available for purchase in person at PRT’s Transit Center or at LIFE, Inc, over the phone, and via USPS mail. For customers who wish to transfer between routes, transfer


² ACS 2015 Table B08012 Sex of Workers by Travel Time to Work

tickets are available from drivers at the time the fare is paid. Transfers are valid for one hour after they are issued. PRT's fares are detailed below in Figure 1.

FIGURE 1: POCATELLO REGIONAL TRANSIT FARES




COMMUTER FARES/PASSES




Blackfoot Commuter Daily Fare

- \$10 per one-way or roundtrip
- Mon. - Fri. ONLY



Blackfoot Commuter Pass

- \$35 per two-week pass
- Mon. - Fri. ONLY



Preston/Logan Commuter

- FREE service provided by donation
- Mon. - Fri. ONLY

DOOR-TO-DOOR FARES/PASSES



General Fare

- \$2 per one-way
- Rural: Mon. - Fri.
- Urban: Mon. - Sat.



Senior Citizen (60+)

- \$2 per one-way
- Suggested donation Mon. - Fri. ONLY
- Urban: Regular fare Saturday



Premium Service Fare

- \$4 per one-way
- Urban services ONLY



Special Services Pass

- \$36 per 20-ride punch card
- Urban services ONLY



Premium Services Pass

- \$72 per 20-ride punch card
- Mon. - Sat.
- Urban services ONLY



Rural Special Services Pass

- \$40 per 20-ride punch card
- Mon. - Fri.
- Rural services ONLY

Additional Regional & Local Mobility Options

In addition to PRT’s services, there are several other regional mobility options available to residents. The following section details each of these service options.

Shoshone-Bannock Tribes Public Transit

The Shoshone-Bannock Tribe’s transportation program provides service in and around the Fort Hall Reservation, Monday through Friday from 6:00am to 6:00pm. Available to the public (both tribe and non-tribe members), the system provides coverage for the reservation’s four districts – Fort Hall, Bannock Creek, Gibson, and Ross Fork – and offers connections to PRT services in Pocatello.

Salt Lake Express

The Salt Lake Express shuttle company provides regional transit service to metropolitan areas in Idaho, Utah, Nevada, Montana, and Wyoming. Within the Pocatello region, the shuttle stops at Blackfoot and two locations in Pocatello (PRT Transit Center & Portneuf Medical Center). Shuttle departure and arrival times vary.

VEYO

VEYO is the third-party transportation broker responsible for coordinating Non-Emergency Medical Transportation (NEMT) for Idaho Medicaid eligible participants in the State of Idaho. Any participant on a full Medicaid program is eligible for transportation. Veyo requires at least two business days advance notice to schedule transportation. PRT is one of the entities that provides NEMT services through VEYO.

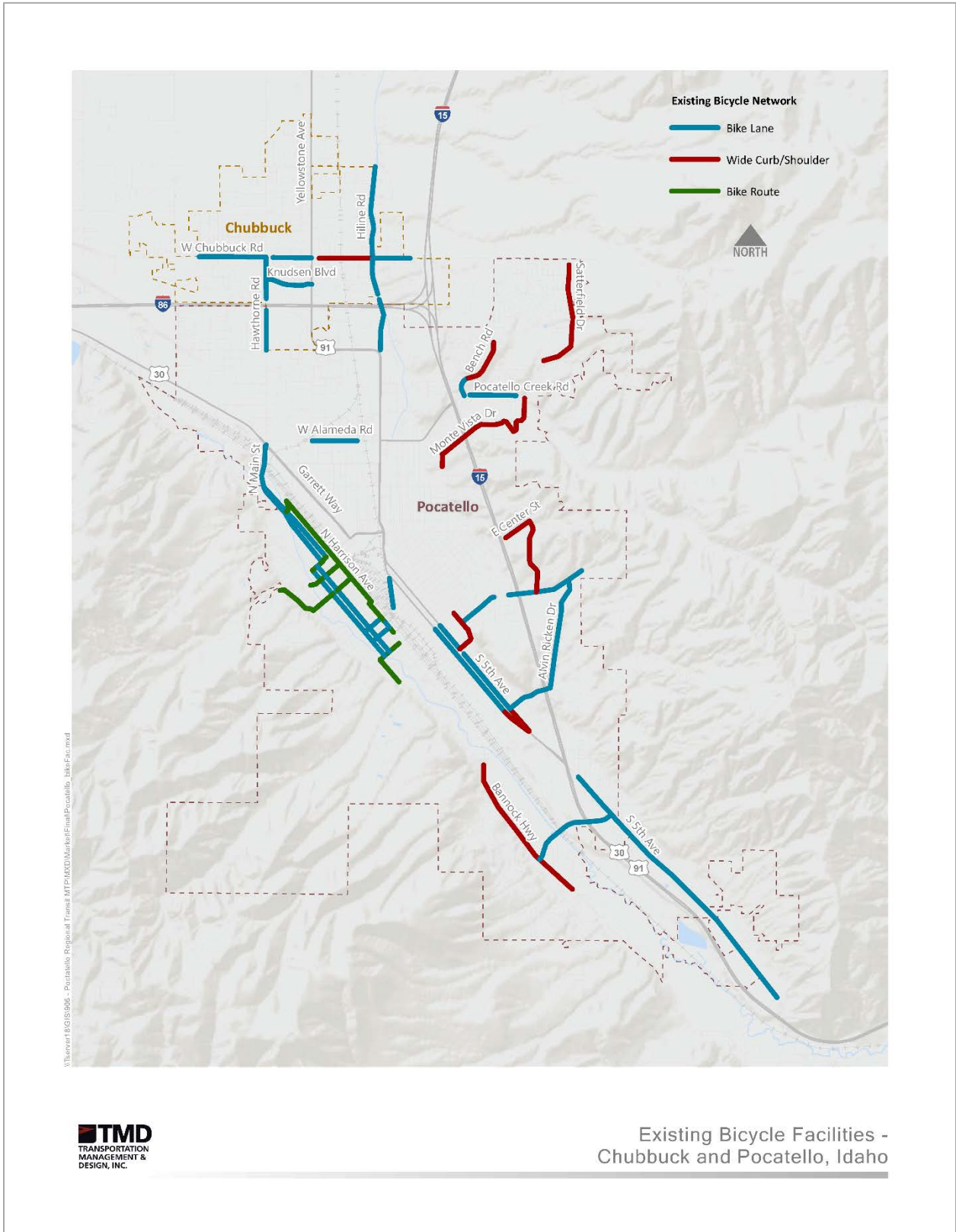
Taxis and Transportation Network Companies

There are a number of taxi services located within Pocatello, and one transportation network company, Uber, has recently started operating in the region. Taxicabs and TNCs can help complement PRT's services by providing customers with an option for trips that are not served by public transit or that occur during off-peak times when transit service is unavailable.

Bicycle Network

Integrating transit with bicycling amenities and programs provides customers with improved transportation options and encourages multimodal trips, thereby expanding the reach and attractiveness of the transit system. Within the Pocatello region, the bicycle network includes bike lanes, streets with wide shoulders, and streets that are designated bike routes (Map 2). PRT currently encourages multimodal trip making by providing bike racks on vehicles, allowing riders to connect their transit trips with bicycle trips.

MAP 2: EXISTING BICYCLE FACILITIES



Idaho State University Commuter Service

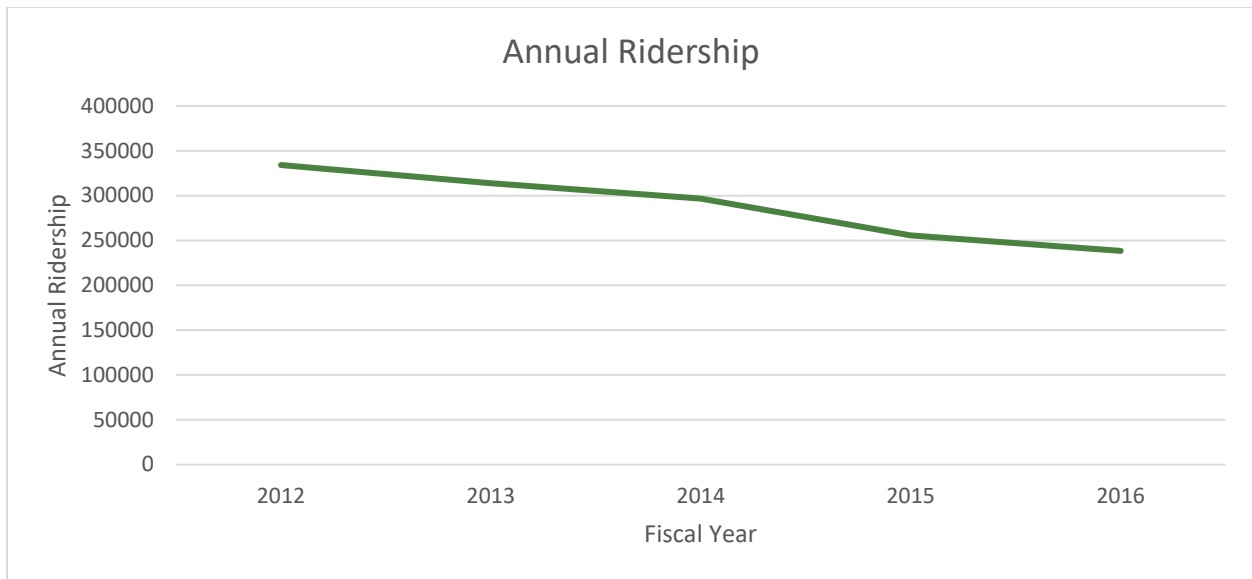
ISU provides commuter services during the fall and spring semesters between the Pocatello campus and Idaho Falls, stopping in Blackfoot along the way. The service includes two morning trips and two evening trips. Single day fares and semester passes are available through the University.

Service Performance

Historic Trends

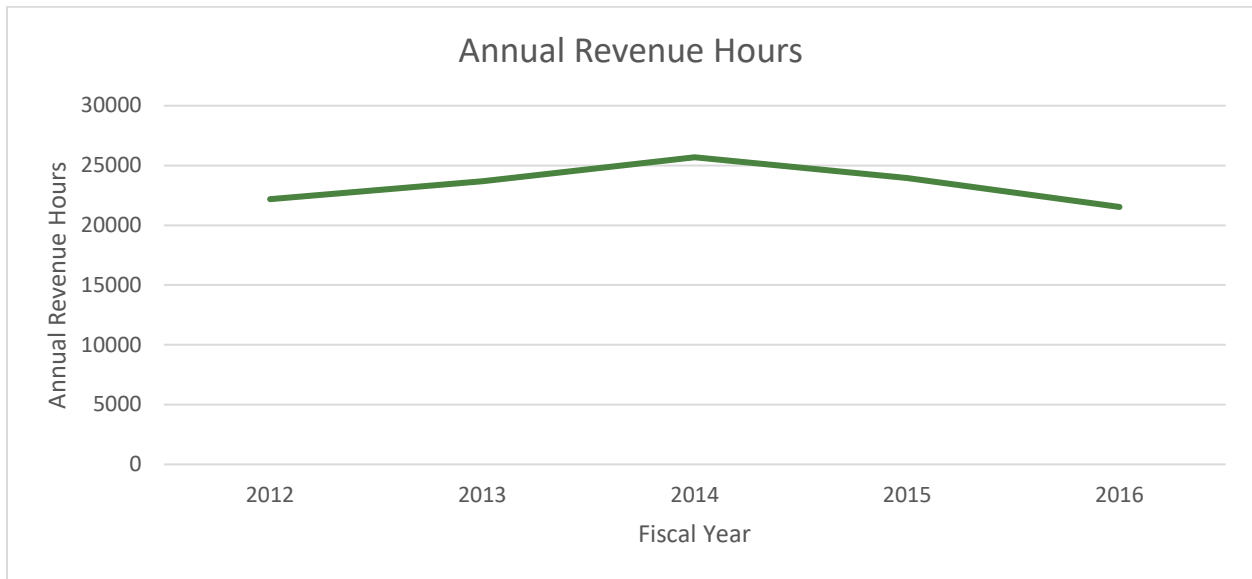
The PRT system has undergone significant change over the last five years. Overall, ridership decreased 29 percent from FY2012 to FY2016, and ridership data from the first three quarters of FY2017 shows a 12 percent decrease over the same period in FY2016. Figure 2 below shows annual ridership from FY2012 to FY2016.

FIGURE 2: HISTORIC FIXED-ROUTE RIDERSHIP



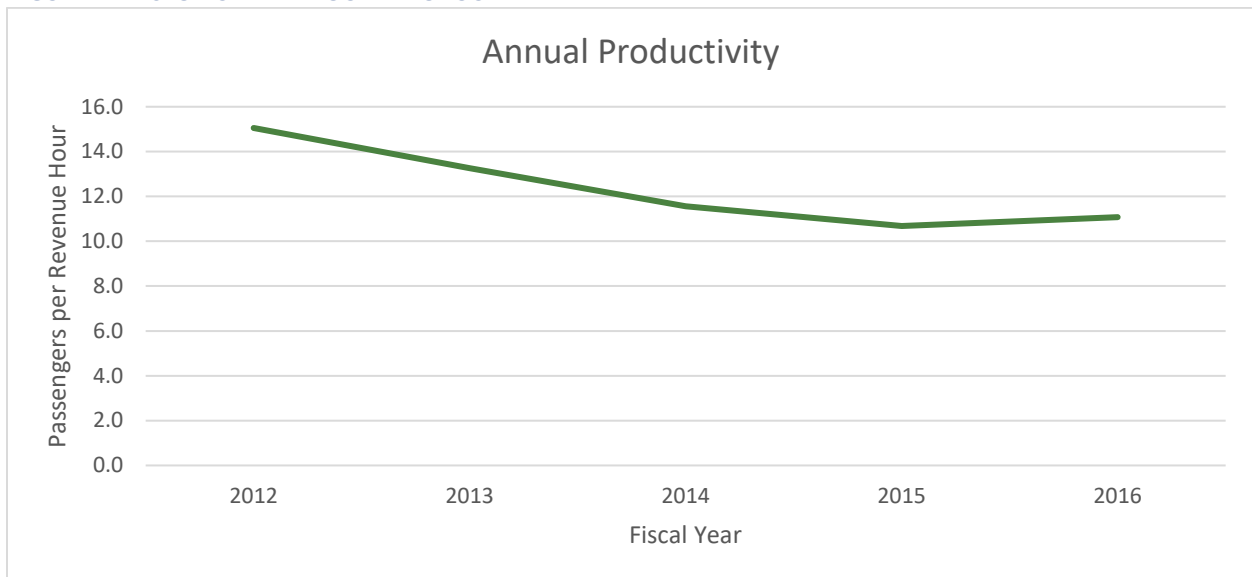
Service levels have fluctuated greatly over the same time period. Service levels peaked in 2014 after the restructuring of the ISU routes. Available funding for transit was cut back in 2015, causing the service level decreases in recent years. Despite the fluctuations, from FY2012 to FY2016 annual service levels have only decreased by three percent. (The decrease is due in large part to ISU parking policies as they impact campus bus service.)

FIGURE 3: HISTORIC FIXED-ROUTE REVENUE HOURS



Productivity is measured in passengers per revenue hour and measures the effectiveness of service delivery. In FY2016, PRT carried an average of 11.1 passengers per revenue hour. Productivity has also continually decreased as ridership continued to decline even as revenue hours increased. Overall, ridership decreased by 29 percent and annual revenue hours by 3 percent, so ridership decline cannot be entirely attributed to service reductions.

FIGURE 4: HISTORIC FIXED-ROUTE PRODUCTIVITY



Ridership

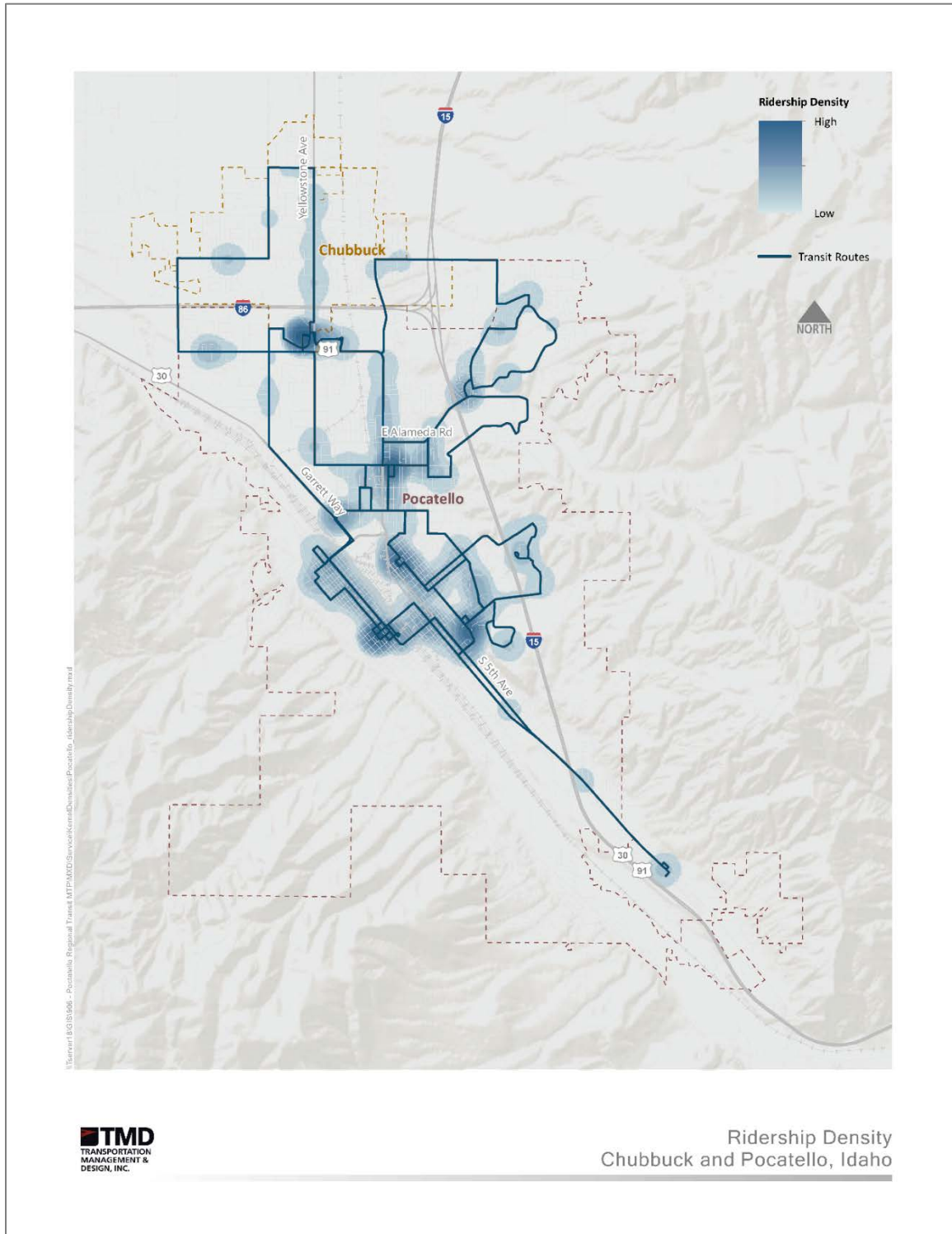
The following analysis looks at ridership on both a system-level and a route-level basis from daily ridership data collected from June 2016 to May 2017. Because students are such a large part of PRT ridership, route-level performance is analyzed during two distinct periods, one from September to April to capture school ridership trends and one from June to July to capture summer ridership trends. Because May and August contain some school days and some non-school days, they were excluded from the analysis.

System-Level Analysis

Boardings for Routes A-E³ were analyzed using Passenger Count data from January 2016 to December 2016. Map 3 shows where concentrations of boardings occur throughout PRT's year-round fixed-route system. Concentrations are most notable along Pocatello's main commercial corridor, Yellowstone Avenue, in Old Town Pocatello, and around Idaho State University's campus. Lower density residential areas throughout both Pocatello and Chubbuck show limited boardings.

³ Data for Routes F-J was not available for analysis.

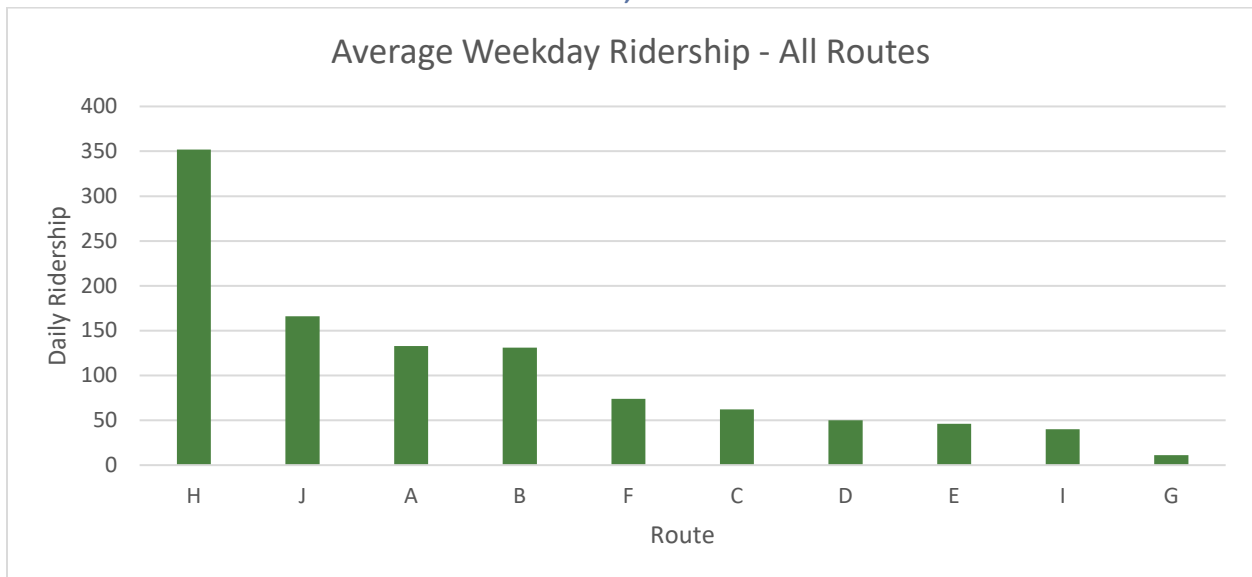
MAP 3: FIXED-ROUTE RIDERSHIP BOARDING DENSITY, ROUTES A-E



Route-Level Analysis

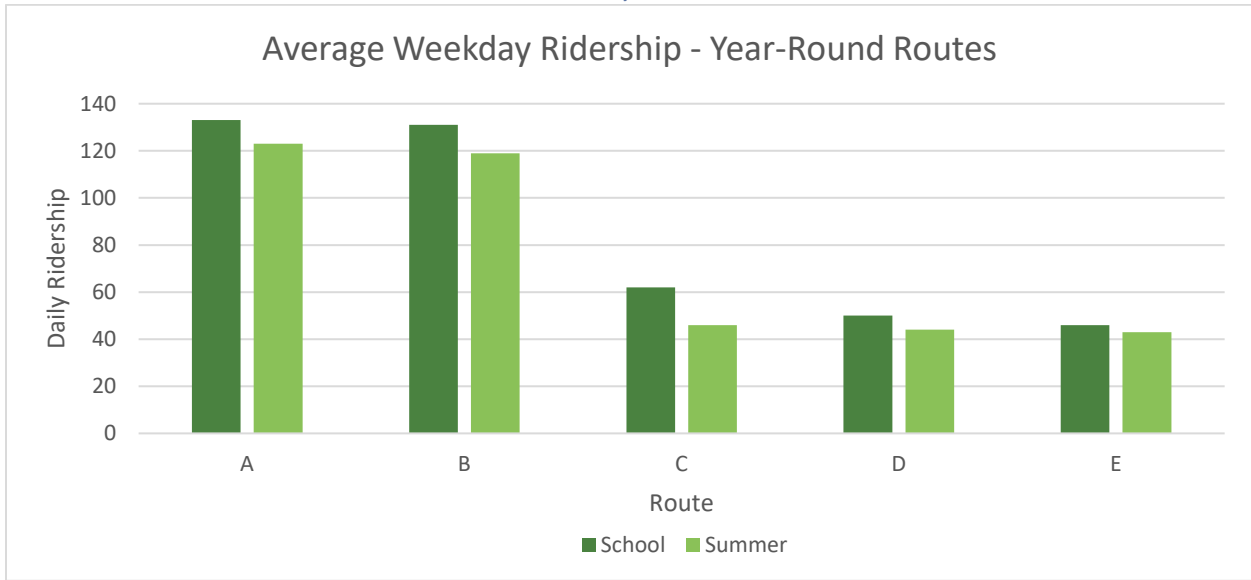
During school months, PRT routes carry an average of 1,065 passengers each day. Sixty percent of the ridership is on the five school routes (Routes H, J, F, I, and G). Routes H and J operate all day and serve ISU while Routes F, I, and G operate a few school trips tailored to bell times. One in every three riders uses Route H, and it carries more than twice the number of riders of the second highest ridership route. Routes A and B have almost identical ridership, indicating they are working together successfully as a bi-directional route pair. The other three non-school routes operate all-day and have very low ridership compared to the current service investment. Routes A and B average roughly 11 passengers per trip, and Routes C, D, and E only 4 to 6 passengers per trip. Only Routes A and B operate on Saturdays. Route A carries an average of 83 riders while Route B carries an average of 71 riders, roughly 60 percent of weekday ridership.

FIGURE 5: AVERAGE WEEKDAY FIXED-ROUTE RIDERSHIP, ALL ROUTES



Routes A, B, C, D, and E operate year-round. Ridership patterns on all routes are similar between the school and summer months with only an 11 percent daily decrease in ridership. This suggests that these routes do not carry a lot of ISU students even though most of them serve the campus.

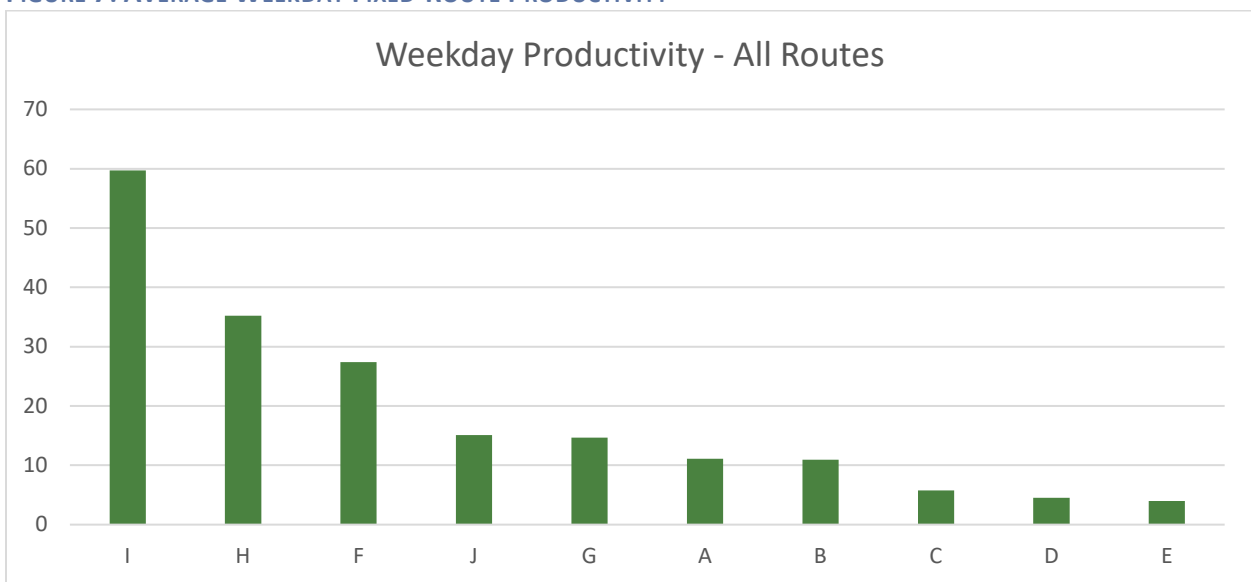
FIGURE 6: AVERAGE WEEKDAY FIXED-ROUTE RIDERSHIP, ROUTES A-E



Productivity

Productivity measures how many passengers a route carries each hour and indicates a route’s effectiveness. It measures ridership generated per unit of service, making it possible to compare the performance of routes with greatly differing ridership and service levels. Route I is most productive which is unsurprising given its limited service span and tailored network role. The five non-school routes have the lowest productivity, and they are also the most resource intensive because of their longer service spans. On average, the system carries 12.9 passengers per hour, but the school routes carry 25.6 passengers per hour while the non-school routes only carry 7.3.

FIGURE 7: AVERAGE WEEKDAY FIXED-ROUTE PRODUCTIVITY

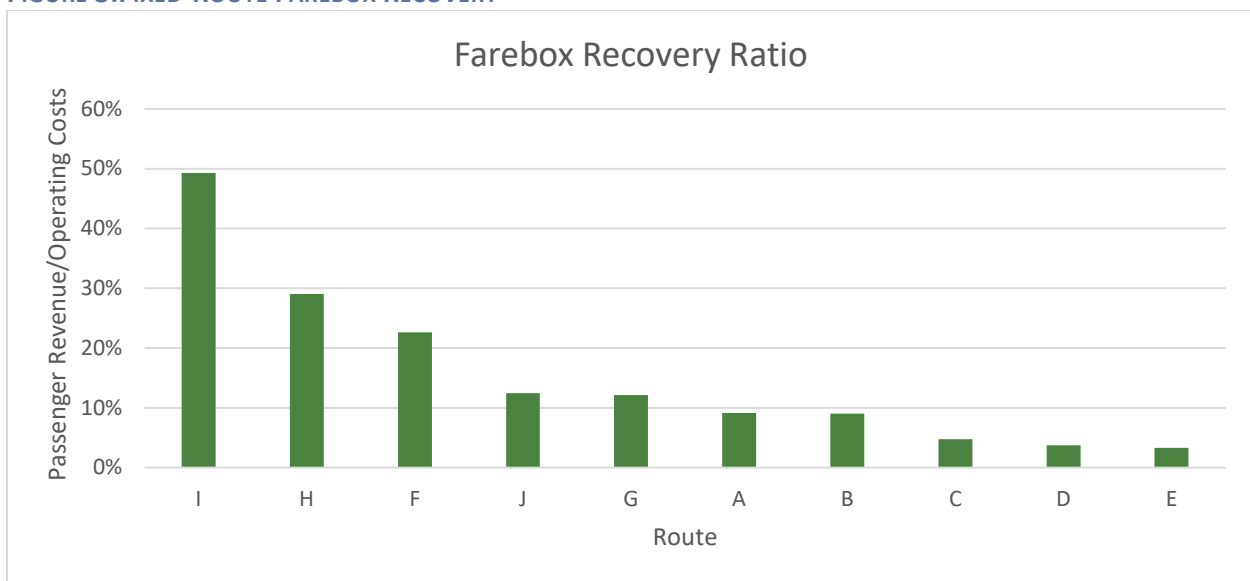


Farebox Recovery

Farebox recovery ratios measure how much of a system’s operating costs are covered through passenger fares. Overall, PRT collects an average of \$0.39 per passenger boarding. Farebox data is only available at the annual system level, so it is not possible to determine how fare revenues fluctuate between school and non-school routes. Full-fare is \$1.00 and students pay a \$0.50 fare with their student ID. Routes H and J also have a fare free zone on their route. Therefore, it is likely that average revenue per passenger is higher than \$0.39 on Routes A-E and lower on Routes F-J. However, \$0.39 per boarding is still significantly lower than the reduced fare of \$0.50 for students, suggesting that many riders are using passes.

The average fare of \$0.39 was multiplied by the number of daily riders to achieve an estimate of \$415.35 daily revenue during school months. A cost per hour of \$47.24 per hour was applied to daily service hours to estimate a daily operating cost of \$3,898.05. Average system farebox recovery is 11 percent ($\$415.35/\$3,898.05$) which means that 11 percent of PRT’s operating costs are paid for through passenger fares. Systems the size of PRT should aim to achieve at least a 10 percent farebox recovery ratio.

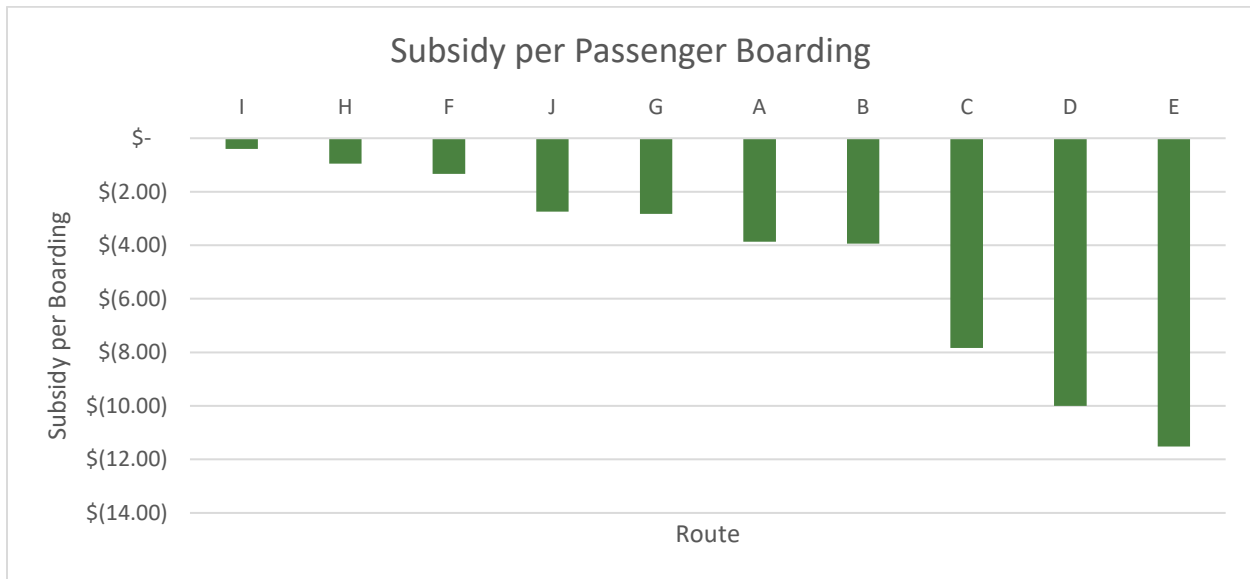
FIGURE 8:FIXED-ROUTE FAREBOX RECOVERY



Subsidy per Boarding

Subsidy per passenger boarding reflects the amount of funding PRT must pay for service on a per boarding basis. It is calculated by subtracting fare revenue from operating costs and dividing by the number of passengers. Average weekday subsidy during the school year is \$3.27 per passenger meaning the agency provides \$3.27 every time a passenger boards a PRT route. Average subsidy on the five non-school routes is \$6.04, nearly double the overall average. A target subsidy per boarding for fixed-route service is \$5.00. At subsidies over this level, fixed-route service may not be the most cost-effective transportation option for the agency. Routes C, D, and E all fall below this threshold.

FIGURE 9: FIXED-ROUTE SUBSIDY PER PASSENGER BOARDING



Service Reliability - On Time Performance

Service reliability is critical to retaining ridership as riders will seek alternative forms of transportation if they cannot rely on the bus to consistently get them where they need to go on time. PRT on-time performance reports use a 15-minute window during which a bus can be considered “on-time.” Early trips are those that depart more than five minutes ahead of the scheduled time and late trips as those that depart more than ten minutes behind the scheduled departure time. Using this standard, PRT reported 98.72 percent of stops as on-time between September and October 2016. PRT’s on-time performance standards from the FY2015 Title VI state a five-minute late and zero-minutes early threshold for on-time performance. This standard is much more in line with industry best practice and ensures a better customer experience. The following table summarizes on-time performance data for Routes A-E for September 2016.⁴

TABLE 3: ON-TIME PERFORMANCE

Route	% On-Time	% >10 Min Late	% >5 Min Late	% >1 Min Early	% >0 Min Early
A	69.6%	7.1%	29.4%	0.0%	0.2%
B	69.0%	0.6%	9.4%	6.5%	21.6%
C	72.7%	0.9%	6.7%	6.3%	20.6%
D	87.3%	0.0%	3.2%	1.8%	9.5%
E	85.4%	0.5%	5.2%	1.6%	9.4%

Overall, Routes A-E are on-time 76.0 percent of the time, late 12.9 percent of the time, and early 11.1 percent of the time. With the exception of Route A, routes are more often early than late. Route A is late almost one-third of the time making it incredibly unreliable for passengers. Seven percent of the time it is more than ten minutes late. Routes B and C leave stops more than a minute early six percent of the

⁴ Route B includes October 2016 data because only the data set only contained two days in September.

time. Riders do not always arrive early to their stops, so they may miss their bus even if they arrive on-time. In a system like PRT where the bus only operates once an hour, missing the bus can be devastating for riders.

Service Availability

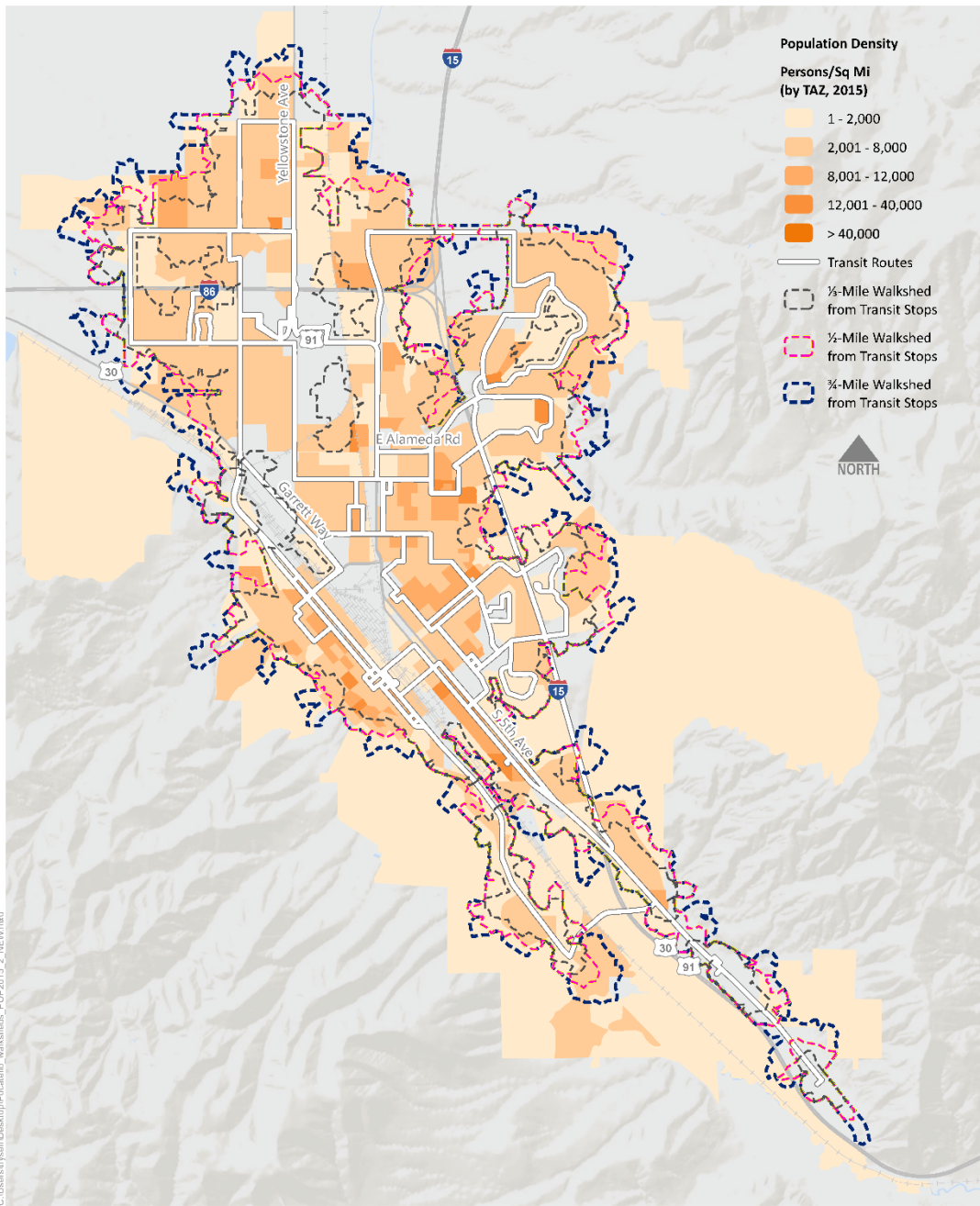
Spatial Availability

A key factor in an individual’s choice to use transit is whether service is available at or near the locations they want to travel. For transit to be a competitive option, both a trip’s origin and destination must be within walking distance of service or there must be a convenient first-last mile connection available. Performing a walkshed analysis is an effective way to measure how many residents and employees are within walking distance of the transit system. The PRT walkshed analysis shows a significant portion of residents and jobs are located within a 1/3 mile walk of a fixed-route transit line. Table 4 highlights the population and employment walkshed figures while Maps 4 and 5 illustrate the walksheds in relation in both population and employment distributions.

TABLE 4: WALKSHED ANALYSIS

Area	Population		Employment	
	Number	Percent	Number	Percent
BTPO TAZs	71,649	-	33,423	-
Walkshed				
1/3 Mile	50,865	71%	28,747	86%
1/2 Mile	59,355	83%	30,829	92%
3/4 Mile	64,312	90%	31,391	94%

MAP 4: WALKSHED ANALYSIS, POPULATION

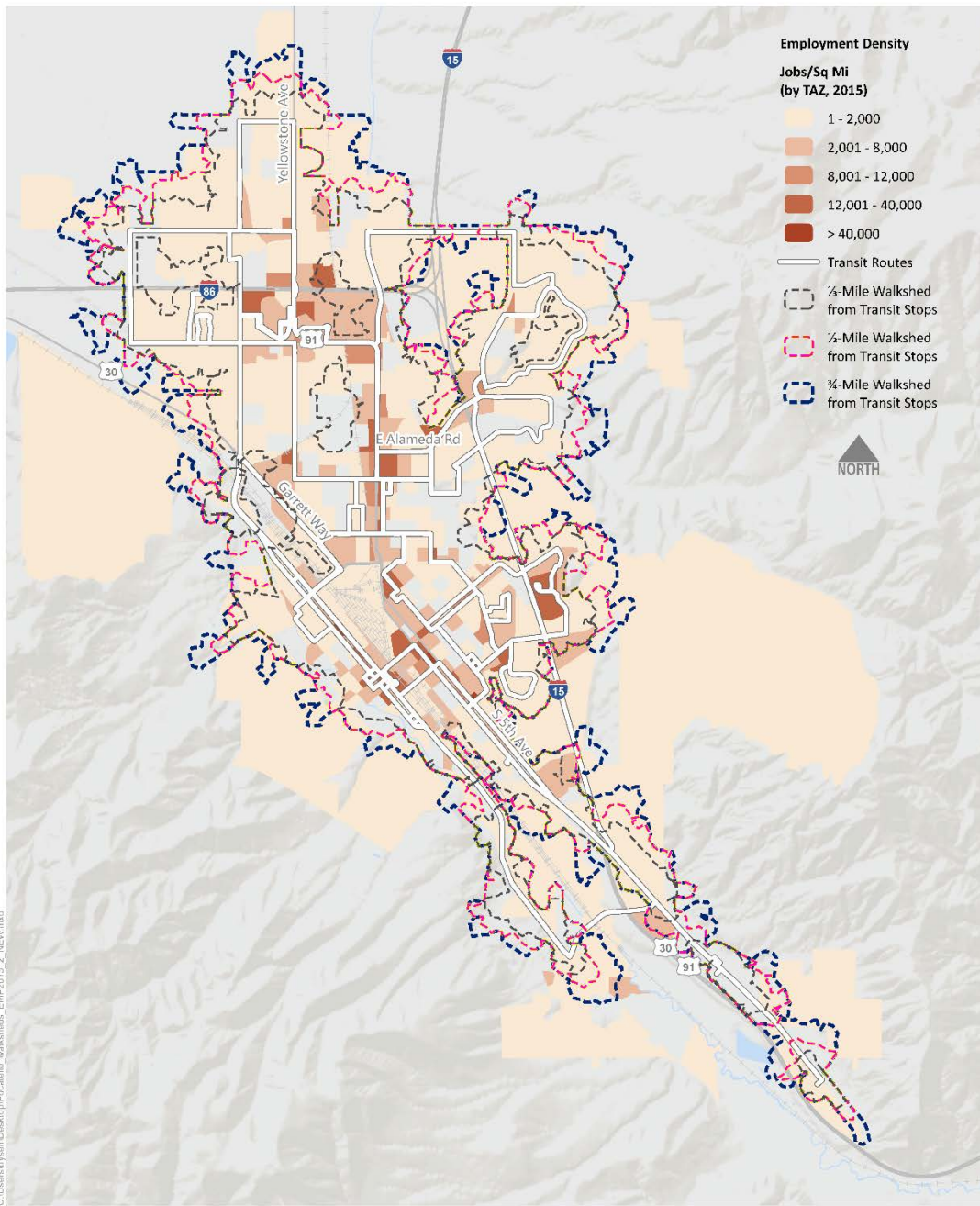


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Transit Walksheds and Population Density (2015)
Chubbuck and Pocatello, Idaho

MAP 5: WALKSHED ANALYSIS, EMPLOYMENT



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Transit Walksheds and Employment Density (2015)
Chubbuck and Pocatello, Idaho

The quality of bus stops also plays a key role in a transit network’s spatial availability. Bus stop accessibility, including ADA compliant boarding and alighting areas, and amenities such as shelters, lighting, seating, route and real-time arrival information are important design features that can influence whether or not an individual will choose to use transit. Across the PRT fixed-route network, a lack of benches, signage, and shelters limits the availability of the system for some residents. Table 5 provides an overview of PRT’s existing bus stop amenities.

TABLE 5: BUS STOP AMENITY INVENTORY

Route	Total Stops	Signage		Benches		Shelters	
		Number	Percent	Number	Percent	Number	Percent
A	65	56	86%	21	32%	6	9%
B	63	46	73%	27	43%	4	6%
C	64	57	89%	12	19%	0	0%
D	58	42	72%	26	45%	9	16%
E	71	60	85%	16	23%	6	8%
F (AM)	67	54	81%	18	27%	0	0%
F (PM)	77	57	74%	21	27%	0	0%
G	48	40	83%	14	29%	0	0%
H	16	6	38%	3	19%	1	6%
I (AM)	6	5	83%	2	33%	0	0%
I (PM)	9	6	67%	3	33%	0	0%
J	19	10	53%	6	32%	9	47%

Temporal Availability

Temporal availability includes both how often (the frequency) and when (the service span) transit service is available, which determines whether service is available when a customer wants to travel.

Service Frequency

Higher service frequencies (10 minutes or better) provide customers with more flexibility when deciding their travel time and result in shorter wait times if a customer misses their bus or does not know the exact schedule. PRT’s fixed-routes have frequencies of 60 minutes, which limits how often a customer can make a trip and also means passengers must plan their travel around the transit schedule. Increasing PRT fixed-route frequencies could help retain current riders and attract non-riders by increasing options and reducing wait times.

Service Span

Service spans determine the potential markets that transit can serve. The longer the span, the greater the variety of trip purposes that can be served. PRT’s current fixed-route weekday service span is 6:13am to 6:40pm, which serves traditional commute trips and midday trips (shopping, medical appointments, and

social visits). A longer service span would allow for additional types of trips to be served, including workers with evening shifts, students taking night classes, and individuals running errands or socializing after work or school. Extending service hours could attract further ridership by expanding the types of trips served.

Information Availability

One potential barrier to transit use is whether it is easy for customers to understand the system, how the different routes operate, and the fare structure. Riders need to feel confident that the bus they are boarding will get them to their destination, and confidence is generated through clear maps, schedules, and signage. PRT's individual route schedules are very easy for riders to understand, as the bus serves each stop at the same time each hour. Route maps are clearly marked with timepoints and each bus stop location so riders know exactly where they can go to catch the bus. However, route information is not provided at stops, so it is not possible for a customer to walk up to a stop and determine which routes serve that stop or when the bus is scheduled to arrive.

Additionally, PRT would benefit from a system map that shows riders how the routes interact with one another. Each map is drawn to a different scale and serves a different part of the City, so it is difficult for riders to know if there are other routes nearby they can connect to. The route maps highlight common transfer locations in gray but do not indicate which routes riders can transfer to. Providing more information for riders can help them better understand the system so they can use it for more trip purposes.

Service Conclusions

Service Successes

- Overall, PRT provides comprehensive geographic transit coverage. The walkshed maps show that 90 percent of residents and 94 percent of jobs are within a three-quarter mile walk from a transit stop. Moving forward, the fact that Pocatello and Chubbuck have such a compact urbanized area will make it easier to design transit service that maintains access for a large percent of the population.
- The network focuses on providing one-seat rides for passengers to minimize the number of transfers required for trip completion.
- PRT has schedules that are easy for riders to understand. Maps are clearly marked with stop locations and the buses are scheduled to pass by stops at the same time each hour, making schedules easy for riders to remember.

Service Challenges

- PRT has experienced a 29 percent ridership decline between FY2012 and FY2016 while service levels have only decreased by 3 percent over the same period. Figuring out how to retain current riders will be a big part of future service plans for PRT.
- PRT service has low performance, carrying an average of only 13 passengers per hour of service. School routes are well-tailored to demand but the five non-school routes generate little ridership and are costly to operate. Routes C, D, and E all carry less than six passengers per hour and have subsidies over \$5.00 per boarding and warrant a closer look at ways to improve performance.

- Service span is limited, with no service operating past 7:00 pm and no Sunday service, limiting people’s ability to travel using transit.
- All routes operate as one-way loops, forcing riders to often travel out-of-direction and ride around the entire loop in order to arrive back at their trip start location.
- The five non-school routes achieve an on-time performance of only 76 percent, meaning that one in every four trips is late or early. Since reliability is the number one factor in retaining ridership, improving on-time performance can go a long way towards preserving PRT’s ridership base.
- Service information can be difficult to find, both at bus stops and online, creating a barrier to ridership.

Next Steps

In order to grow ridership, PRT can look to expand service hours, restructure routes to reduce one-way travel, optimize schedules to improve on-time performance, and improve availability of service information. PRT has limited resources it can invest in transit service, so determining how to allocate these resources is critical. Later tasks in the *Master Transit Plan* include developing a vision for transit service in Pocatello and Chubbuck that will dictate the region’s priorities in transit investment. This vision will help determine how resources should be best allocated to meet the mobility needs of both residents and employees, and will ultimately inform the service scenarios of the proposed *Master Transit Plan*.