

Pocatello Regional Transit Master Transit Plan

Draft Recommendations



Presentation Outline

1.

What is the Master Transit Plan?

An overview of the study

2.

Where Are We Today?

Key take-aways from existing conditions analysis and community outreach

3.

Where Do We Want to Be?

A vision and strategies for transit in the Pocatello and Chubbuck Area

4.

How Do We Get There?

Draft recommendations

What is the Master Transit Plan?

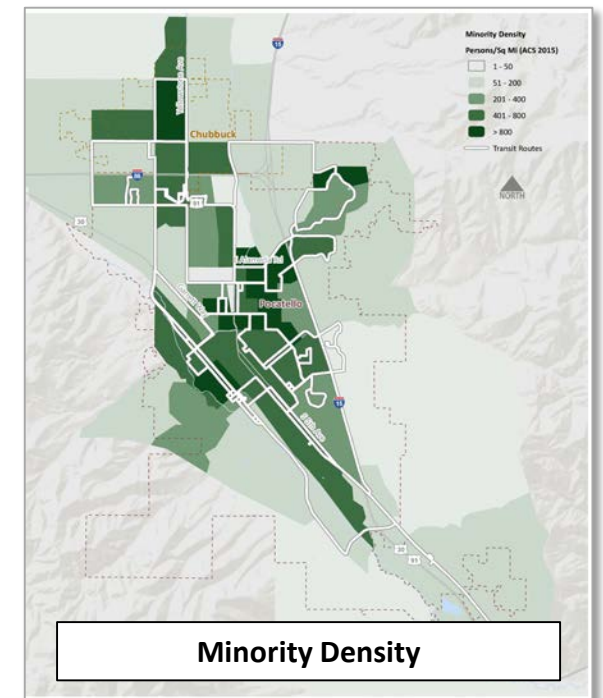
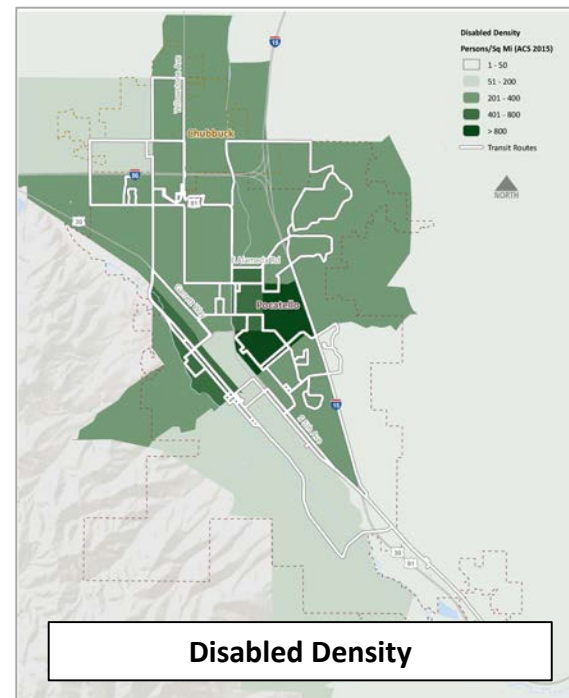
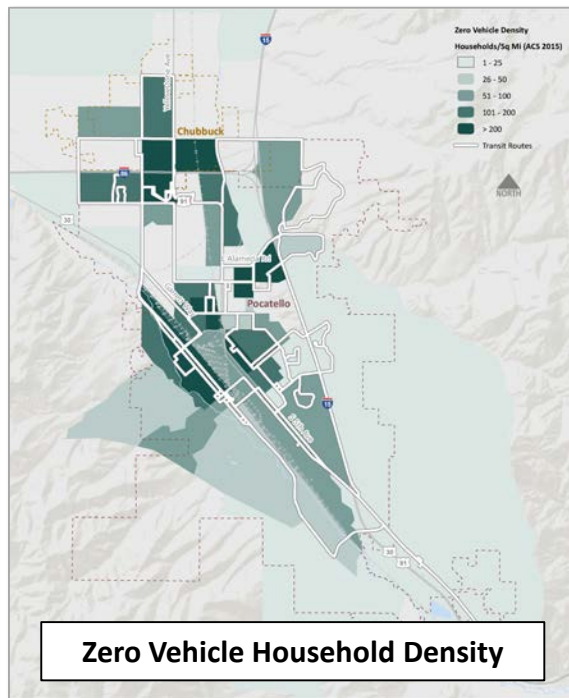
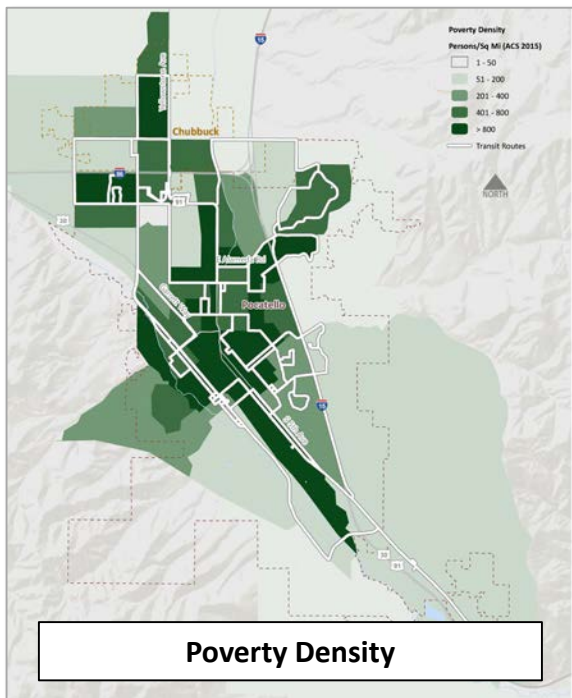
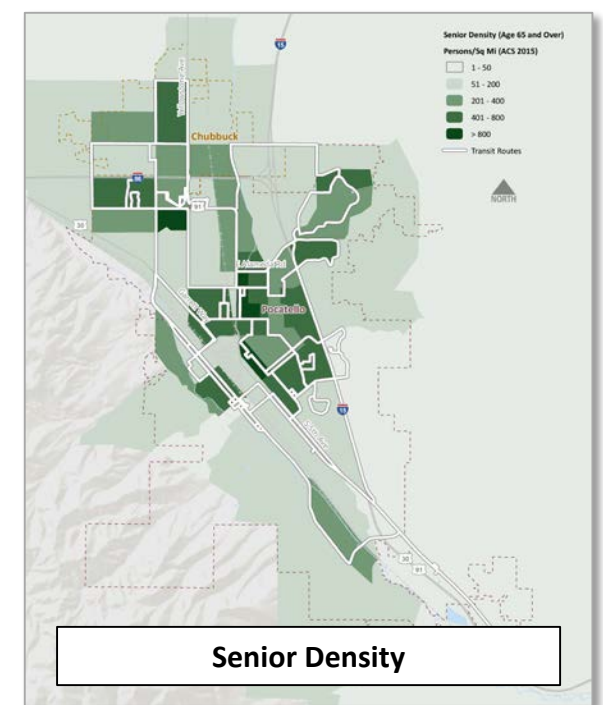
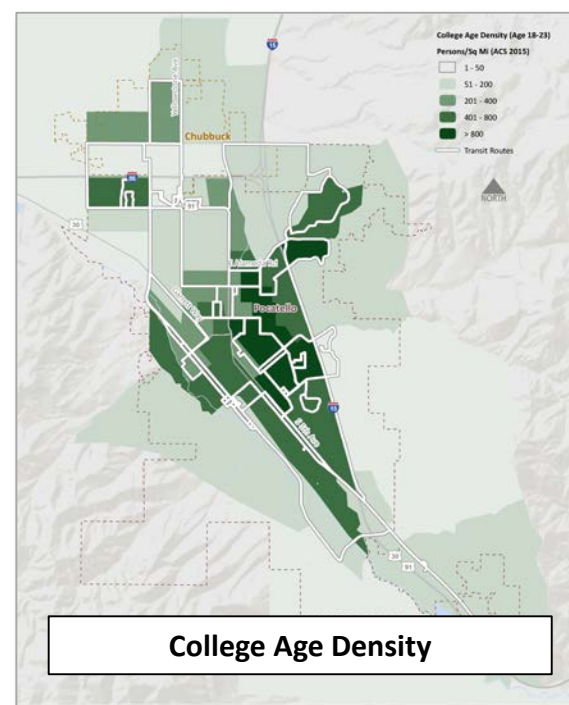
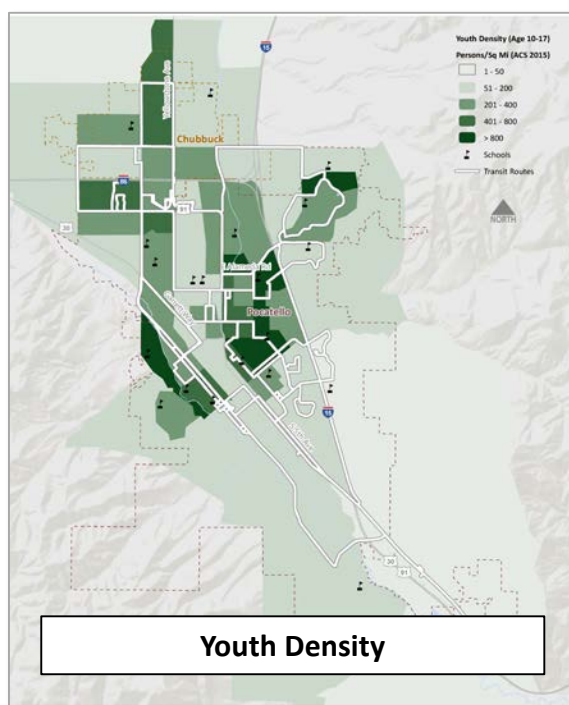
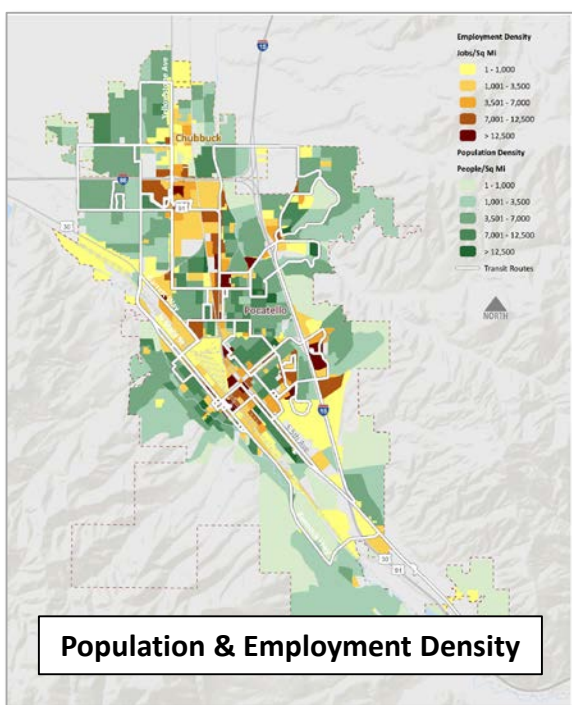
Study Summary

About the Study

- The Master Transit Plan is a long range transit plan that provides a planning, policy, financial, and operational framework for developing and delivering transit service, projects, and programs through 2040.
- The purpose of the study is to identify:
 - What is and is not working well today
 - Where service is and is not needed most
 - How PRT can better serve the Pocatello region both today and in the future

Where Are We Today?

Key Findings from the Market and Service Evaluations and Community Outreach



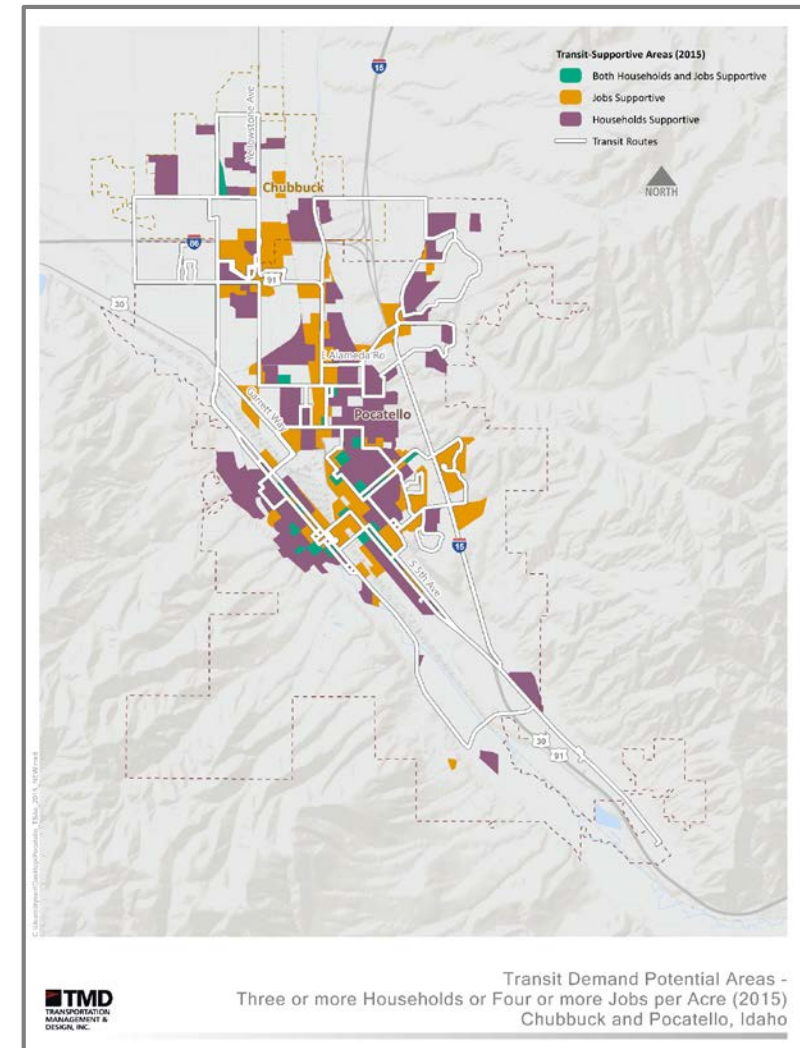
What are the Market Challenges?

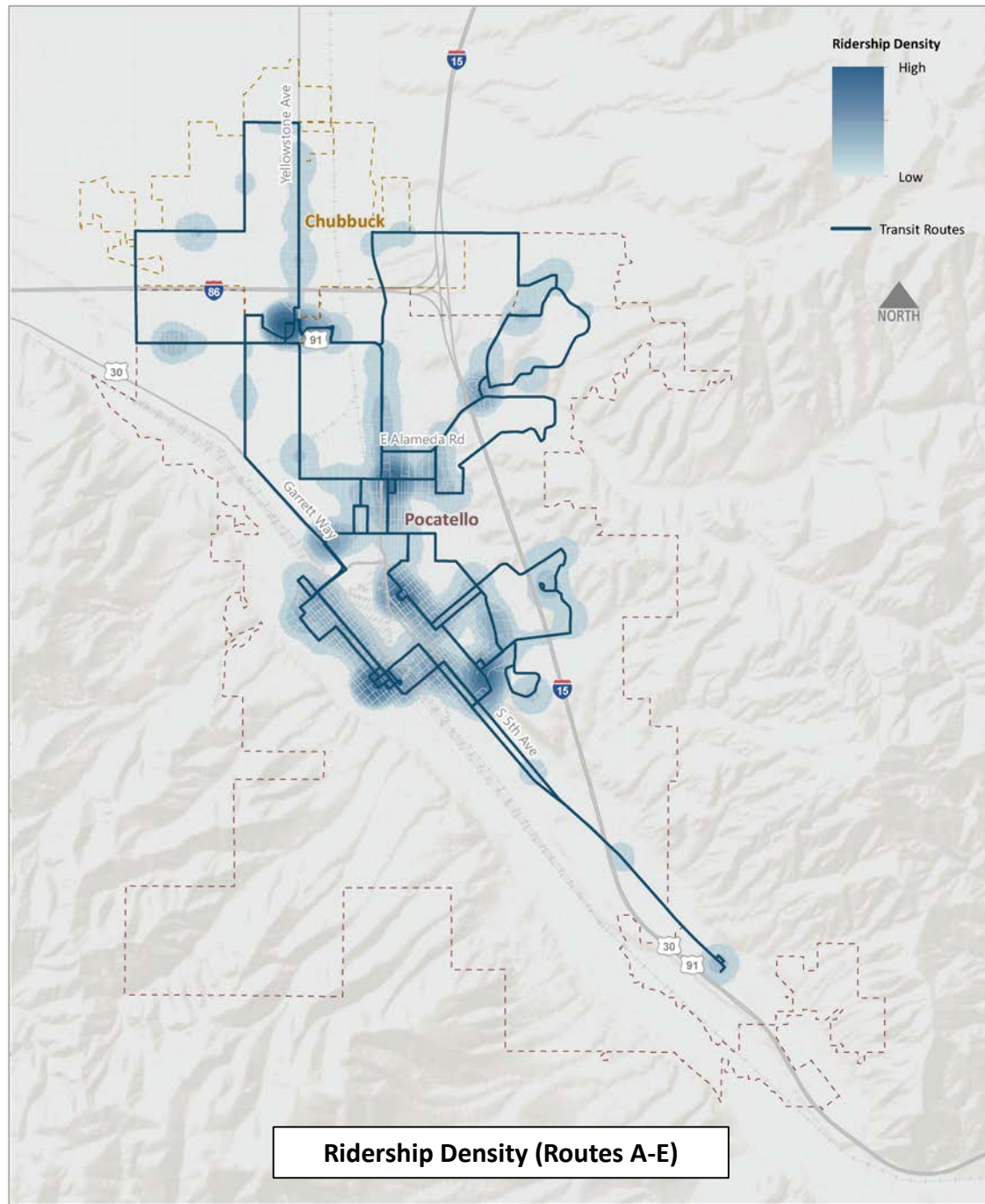
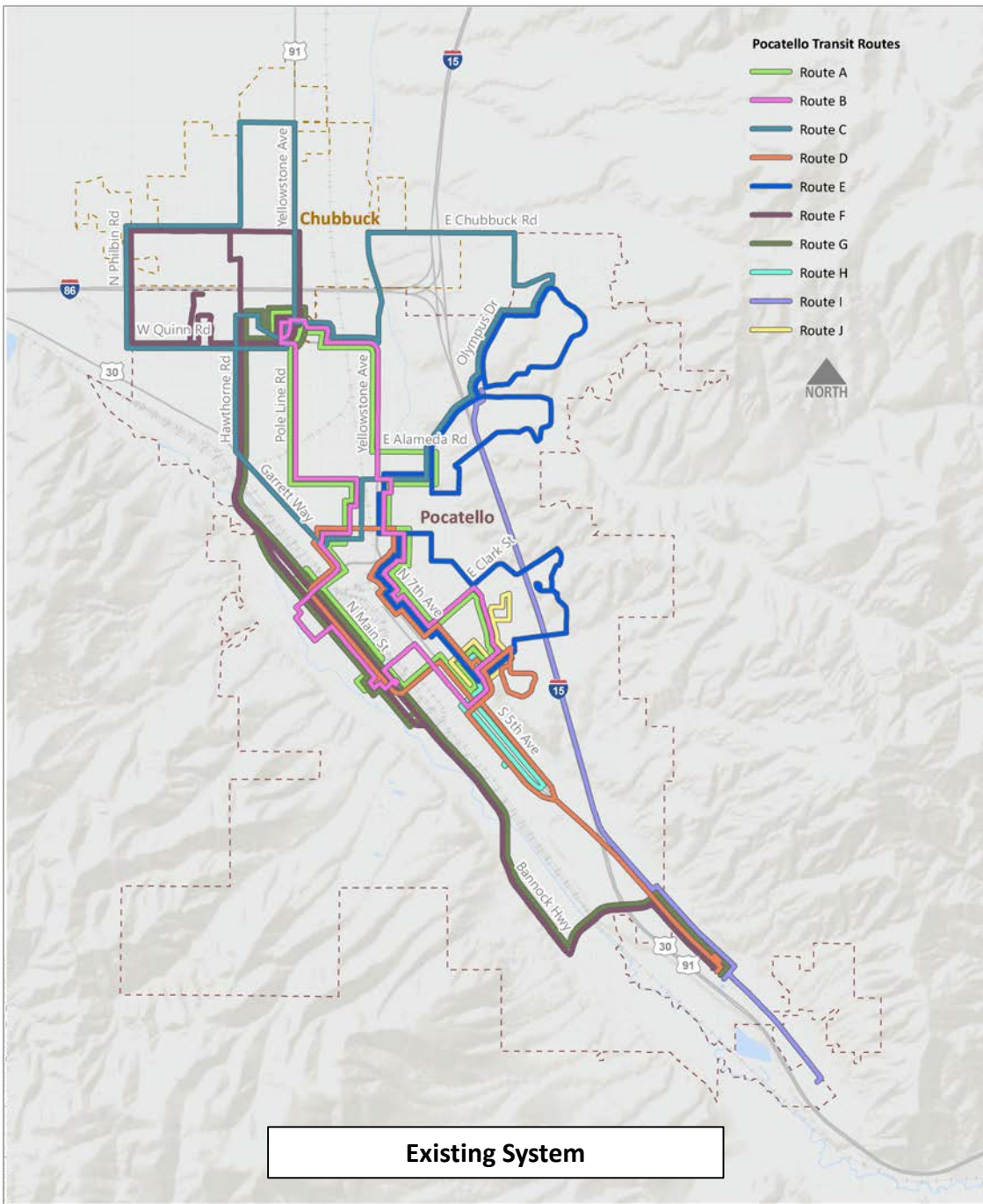
- Minimal incentives for transit
 - Short automobile travel times
 - Low levels of traffic congestion
 - Cheap and available parking
 - High rates of car ownership
 - Inexpensive gas
- Challenging Urban Form
 - Railroad presents a physical barrier through region's most transit friendly neighborhoods
 - Suburban street patterns outside of Old Town and Downtown do not support efficient transit service
 - Recent commercial and residential development oriented to automobiles



What are the Market Opportunities?

- Throughout the Pocatello and Chubbuck area, there are concentrations of transit-supportive densities that can sustain fixed-route transit.
 - Appear mostly in mixed-use and pedestrian-friendly neighborhoods
- Strong mixed-use corridors, like Yellowstone, present opportunities for efficient and effective transit.



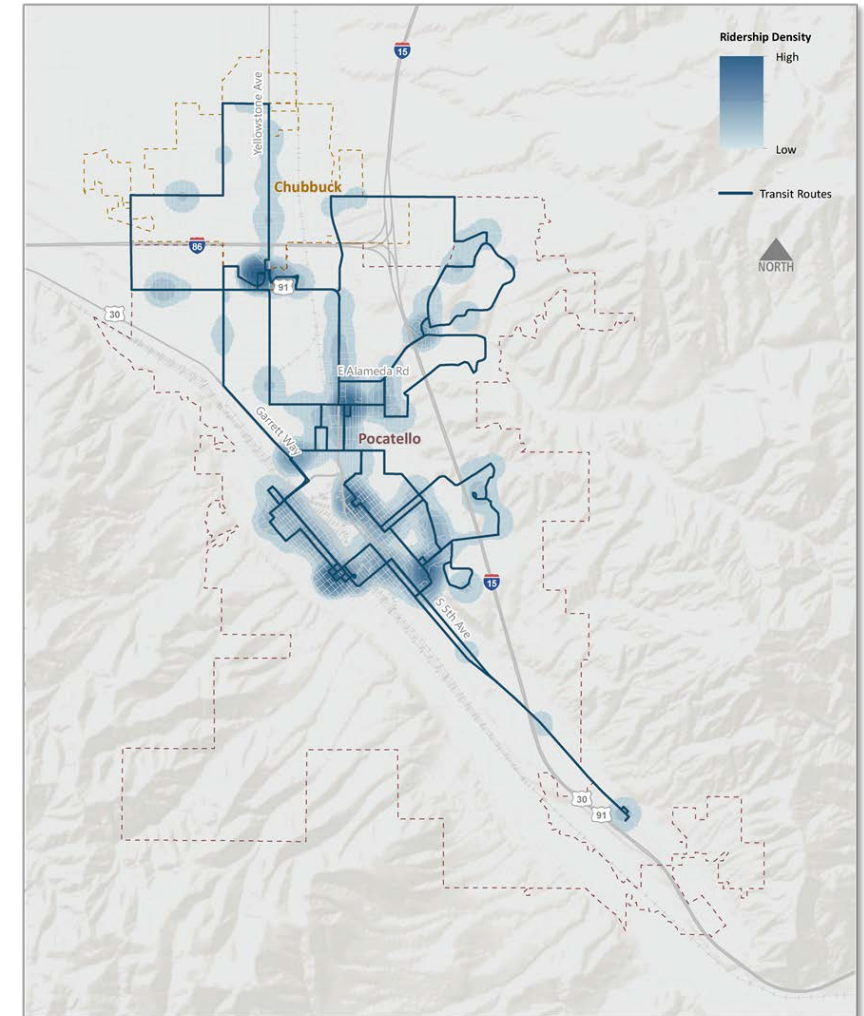


What are the Service Challenges?

- Long travel times
 - Routes operate as one-way loops, forcing riders to travel out-of-direction in order to arrive back at their trip start location or transfer to a different route.
- System is difficult for customers to understand
 - Riders not always aware of transfer opportunities, or how the routes work together.
 - Service information can be difficult to find, both at bus stops and online.
- Low frequency and limited service span
 - Five core routes operate with 60 minute frequency.
 - No weekday service past 7:00 pm and limited weekend service (2 routes on Saturdays, no Sunday service).

What are the Service Opportunities?

- Concentrated areas of ridership highlight a core service area that correlates to locations where there are transit-supportive densities and mixed-uses
- Routes A and B have almost identical ridership, indicating they are working together successfully as a bi-directional pair
 - These routes have the highest ridership of all the full-time routes
- Routes H and J are the most frequent routes in the system, and are the highest ridership routes in the system




Outreach Efforts

- Five pop-up outreach sessions around the region and one open house in August 2017
- Three focus group discussions
- Numerous stakeholder interviews
- Online and in-person survey in English and Spanish asking the community to weigh in on how to prioritize service given limited funding

Pocatello Regional Transit

Community Survey for the Master Transit Plan

Pocatello Regional Transit, in partnership with the Bannock Transportation Planning Organization, wants to make sure our service is meeting your needs and we need your help! Please take a few minutes to fill out this survey, which will help us develop our Master Transit Plan. Your information will be kept strictly confidential and will be used for transportation planning purposes only. We appreciate your time in helping build a better PRT system. For more information please visit www.pocatellotransit.com



PRT
Pocatello Regional Transit

1. Where do you live?
 Zipcode: _____
 Nearest Intersection: _____
2. Where do you go most often (using any form of transportation)?
 Location: _____
 Nearest Intersection: _____
3. In the past year, which Pocatello Regional Transit (PRT) routes and services you have used? (check all that apply)

<input type="checkbox"/> Route A	<input type="checkbox"/> Preston / Logan Commuter
<input type="checkbox"/> Route B	<input type="checkbox"/> Door-to-door service (paratransit and senior service)
<input type="checkbox"/> Route C	<input type="checkbox"/> Rural Tello Bus, please indicate county: _____
<input type="checkbox"/> Route D	<input type="checkbox"/> I do not use PRT services
<input type="checkbox"/> Route E	
<input type="checkbox"/> Route F	
<input type="checkbox"/> Route G	
<input type="checkbox"/> Route H	
<input type="checkbox"/> Route I	
<input type="checkbox"/> Route J	
<input type="checkbox"/> Blackfoot Commuter	
4. How often do you use PRT's services?

<input type="checkbox"/> 6 days per week	<input type="checkbox"/> Less than once a month
<input type="checkbox"/> 5 days per week	<input type="checkbox"/> A few times per year
<input type="checkbox"/> 3-4 days per week	<input type="checkbox"/> Never
<input type="checkbox"/> 1-2 days per week	
<input type="checkbox"/> Less than once a week	
5. For what purpose do you most often ride PRT service?

<input type="checkbox"/> Work	<input type="checkbox"/> Social / Recreational
<input type="checkbox"/> Shopping / Groceries	<input type="checkbox"/> I do not use PRT services
<input type="checkbox"/> School	<input type="checkbox"/> Other (please specify): _____
<input type="checkbox"/> Medical	
<input type="checkbox"/> Childcare	
6. If you are a current transit rider, what location do you usually ride transit to within the current PRT service area? If you are not a current rider, what location would you most likely ride transit to within the current PRT service area?
 Location: _____
 Nearest Intersection: _____
7. If you could pick one location for PRT buses to serve that it does not currently serve, where would it be?
 Location: _____
 Nearest Intersection: _____
8. In a typical month, which of the following forms of transportation do you use? (check all that apply)

<input type="checkbox"/> Personal Automobile	<input type="checkbox"/> Community Agency Van (i.e. Senior Center Van)
<input type="checkbox"/> PRT Fixed Route Bus	<input type="checkbox"/> Taxi
<input type="checkbox"/> PRT Commuter Service	<input type="checkbox"/> Uber / Lyft
<input type="checkbox"/> PRT Door-to-door service	<input type="checkbox"/> Veyo
<input type="checkbox"/> PRT Rural Tello Bus	<input type="checkbox"/> Walk
<input type="checkbox"/> Carpool / Vanpool	<input type="checkbox"/> Bicycle
<input type="checkbox"/> Ride from Relative / Friend	<input type="checkbox"/> Church Program
<input type="checkbox"/> Van provided by my housing provider	<input type="checkbox"/> Other (please specify): _____
9. Of the options you selected in Question 8, which do you use the most often? (please specify only one)

<input type="checkbox"/> Personal Automobile	<input type="checkbox"/> Community Agency Van (i.e. Senior Center Van)
<input type="checkbox"/> PRT Fixed Route Bus	<input type="checkbox"/> Taxi
<input type="checkbox"/> PRT Commuter Service	<input type="checkbox"/> Uber / Lyft
<input type="checkbox"/> PRT Door-to-door service	<input type="checkbox"/> Veyo
<input type="checkbox"/> PRT Rural Tello Bus	<input type="checkbox"/> Walk
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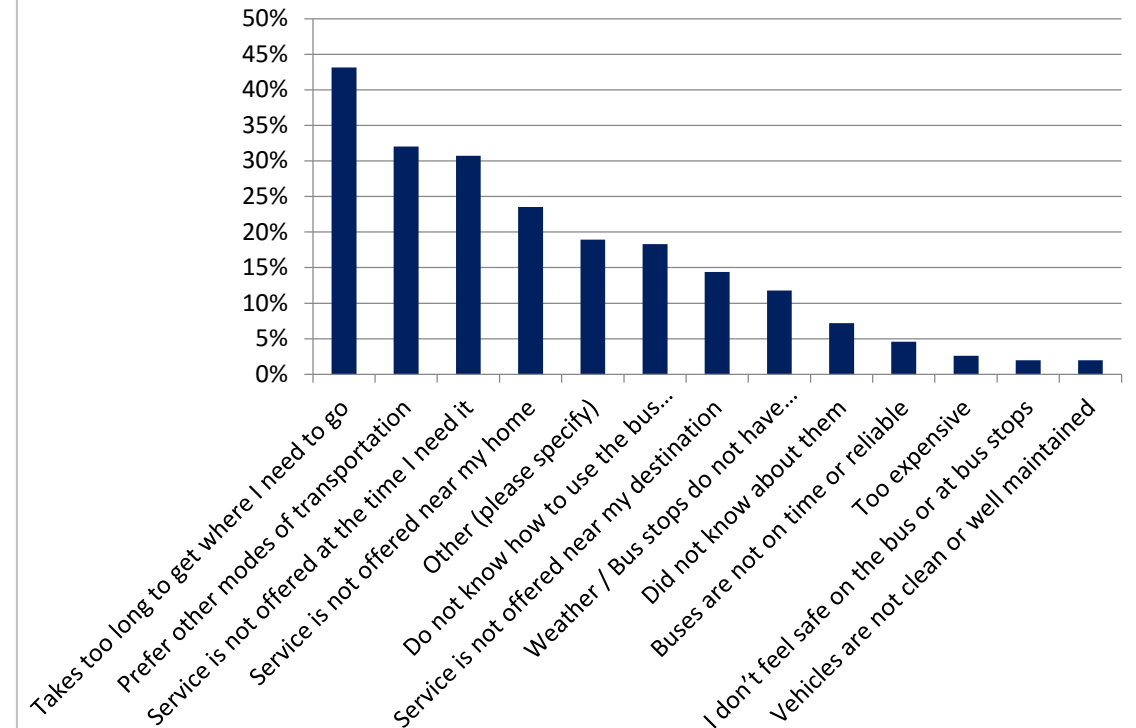
Over

What Did We Hear?

Key Themes

- Residents value the transit system and think it's an important service the City provides.
- Customers would like shorter travel times on the bus.
- Customers would like the bus to run later and come more often.
- Customers would like more weekend service.
- Customers would like more amenities at stops, including benches, shelters, and service information.
- Opportunities exist to build and strengthen community partnerships.

What prevents you from using PRT services more often or at all?



Where Do We Want to Be?

Establishing a Vision and Goals for Transit in the Pocatello Region

Master Transit Vision

“The vision for Pocatello Regional Transit is a system that provides safe, cost-effective, and reliable transportation services that support the social, economic, and environmental well-being of the community by providing access to education, employment, public service, healthcare, shopping and recreational opportunities.”

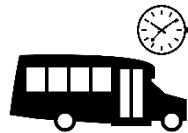
Plan Principles and Strategies

Match Transit Service to Market Demand



Provide bus service where it can be both effective and efficient, based on ridership, community needs, and land use characteristics.

Improve the Customer Experience



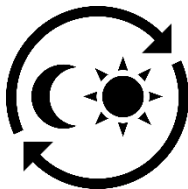
Reduce Travel Time on the Bus

The amount of time passengers spend traveling on a bus to their destination influences their experience. One-way routes increase the amount of time passengers have to spend on the bus. Providing bi-directional service on routes reduces travel time and improves customer satisfaction.



Improve Frequency

Out-of-vehicle wait time is perhaps the most important factor individuals consider when deciding whether or not to use transit. Improving service frequency (how often the bus comes) can greatly enhance overall the passenger experience.



Increase Service Spans

Service span affects passengers' ability to use transit for all their daily needs. Increasing the hours and days that service is available will improve customer mobility, especially for individuals who work hours outside of the traditional Monday-Friday 9am-5pm period.

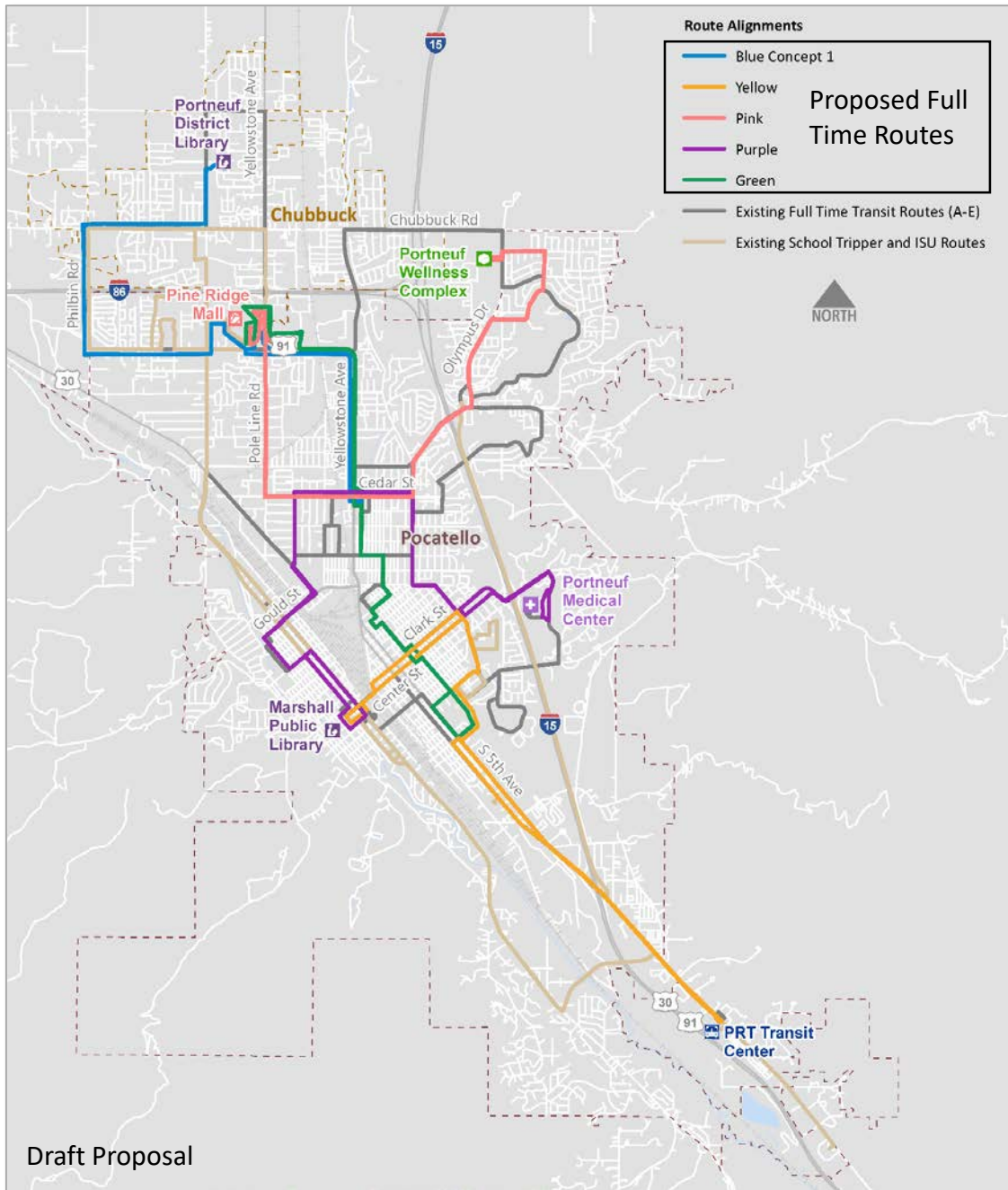


Improve Information Availability

One potential barrier to transit use is whether or not it is easy for customers to understand how the different routes operate and where they go. 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. Providing more information for riders in the form of maps and clearly marked bus stop signs can help them better understand the system and how to use it.

How Do We Get There?

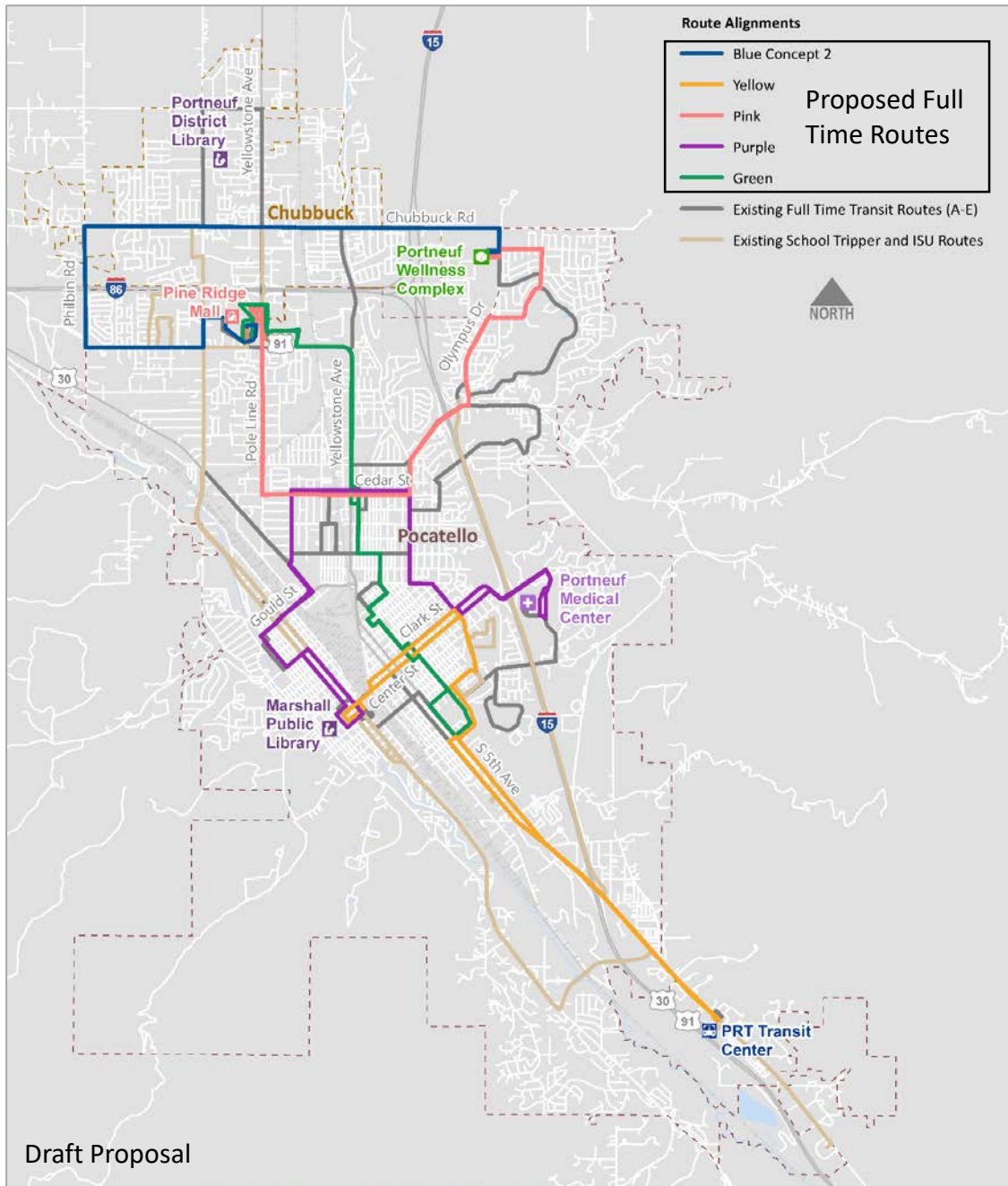
Draft Concepts



Draft Proposal

Concept 1: Cost-Neutral

- All full time routes run bi-directional service
- Buses arrive once every 60 minutes at each stop
- All full-time routes run for 12 hours on weekdays (EX: 7am-7pm)
- Green and Purple Routes run for 9 hours on Saturdays (EX: 9am-6pm)
- No Sunday Service
- Major Transfer Locations:
 - Pine Ridge Mall (Green, Blue, Pink)
 - Cedar/Warren (Green, Blue, Pink, Purple)
 - Marshall Public Library (Purple, Yellow)
- Approximately 96 percent of existing riders within 1/3 mile of new routes
- Approximately 99 percent of existing riders within 1/2 mile of new routes

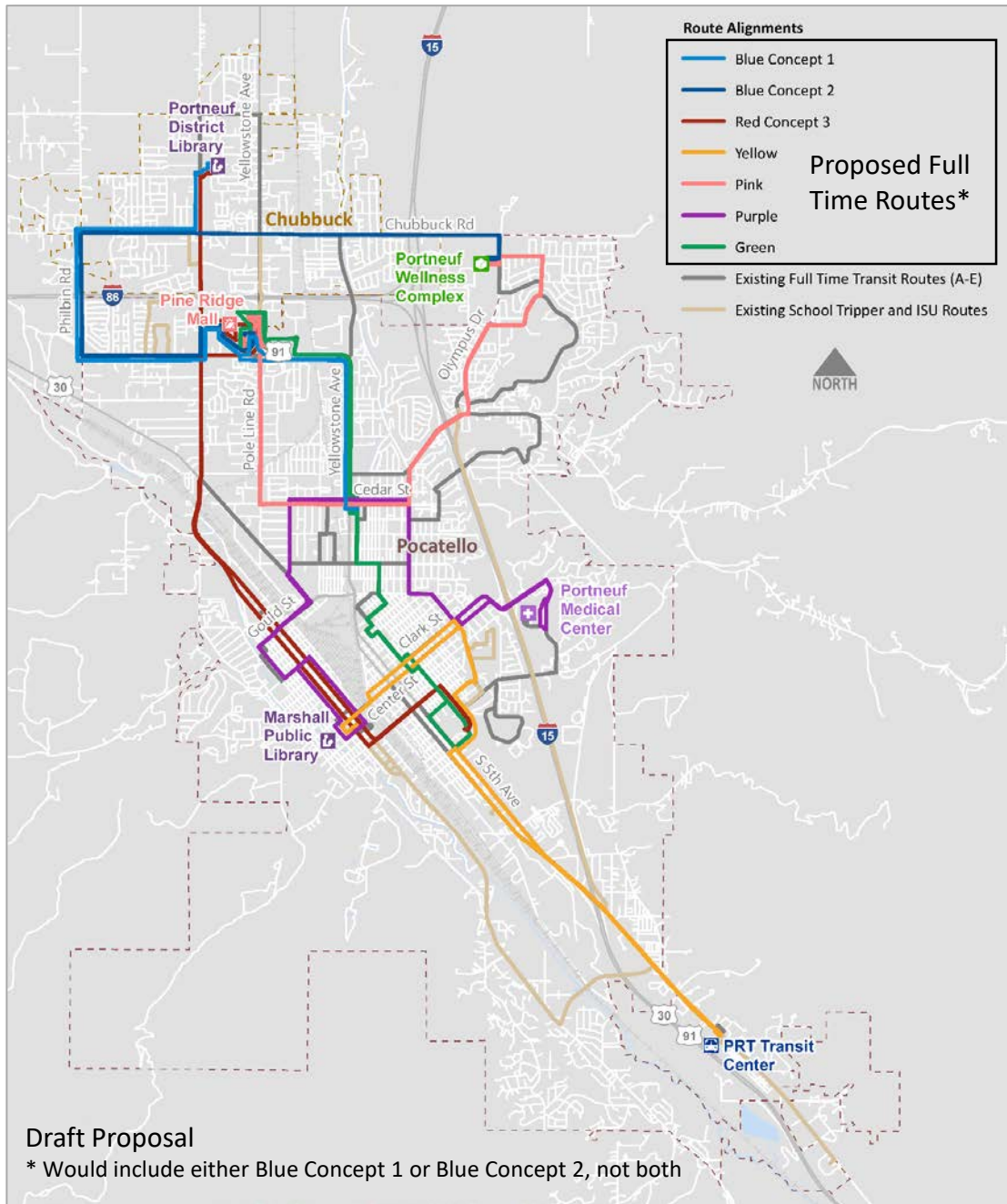


Draft Proposal

Concept 2: Cost-Neutral

- All full-time routes run bi-directional service
- Buses arrive once every 60 minutes at each stop
- All full-time routes run for 12 hours on weekdays (EX: 7am-7pm)
- Green and Purple Routes run for 9 hours on Saturdays (EX: 9am-6pm)
- No Sunday Service
- Major Transfer Locations:
 - Pine Ridge Mall (Green, Blue, Pink)
 - Cedar/Warren (Green, Pink, Purple)
 - Marshall Public Library (Purple, Yellow)
- Approximately 97 percent of existing riders within 1/3 mile of new routes
- Approximately 99 percent of existing riders within 1/2 mile of new routes

Concept 3: Unconstrained

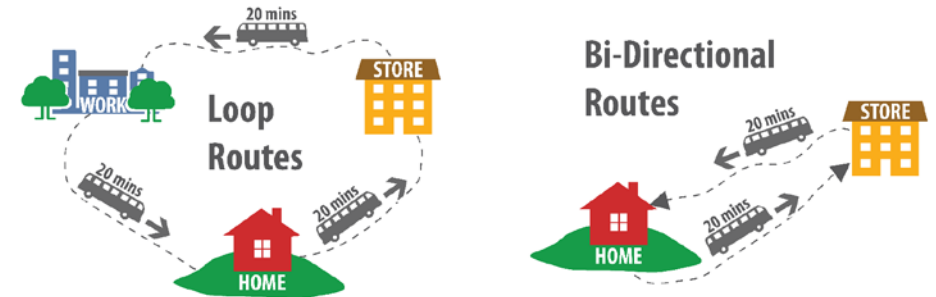


- All full time routes run bi-directional service
- Blue, Red, Yellow, Pink and Purple buses arrive once every 60 minutes at each stop
- Green Line arrives once every 30 minutes on weekdays from 7am-7pm, once every 60 minutes all other times.
- All full-time routes run for 16 hours on weekdays (EX: 6am-10pm)
- All full-time routes run for 11 hours on Saturdays (EX: 8am-7pm)
- All full-time routes run for 9 hours on Sundays (EX: 9am-6pm)
- Major Transfer Locations:
 - Pine Ridge Mall (Green, Blue, Pink, Red)
 - Cedar/Warren (Green, [Blue], Pink, Purple)
 - Marshall Public Library (Purple, Yellow, Red)
- Approximately 97 percent of existing riders within 1/3 mile of new routes
- Over 99 percent of existing riders within 1/2 mile of new routes

Plan Benefits

Bi-directional Service

- Bi-directional routes go up and down the same street, so customers can get off the bus on one side of the street and back on the bus on the other side of the street.
- This means more direct trips, shorter travel times, and more access to service - even if a bus takes an entire hour to complete its full route, riders can catch the bus twice in one hour (once in each direction).
- All full-time routes are recommended for bi-directional service.



Example:

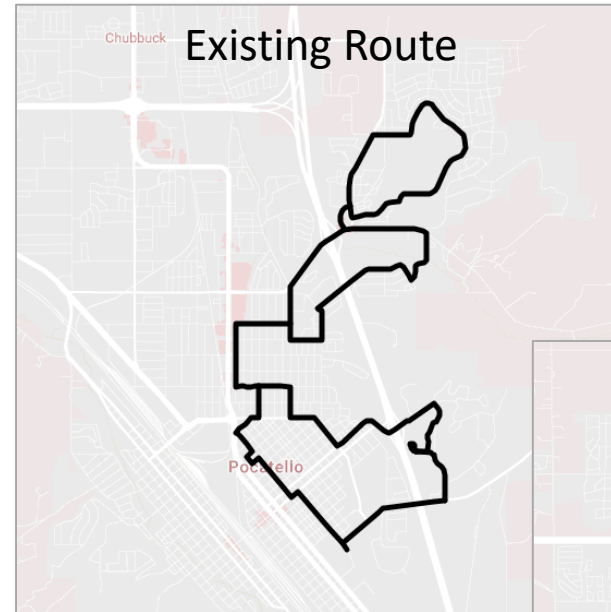
On the existing Route C, it takes approximately 5 minutes to go from Hiline Rd/Chubuck Rd to Portneuf Wellness Complex, and 55 minutes to go from Portneuf Wellness Complex to Hiline Rd/Chubuck Rd.

On the proposed Blue Route, it take approximately 5 minutes to go from Hiline Rd/Chubuck Rd to Portneuf Wellness Complex, and 5 minutes to go from Portneuf Wellness Complex to Hiline Rd/Chubuck Rd.

Plan Benefits

Easier to Understand

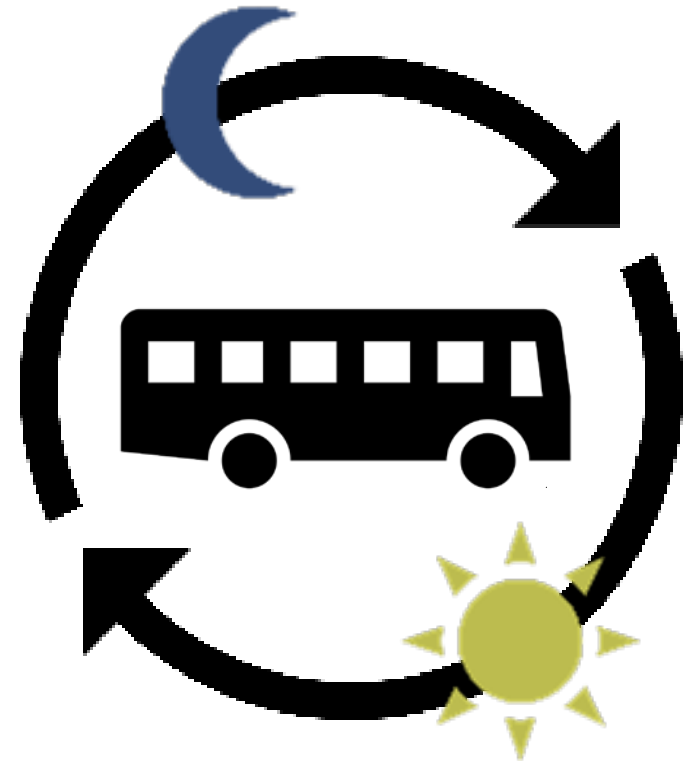
- PRT's existing routes and system are complex. To make service more appealing and easier to understand, the proposed system plan was designed to be logical and intuitive.
- Routes were designed to be bi-directional and linear, with minimal deviations.



Plan Benefits

Expanded Service Hours

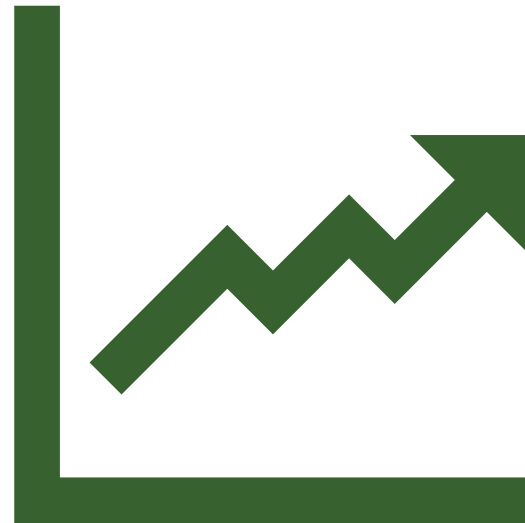
- Efficiency savings from the proposed route alignments in the cost-neutral plans allow all 5 full-time routes to operate for 12 hours per weekday. Currently only 3 of the 5 routes run for 12 hours per day; the remaining 2 run for 11 hours per day.
- The savings also allow Saturday service to be extended by one additional hour, for a Saturday service span of 9 hours versus the existing 8.
- This amounts to an additional 12 hours of service per week.



Plan Benefits

Cost Neutral and Easy to Grow

- The plan aims to address the desires and needs of the community within PRT's existing operating budget.
- This will allow PRT to move forward with implementation without requiring additional resources.
- The recommended system is scalable, allowing for improved levels of service as funding becomes available, without requiring a full redesign of the routes.



Questions or Comments?

Contact: prttransitmasterplan@gmail.com