

COLUMBUS TRANSIT STUDY

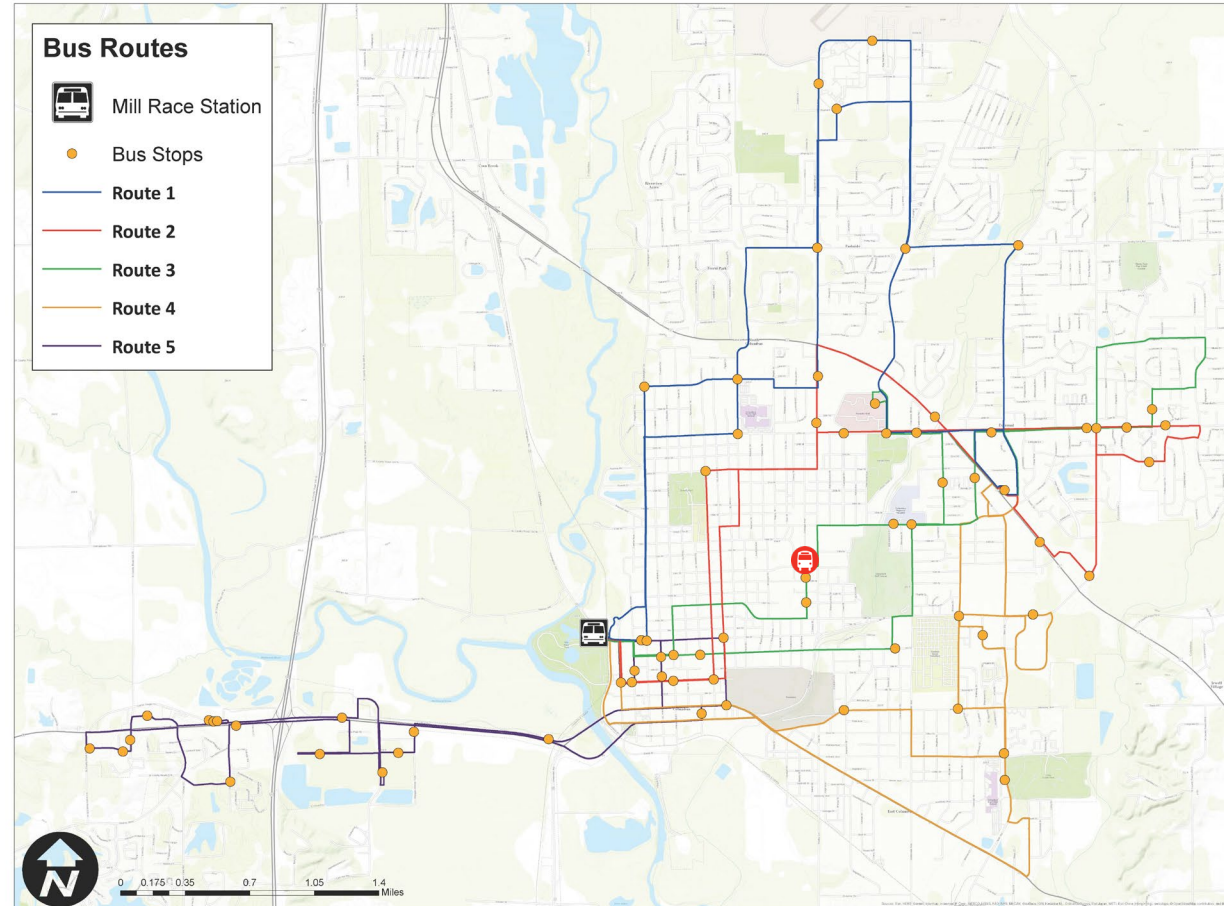
December 10, 2018



PROJECT PURPOSE

- Complete Review of routes, schedules, operating practices
- Incorporate wide range of input
- Plan for new transit center at 13th/Hutchins
- Recommend service modifications

ColumBUS Routes



PEER SYSTEM SUMMARIES





INTRODUCTION

- FTA tool to determine peers
- Peer Systems
- Fixed Route comparisons
- Demand-Response comparisons

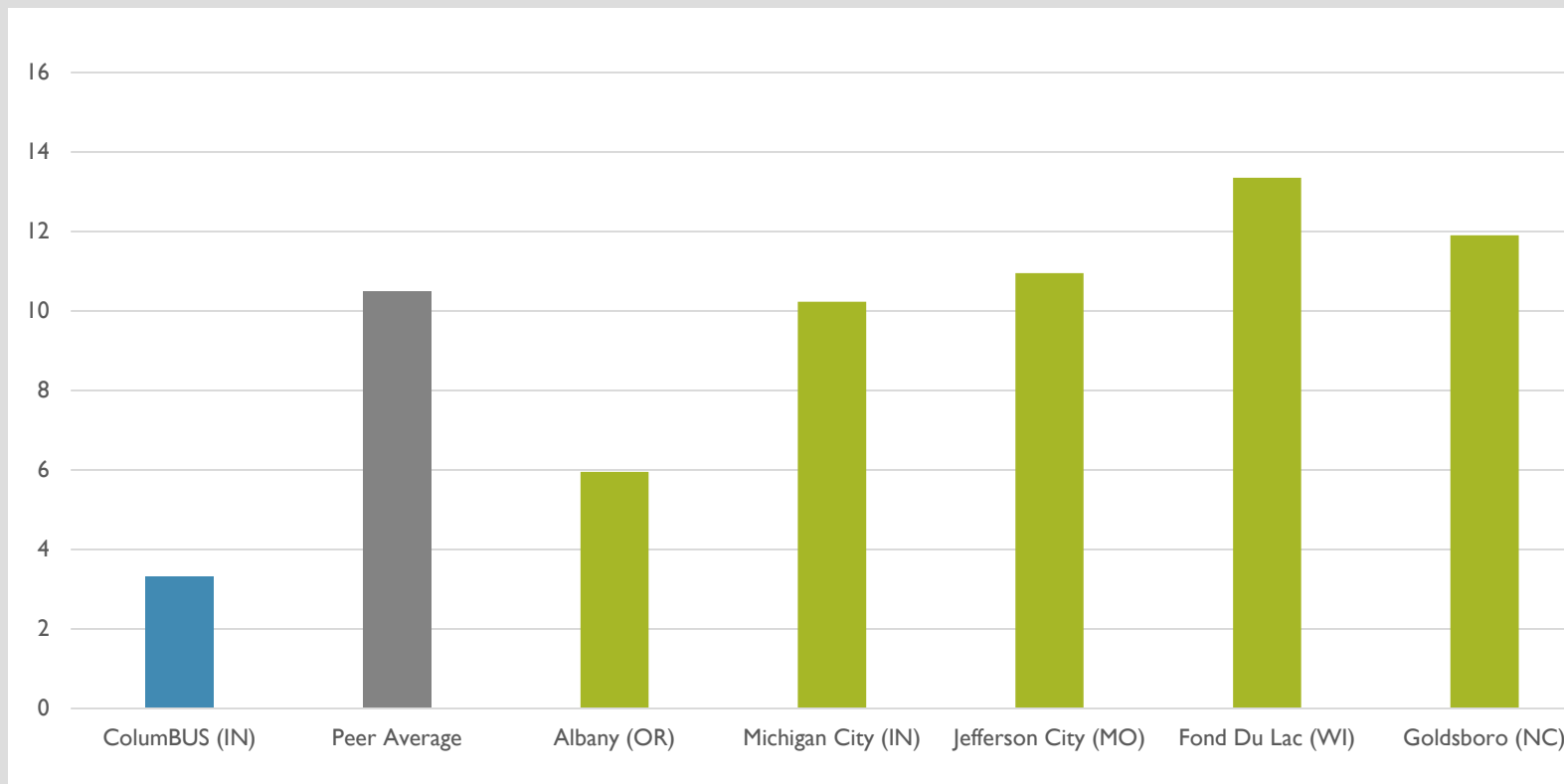
**TABLE 2-5: FIXED ROUTE RIDERSHIP AND
OPERATING RATIOS – 2012 TO 2016 NTD
AVERAGE**

Transit System	Passenger Trips	Revenue Miles	Revenue Hours	Revenue	Total Operating Expenses
ColumBUS (IN)	208,735	207,353	18,580	\$35,415	\$1,093,872
Peer System Average	201,822	224,276	14,218	\$111,555	\$1,020,607
Albany Transit System (OR)	213,284	182,826	9,223	\$55,899	\$998,182
Michigan City Transit System (IN)	152,660	190,212	13,333	\$88,653	\$959,217
JEFFTRAN (MO)	222,063	275,554	17,248	\$142,289	\$1,295,534
Fond Du Lac Area Transit (WI)	152,371	141,203	10,569	\$127,901	\$969,150
Goldsboro-Wayne Transportation Authority (NC)	222,063	331,587	20,719	\$14,034	\$880,954

**TABLE 2-6: FIXED ROUTE RIDERSHIP AND
OPERATING RATIOS – 2012 TO 2016 NTD
AVERAGE**

Transit System	Farebox Recovery	Revenue/ Passenger Trip	Passenger Trips/ Revenue Hour	Cost/ Passenger Trip	Passenger Trips/ Capita
ColumBUS (IN)	3.3%	\$0.16	11.2	\$4.97	4.62
Peer System Average	10.5%	\$0.57	14.9	\$5.25	4.86
Albany Transit System (OR)	6.0%	\$0.26	22.4	\$4.67	4.21
Michigan City Transit System (IN)	10.2%	\$0.56	11.4	\$5.17	4.82
JEFFTRAN (MO)	11.0%	\$0.54	15.6	\$5.11	6.22
Fond Du Lac Area Transit (WI)	13.4%	\$0.85	14.4	\$6.06	3.10
Goldsboro-Wayne Transportation Authority (NC)	11.9%	\$0.64	10.6	\$5.23	5.94

FIGURE 2-1: FIXED ROUTE PEER COMPARISON – FAREBOX RECOVERY



**FIGURE 2-2: FIXED ROUTE PEER COMPARISON
– REVENUE/PASSENGER TRIP**

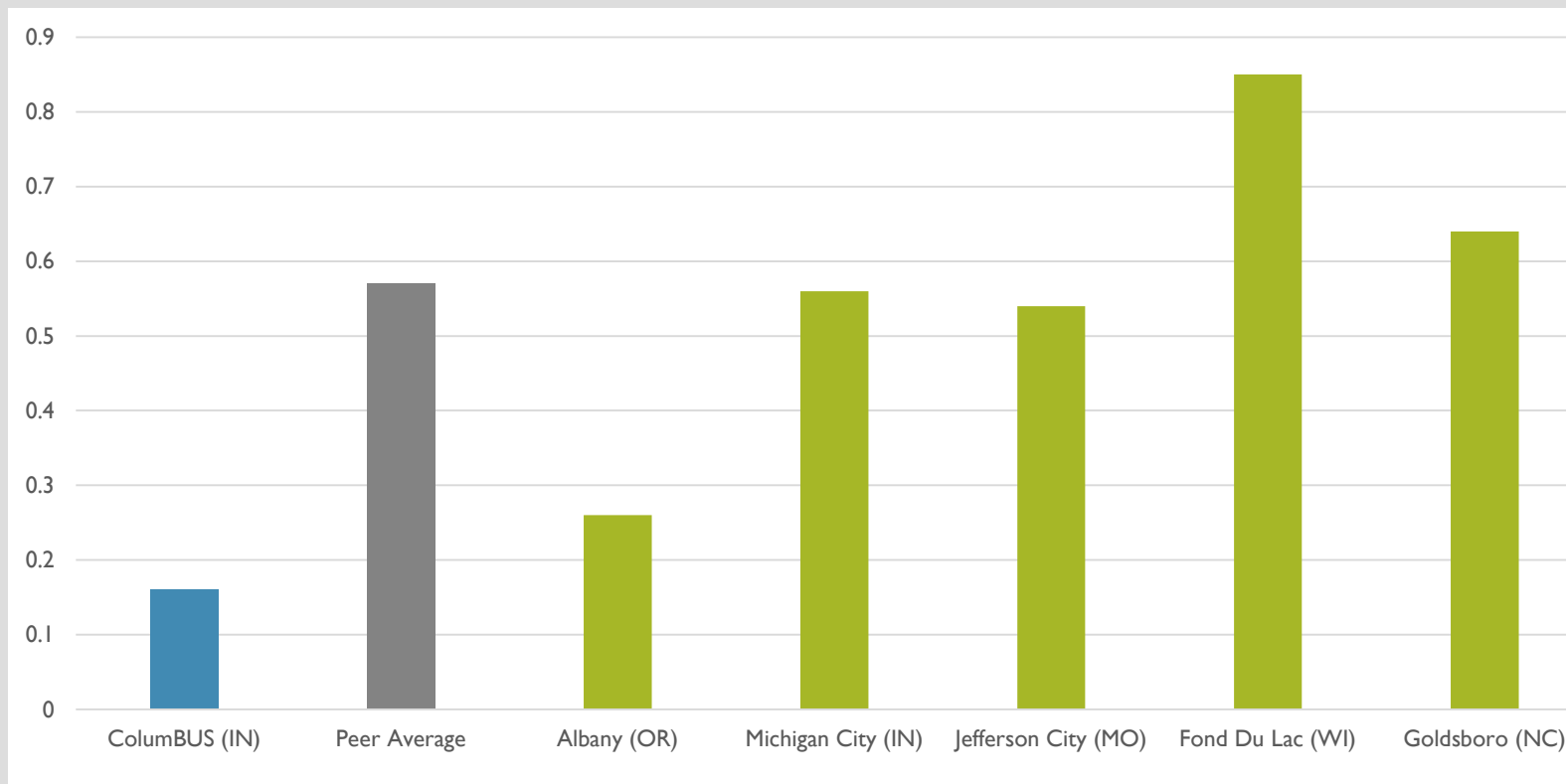




FIGURE 2-3: FIXED ROUTE PEER COMPARISON – PASSENGER TRIPS/REVENUE HOUR





FIGURE 2-4: FIXED ROUTE PEER COMPARISON –
EXPENSES/PASSENGER TRIP

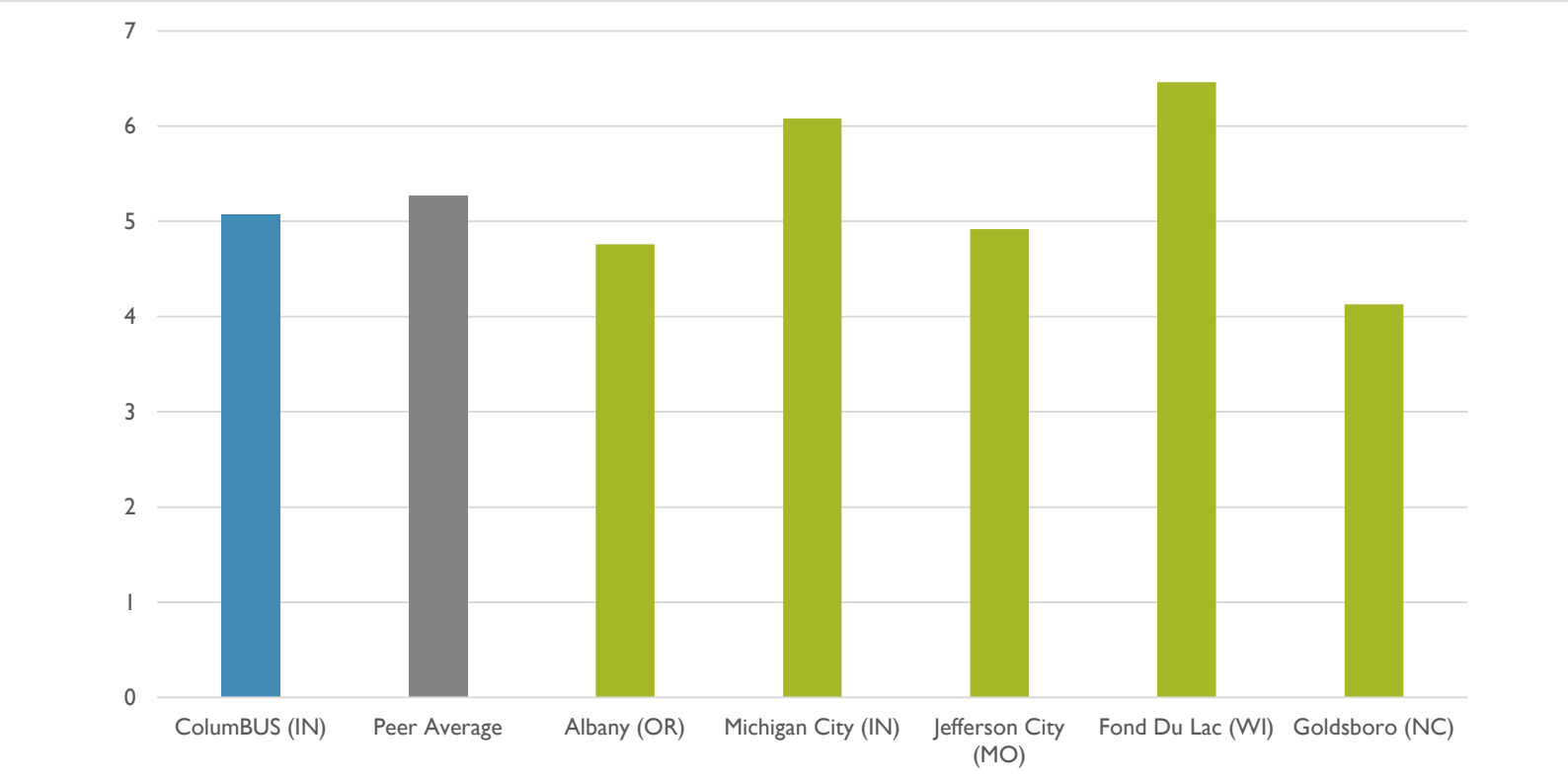
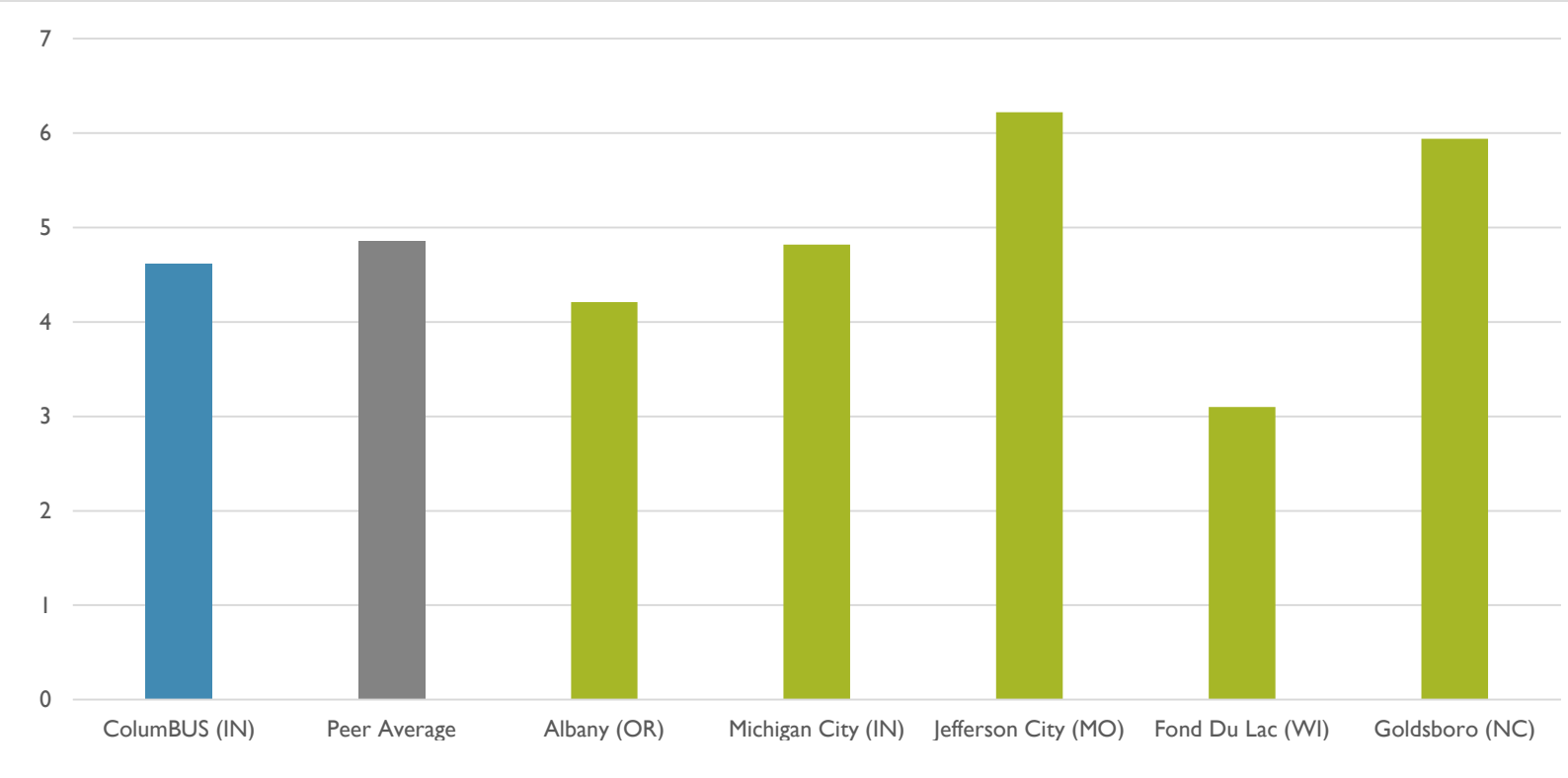




FIGURE 2-5: FIXED ROUTE PEER COMPARISON – PASSENGER TRIP PER CAPITA





Note: Operating expense and revenue data was missing for 2012 for all transit systems.

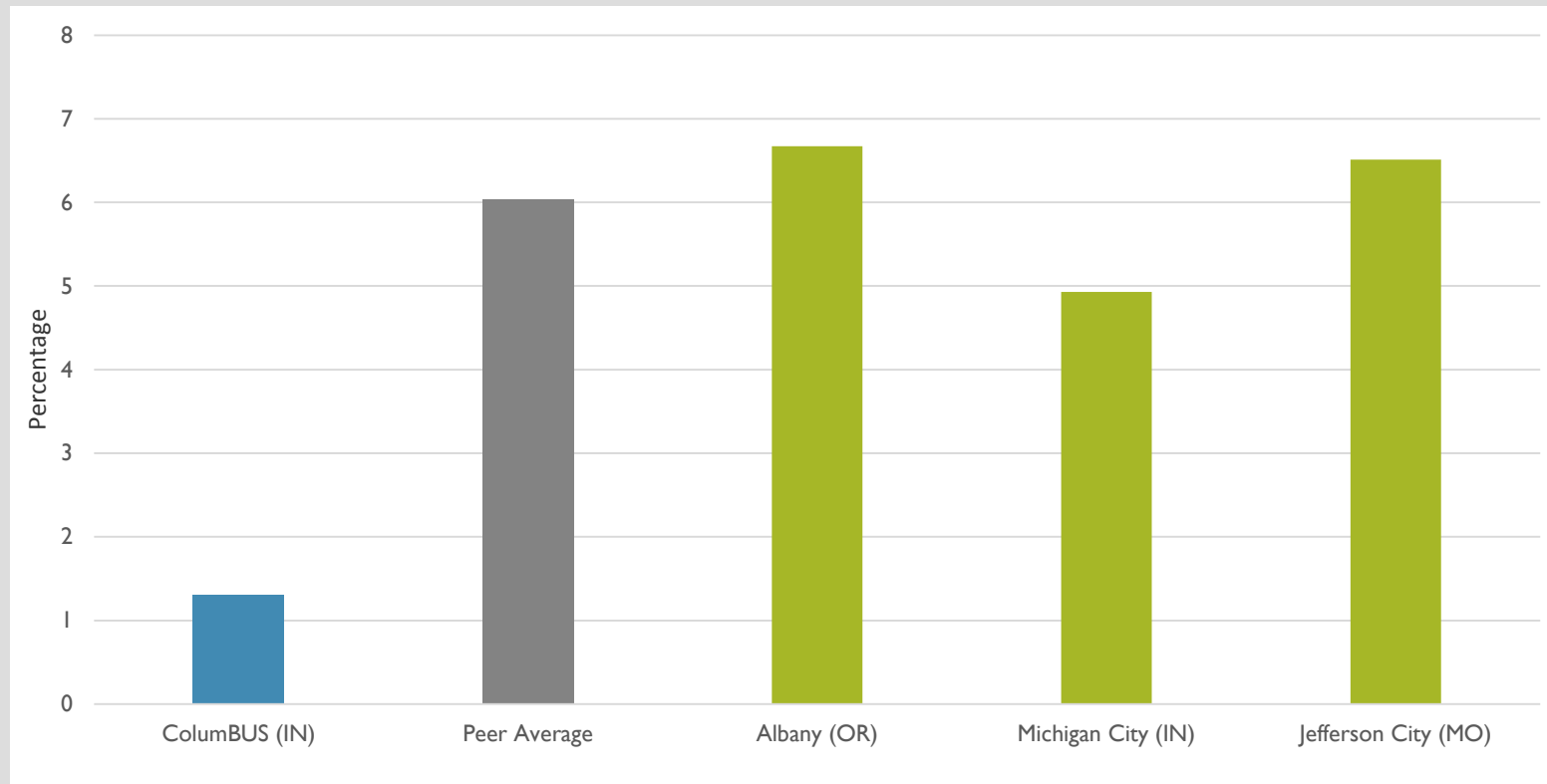
TABLE 2-7: DEMAND RESPONSE RIDERSHIP AND OPERATING STATISTICS – 2012 TO 2016 NTD AVERAGE

Transit System	Passenger Trips	Revenue Miles	Revenue Hours	Revenue	Total Operating Expenses
ColumBUS (IN)	17,307	88,045	9,031	\$6,905	\$456,773
Peer System Average	38,791	238,765	23,655	\$88,021	\$696,780
Albany Transit System (OR)	18,623	96,616	7,893	37,070	\$419,239
Michigan City Transit System (IN)	4,644	40,955	40,955	9,001	\$199,815
JEFFTRAN (MO)	55,638	214,026	15,032	56,717	\$887,732

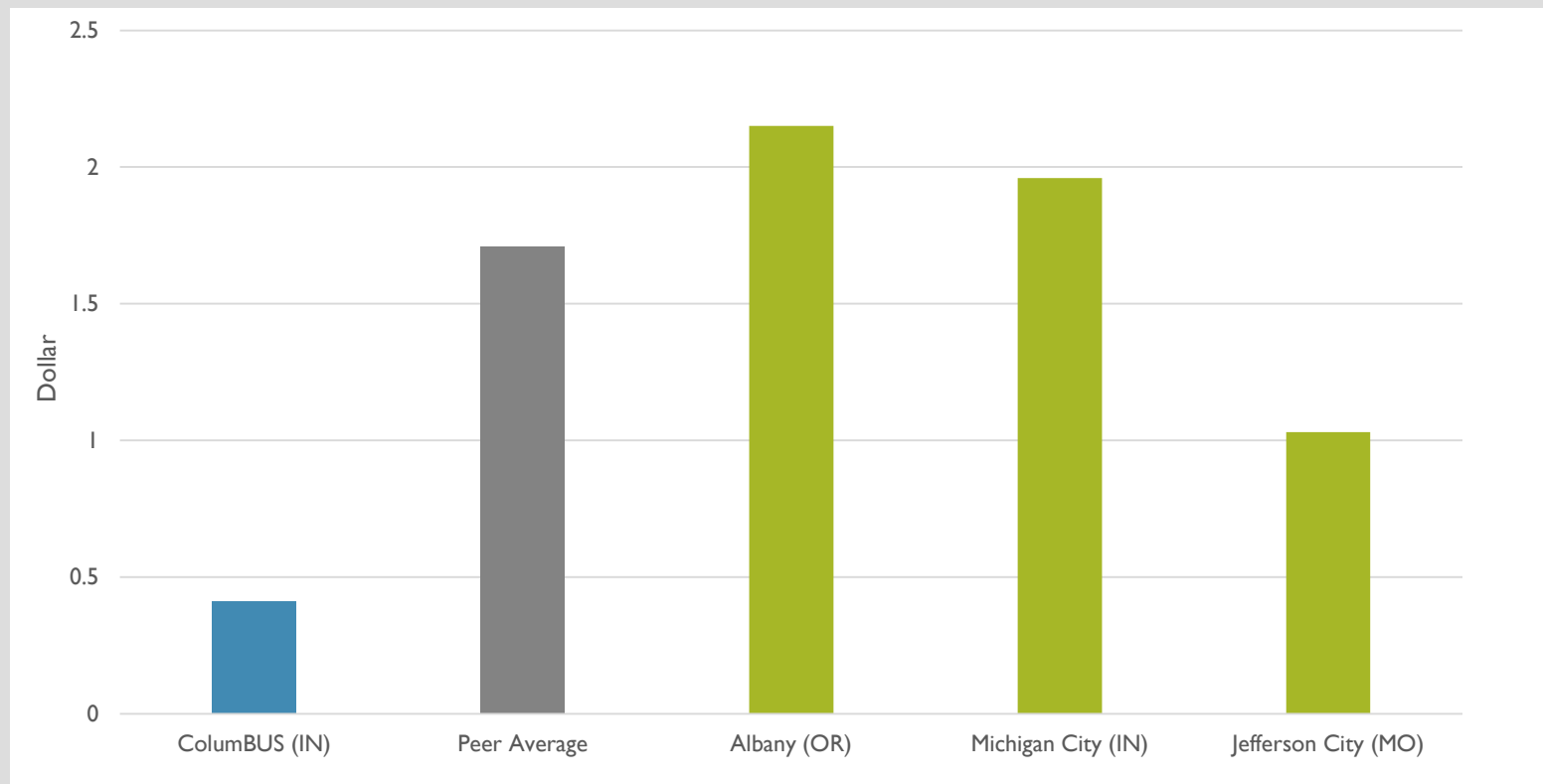
**TABLE 2-8: DEMAND RESPONSE RIDERSHIP
AND OPERATING STATISTICS – 2012 TO 2016
NTD AVERAGE**

Transit System	Farebox Recovery	Revenue/ Passenger Trip	Passenger Trips/ Revenue Hour	Cost/ Passenger Trip	Passenger Trips/ Capita
ColumBUS (IN)	1.15%	\$0.41	1.92	\$27.47	.38
Peer System Average	4.84%	\$2.84	2.39	\$24.41	.93
Albany Transit System (OR)	6.69%	\$2.15	2.37	\$24.23	.37
Michigan City Transit System (IN)	4.92%	\$1.96	1.43	\$44.31	.15
JEFFTRAN (MO)	6.51%	\$1.03	3.7	\$16.20	1.29

**FIGURE 2-6: DEMAND RESPONSE RIDERSHIP AND
OPERATING STATISTICS – FAREBOX RECOVERY**



**FIGURE 2-7: DEMAND RESPONSE RIDERSHIP AND
OPERATING STATISTICS – REVENUE/PASSENGER TRIP**



**FIGURE 2-8: DEMAND RESPONSE RIDERSHIP AND
OPERATING STATISTICS – PASSENGER
TRIPS/REVENUE HOUR**

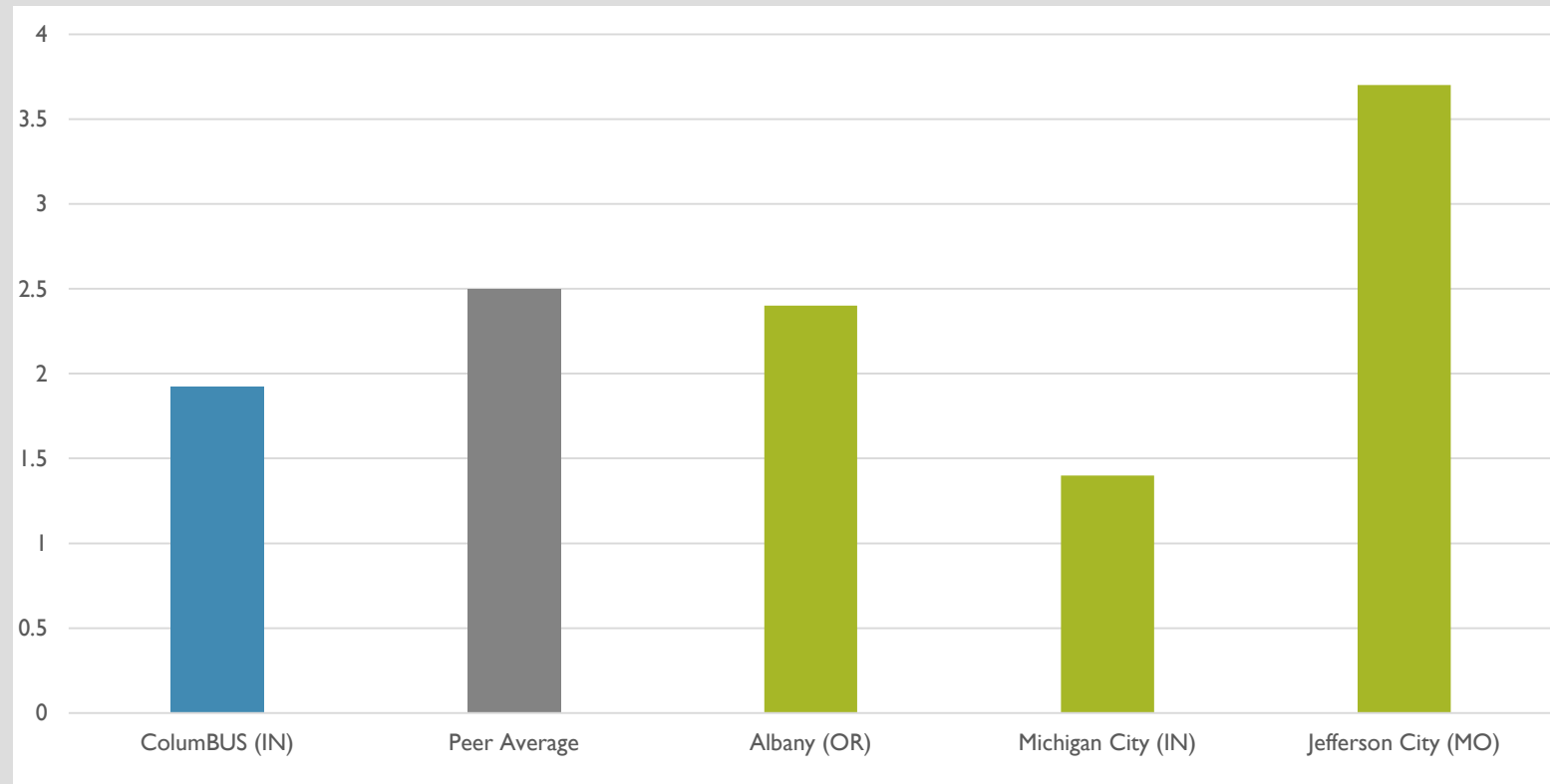


FIGURE 2-9: DEMAND RESPONSE RIDERSHIP AND OPERATING STATISTICS – EXPENSES/PASSENGER TRIP

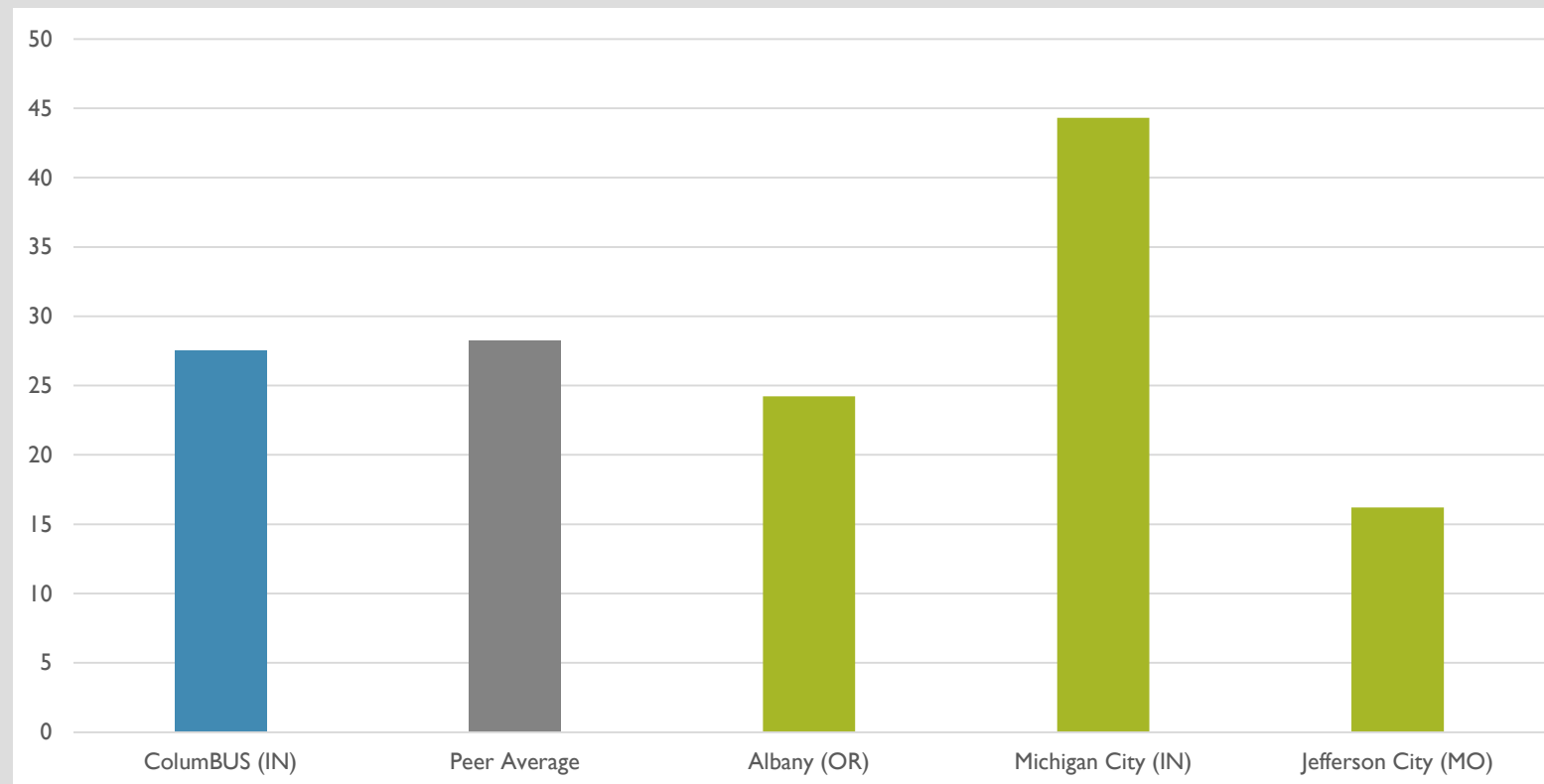




FIGURE 2-10: DEMAND RESPONSE RIDERSHIP AND
OPERATING STATISTICS – PASSENGER TRIPS PER
CAPITA

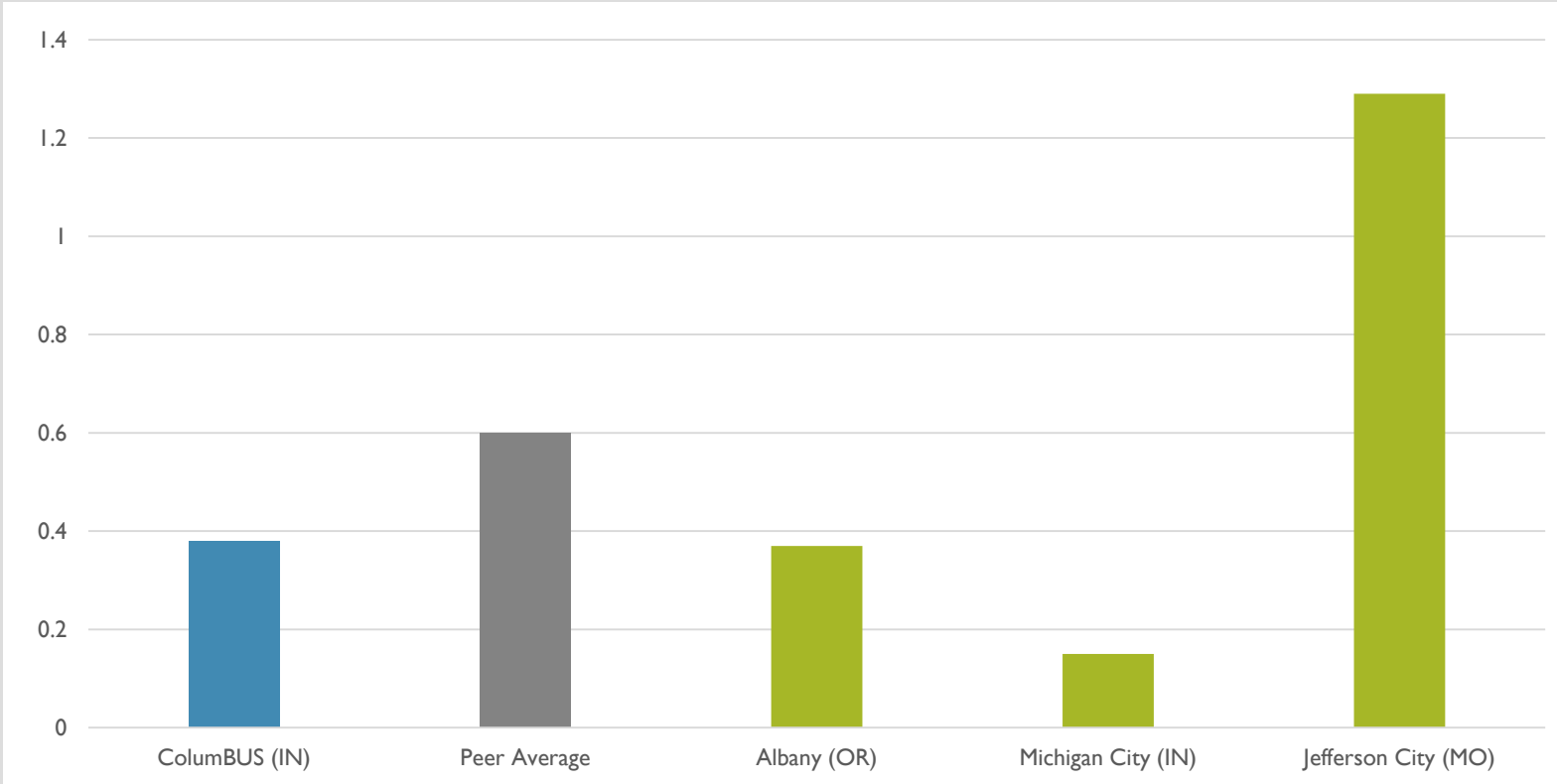


TABLE 2-9: DEMAND RESPONSE RIDERSHIP AND OPERATING STATISTICS – 2012 TO 2016 NTD AVERAGE


Transit System Location	Total Population	%65+	% Disabled
Columbus, IN	46,474	14.5%	12.4%
Peer System Average	41,980	14.8%	15%
Albany, OR	51,919	14.6%	16.0%
Michigan City, IN	31,374	14.7%	14.9%
Jefferson City, MO	43,172	14.2%	16.2%





ON-LINE SURVEY



DESCRIPTION

- Dates Available
- Number of responses
- Key respondent characteristics
 - Place of Residence
 - Use/Non-User
 - Other key characteristics


columbusindiana
columbus transit







Make your voice count. This anonymous community survey aims to improve the service and operations of the ColumBUS Transit System

ColumBUS Transit Survey

We want to hear from YOU!
Visit <https://www.surveymonkey.com/r/ColumbusTransitStudy2018>
or follow the QR code at the bottom of the page to get started.

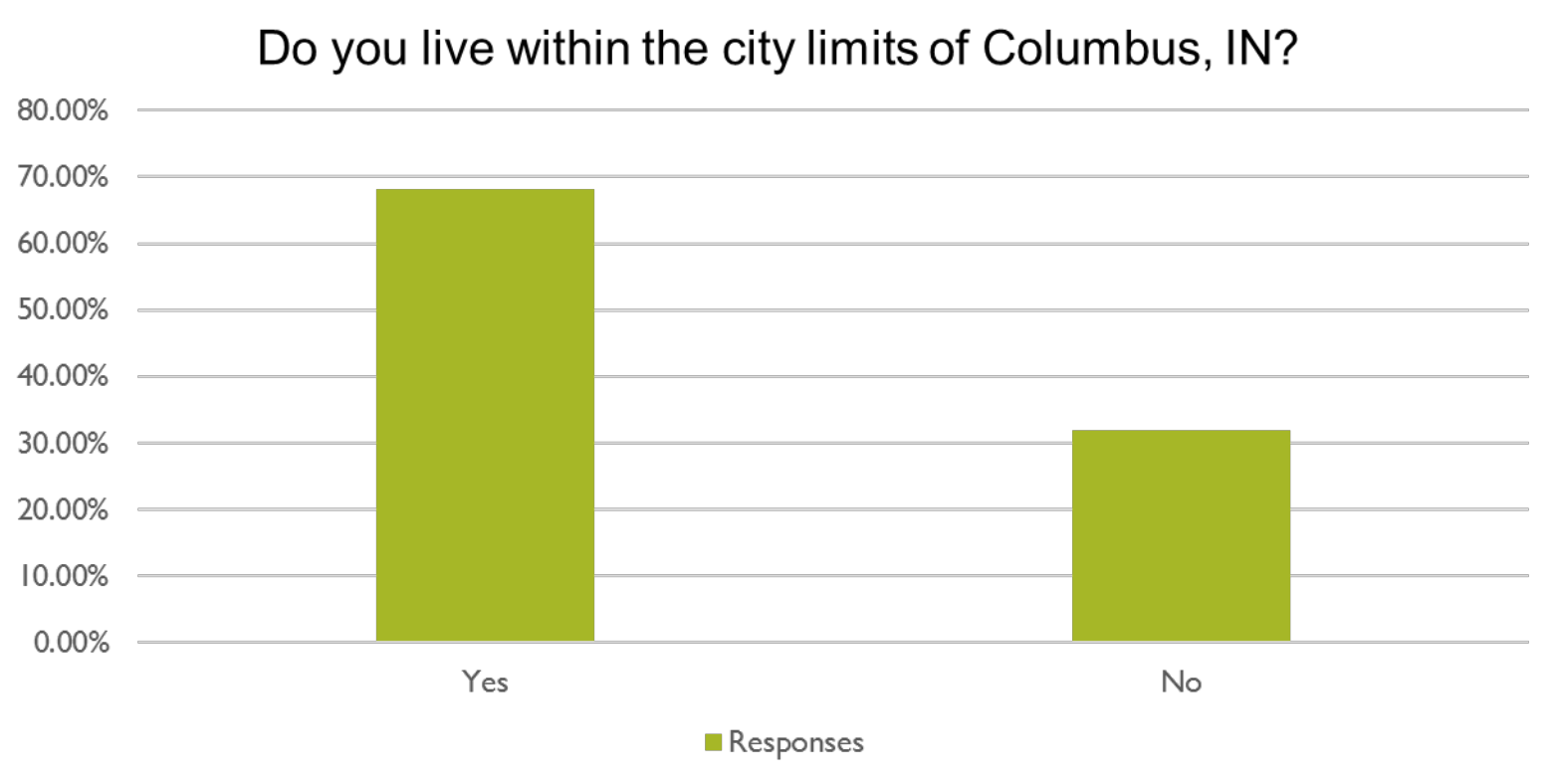
Survey is Open until
TUESDAY
27
NOV 2018



<https://www.columbus.in.gov/columbus-transit/>

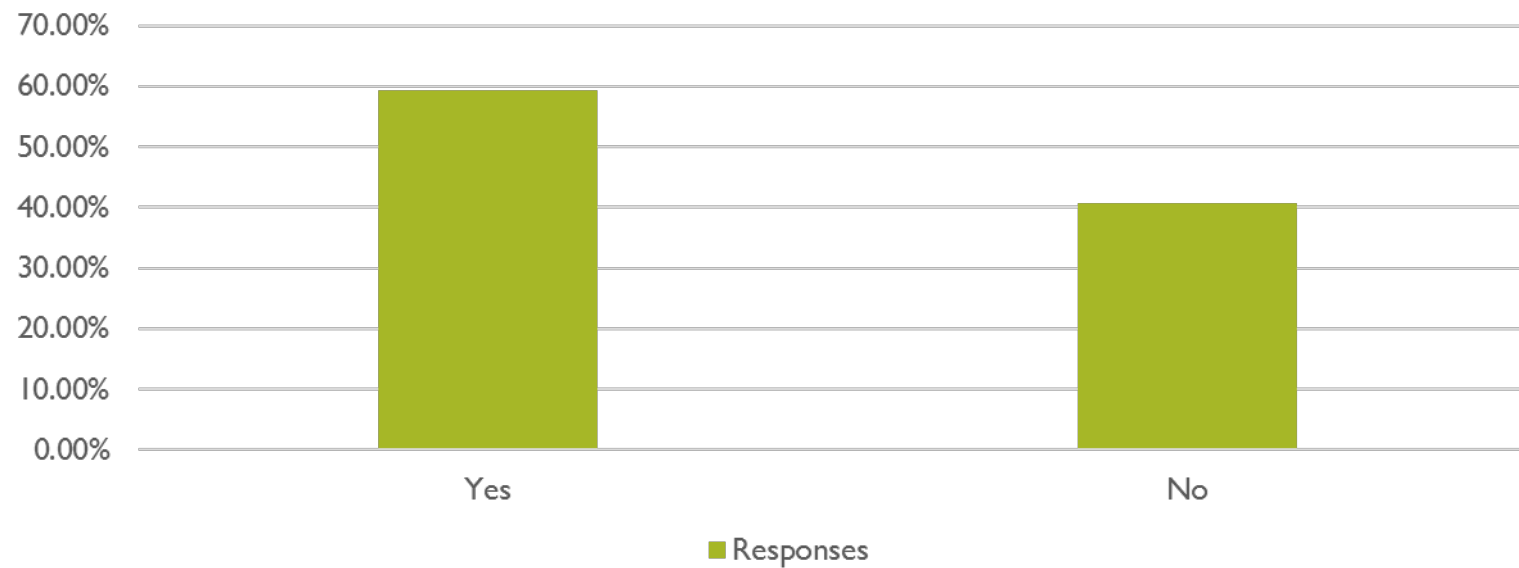
KEY QUESTIONS

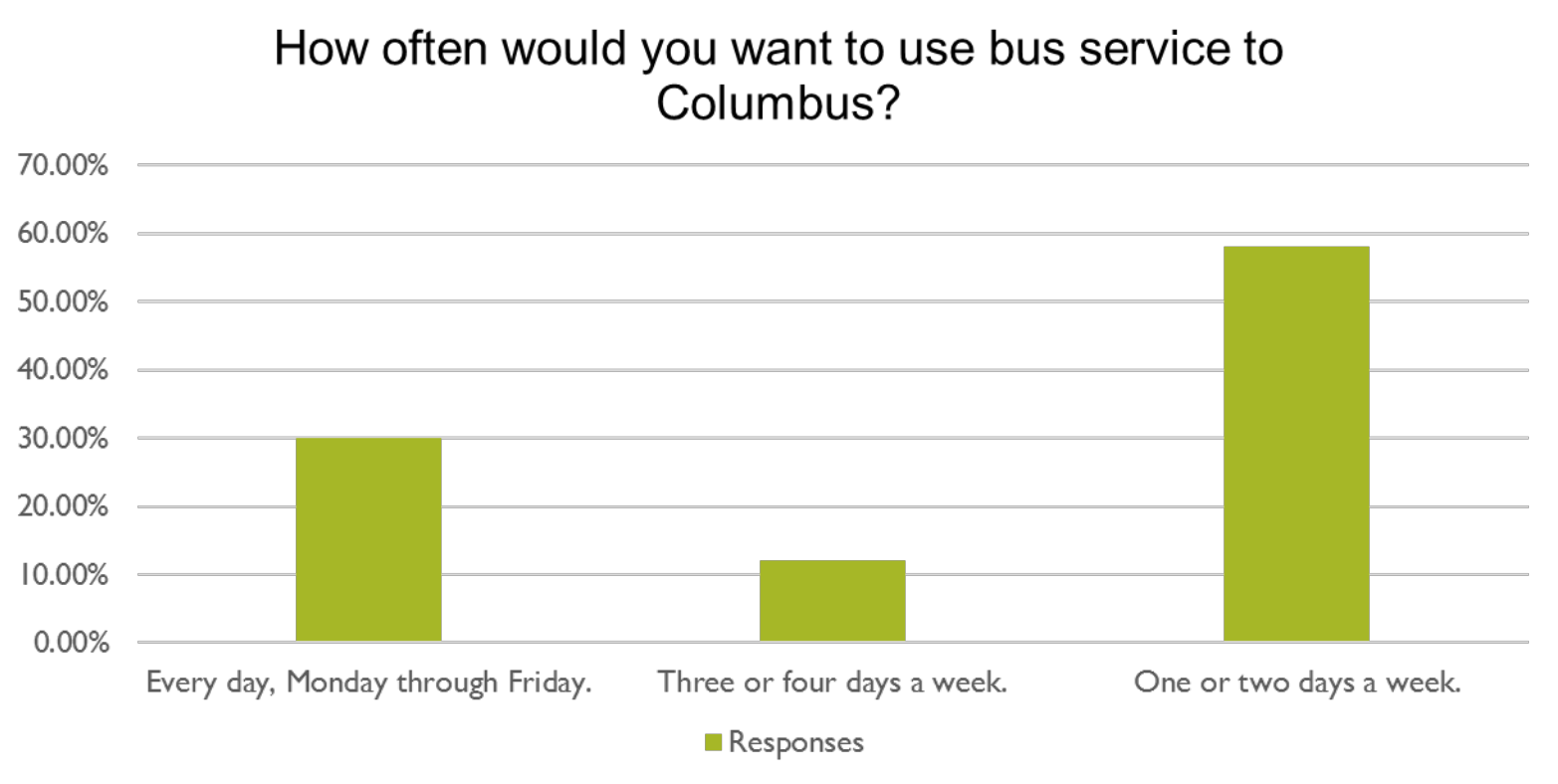
- Existing users
 - How often use service?
 - Need(s) for service expansion?
 - Later weekday?
 - Sunday?
 - More frequent weekday daytime?
 - Fare levels?
- Non users
 - City residents - reasons for non-use
 - Non-city residents
 - Potential use of commuter service
 - Fare levels for commuter service
 - Demographics - all respondents
- Key findings





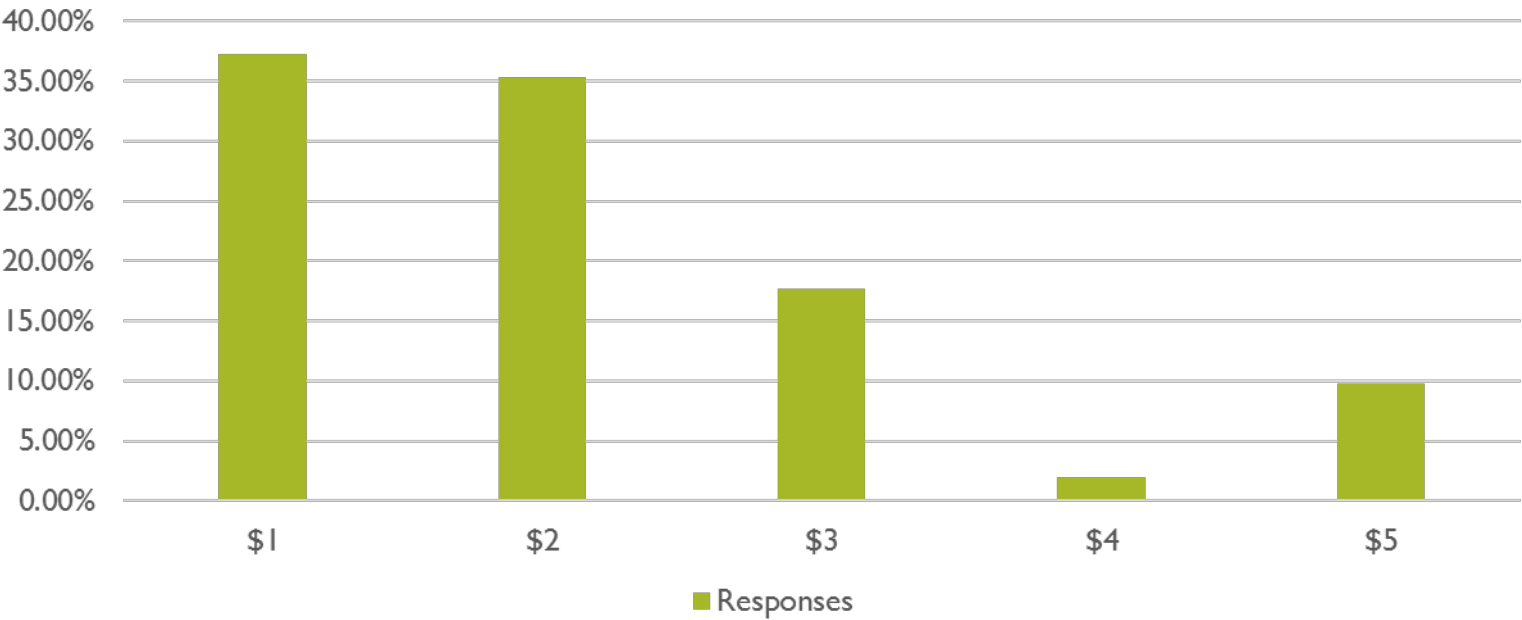
Would you consider using bus service from your community to downtown Columbus to make the trips you described in the previous question?





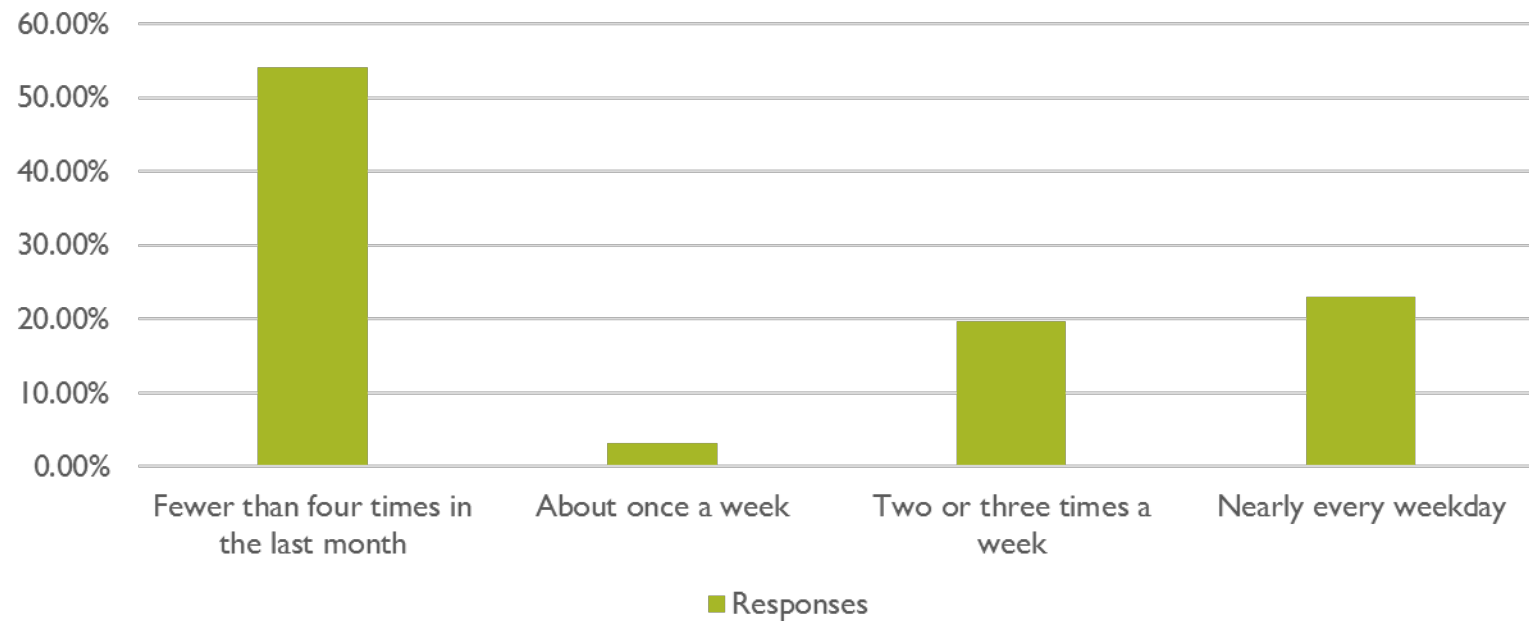


What is the highest one-way bus fare you would pay?
Pick only one.



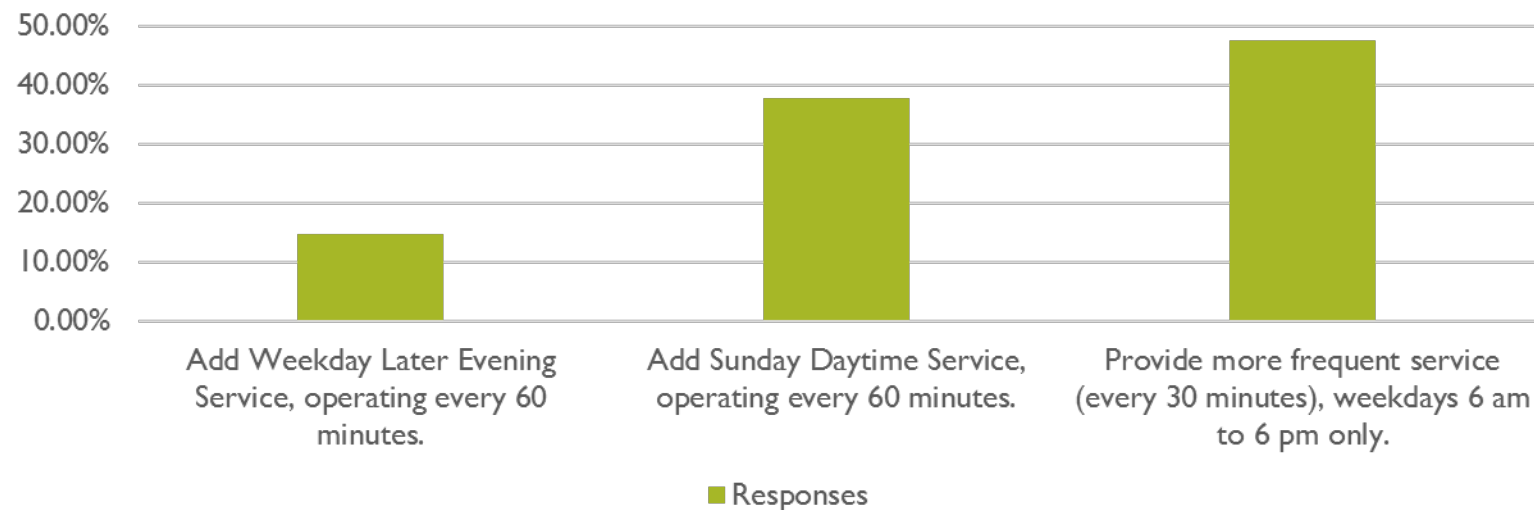


How often have you used ColumBUS service within the last month? Pick only one.



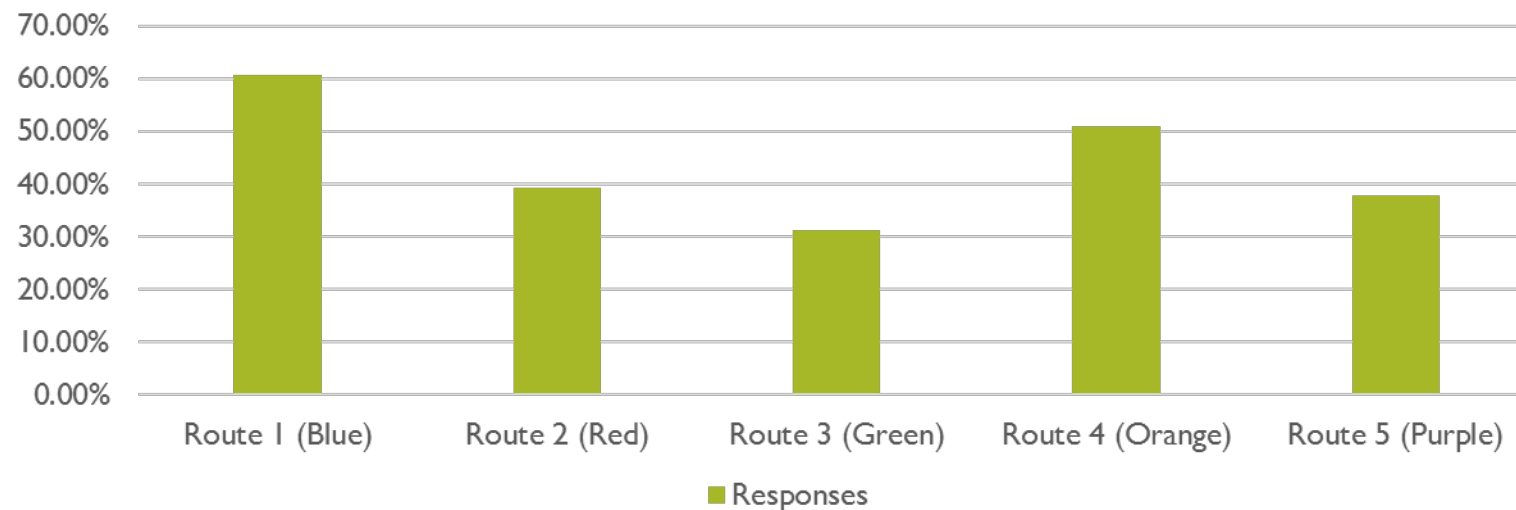


ColumBUS operates between about 6:00 am and 8:00 pm, weekdays and 6 am to 6 pm on Saturdays. If ColumBUS expanded service, which option would you most like to see? Pick only one.

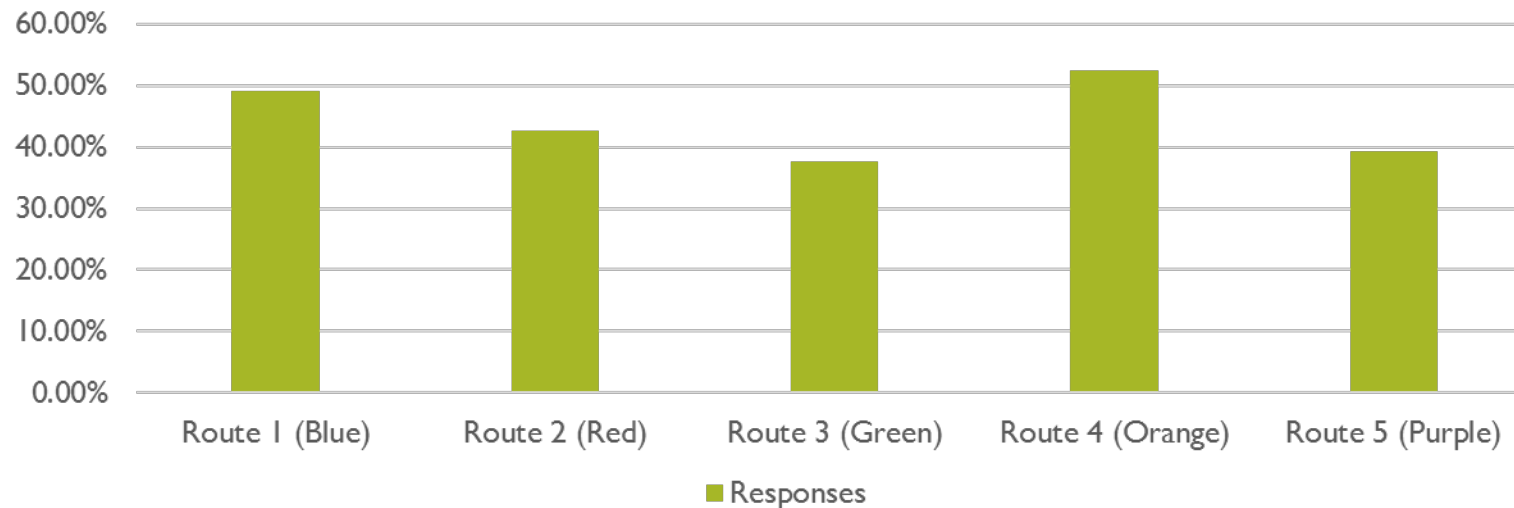




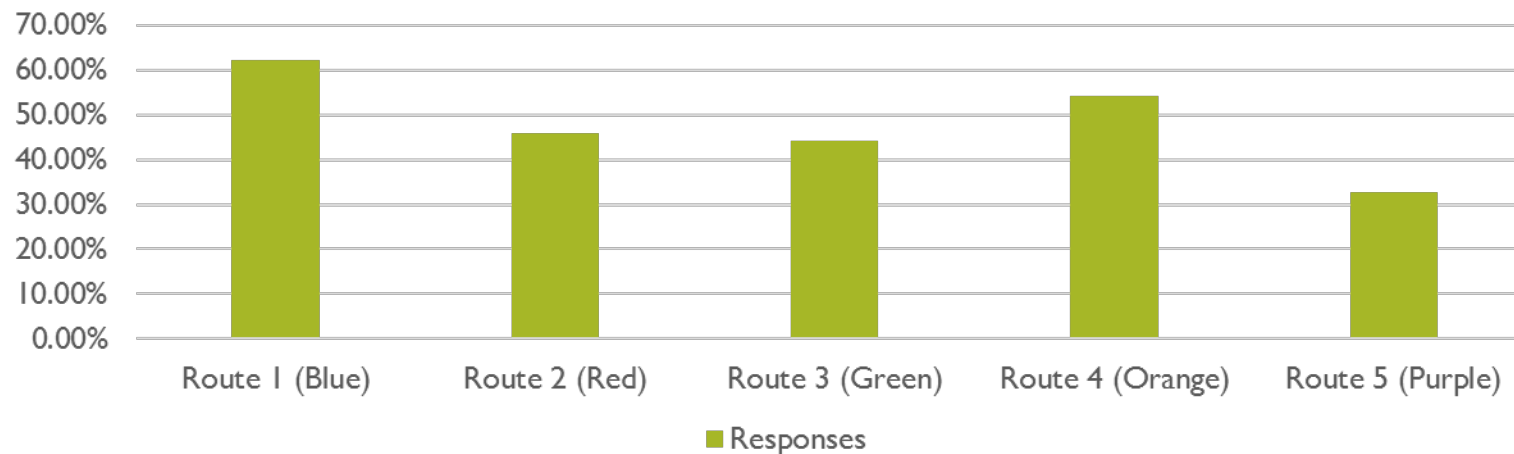
If ColumBUS began to operate weekday later evening service, on which routes would service be most needed?
Pick up to three. Click on the route to see a map for that route



If ColumBUS began to operate Sunday daytime service, on which routes would more frequent service be most needed? Pick up to three. Click on the route to see a map for that route

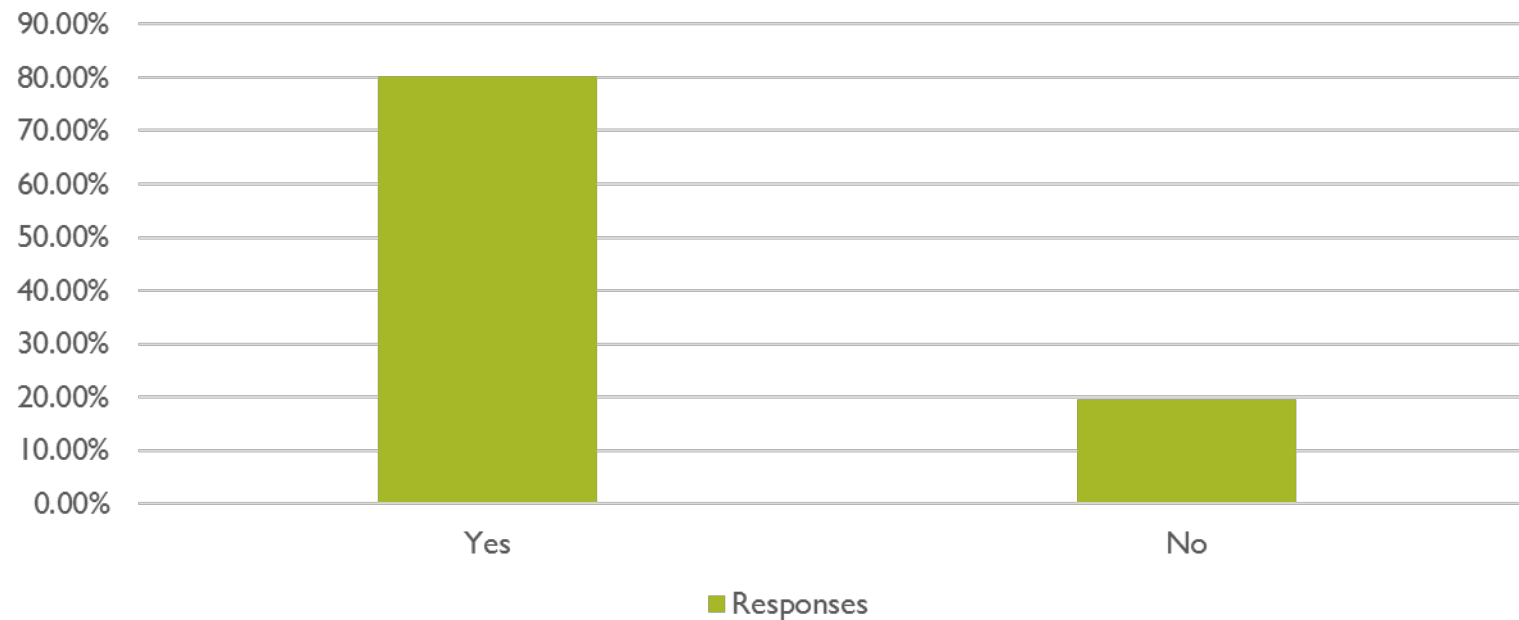


If ColumBUS began to operate weekday daytime service every 30 minutes (instead of the present 60 minutes), on which routes would more frequent service be most needed? Pick up to three. Click on the route to see a map for that route.

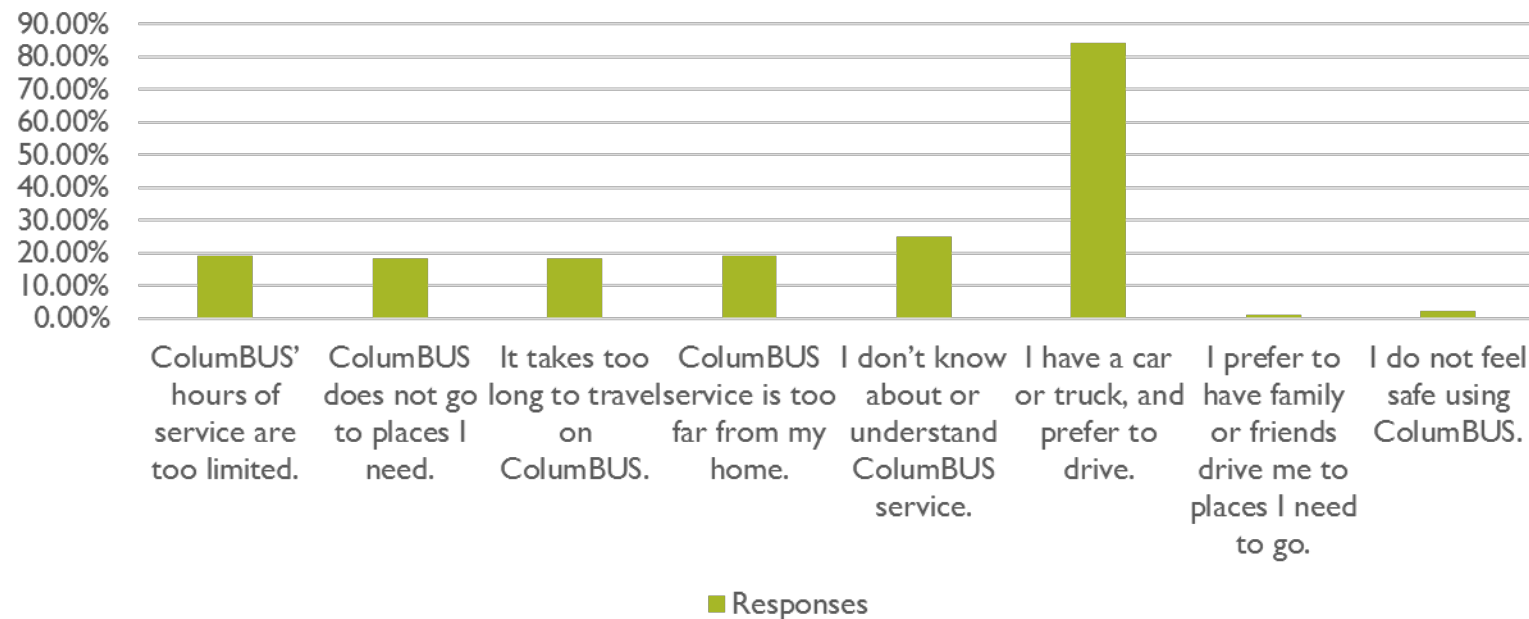


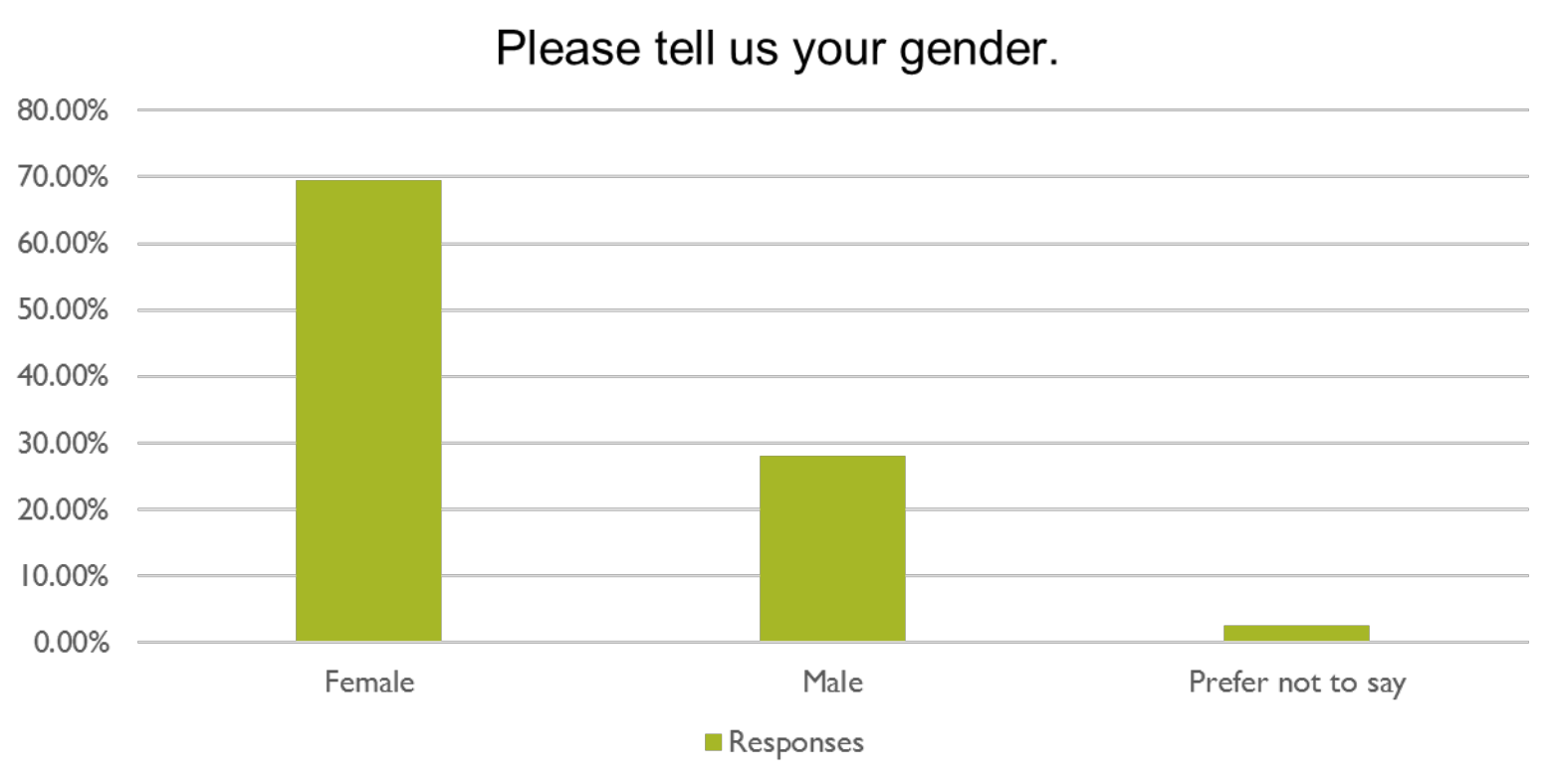


If ColumBUS improved its days or hours of service, would you be willing to pay higher fares?



Why haven't you used ColumBUS service within the last year? Please check all which apply.







KEY FINDINGS

INTERVIEW RESULTS





BACKGROUND

- Stakeholder Interviews
- Driver Interviews

KEY STAKEHOLDER INPUT

- General System Knowledge
 - Some knew little about system.
 - Several quite familiar from clients/constituents
 - Can access entire city
 - Not sure how to learn about routes and schedules
 - Drivers have friendly reputation
 - Generally aware of rider difficulties
 - Typical user is lower-income



TRIP GENERATORS

- Present
 - Mall/Target
 - Fair Oaks Mall
 - Retail/shopping generally
 - United Way Centers (13th St.)
- Underserved
 - Walesboro Industrial Park (nearly everyone)
 - Edinburgh Outlet Mall
 - West side
 - Public housing
 - Community Action Agency (outside of city)

FEEDBACK ON EXISTING SERVICE

- Service ***vital*** for existing users.
- Especially important for shopping, medical, personal trips.
- Hour cycles inconvenient
- Transfers are inconvenient
- Travel time much longer than private auto
- Train delays an issue
- Overseas residents surprised at sparse service
- Can't accommodate all shift workers
- Does not serve all Cummins locations

IMPROVEMENT SUGGESTIONS

- Accommodate transit in new development
- More bus shelters
- More frequent daytime service
- Later evening service
- Service to Walesboro

FARES

- Fares are quite low
- A fare increase would be reasonable
- Couple fare increase with free transfer?
- Call-a-Bus (\$0.50) a real bargain
- Allow electronic fares
- Allow pass purchases with credit cards

OTHER INPUT

- Columbus has high degree of civic engagement
- Call-a-Bus has liberal eligibility standards
- Looking to improve and “infill” central neighborhood.
- Child predators an issue at some stops

KEY DRIVER INPUT

ROUTE SPECIFIC INPUT

- Route 1
 - Too long
 - Hard to operate on schedule
 - North end loop not needed
- Route 2
 - Hard to operate on schedule
 - Drives often “trade” coverage on fly with Route 3
- Route 3
 - Stay on 17th all the way to Cottage
 - serves FFY Boys and Girls Club
 - Often picks up portions of Route 2
- Route 4
 - Too many stops
 - Need better scheduling at East High School
- Route 5
 - Safety hazard stopping in middle lane at tracks inbound
 - 2nd bridge inbound is downhill - safety issue
 - Operate inbound to California instead of Sycamore - safety

TRIP GENERATORS

- Well served
 - Briarwood
 - Villas at Farmington
 - Four Seasons
 - Schools
- Underserved
 - Candlelight
 - Clifty Crossing
- Walesboro
- Edinburgh Outlet Mall
- Overserved
 - IUPUC
 - Silver Oaks
 - Vacant Holiday Inn

SCHEDULING INPUT

- ***Eliminate “at will” stops.*** Really help schedule.
- Wheelchair boardings delay issue - accommodate in schedule
- Drivers solve many issues “on the fly”
- Appreciate management’s scheduling practices - drivers on all routes

IMPROVEMENT SUGGESTIONS

- Eliminate “stop everywhere” policy.
- Express route to Walmart, Clifty Crossing, Target, Kroger

FARES

- Fare is much too low
- Can't purchase passes with credit/debit cards
- Eliminate punching of paper tickets
- Paper tickets are “unsanitary.”

CALL-A-BUS

- Scheduling is stressful for drivers
- Eligibility is too liberal.

OTHER INPUT

- Can certain buses be designated to serve wheelchair customers?
- Station and restrooms are closed after 5 pm.

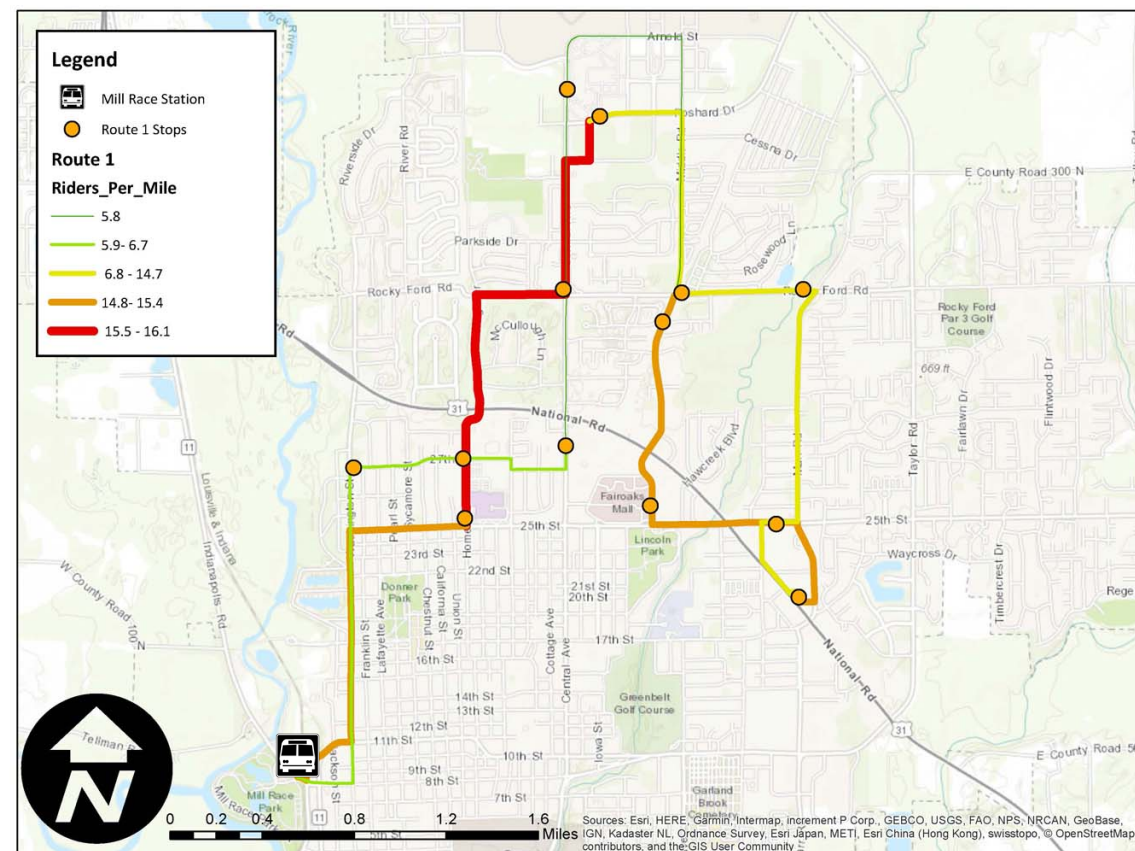
ROUTE PROFILES



ON-BOARD COUNTS

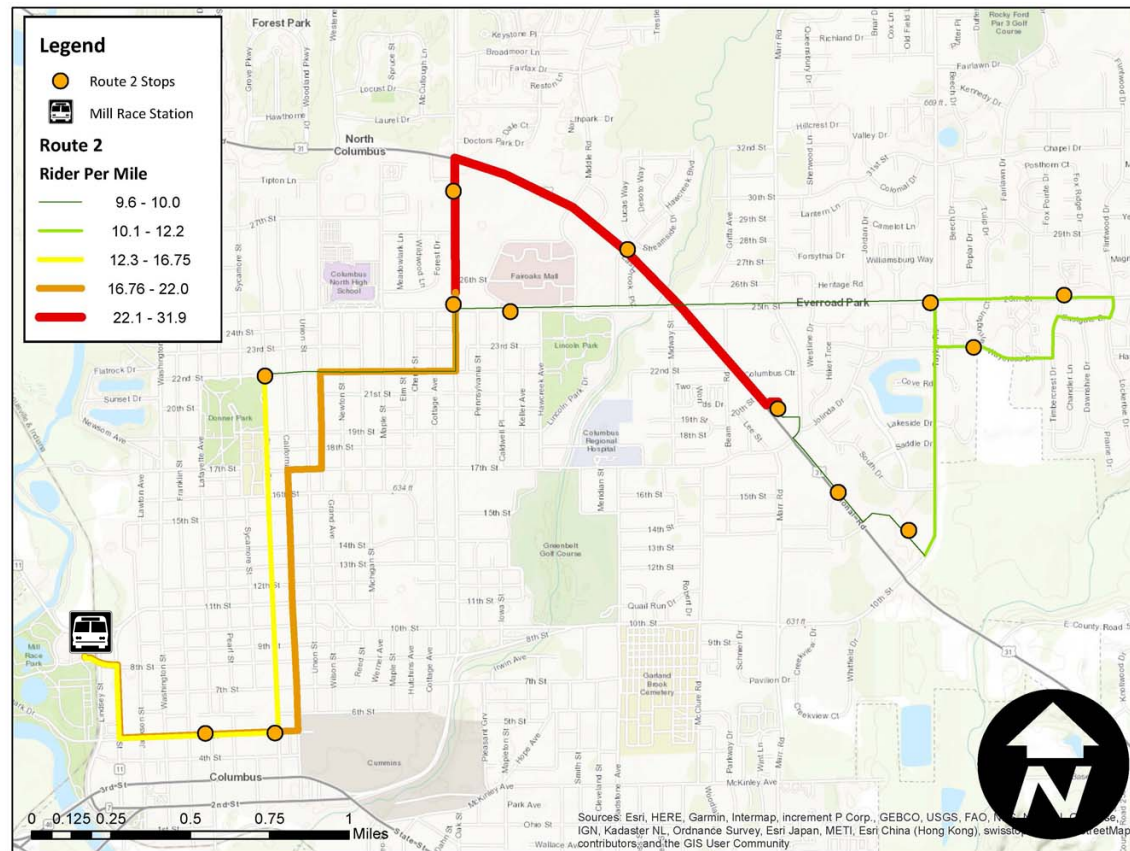
- Monday and Tuesday, September 10 and 11
- Ride every trip once
- Record on-offs and running time





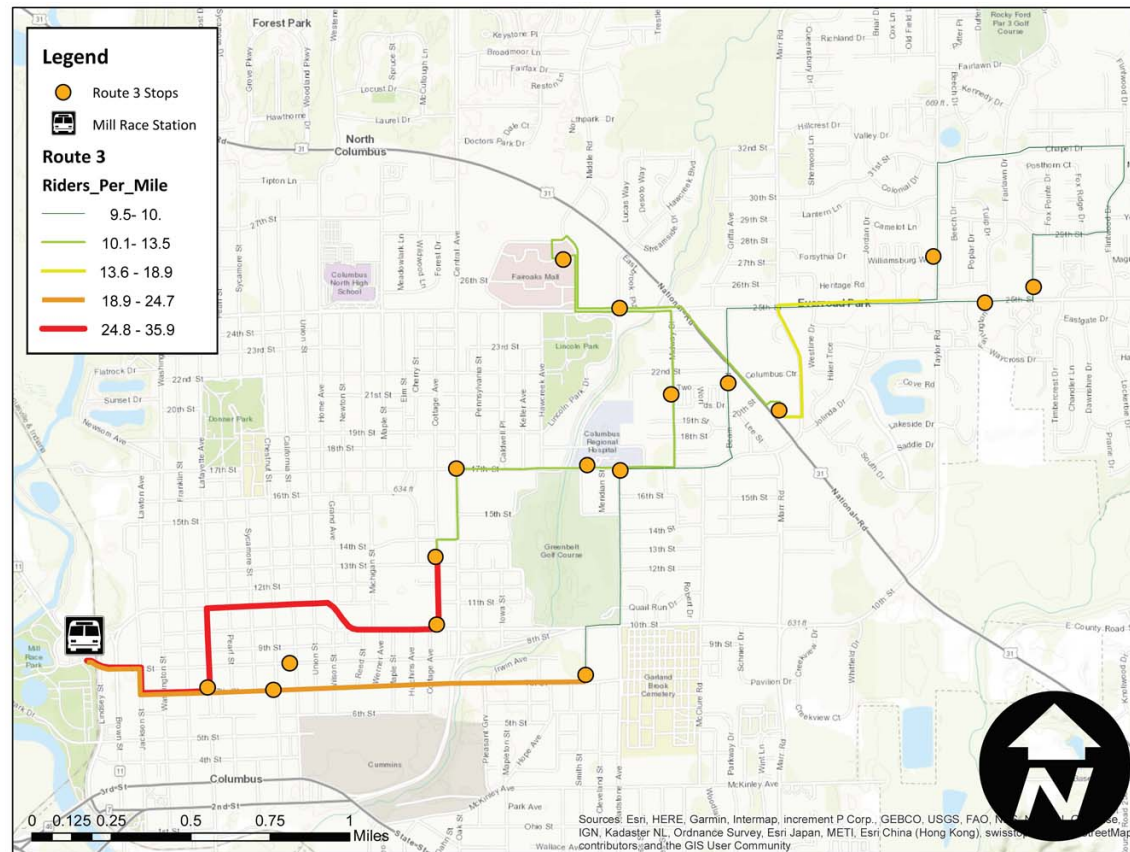
Segment	Start Location	Riders On	Riders Off	Segment Length	Passengers/ Route Mile
1	Mill Race Station	61	13	2.3	16.1
2	Central Avenue (Kroger)	15	21	2.7	6.7
3	Rockford & Middle (North Park)	21	19	3.4	5.9
4	Leave Target Inbound	33	32	2.1	15.5
5	Poshard & Wade	11	14	3.4	14.7
6	25 th & Home	7	49	1.8	15.5
Total		148	148		

Note: Passengers per Route Mile are calculated as (Riders On + Riders Off) / (2*Segment Length).



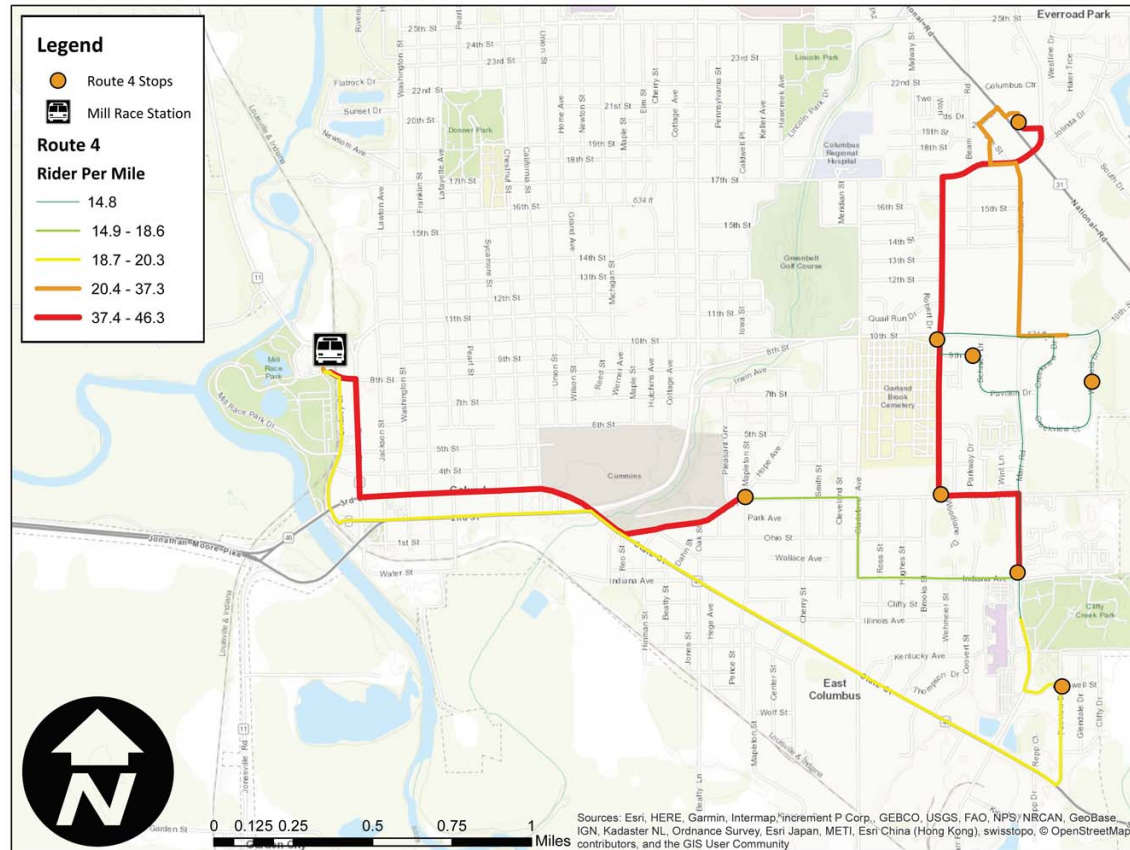
Segment	Start Location	Riders On	Riders Off	Segment Length	Passengers/ Route Mile
1	Mill Race Station	63	4	2.0	16.75
2	22 nd and Chestnut	21	25	2.3	10.0
3	25 th and Taylor	35	21	2.3	12.2
4	Clifty Crossing (Hobby Lobby)	4	11	.78	9.6
5	Leave Target Inbound	56	59	1.8	31.9
6	25 th Street Shopping Center	32	91	2.8	22.0
Total		211	211		

Note: Passengers per Route Mile are calculated as (Riders On + Riders Off) / (2*Segment Length).



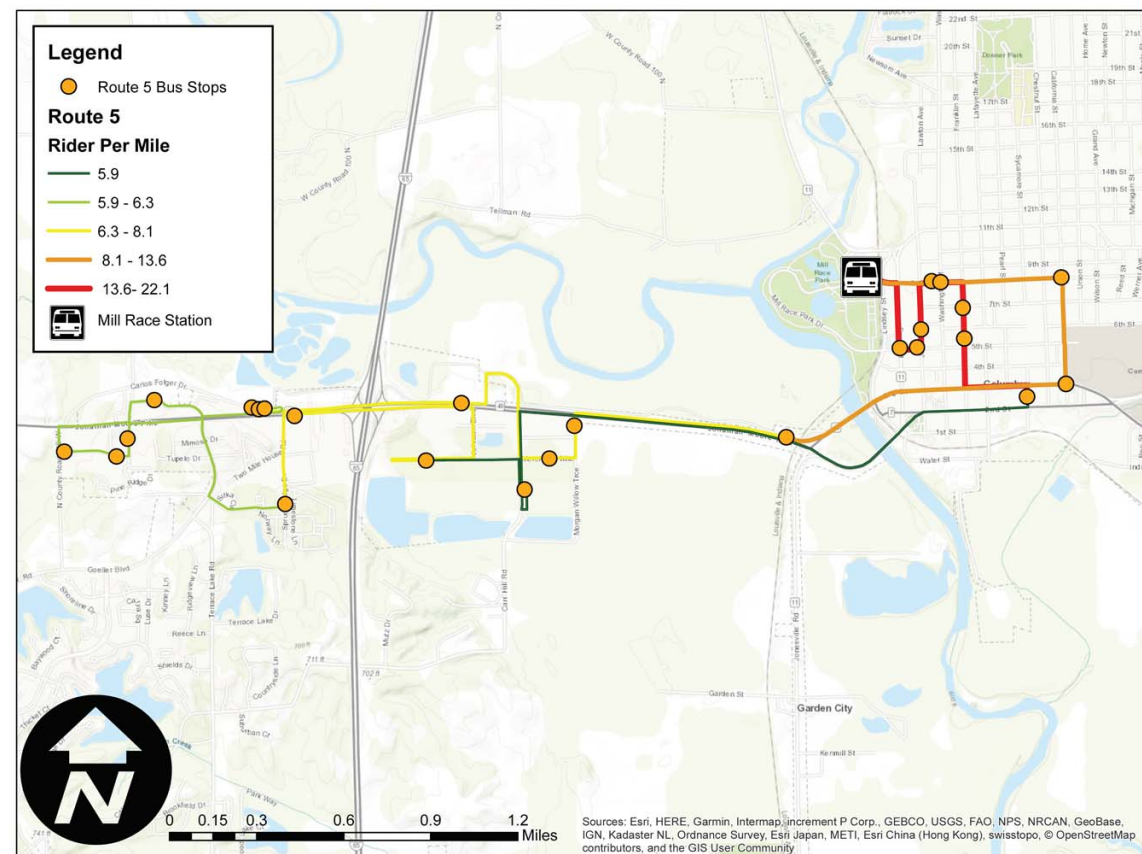
Segment	Start Location	Riders On	Riders Off	Segment Length	Passengers/ Route Mile
1	Mill Race Station	71	13	1.7	24.7
2	7 th and Smith St. (Pregnancy Care Center)	17	31	2.4	10.0
3	25 th Street	20	16	1.9	9.5
4	Williamsburg/Holiday Center	23	11	.9	18.9
5	Leave Target Inbound	28	26	2.0	13.5
6	Midway (Kindred)	16	14	1.3	11.5
7	United Way	29	93	1.7	35.9
Total		204	204		

*Note: Passengers per Route Mile are calculated as (Riders On + Riders Off) / (2*Segment Length).*



Segment	Start Location	Riders On	Riders Off	Segment Length	Passengers/Route Mile
1	Mill Race Station	121	29	3.7	20.3
2	Wehmeier (East High School)	40	42	1.1	37.3
3	10 th & Creekview	40	28	2.3	14.8
4	Leave Target Inbound	83	102	2.0	46.3
5	Indiana & Marr (East High, Columbus Christian)	28	13	1.1	18.6
6	McKinley & Hope (Five Points, FFY)	22	120	1.7	41.8
Total		334	334		

Note: Passengers per Route Mile are calculated as (Riders On + Riders Off) / (2*Segment Length).



Segment	Start Location	Riders On	Riders Off	Segment Length	Passengers/ Route Mile
1	Mill Race Station	55	2	2.1	13.6
2	Railroad Track	10	29	2.4	8.1
3	Papa's Grill	16	11	2.2	6.3
4	Spruce Ridge	8	14	1.5	7.3
5	Sam's Club	24	9	2.8	5.9
6	Sycamore Apt	7	55	1.4	22.1
Total		120	120		

Note: Passengers per Route Mile are calculated as $(Riders\ On + Riders\ Off) / (2 * Segment\ Length)$.

THANK YOU