

Valdosta - Lowndes Metropolitan Planning Organization



RE: Transit System Implementation

Dear Valdosta City Council and Lowndes County Commission Members,

Please find attached a comprehensive briefing notebook for the implementation of an urban fixed route public transit system for the residents of Lowndes County. Please review this information and make note of any questions you might want to ask about the implementation of the transit system during your next work session.

Both myself and members of our consulting team will be available to answer your questions at your next work session.

Attached are the following items:

1. Comprehensive Briefing Notebook
2. Tallahassee Transit Scanning Tour Report
3. Estimated FY2010 Budget
4. Funding source table
5. Detailed Implementation Timeline

Sincerely,

Corey Hull
MPO Coordinator



Regional Development Center

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SOUTH GEORGIA
REGIONAL DEVELOPMENT CENTER

Transit Development and Business Plan

Briefing Notebook

June, 2009



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Outline

Section 1: Project Overview

Section 2: Summary of Transit Feasibility Study

Section 3: Summary of Public Meetings – January-March, 2009

Section 4: Summary of Scanning Tour of the StarMetro System

Section 5: Summary of Draft Transit Service Plan/Concept

Section 6: Summary of Draft Transit System Delivery Options

Section 7: Summary of Transit System Funding and Budget

Section 8: Summary of Public Meetings – May-June, 2009

Section 9: Overview of Transit System Implementation Timeline

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Section 1

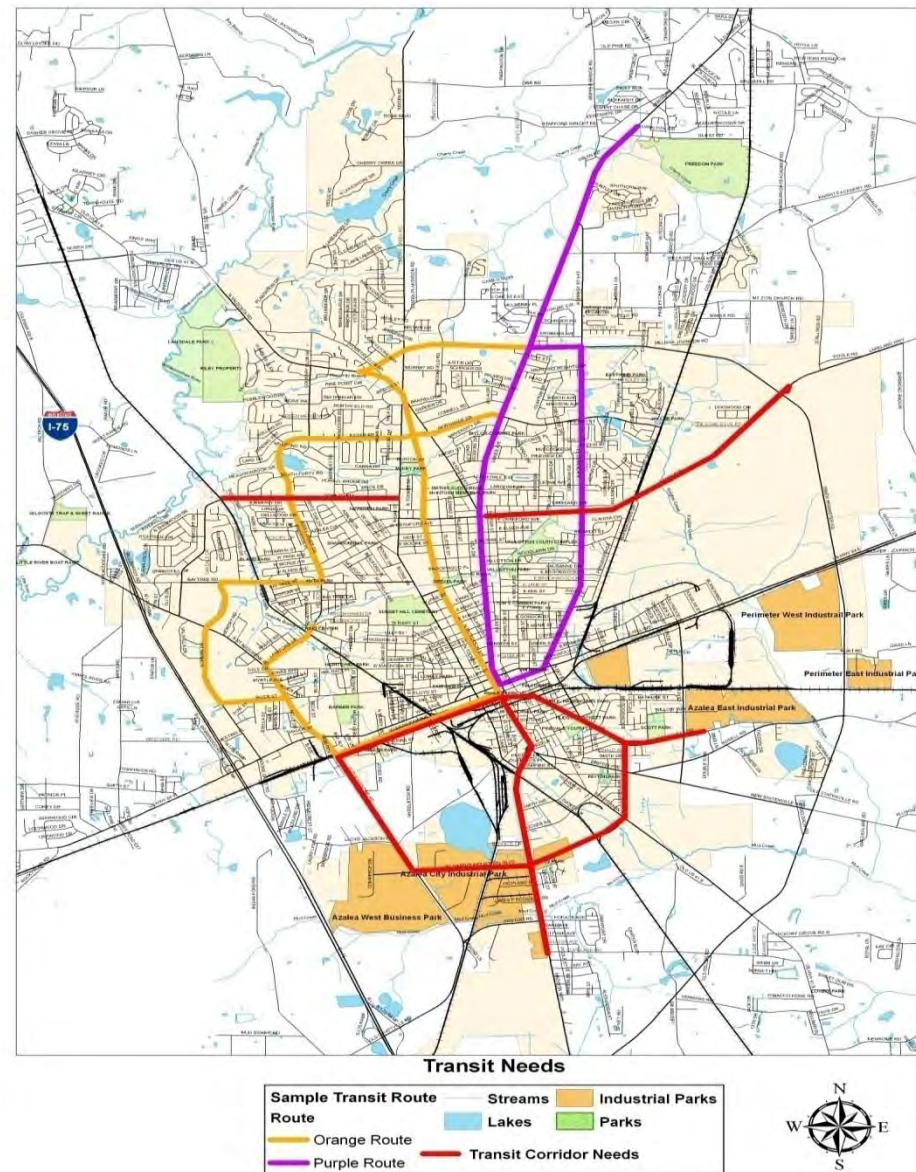
Overview of Valdosta Area Transit Implementation





Background

- **Previously Completed Transit Feasibility Study, 2006**
- **Transit Feasibility Study provided Preliminary Routing Options**
- **Transit Feasibility Study provided Financing Options**
- **Planning Horizon Three to Five Years**





Goals and Objectives

Goals and Objectives

Determine Organizational Structure

Identify Financing Options

Determine Routing Alternatives

Assist With New Transit System Implementation



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Scope

- Development of Service Plan
- Develop Capital and Operating Budgets
- Recommend Service Delivery
- Assist with Service Implementation

The City of Jacksonville Invites You To Ride!

938-RIDE For Information

The buses make stops at and between the time points shown.

Jacksonville TRANSIT

Fares
Adults \$1.25
Youth (Aged 6 to 18 years old) \$0.60
Senior Citizens (over 65) \$0.60
 (Medicare Card Required)
 Cash fares require exact change. Drivers do not carry change.
 The buses make stops at and between the time points listed.
 Transfers from Route "A" and Route "B" are free.
Friday and Saturday Evening Service to:
 Camp Lejeune
 Camp Johnson
 \$3

Daytime Service
 Monday: Friday 6AM-6PM
 Saturdays, Sundays & Holidays: 10AM-6PM

Call 938-RIDE for Info

Route A (Purple): Downtown to Wal-Mart (McDaniel Drive at Penny Lane)
 Monday through Friday operation: Saturdays, Sundays and Holidays times shaded Blue

East Bound Time Points					West Bound Time Points				
1	2	3	4	5	6	7	8	9	10
Thred & Mill (Depart)	Hargett St (New River)	Doris St (Camp Lejeune)	Henderson St (Henderson St)	McDaniel Dr (McDaniel Dr)	McDaniel Dr (McDaniel Dr)	Doris St (Camp Lejeune)	Henderson St (Henderson St)	Hargett St (New River)	Thred & Mill (Arrive)
7:00 AM	7:10 AM	7:20 AM	7:30 AM	7:40 AM	8:20 AM	8:30 AM	8:40 AM	8:50 AM	9:00 AM
8:00 AM	8:10 AM	8:20 AM	8:30 AM	8:40 AM	9:20 AM	9:30 AM	9:40 AM	9:50 AM	10:00 AM
9:00 AM	9:10 AM	9:20 AM	9:30 AM	9:40 AM	10:20 AM	10:30 AM	10:40 AM	10:50 AM	11:00 AM
11:00 AM	11:10 AM	11:20 AM	11:30 AM	11:40 AM	12:20 PM	12:30 PM	12:40 PM	12:50 PM	1:00 PM
1:00 PM	1:10 PM	1:20 PM	1:30 PM	1:40 PM	2:20 PM	2:30 PM	2:40 PM	2:50 PM	3:00 PM
3:00 PM	3:10 PM	3:20 PM	3:30 PM	3:40 PM	4:20 PM	4:30 PM	4:40 PM	4:50 PM	5:00 PM
5:00 PM	5:10 PM	5:20 PM	5:30 PM	5:40 PM	6:20 PM	6:30 PM	6:40 PM	6:50 PM	7:00 PM

Route B (Green): Wal-Mart (McDaniel Drive at Penny Lane) to Tarawa Terrace & Midway Park
 Monday through Friday operation: Saturdays, Sundays and Holidays times shaded Blue

East Bound Time Points					West Bound Time Points				
5	6	7	8	9	10	9	8	7	6
McDaniel Dr (McDaniel Dr)	Parkwood St (Parkwood St)	Jacksonville Mall (Jacksonville Mall)	Village St (Village St)	McDaniel Dr (McDaniel Dr)	McDaniel Dr (McDaniel Dr)	Village St (Village St)	Jacksonville Mall (Jacksonville Mall)	Parkwood St (Parkwood St)	McDaniel Dr (Arrive)
6:17 AM	6:30 AM	7:00 AM	7:10 AM	7:20 AM	7:30 AM	7:40 AM	7:50 AM	8:00 AM	8:10 AM
8:17 AM	8:30 AM	9:00 AM	9:10 AM	9:20 AM	9:30 AM	9:40 AM	9:50 AM	10:00 AM	10:10 AM
9:17 AM	9:30 AM	10:00 AM	10:10 AM	10:20 AM	10:30 AM	10:40 AM	10:50 AM	11:00 AM	11:10 AM
11:17 AM	11:30 AM	12:00 PM	12:10 PM	12:20 PM	12:30 PM	12:40 PM	12:50 PM	1:00 PM	1:10 PM
1:17 PM	1:30 PM	2:00 PM	2:10 PM	2:20 PM	2:30 PM	2:40 PM	2:50 PM	3:00 PM	3:10 PM
3:17 PM	3:30 PM	4:00 PM	4:10 PM	4:20 PM	4:30 PM	4:40 PM	4:50 PM	5:00 PM	5:10 PM
5:17 PM	5:30 PM	6:00 PM	6:10 PM	6:20 PM	6:30 PM	6:40 PM	6:50 PM	7:00 PM	7:10 PM

These are time points, and not all the stops. Call 938-RIDE for info.

©2008 Jacksonville Transit Authority

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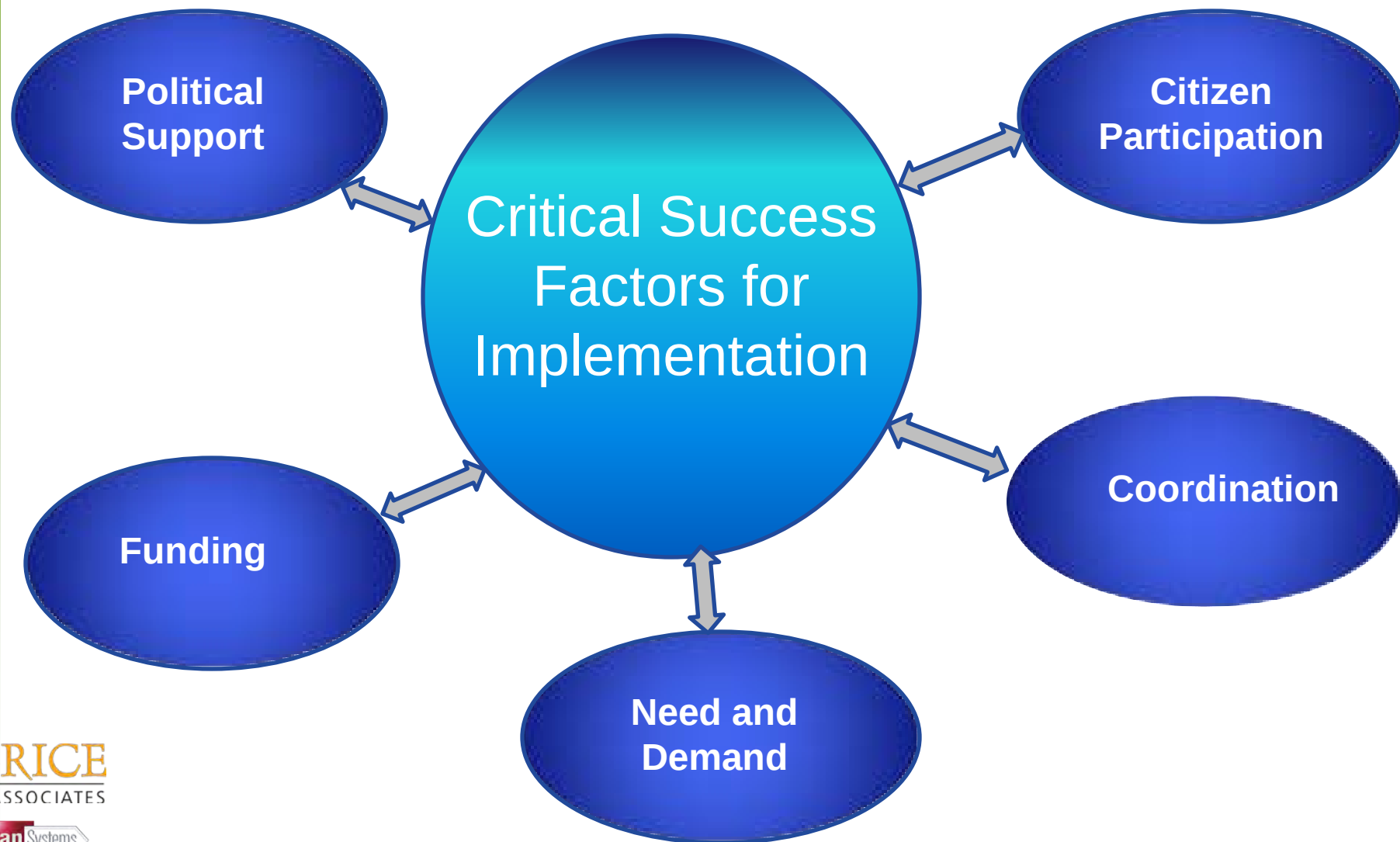
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Success Factors For Implementation





Section 2

Summary of Transit Feasibility Study





2006 Feasibility Study

- MPO selected as the lead agency
 - Valdosta, Lowndes County, GDOT, FTA
- Determine the need and demand for transit
- Provide service alternatives
- Calculate start-up costs
- Provide recommendations for local leaders





2006 Feasibility Study

Demographic Analysis

- Population Projections and Density
- Household Income and Personal Vehicle Access
- Employment Clusters
- Activity Centers
- Special Populations





2006 Feasibility Study

- **Area wide survey**
 - **16,000 sent /921 returned**
 - **63% of respondents said they would use transit on weekdays**
 - **6am – 7pm desired hours of service**
 - **Trip purposes:**
 - **Shopping, entertainment, work, medical, others**
 - **Safety of transit is the most important quality**



Service Options

- Fixed Route
- Route Deviation
- Checkpoint Routing
- Demand Response
- Rideshare/Vanpool





Peer Review

Albany

- 94,000
- 7 buses on 10 routes
- 4 bus demand response
- \$1 fare

Athens

- 101,000
- 19 buses
- 3 bus demand response
- \$1.25 fare

Augusta

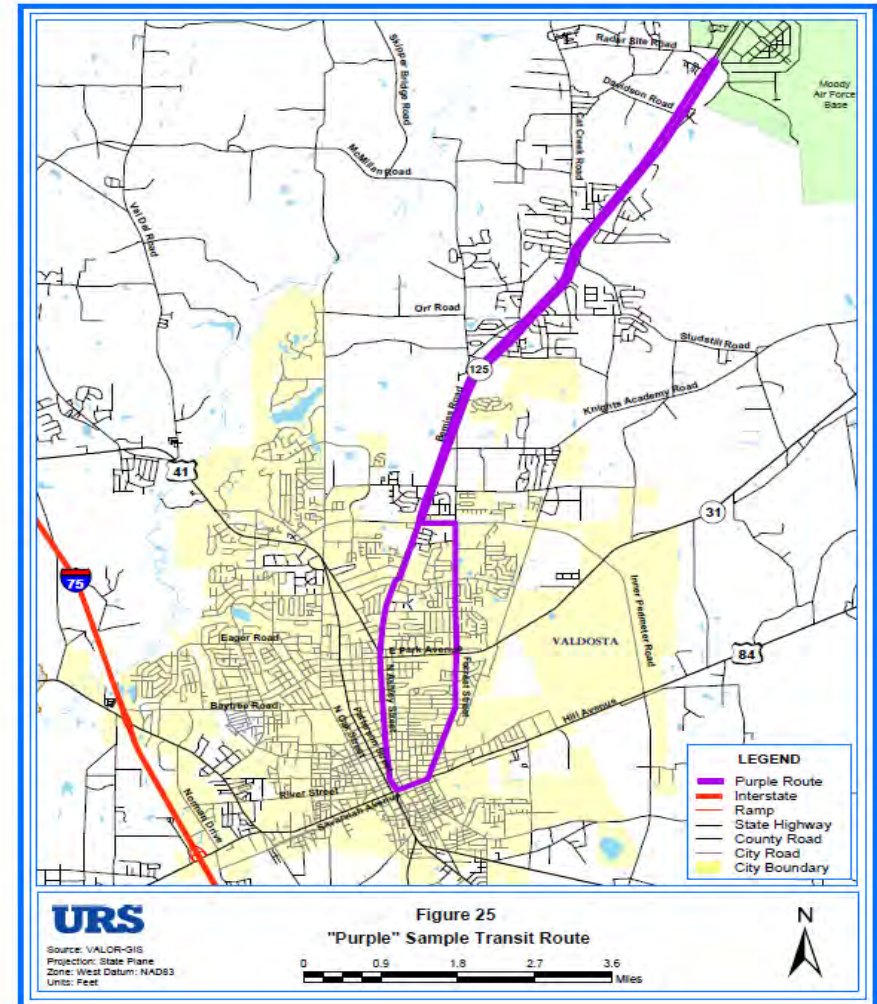
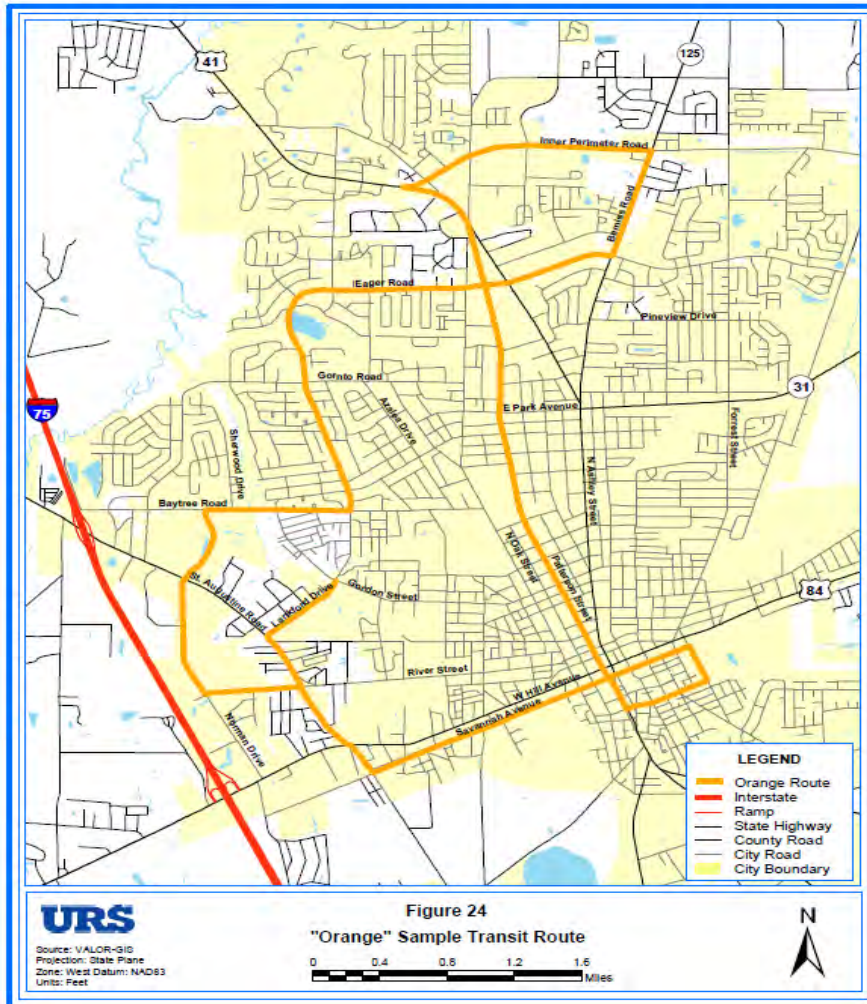
- 210,000
- 22 buses on 15 routes
- 7 bus demand response
- \$1 fare average

Rome

- 37,000
- 22 buses on 5 routes
- 3 bus demand response
- \$1 fare average

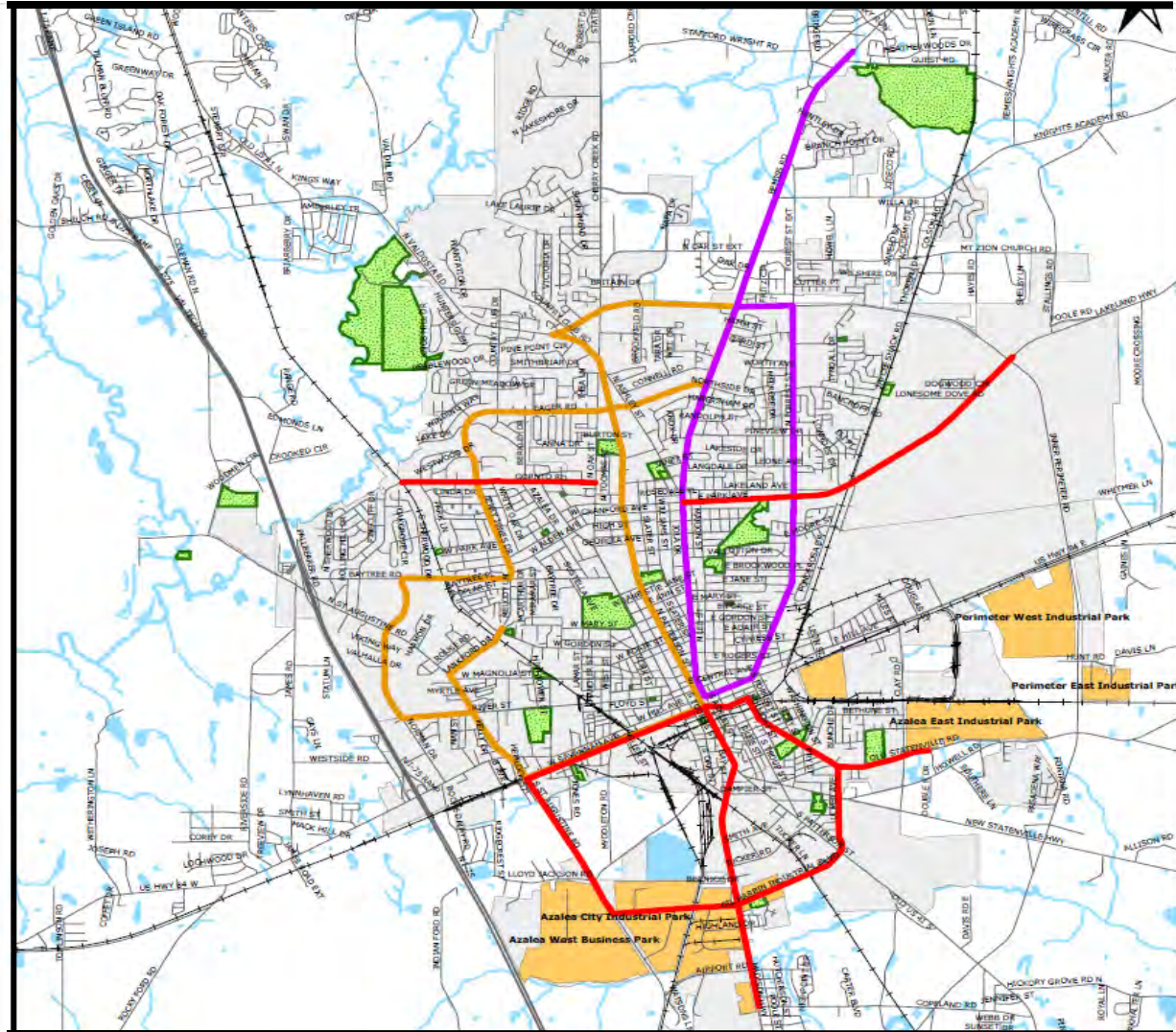


Route Suggestions





TMP Route Suggestions





Feasibility Recommendations

- **Fixed Route System with Demand Response**
- **Service 5 days/week**
- **2 Routes, 1-hour headways**
- **4 buses, 3 demand response**
- **Initial Capital Start-Up Costs**
 - About \$3,700,000
- **Annual operating costs**
 - \$900,000 to \$1,200,000





Section 3

Summary of Public Meetings January – March, 2009





Overview

Stakeholder Meetings Held

- DFCS, CVB, SGMC
- MIDS, Inc.
- Moody Air Force Base
- VSU
- Val Tech
- Chamber of Commerce
- Civic Groups, Religious Groups, Student Groups, Retirees, Homebuilders, etc.





Key Issues Raised

- **Most Common Barriers to Employment are Transportation and Childcare**
- **Benefits of Transit includes Convenience and Lower Cost of Fares Vs. Cab**
- **Transit System Needs**
 - **Social Services**
 - **Students**
 - **Commuters**
- **Institutional Barriers**
 - **Stereotype of Riding Transit**
 - **Different Priorities Among Governments**
 - **Different Priorities Among Transit Providers**
 - **Public Sector Slow to Address Issues**
 - **Private Sector Consideration Important**





Key Issues Raised

- **Concern About Ongoing Operational Funding for the Transit System**
- **Transit System Needs to Address Community Mobility Needs**
- **Coordination of Transit System with MIDS and VSU**
- **More Transportation Options Needed For**
 - **Senior Population**
 - **Students**
 - **Populations Without a Car**
- **Eliminate Need For More Parking at The Hospital and Downtown**





Key Issues Raised

- **Inability of Local Transit Service to Guarantee Service in the Past**
- **Need Transit Access Throughout the Base, Not Just at the Front Gate**
- **Currently Moody Has no Means To Transport People Around the Base**
- **Key Population Groups to Serve**
 - **Retiree Population**
 - **Employees**





Existing Transit Scanning Tour

Section 4

Tallahassee, Florida





Purpose

Learn



Observe



Successful Strategies

Gather Information

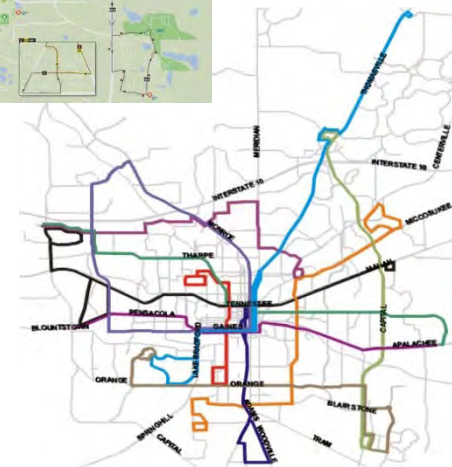
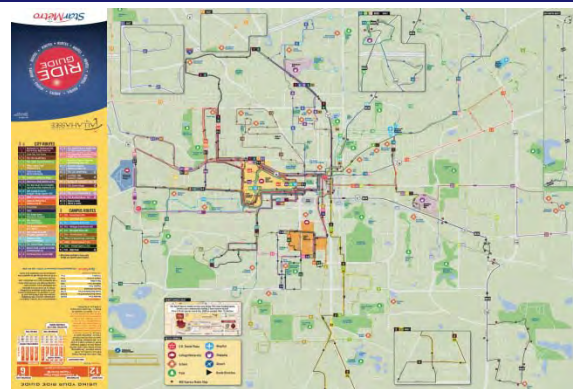




Objective

Lessons Learned

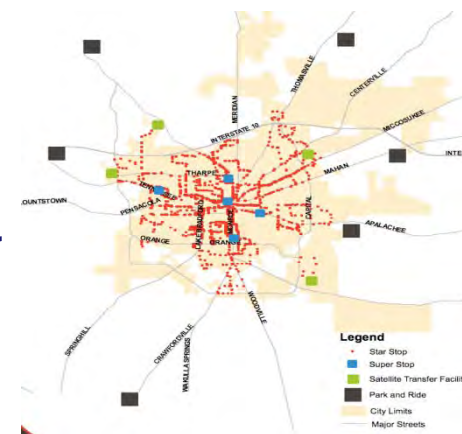
- Transit Planning
- Transit Administration
- Transit Finance
- Transit Operations
- Transit Maintenance
- Governance and Institutional Issues
- Procurement and Contracting Issues
- Challenges and Opportunities





Lessons Learned

- Partnership is Important for a Successful Transit System
- Focus on Key Activity Generators
- Downtown is Not The Best Location For a Transit Center
- Consider a Decentralized Transit Center
- Consider Phased Implementation





Lessons Learned

- **Transit System Branding is a Key Success Factor**
- **Communication is a Critical Success Factor**
- **Marketing the Transit System is Critical**
- **Need to Identify Target Market for Transit System**
- **Consider Non-traditional Revenue Sources**





Section 5

Summary of Transit Service Plan/Concept





Overview

- **Background on Transit Service Planning**
 - Objectives
 - Markets
 - Process
- **Summary of Draft Service Plan**
 - Demographics
 - Service Design Standards
 - Two Design Options
 - Routes
 - Level of Service
 - Estimated Cost





Transit Service Planning

Objectives

- **Balance Service With Community Resources**
- **Service Plan Balances**
 - **Efficiency—Ensure Resources Appropriately Used (avoid under used buses)**
 - **Effectiveness—Ensure Service Addresses Needs of Transit Market**
 - **Tailor Resources to Transit Market**





What is a Good Transit Market?

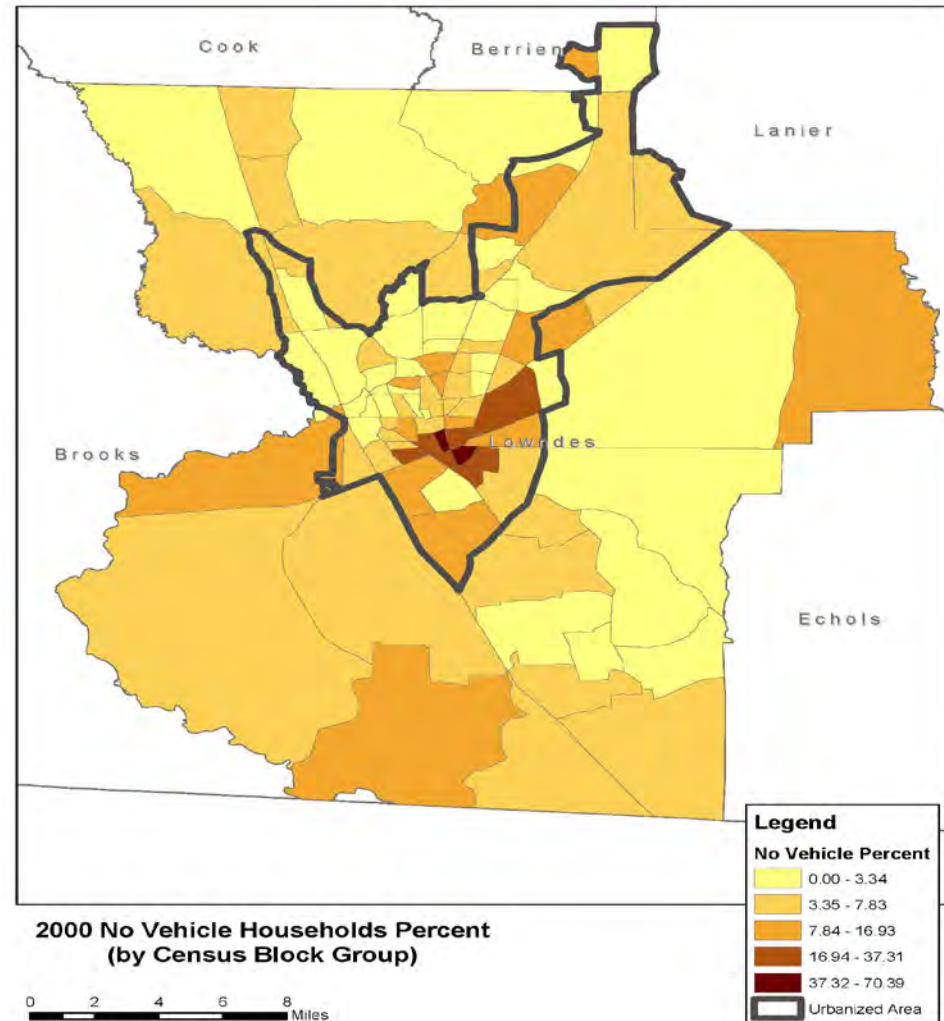
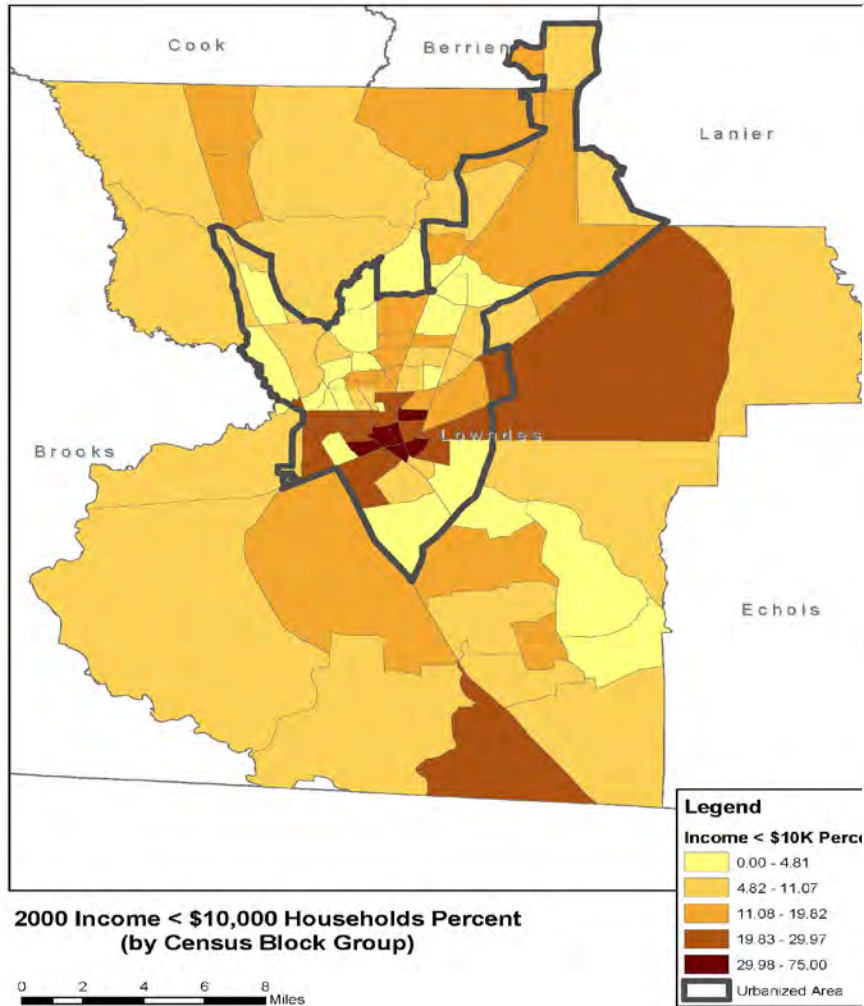
❖ Traditional Markets in Communities Similar to Valdosta/Lowndes Area:

- Lower Income: People Without Transportation
- Elderly: Either Low Income or Unable to Drive
- College Students: Income or Limited Parking on Campus
- General Public:
 - High Gas Prices (\$4/gallon)
 - High Traffic Congestion—Long Commute Times
 - Limited Parking (AFB, VSU, etc.)



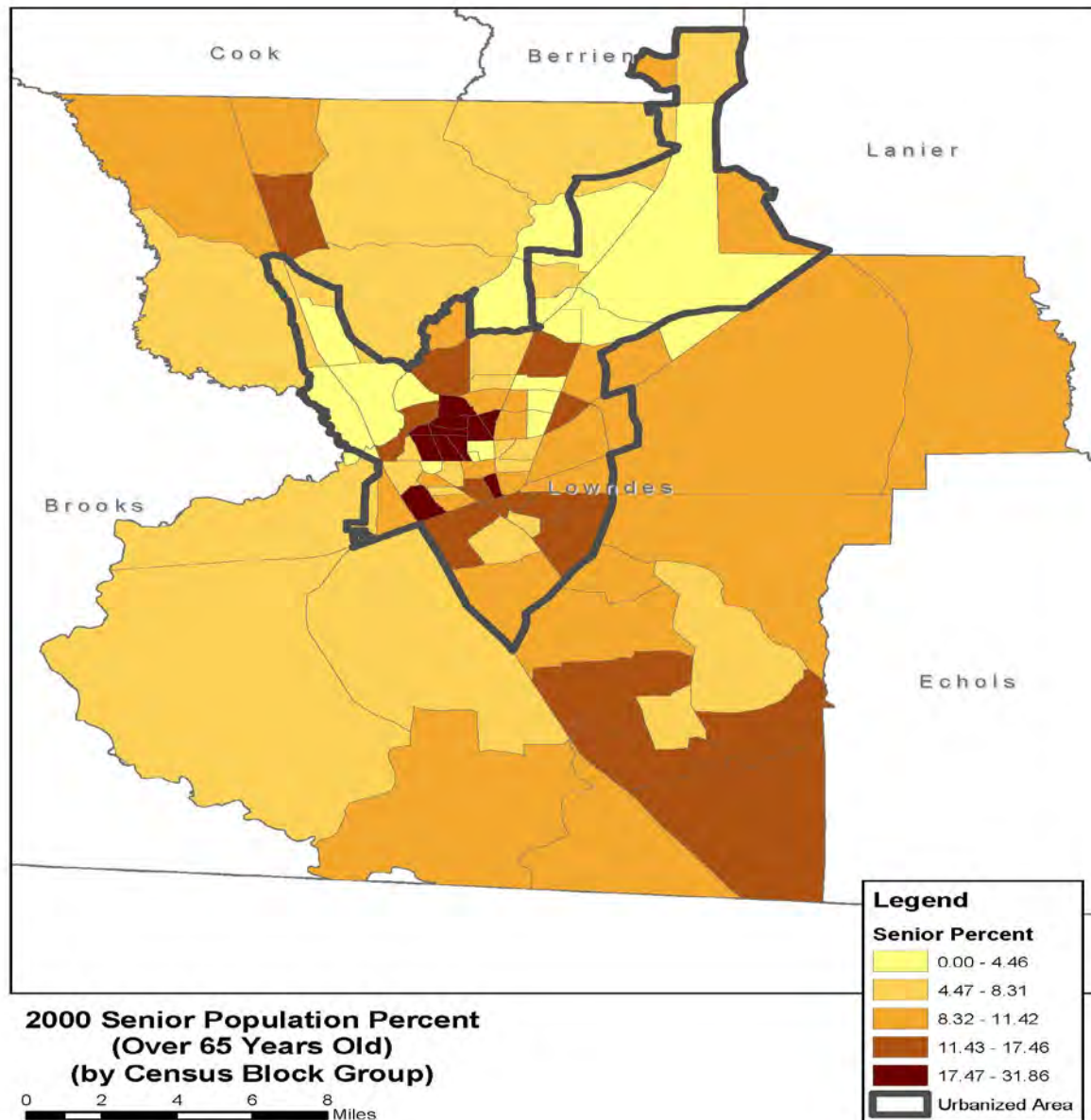


Low Income



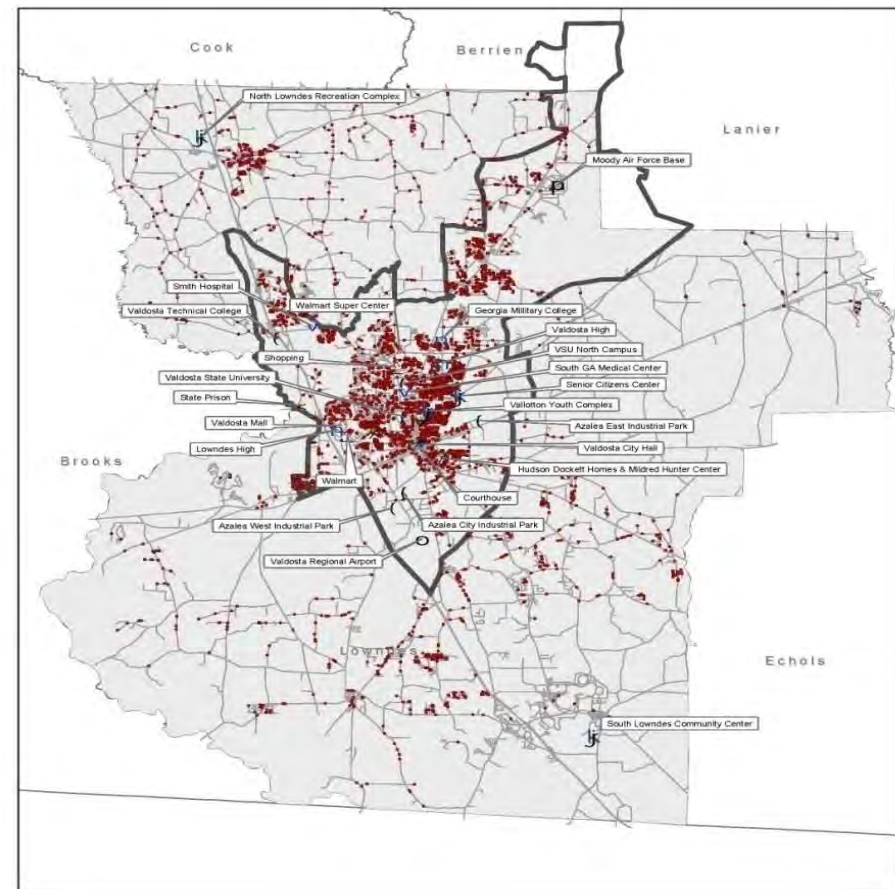
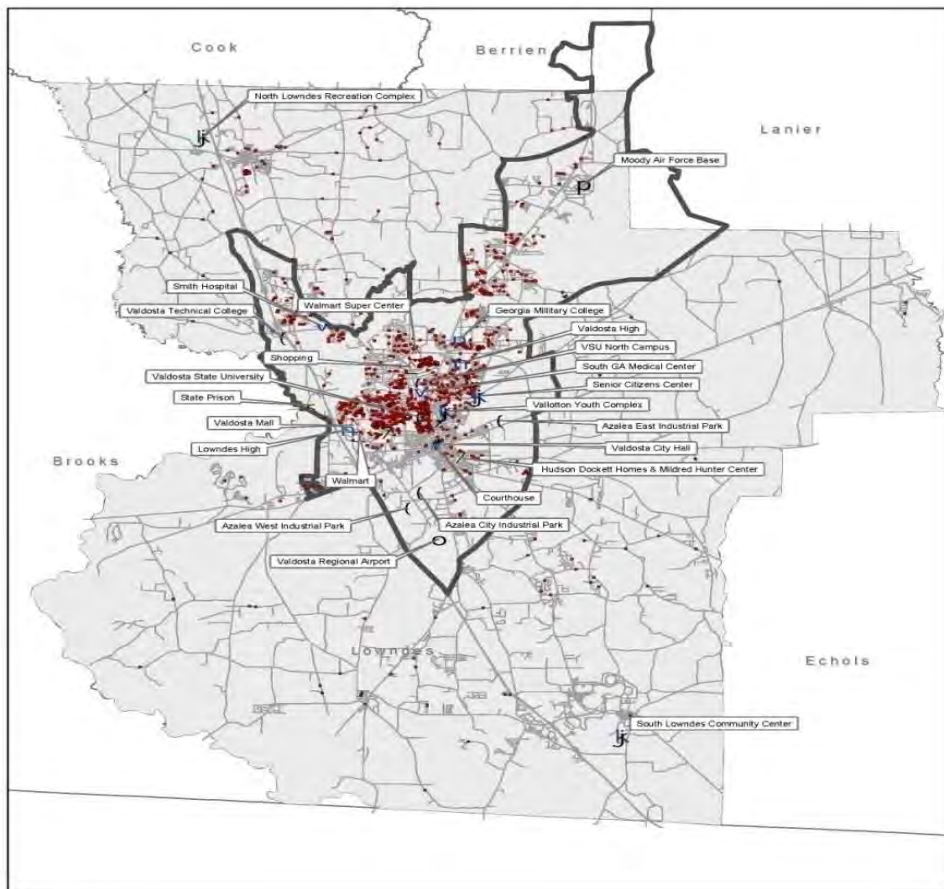


Elderly



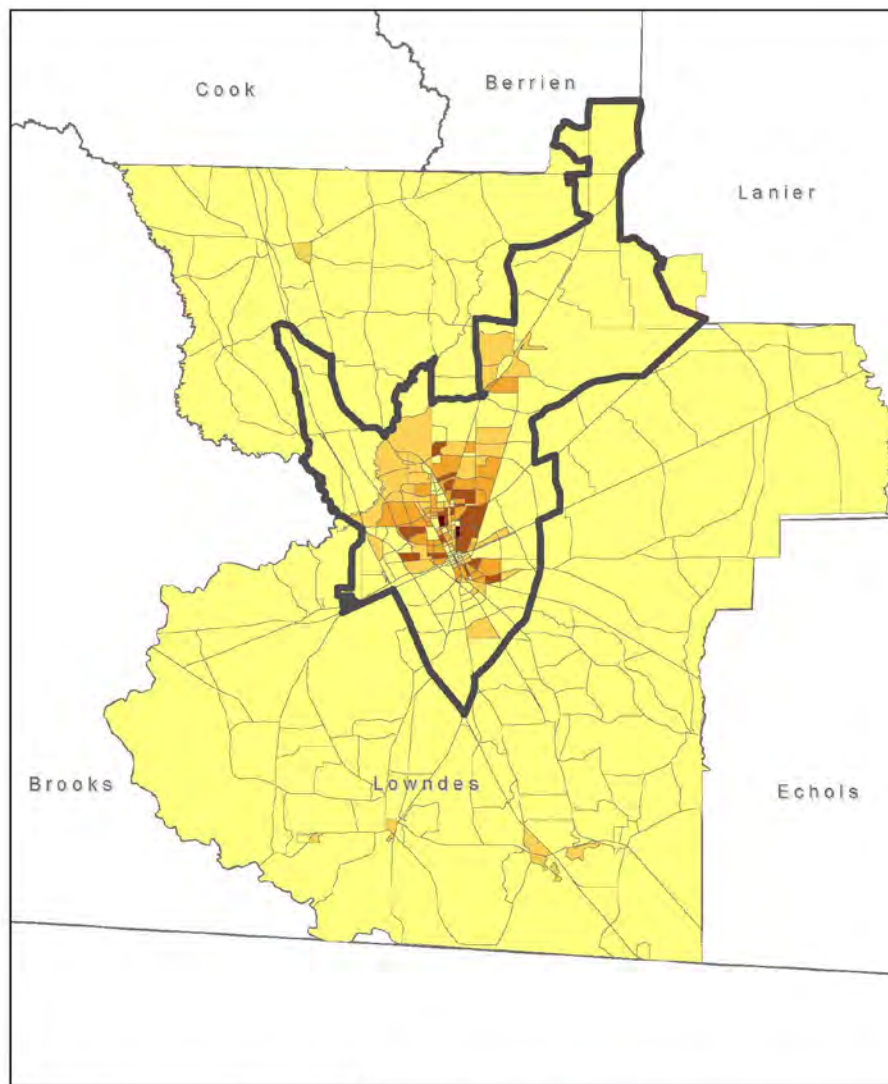


College Students





General Population

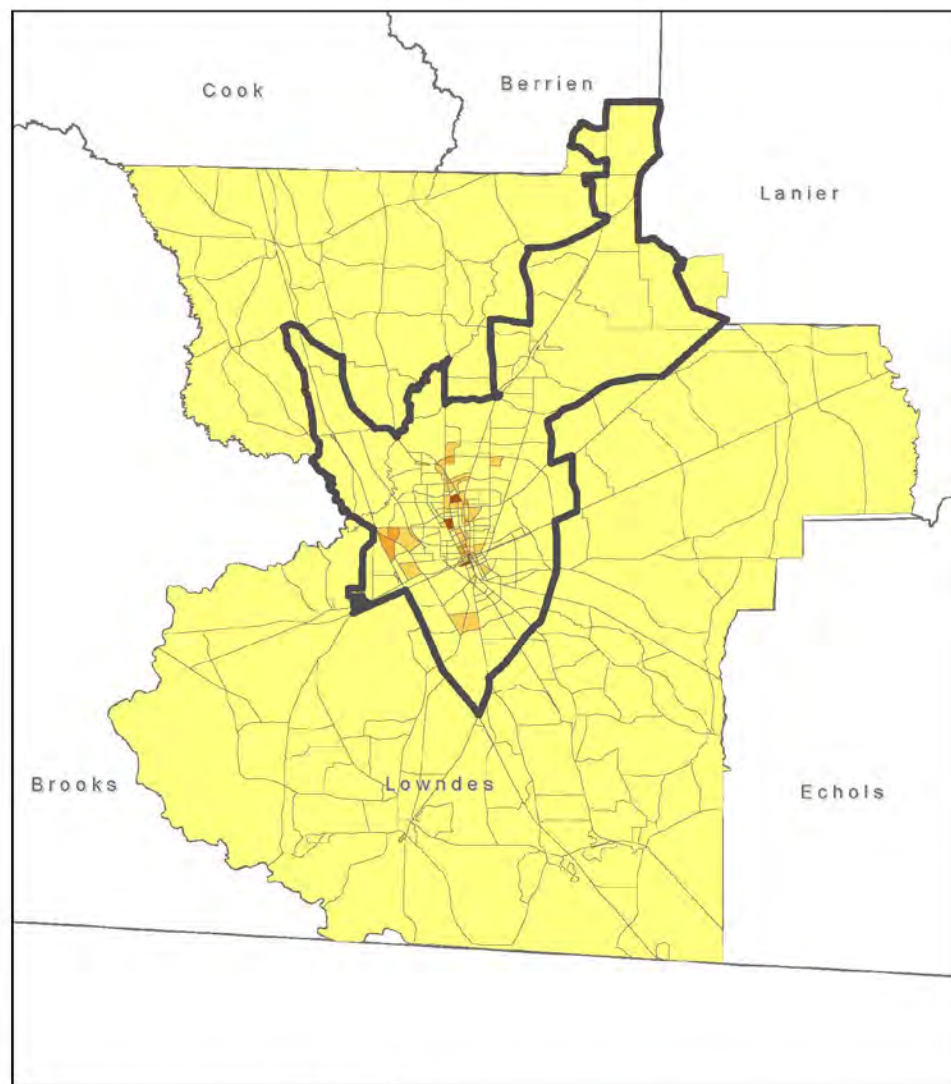


**2003 Population Density
(by Traffic Analysis Zone)
(per Acre)**

0 2.5 5 7.5 10 Miles

Legend

Population Density		Urbanized Area
0.00 - 1.09	3.15 - 6.14	
1.10 - 3.14	6.15 - 12.64	
	12.65 - 30.68	



**2003 Employment Density
(by Traffic Analysis Zone)
(per Acre)**

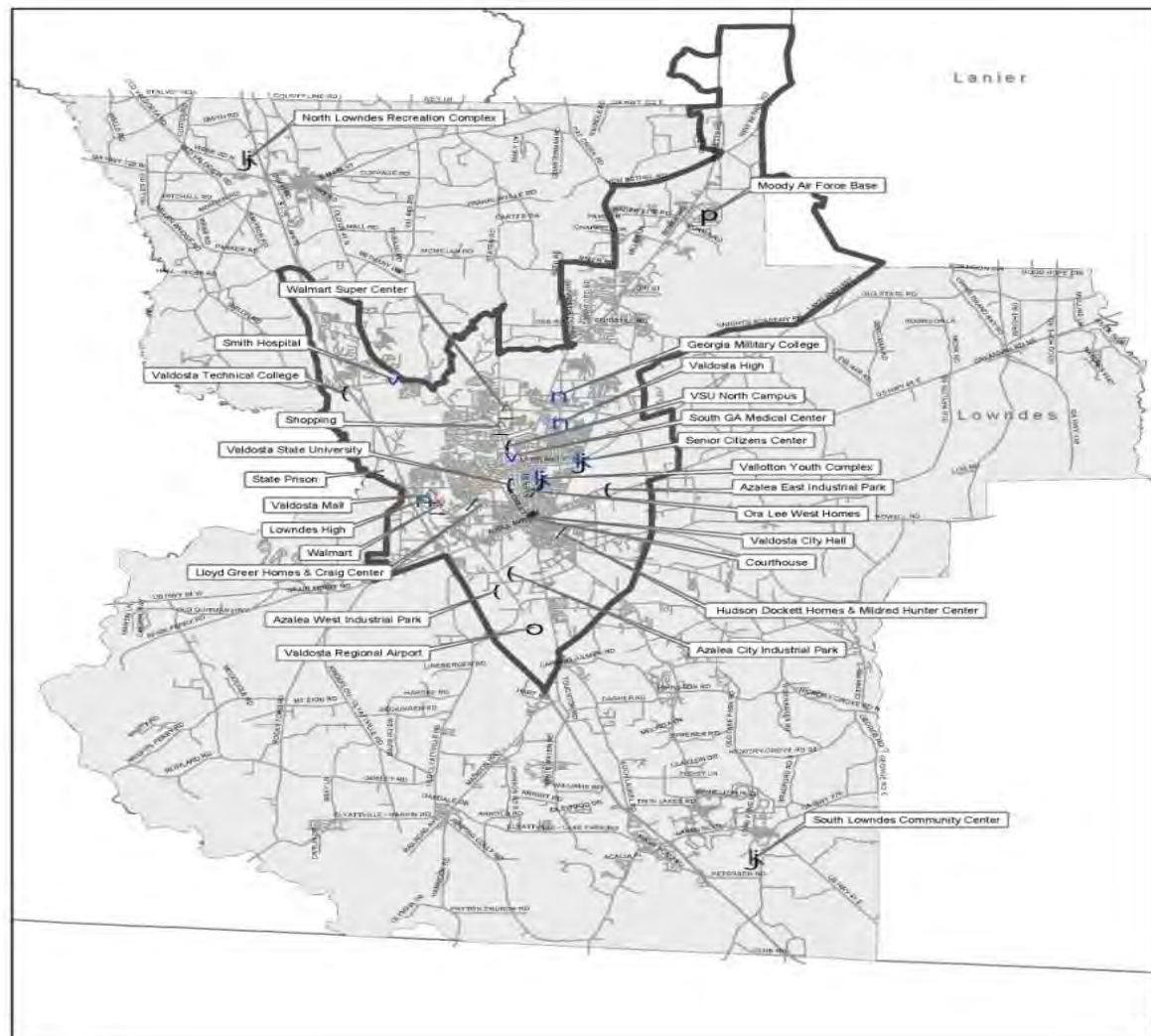
0 2.5 5 7.5 10 Miles

Legend

Employment Density		Urbanized Area
0.00 - 3.24	10.80 - 22.53	
3.25 - 10.79	22.54 - 58.64	
	58.65 - 223.75	



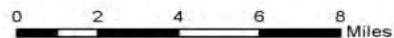
General Population



Legend

- | | | | |
|---|-------------------------------|-----|-----------------------------------|
| # | City Facilities | / | Public Housing |
| p | Moody Air Force Base | (| Industrial Parks |
| < | State Prison | ^ | Shopping & Retail |
| o | Valdosta Regional Airport | n | High Schools |
| v | Hospitals | jk | Community & Recreation Facilities |
| (| Higher Education Institutions | [] | Urbanized Area |

Major Generators





Service Design Assumptions

- **Most Riders Use Service For Work or School Trips.**
 - **Build Service Around Work/School**
 - **Can Address Shopping as Shopping locations are also Work Locations.**
- **Days of Operation**
 - **Monday Through Fridays, Sometimes Saturdays**
- **Hours of Operation**
- **Frequency of Service**



Service Design Assumptions

- **Days of Operation**
 - Monday Through Friday, Sometimes Saturdays
- **Hours of Operation**
 - 6am to 6pm; late until 10pm or so for service jobs
- **Frequency of Service**
 - Typically 60 minutes; 30 minutes considered very good in modest urban areas.
- **Minimize Transfers (“one seat ride”)**
- **Direct Travel as Possible**



Valdosta-Lowndes Concept

- Work in Progress
- Apply National Standards, Tempered by Local Interviews and Knowledge
- Concept
 - “Idea” Starter, Designed for Reaction
 - Exact Streets not Important at This Point





Valdosta-Lowndes Concept

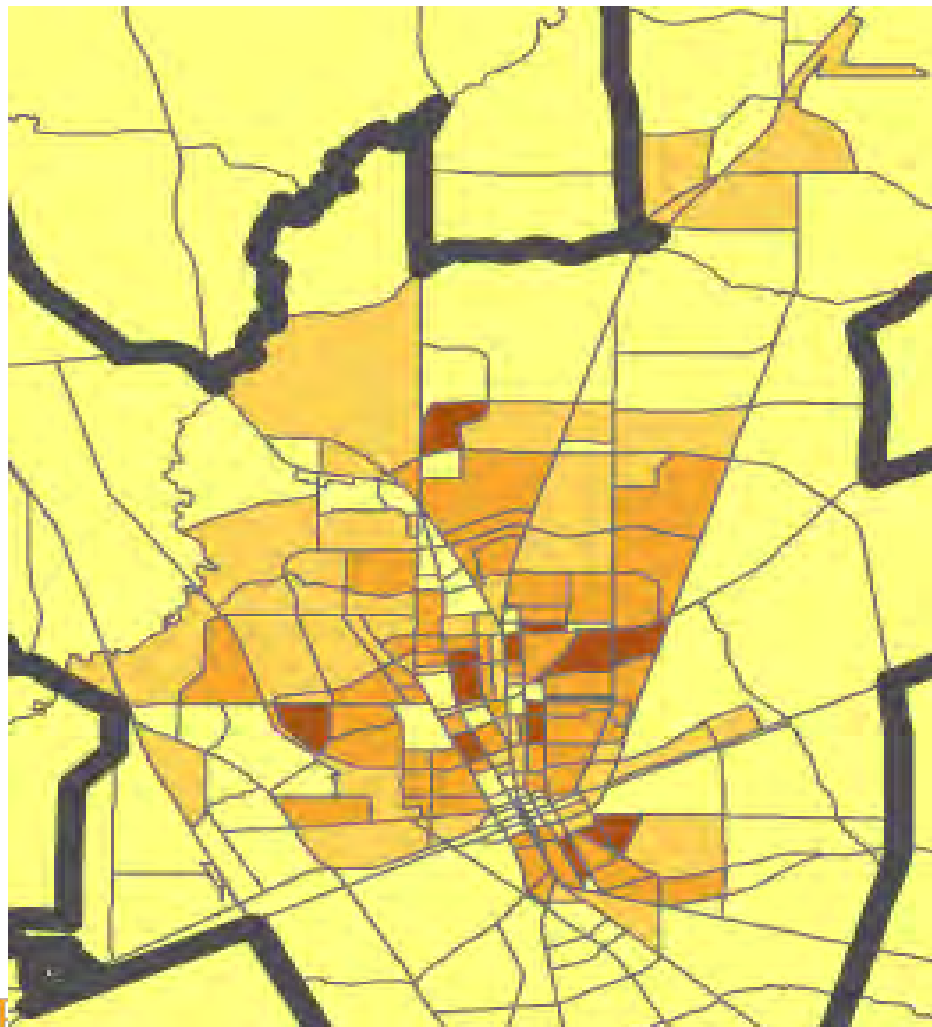
Got Feedback

- **Assumptions on Service Design**
 - Frequency (“headways”)
 - Days
 - Hours During the Day (“span”)
- **Locations**
 - Targeting Traditional Transit Market
 - Provide General Public Opportunity





Demographics: Household Density

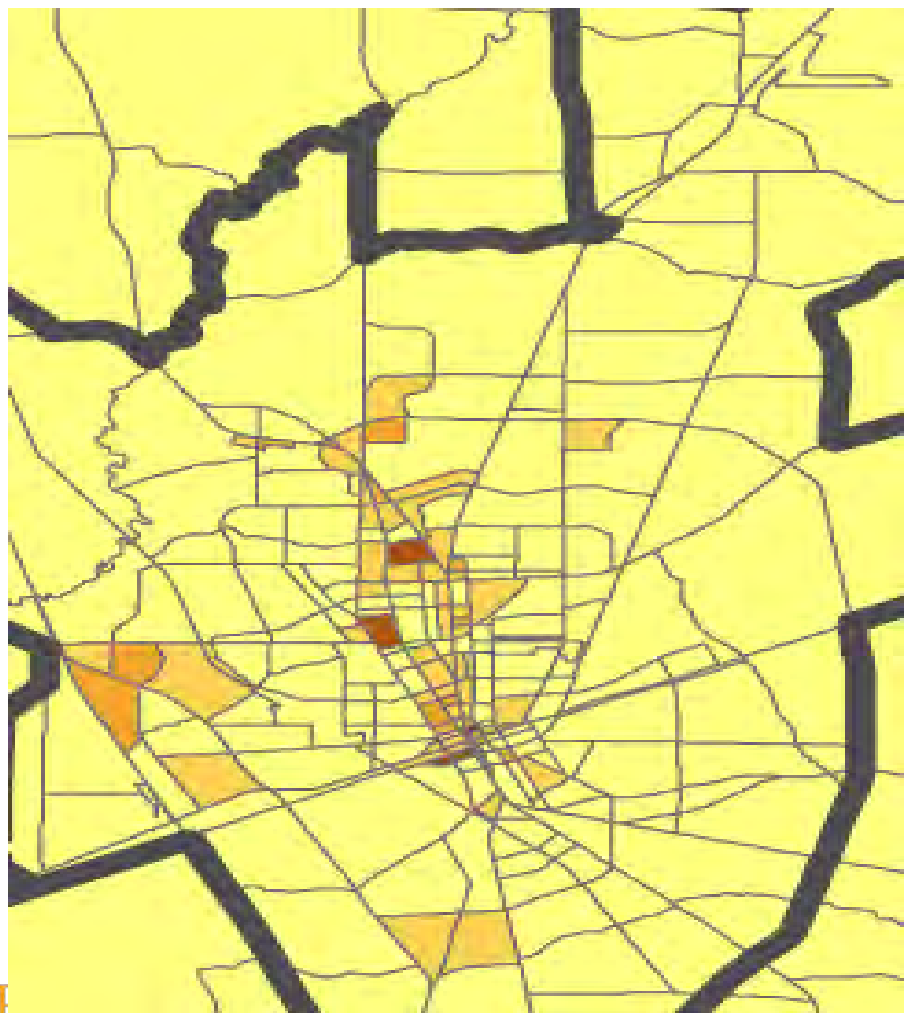


**3 Households Per
Square Acre To Be
The Minimum
Acceptable To
Support Fixed
Route Transit
Service**





Demographics: Employment Density



4 Jobs Per Square Acre Will Contribute To The Success of Fixed Route Transit Service.





Service Design Standards

- **Span of Service**
 - 6:00 a.m. to 7:00pm
- **Frequency of Service**
 - Every 60 Minutes
- **Service Coverage**





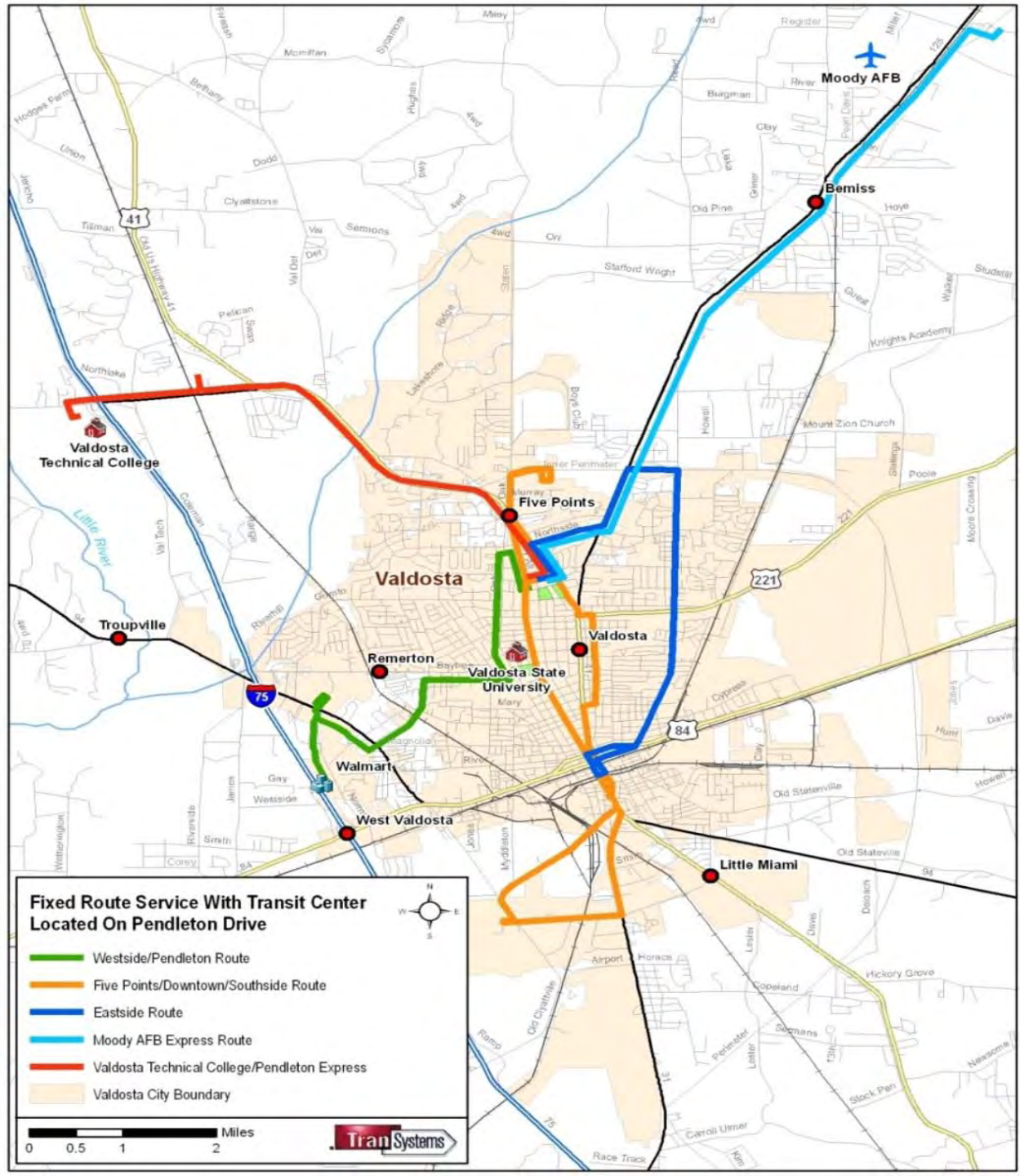
Fixed Route Service: Issues

- VSU Service
- Sidewalk Accessibility & ADA
- Community Connectivity
- Headway Times (Frequency)
- System Coordination





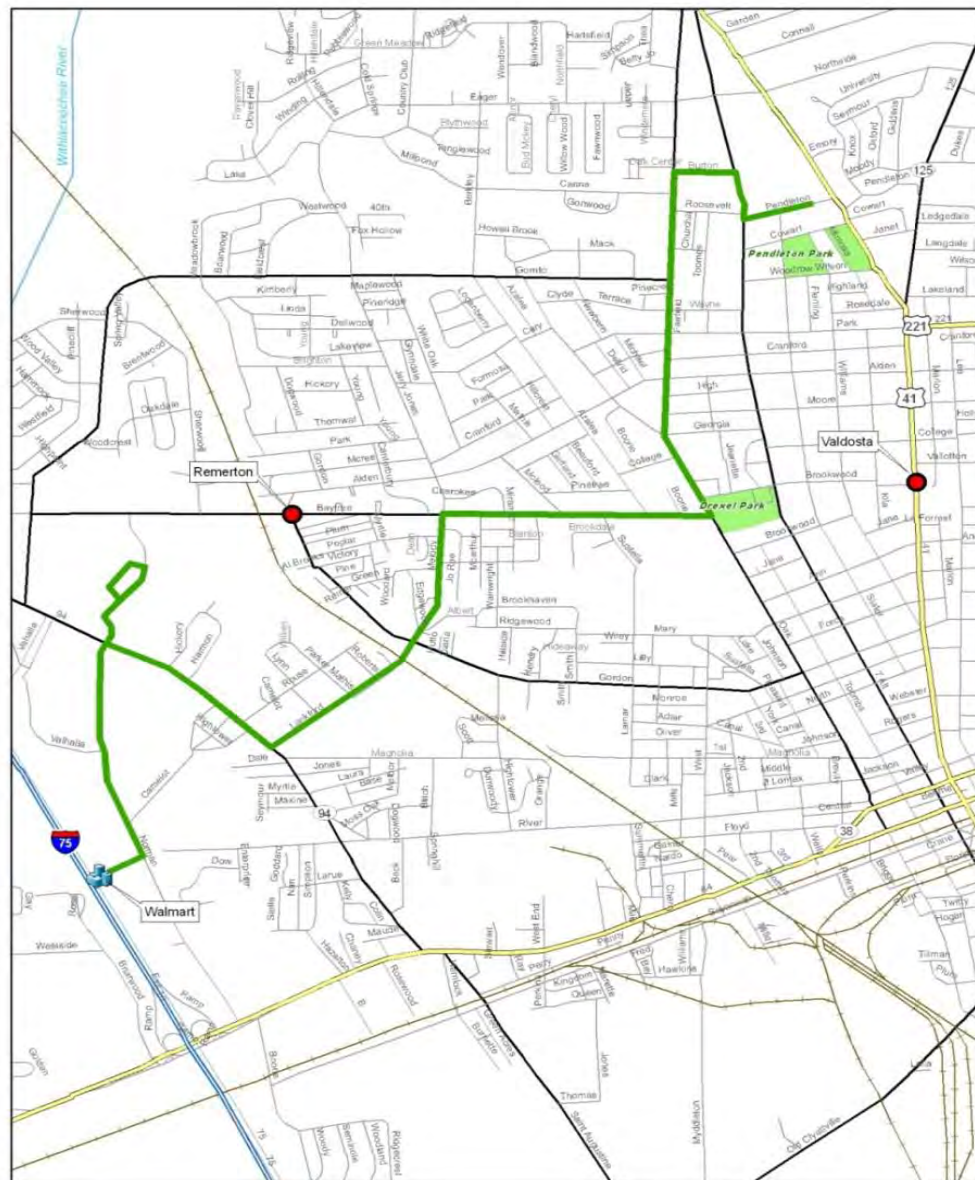
Pendleton Drive Transit Center





Pendleton Drive: Westside Route

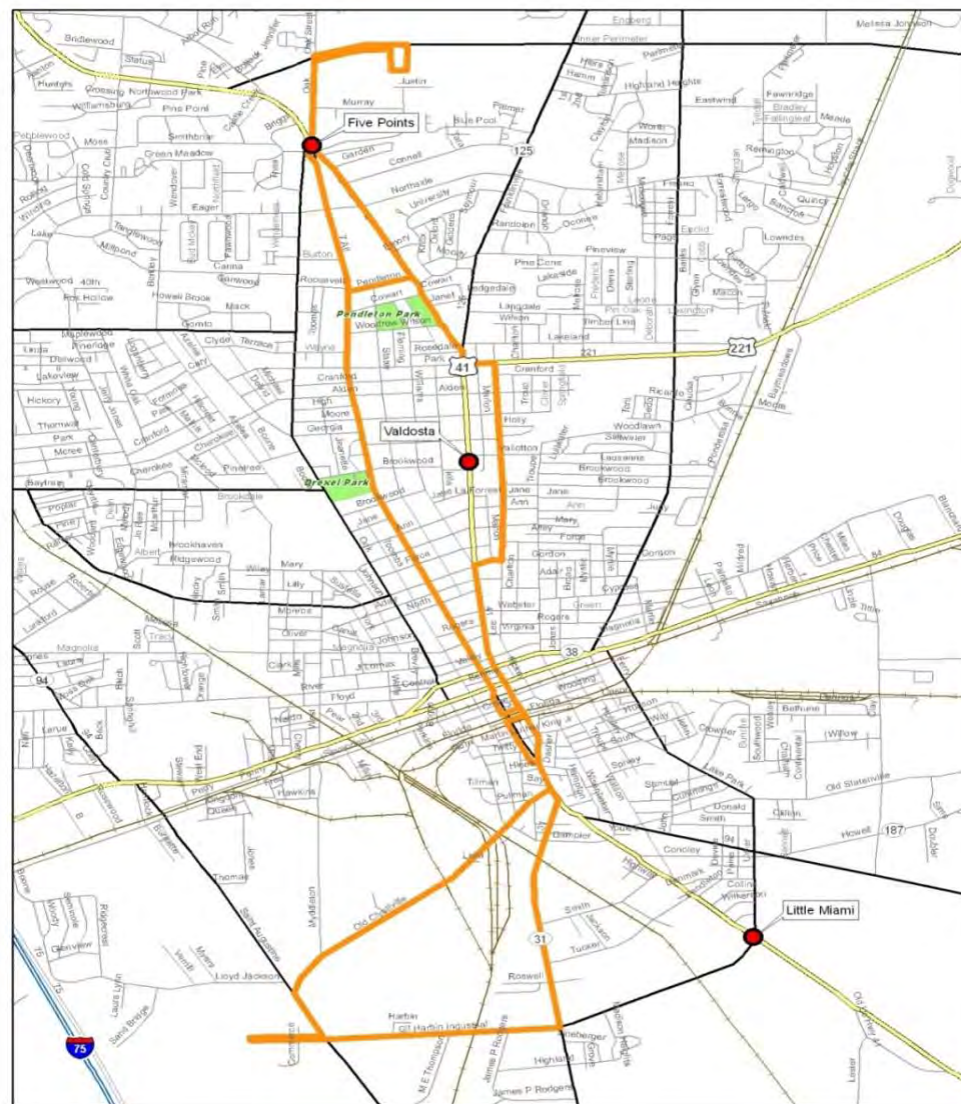
- **Span of Service:**
 - Weekdays: 6am – 10pm
 - Saturdays: 8am – 7pm
- **Frequency:**
 - 30 minutes / 60 minutes
- **2 vehicles**
- **Estimated Ridership**
 - Weekday: 310
 - Saturday: 110
- **Annual Operating Cost:**
 - Weekday: \$398K-\$477K
 - Saturday: \$34K-\$41K





Pendleton Drive: Downtown/Southside Route

- **Span of Service:**
 - Weekdays: 6am – 7pm
 - Saturdays: 8am – 7pm
- **Frequency:**
 - 60 minutes
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 130
 - Saturday: 70
- **Annual Operating Cost:**
 - Weekday: \$198K-\$239K
 - Saturday: \$34K-\$41K





Pendleton Drive: Eastside Route

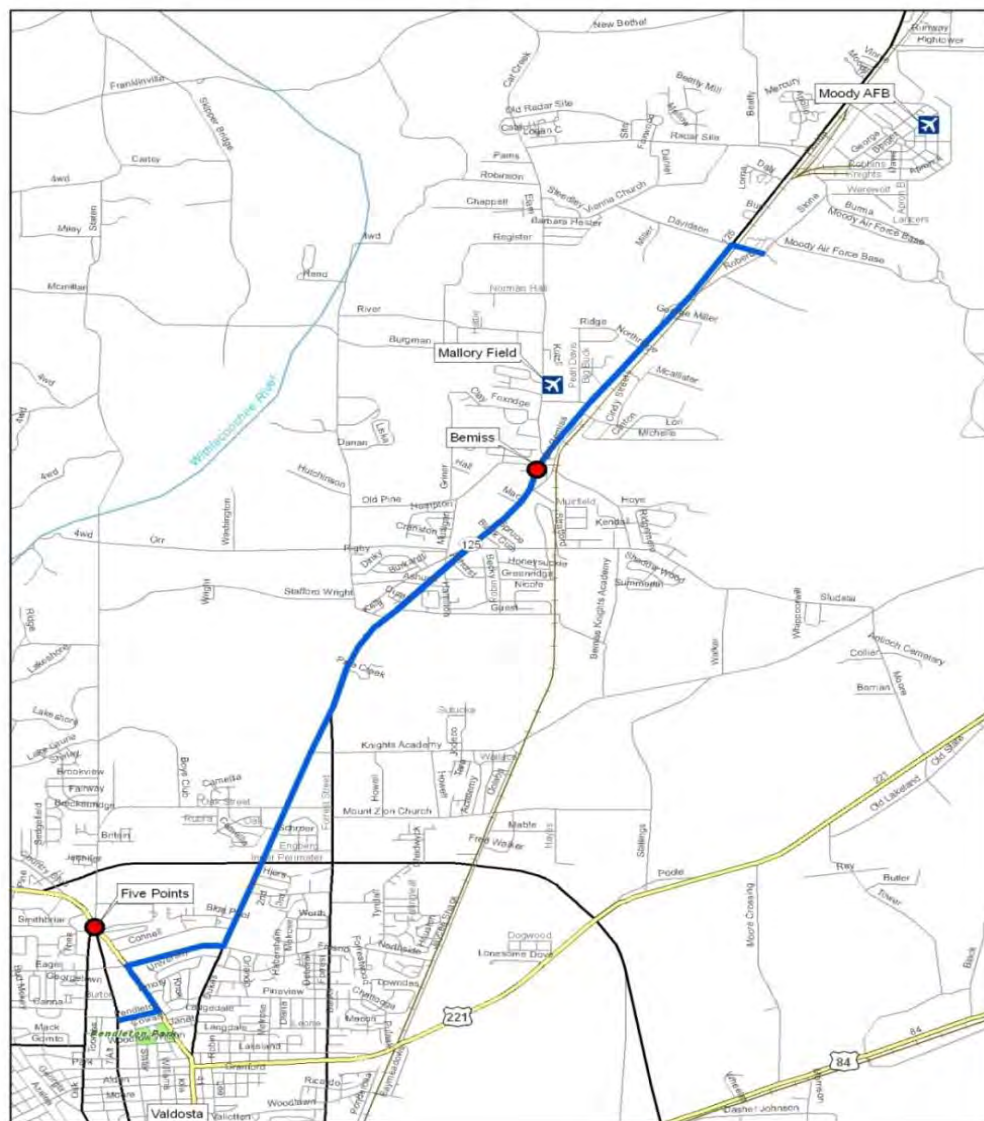
- **Span of Service:**
 - Weekdays: 6am – 7pm
 - Saturdays: 8am – 7pm
- **Frequency:**
 - 60 minutes
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 100
 - Saturday: 70
- **Annual Operating Cost:**
 - Weekday: \$198K-\$239K
 - Saturday: \$34K-\$41K





Pendleton Drive: Moody AFB Express

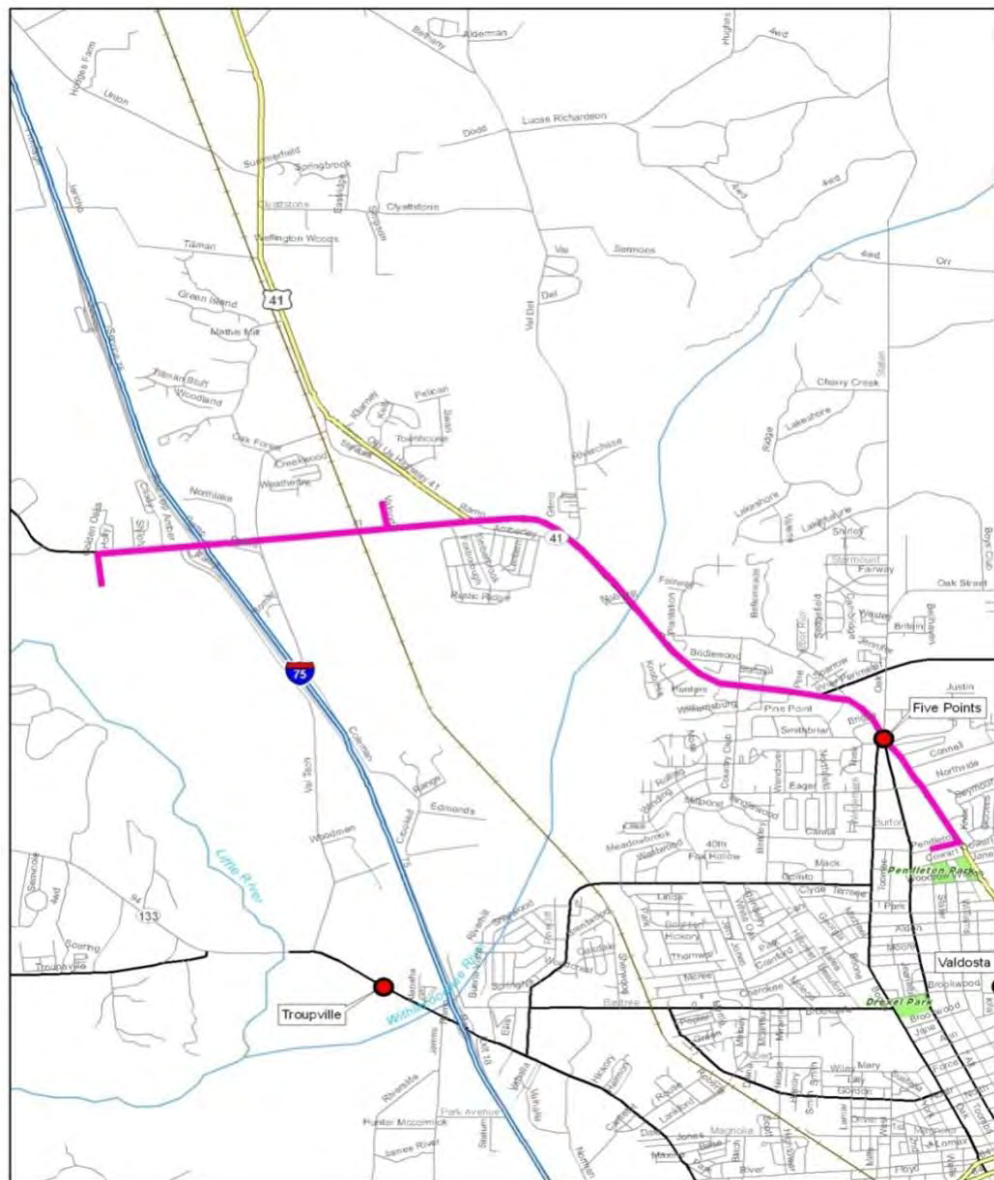
- **Span of Service:**
 - Weekdays: 6:30am – 8:30am & 4:30pm – 6:30pm
- **Frequency:**
 - 30 minutes
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 90
- **Annual Operating Cost:**
 - Weekday: \$61.2K-\$73.4K





Pendleton Drive: Valdosta Technical College

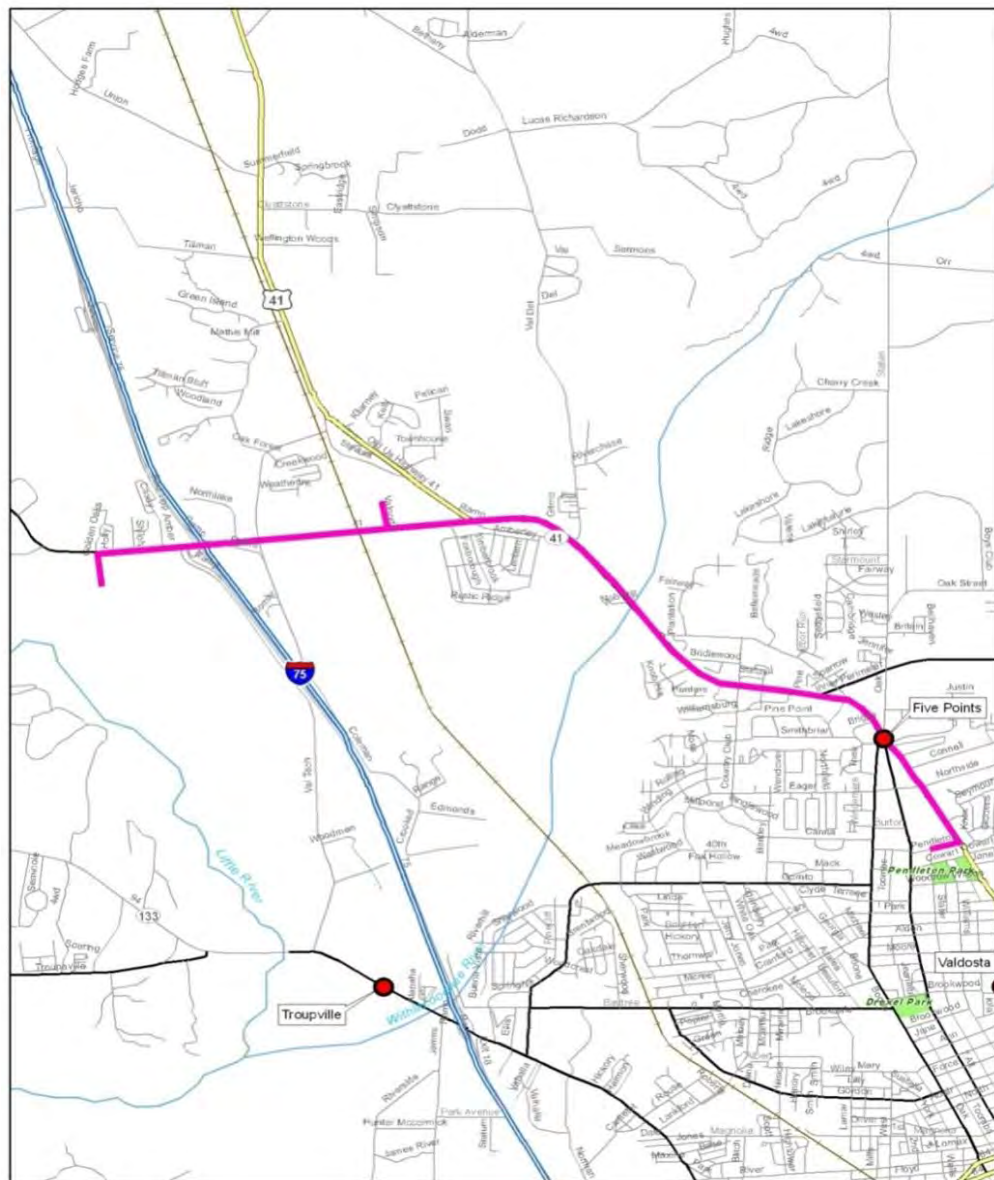
- **Span of Service:**
 - Weekdays: 7:30am – 10pm
- **Frequency:**
 - Trips timed to class schedule
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 75
- **Annual Operating Cost:**
 - Weekday: \$76.5K-\$91.8K





Pendleton Drive: Summary

- **Demand Response Service**
- **Annual Operating Cost:**
 - Weekday: \$1.25M-\$1.55M
 - Saturday: \$1.52K - \$190K
 - Total: \$1.4M - \$1.75M
- **Vehicles:**
 - Fixed Route: 6 + 2 spares
 - Demand Response: 2 + 1 spare
- **Estimated Ridership:**
 - Weekday: 735
 - Saturday: 295





Pendleton Drive: Summary

Strengths

- Service to Smith Northview Hospital and Valdosta High School.
- Service to Moody AFB every 30 minutes.
- Transit Center Located Near South Georgia Medical Center, One of the Largest Employers in Lowndes County

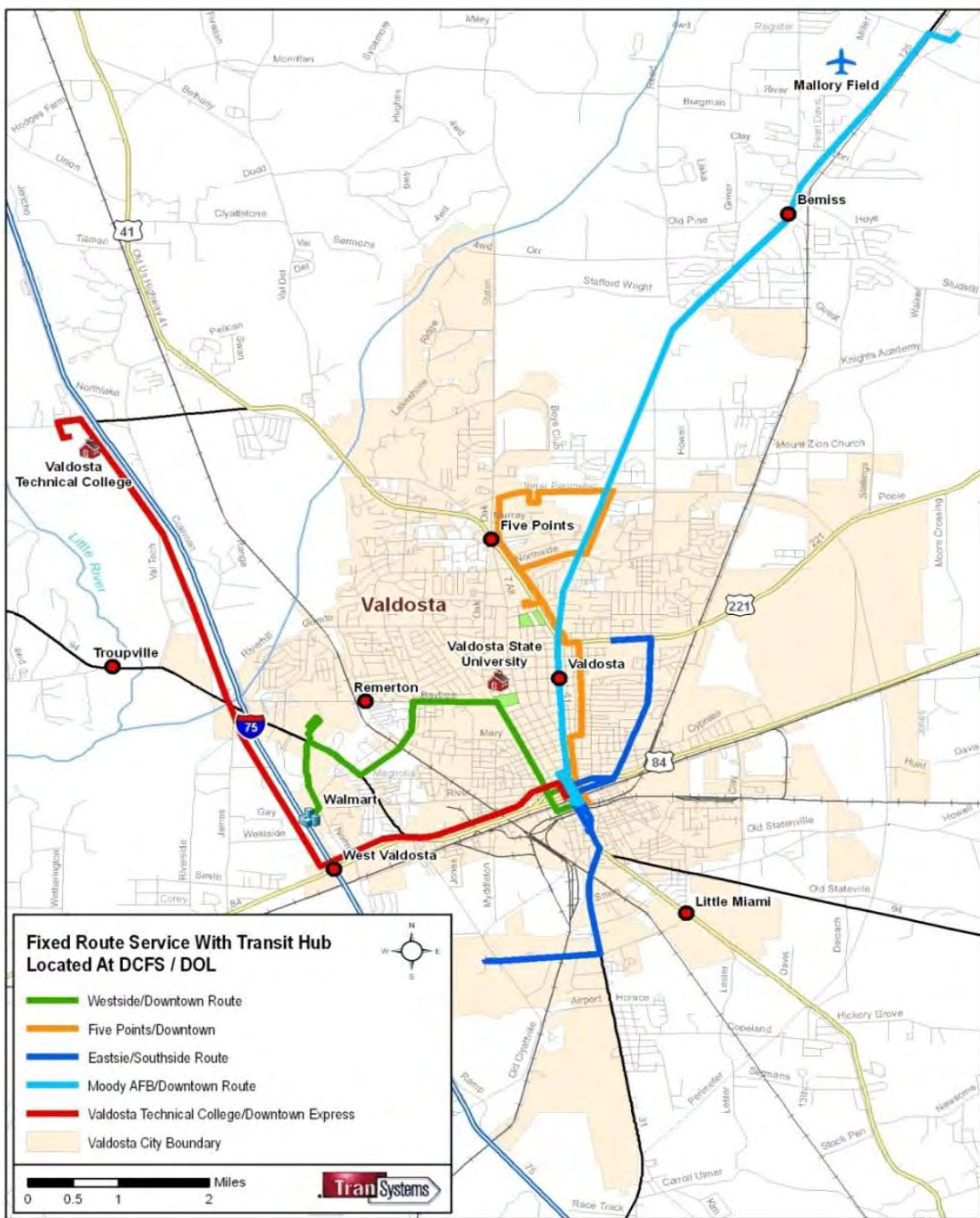
Weakness

- Length of Routes May Make Operating the Buses on-Time Difficult on 30 or 60 Minute Headway





Downtown Transit Center





Downtown: Westside Route

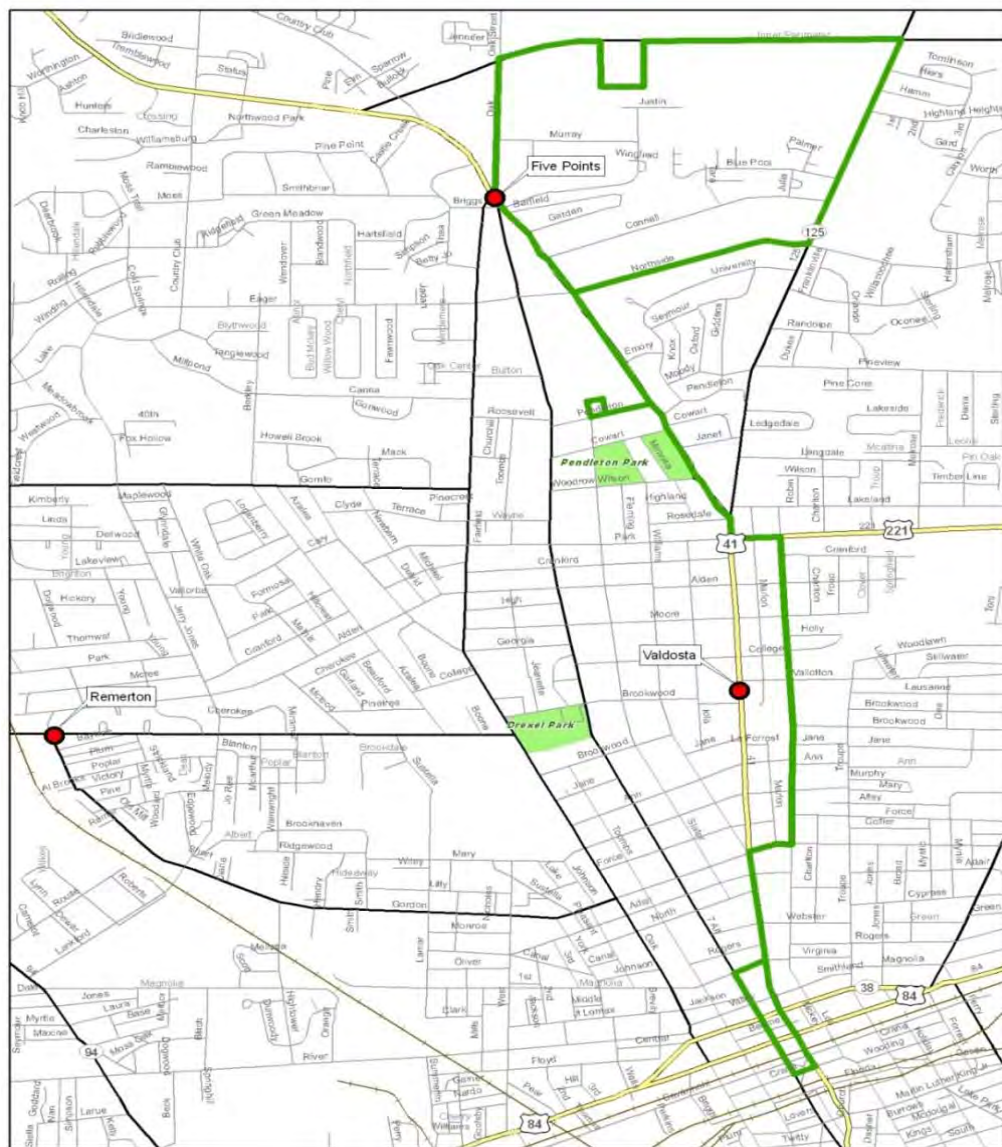
- **Span of Service:**
 - Weekdays: 6am – 10pm
 - Saturdays: 8am – 7pm
- **Frequency:**
 - 30 minutes / 60 minutes
- **2 vehicles**
- **Estimated Ridership**
 - Weekday: 310
 - Saturday: 110
- **Annual Operating Cost:**
 - Weekday: \$398K-\$477K
 - Saturday: \$34K-\$41K





Downtown: Five Points / Downtown

- **Span of Service:**
 - Weekdays: 6am – 7pm
 - Saturdays: 8am – 7pm
- **Frequency:**
 - 60 minutes
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 130
 - Saturday: 70
- **Annual Operating Cost:**
 - Weekday: \$198K-\$239K
 - Saturday: \$34K-\$41K





Downtown: Eastside / Southside

- **Span of Service:**
 - Weekdays: 6am – 7pm
 - Saturdays: 8am – 7pm
- **Frequency:**
 - 60 minutes
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 130
 - Saturday: 70
- **Annual Operating Cost:**
 - Weekday: \$198K-\$239K
 - Saturday: \$34K-\$41K





Downtown: Moody AFB Express

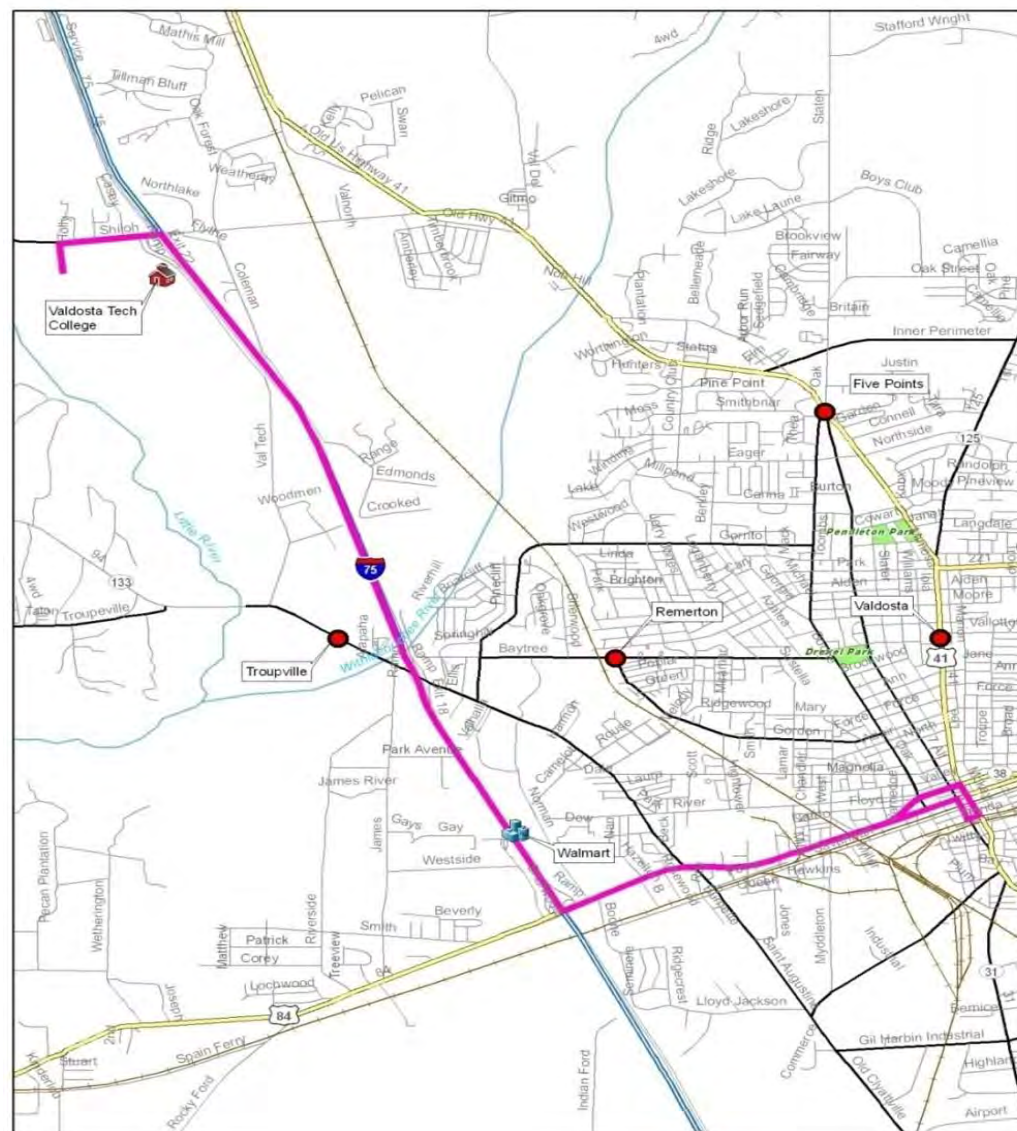
- **Span of Service:**
 - Weekdays: 6:30am – 8:30am & 4:30pm – 6:30pm
- **Frequency:**
 - 60 minutes
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 90
- **Annual Operating Cost:**
 - Weekday: \$61.2K-\$73.4K





Downtown: Valdosta Technical College

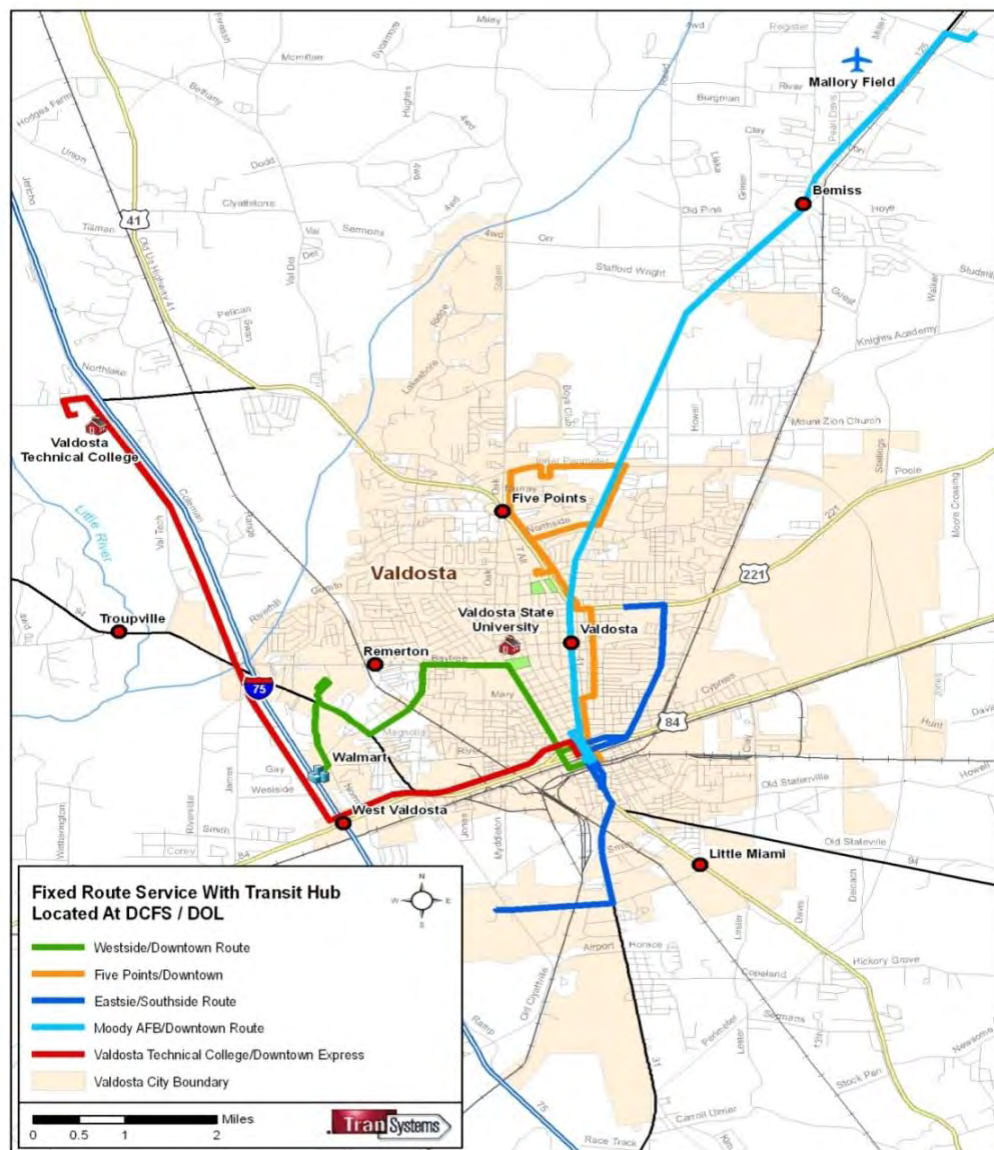
- **Span of Service:**
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- **Frequency:**
 - Trips timed to class schedule
- **1 vehicle**
- **Estimated Ridership:**
 - Weekday: 75
- **Annual Operating Cost:**
 - Weekday: \$76.5K-\$91.8K





Downtown: Summary

- **Demand Response Service**
- **Annual Operating Cost:**
 - Weekday: \$1.25M-\$1.55M
 - Saturday: \$1.52K - \$190K
 - Total: \$1.4M - \$1.75M
- **Vehicles:**
 - Fixed Route: 6 + 2 spares
 - Demand Response: 2 + 1 spare
- **Estimated Ridership:**
 - Weekday: 755
 - Saturday: 295





Downtown: Summary

Strengths

- Each Route Connects Residential and Employment Areas.
- All Routes Serve Downtown Valdosta
- Transit Center Near Typical Ridership Generators.
- Higher Estimated Ridership

Weakness

- Service to Moody AFB Operates Every 60 Minutes.
- No Service to Smith Northview Hospital or Along Forrest North of Park Avenue.





Section 6

Summary of Transit System Delivery Options





Purpose

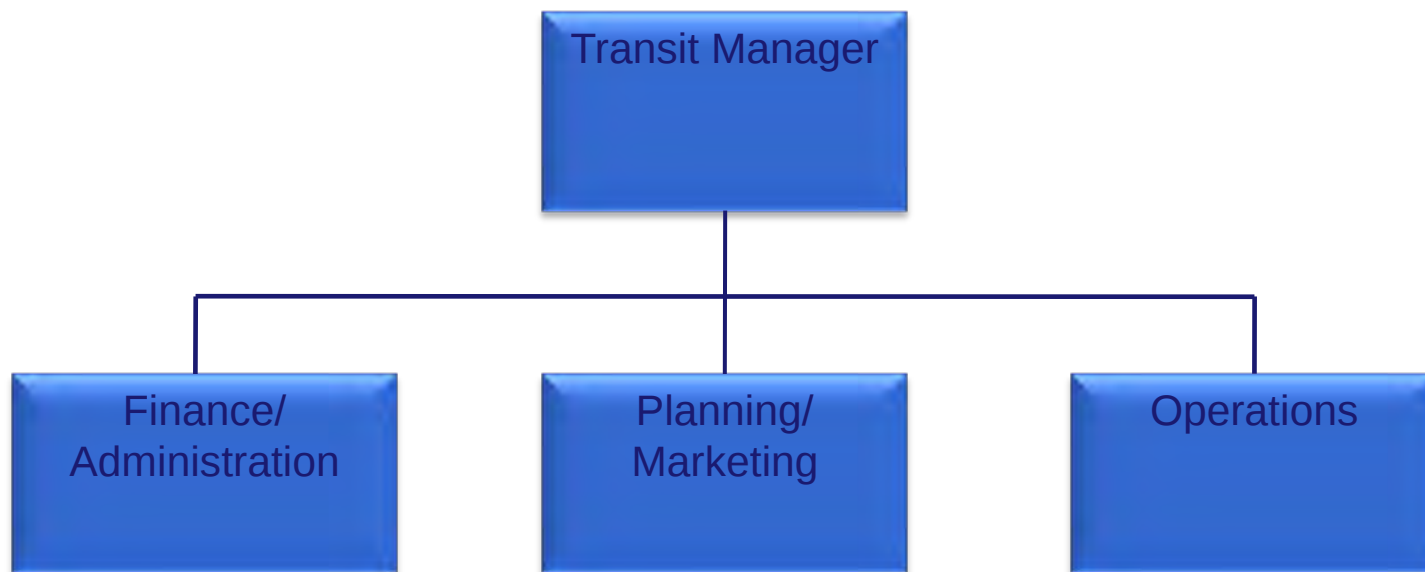
- **Options To Govern and Deliver Transit Service**
 - **Who and How Services Put on The Street**
- **Background About Transit Operations**
- **Governance Options**
- **Delivery Options**





Overview of Transit Operations

- **Overview is Intended To Provide Background Information**
 - **Dedicated Staff or Shared Staff or Combination**
 - **Transit Manager Should Be Dedicated; Might Need a Dedicated Planner or Administrative Person as Well.**





Finance & Administration

Transit Manager

Finance/
Administration

Planning/
Marketing

Operations



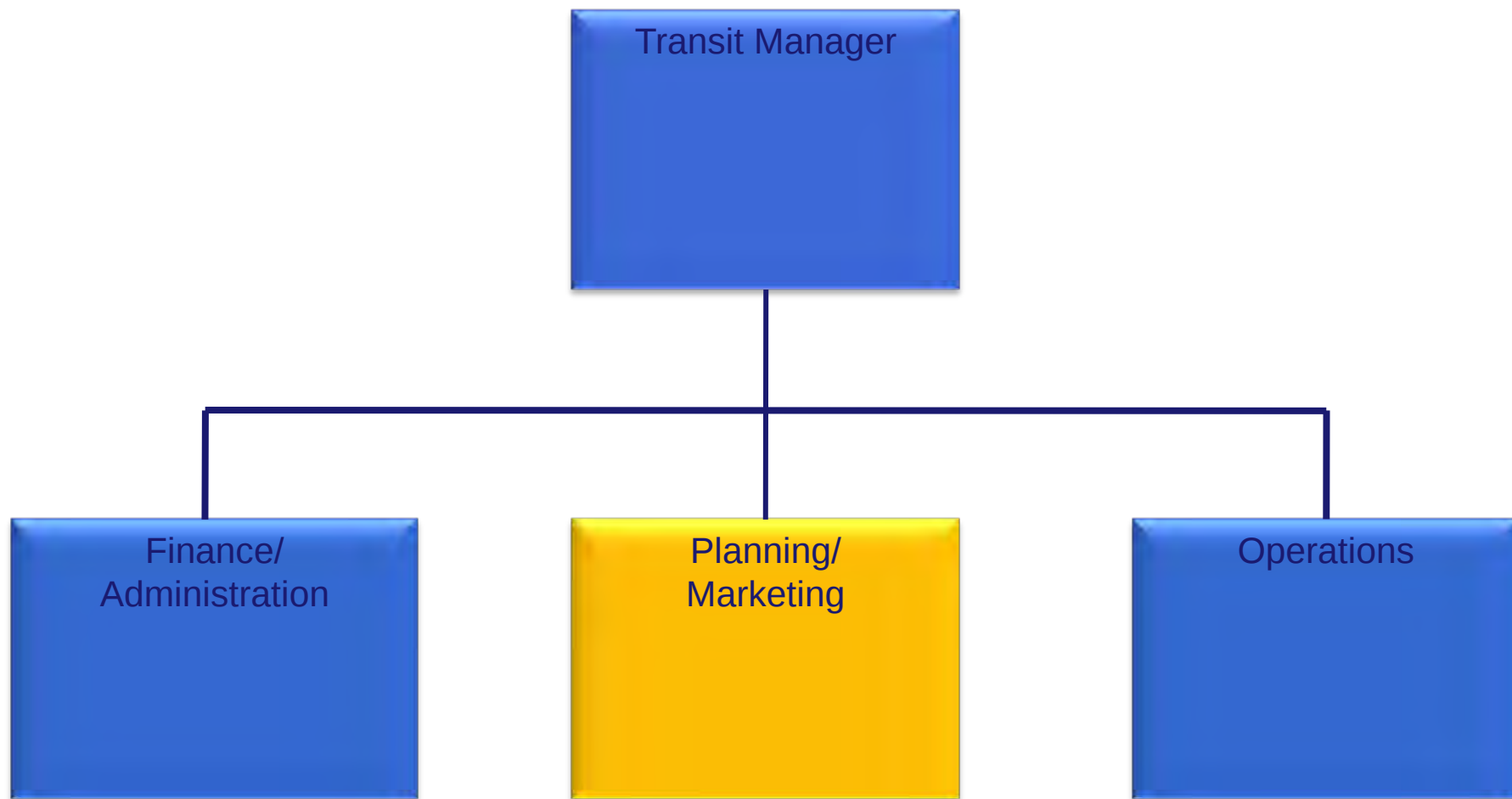
Finance & Administration

- **Budgeting**
- **Accounting** (*payroll, accounts payable, accounts receivable*)
- **Grant Management and Compliance**
- **Fare Revenue Handling** (*farebox and pre-paid fares*)
- **Human Resources** (*including training*)





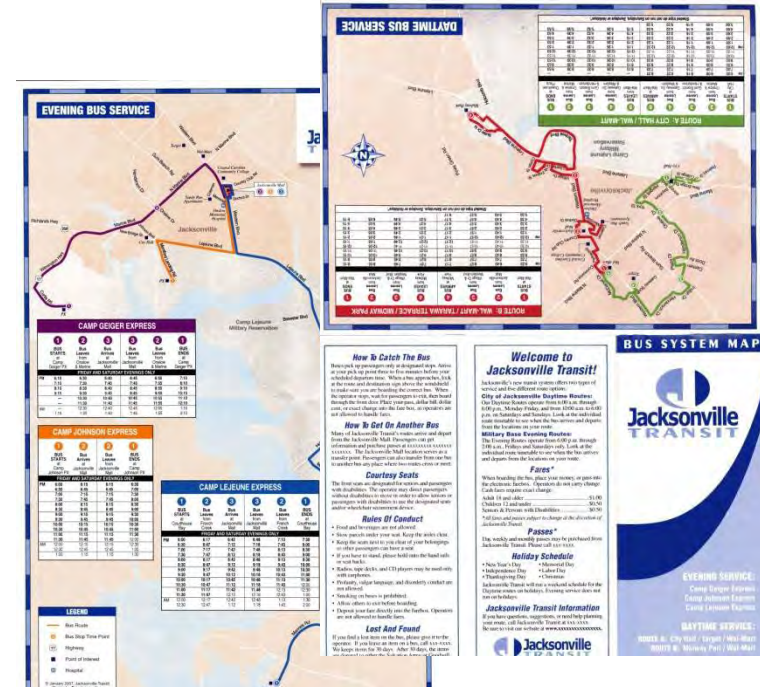
Planning & Marketing





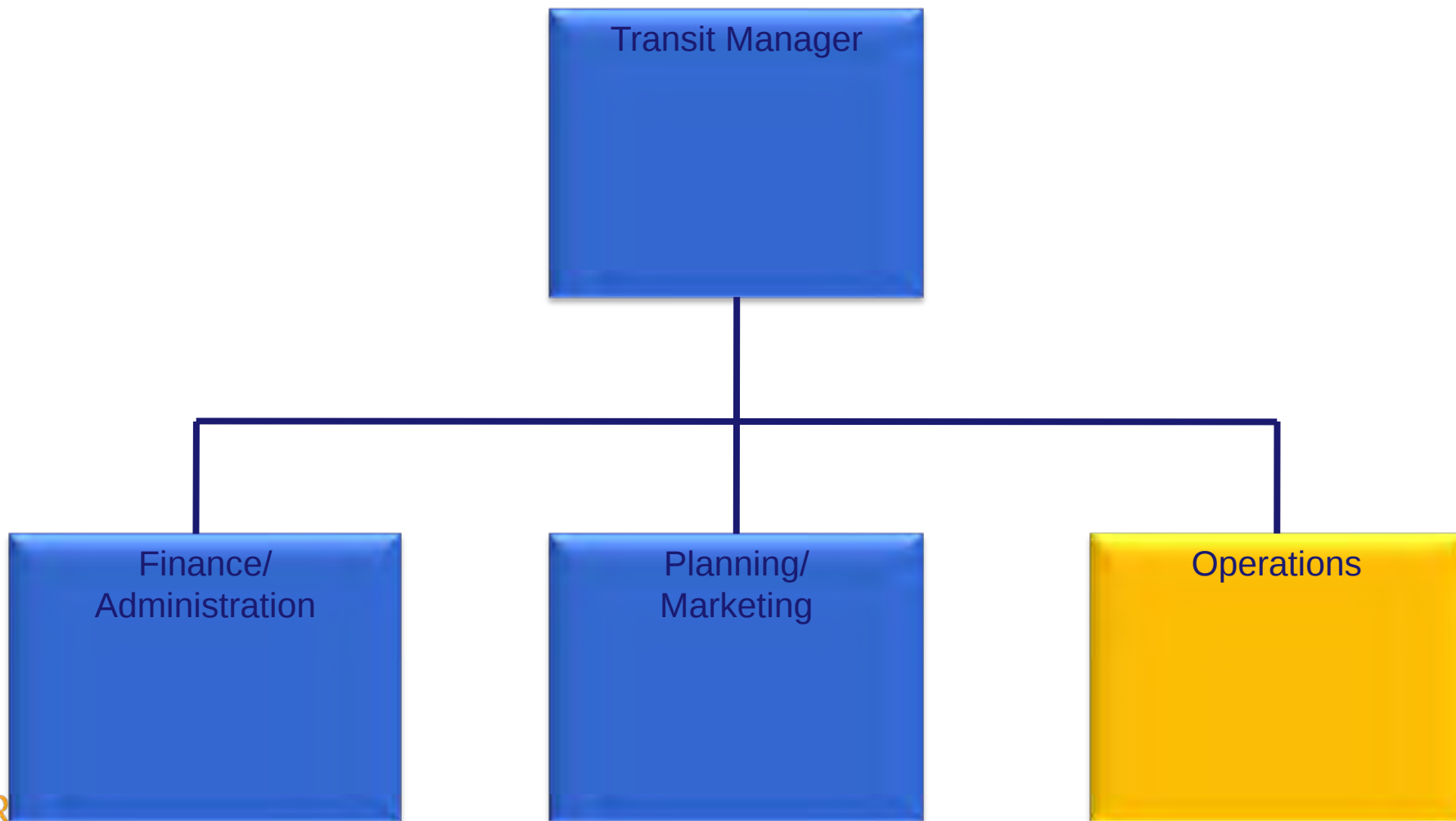
Planning & Marketing

- **Develop Services**
- **Call Taking** (*paratransit and fixed route*)
- **Monitor Service Delivery** (*riders, service reliability*)
- **Community Relations, System Image Building**
- **Public Information**





Operations





Operations

- **Drivers** (*hiring, firing, training*)
- **Vehicle Maintenance**
- **Facility and Passenger Amenities Maintenance**





Governing Options

- Transit Authority
- City Department
- County Department
- City-County Department
- MPO/RDC Department





Factors To Consider

- **Geographic Scope of The Service**
- **Complexity of The Operation**
- **Contribution of Financial Resources**
- **Time to Implement the Governing Form**
 - **Service Start Spring 2010**
- **Access To Skills Needed To Operate and Manage Service**





Evaluation of Governing Forms*

Factor	Governing Model			
	Authority	City Department	County Department	MPO Department
Geographic Scope				
Complexity				
Contribution of Financial Resources				
Implementation Time				
Available Skills				
Overall Rating				

Fair	
Good	
Excellent	

**From perspective of service starting spring 2010*



Service Delivery

- **How Service Gets on The Street**
- **Three Basic Models**
 1. **Direct Operations**
 2. **Contract Management**
 3. **Turnkey**





Service Delivery

Option	Definition	Advantages	Disadvantages
Direct Governmental Operation	Government hires a transit manager, all necessary employees, acquires all equipment, primarily vehicles.	• Direct control over the quality of the services provided. • Potential “economies to scale” with other governmental functions by pooling resources such as vehicle maintenance. • Avoid overhead and profit costs associated with an outside vendor.	• Challenge in hiring a manager experienced in transit operations. • Potential for unionized workforce. • Potential liability of federal labor protection regulations. • Potentially “politicizes” service decisions.
Contract Management	Government hires a firm to manage the system. Personnel and equipment are supplied by the City.	• Obtain needed expertise on a contract basis. • Have a potential “bench” of management talent and other expertise. • Maintain the advantages of the “direct governmental operation” method.	• Can be a higher cost than a manager hired directly by the governmental entity. • Retain some of the disadvantages of the direct governmental operations option.
Turnkey Operations	A turnkey operation involves the government hiring an outside organization to set up, run, and manage the transit system. The government might have title to the buses, but the operator would bring in all other assets (e.g., office equipment, garage, tools, etc.).	• Potentially provides governmental with an easy easier task to make changes. • Diminishes federal labor protection regulations. • Effective in keeping costs down through periodic procurement. • Potential for deeper resources and a more specialized pool of managerial talent. • “De-politicizes” service decisions.	• Would be somewhat dependent on the expertise of the operator for service decisions. • Does not avoid dedicating staff to overseeing the operation. • Diminished day-to-day control of service quality.



Service Delivery...Some Considerations

- **Burden on Governing Entity**
- **Expertise**
- **Re-evaluation of Service Delivery**
- **Relative Cost**
- **Service Quality**





Section 7

Summary of Transit System Funding and Budget





Funding Needs

- **Capital Cost**
 - **Physical Infrastructure**
 - Vehicles
 - Shelters/Bus Stops and Signage
 - Maintenance Facility
- **Operating Costs**
 - Administrative Costs
 - Maintenance Costs

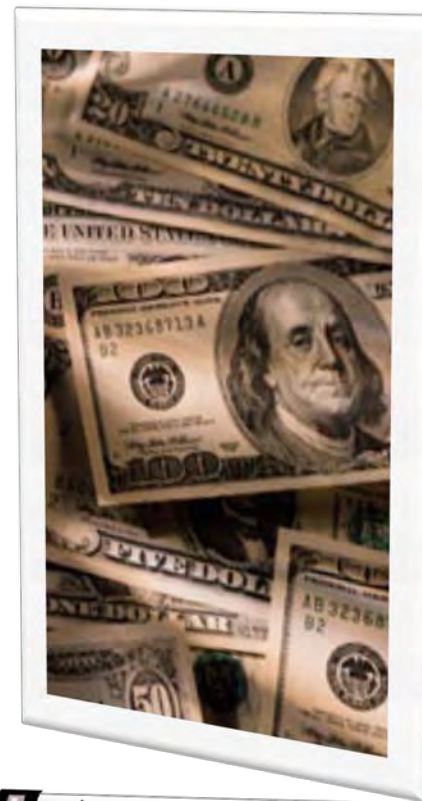




Potential Funding Sources

Cost Sharing

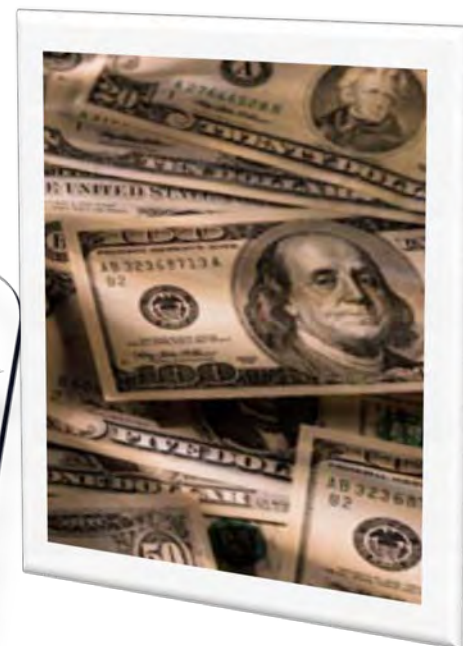
- Support From Local Governments
- Federal Transit Administration
- Georgia DOT
- South Georgia Medical Center
- Valdosta State University
- Valdosta Technical College





Potential Revenue Sources

- **Farebox**
- **Advertising**
- **Federal Transportation Funding**
- **City/County Matching Funds**
- **Public/Private Partnerships**
- **Parking Fees**





Overall Funding Requested

Year	Source	Contract #	Phase	Federal	State	Local	Total	Comments	Executed?	Expires
FY2008	5307	MTG00-0142-00-016	Planning	\$ 21,763.23	\$ -	\$ 5,440.81	\$ 27,204.04		RDC signed 4/13/09	6/30/2010
FY2009	5303	MTG00-0146-00-013	Planning	\$ 100,000.00	\$ 12,500.00	\$ 12,500.00	\$ 125,000.00		Yes	6/30/2009
FY2009	5307	MTG00-0148-00-021	Operating	\$ 360,466.00	\$ -	\$ 540,698.00	\$ 901,164.00	1st Year Ops	Yes, supplemental signed	6/30/2010
FY2009	5307	MTG00-0148-00-012	Capital	\$ 601,309.00	\$ 73,914.00	\$ 2,313,777.00	\$ 2,989,000.00	Various Uses	No, RDC Signed 2/5/09	12/31/2011
FY2009	5307	MTG00-0148-00-011	Rolling Stock	\$ 460,000.00	\$ 86,250.00	\$ 28,750.00	\$ 575,000.00	Rolling Stock	Yes	12/31/2011
	ARRA		Any Capital	\$ 1,400,000.00	\$ -	\$ -	\$ 1,400,000.00	Rolling Stock	No, Not Obligated	180 days
FY2010	5303		Planning	\$ 25,000.00	\$ 3,125.00	\$ 3,125.00	\$ 31,250.00		No, App Submitted	6/30/2010
FY2010	5307		Operating	\$ 500,000.00	\$ -	\$ 500,000.00	\$ 1,000,000.00	2nd Year Ops	No, budget not set	
FY2010	5307		Capital	\$ 159,651.00	\$ 19,956.00	\$ 19,956.00	\$ 199,563.00	Various Uses	No, budget not set	
FY2010	JARC		Capital	\$ 200,000.00	\$ -	\$ 40,000.00	\$ 240,000.00	Job Access Marketing	No, App submitted 4/20	
				\$ 3,828,189.23	\$ 195,745.00	\$ 3,464,246.81	\$ 7,248,181.04			

Overall Funding Includes

- Federal
- State
- Local



Overview Of FY 2010 Budget

- **Initial Cost Estimates for the Transit System For The Valdosta Urbanized Area**
- **Costs Based on Preliminary Service/Concept Plan**
 - **Operating 5-fixed Routes and ADA service**



Overview Of FY 2010 Budget

- **Several Assumptions Have Been Made Based on The Current Proposals For The System**
 - **3rd Party Contracts For All Services**
 - **Excludes Grant Management And Oversight**
 - **Current Funding Available Does Not Account for 30' Regular Busses**
 - **It accounts For 30' Busses On Chassis**
 - **Any Shortfalls In Federal Funding Would Be Local Responsibility**
 - **All Funding Request Reflect Federal And Local Funding Gaps**
 - **Sources of Local Funding Have Not Yet Been Determined**



FY 2010 Budget

VALDOSTA TRANSIT IMPLEMENTATION COST ESTIMATES - FY 2010

QUANTITY	CAPITAL COSTS	Preliminary Estimated Total Costs	Previously Estimated Total Costs (Grants)	Total Current Federal Share Requested	Total Federal Share Required	Total Estimated Federal Funding Gap	Total Estimated Current State Share	Total Estimated Current Local Share	Total Local Share Required	Total Estimated Local Share Gap	Federal Source
	230ft buses	\$ 700,000	\$ 400,000	\$ 320,000	\$ 560,000	\$ (240,000)	\$ 40,000	\$ 40,000	\$ 140,000	\$ (60,000)	5307
	2<30ft buses	\$ 140,000	\$ 140,000	\$ 112,000	\$ 112,000	\$ -	\$ 14,000	\$ 14,000	\$ 28,000	\$ -	5307
	1Van	\$ 35,000	\$ 35,000	\$ 28,000	\$ 28,000	\$ -	\$ 3,500	\$ 3,500	\$ 7,000	\$ -	5307
	530ft buses	\$ 1,750,000	\$ 600,000	\$ 600,000	\$ 1,750,000	\$ (1,150,000)	\$ -	\$ -	\$ -	\$ -	ARRA
	3<30ft buses	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA
50	Bus Shelters	\$ 500,000	\$ 9,000	\$ 7,200	\$ 400,000	\$ (392,800)	\$ 900	\$ 900.00	\$ 100,000	\$ (98,200)	5307
1	Transit Center	\$ 750,000	\$ 750,000	\$ 204,054	\$ 204,054	\$ -	\$ 25,507	\$ 520,439	\$ 545,946	\$ -	5307
	1Administration/Maintenance Facility	\$ 2,000,000	\$ 2,000,000	\$ 204,055	\$ 204,055	\$ -	\$ 25,507	\$ 1,770,438	\$ 1,795,945	\$ -	5307
1	Maintenance Shop Equipment	\$ 250,000	\$ 190,000	\$ 152,000	\$ 200,000	\$ (48,000)	\$ 19,000	\$ 19,000	\$ 50,000	\$ (12,000)	5307
10	Sidewalks @123,000 per mile	\$ 1,230,000	\$ -	\$ -	\$ 984,000	\$ (984,000)	\$ -	\$ -	\$ 246,000	\$ (246,000)	?
1	Security System (onboard)	\$ 10,000	\$ 5,000	\$ 4,000	\$ 8,000	\$ (4,000)	\$ 500	\$ 500	\$ 2,000	\$ (1,000)	5307
1	Security System (onboard)	\$ 10,000	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA
1	Surveillance/Security System (facility)	\$ 75,000	\$ 5,000	\$ 4,000	\$ 60,000	\$ (56,000)	\$ 500	\$ 500	\$ 15,000	\$ (14,000)	5307
1	Surveillance/Security System (facility)	\$ 75,000	\$ 75,000	\$ 75,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA
1	Communications Systems	\$ 10,000	\$ 10,000	\$ 8,000	\$ 8,000	\$ -	\$ 1,000	\$ 1,000	\$ 2,000	\$ -	5307
2	Excl Bicycle Equipment	\$ 10,000	\$ 10,000	\$ 9,000	\$ 9,000	\$ -	\$ 500	\$ 500	\$ 1,000	\$ -	5307
1	ADA Vehicle Equipment	\$ 30,000	\$ 10,000	\$ 9,000	\$ 27,000	\$ (18,000)	\$ 500	\$ 500	\$ 3,000	\$ (2,000)	5307
5	Fare Collection System	\$ 160,000	\$ 100,000	\$ 100,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA
1	AVL /CAD System	\$ 260,000	\$ 260,000	\$ 260,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA
1	ADP Hardware and Software	\$ 30,000	\$ 30,000	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA
1	Miscellaneous (Real-Time Arrival Information)	\$ 85,000	\$ 85,000	\$ 85,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA
	Marketing and Promotion	\$ 250,000	\$ 200,000	\$ 160,000	\$ 200,000	\$ (40,000)	\$ -	\$ 40,000	\$ 50,000	\$ (10,000)	5316 JARC
	TOTAL CAPITAL COSTS	\$ 8,600,000	\$ 5,164,000	\$ 2,621,309	\$ 4,994,109	\$ (2,932,800)	\$ 131,414	\$ 2,411,277	\$ 2,985,891	\$ (443,200)	
	OPERATING COSTS										
5	Bus routes	\$ 1,243,184	\$ 901,164	\$ 360,466	\$ 497,274	\$ (171,010)	\$ -	\$ 540,698	\$ 745,910	\$ (171,010)	5307
2	ADA Service	\$ 495,500	\$ -	\$ -	\$ 247,750	\$ (247,750)	\$ -	\$ -	\$ 247,750	\$ (247,750)	5307
	Administration										
1	Transit Manager	\$ 150,000	\$ -	\$ -	\$ 75,000	\$ (75,000)	\$ -	\$ -	\$ 75,000	\$ (75,000)	?
1	Transit Planner	\$ 100,000	\$ -	\$ -	\$ 50,000	\$ (50,000)	\$ -	\$ -	\$ 50,000	\$ (50,000)	?
									1,118,660		
	TOTAL OPERATING COSTS	\$ 1,988,684	\$ 901,164	\$ 360,466	\$ 870,024	\$ (543,760)		\$ 540,698	\$ 2,237,321	\$ (453,200)	

OPERATING REVENUES

Farbox	\$ 198,868
Advertising	\$ 19,887

TOTAL REVENUES \$ 218,755

TOTAL OPERATING COSTS LESS REVENUE \$ 1,769,929 \$ 901,164 \$ 360,466 \$ 884,964 \$ (524,498) \$ - \$ 540,698 \$ 884,964 (344,266)



FY 2010 Budget

\$ 8,115,619

total local request

\$ 6,361,891

total local capital request

\$ 1,753,728

total local annual operating request

\$ 146,144.00

monthly local operating request

\$ 584,576.00

March 2010-June 2010 Operating Request

\$ 6,946,467.00

Total amount of local money needed in FY2010



FY 2010 Budget

ESTIMATED UNIT COSTS BASED ON PRELIMINARY SERVICE PLAN		
CAPITAL COSTS		
830ft buses Fixed Route @ \$350,000 each	\$	2,800,000
3Demand Response Vehicles @ \$80,000 each	\$	150,000
1Van	\$	35,000
50Bus Shelters @ \$10,000 each	\$	500,000
1Transit Center	\$	750,000
1Administration/Maintenance Facility	\$	2,000,000
1Maintenance/Shop Equipment	\$	250,000
10Sidewalks @123,000 per mile	\$	1,230,000
8Fare Collection System @ \$20,000 each	\$	160,000
1AVL /CAD System	\$	260,000
1ADP Hardware and Software	\$	30,000
2Security System @ \$ 10,000 each	\$	20,000
1Miscellaneous(Real-Time Arrival Information)	\$	85,000
2Surveillance/Security System @ \$75,000 each	\$	150,000
1Communications Systems	\$	10,000
2Excl Bicycle Equipment @ \$ 5,000 each	\$	10,000
3ADA Vehicle Equipment @ \$10,000 each	\$	30,000
OPERATING COSTS		
5Bus Routes	\$	1,243,184
2ADA Service	\$	495,500
Administration		
1 Transit Manager	\$	150,000
1 Transit Planner	\$	100,000
1Marketing and Promotion	\$	250,000



Service Implementation Options

Full Implementation

Strengths

- Service Implemented at One Time
- Shorter Implementation Timeframe
- Easier To Monitor and Quantify Impact/Benefit
- 3rd Party Contracting/ Turn Key can allow the system to start up more quickly with little up front capital costs

Weaknesses

- Higher Upfront Cost (Capital)
- Initial Burden on Governing Entity
- Only Option is to Use 3rd Party Contracting/Turnkey Operations
- Need Expertise Upfront to Manage The System



Service Implementation Options

Phased Implementation

Strengths

- Lower Upfront Implementation Cost (Capital)
- Easier to Rev-evaluate and Tweak Service Plan
- Easier to Rev-evaluate and Tweak Service Delivery

Weaknesses

- Relative Cost the Same as Full Implementation (Operating)
- Does Not Serve Needs of All Communities – How To Prioritize





Section 8

Summary Transit of Public Meetings May-June, 2009





Stakeholder Meetings Held

- **Lowndes County Social Services Building – May 19, 2009**
- **Remerton City Hall - May 20, 2009**
- **Mildred Hunter Center – June 2, 2009**
- **South Georgia Regional Library – June 3, 2009**





Key Issues Raised

- **Valdosta Region Desperately Needs Transit**
- **Will the City of Remerton be Part of the Service**
- **How Quickly Does The Funding Have To Be Locally Matched**
- **Proposed Routes Need to Serve Key Activity Generators**
 - **Georgia Military College**
 - **Bemiss Road**



Key Issues Raised

- **Industrial Area Does Not Need All-Day Service**
- **Moody Air Force Base Does Not Need as Many Buses**
- **Service Frequency of 60minutes Too Long**
- **Will The New Service Be Coordinated With MIDS?**
- **Will The New Buses Be ADA Accessible**



Key Issues Raised

- **Service gaps in southeast Valdosta and along River Street neighborhoods**
- **Need for transportation for seniors and ADA accessibility**



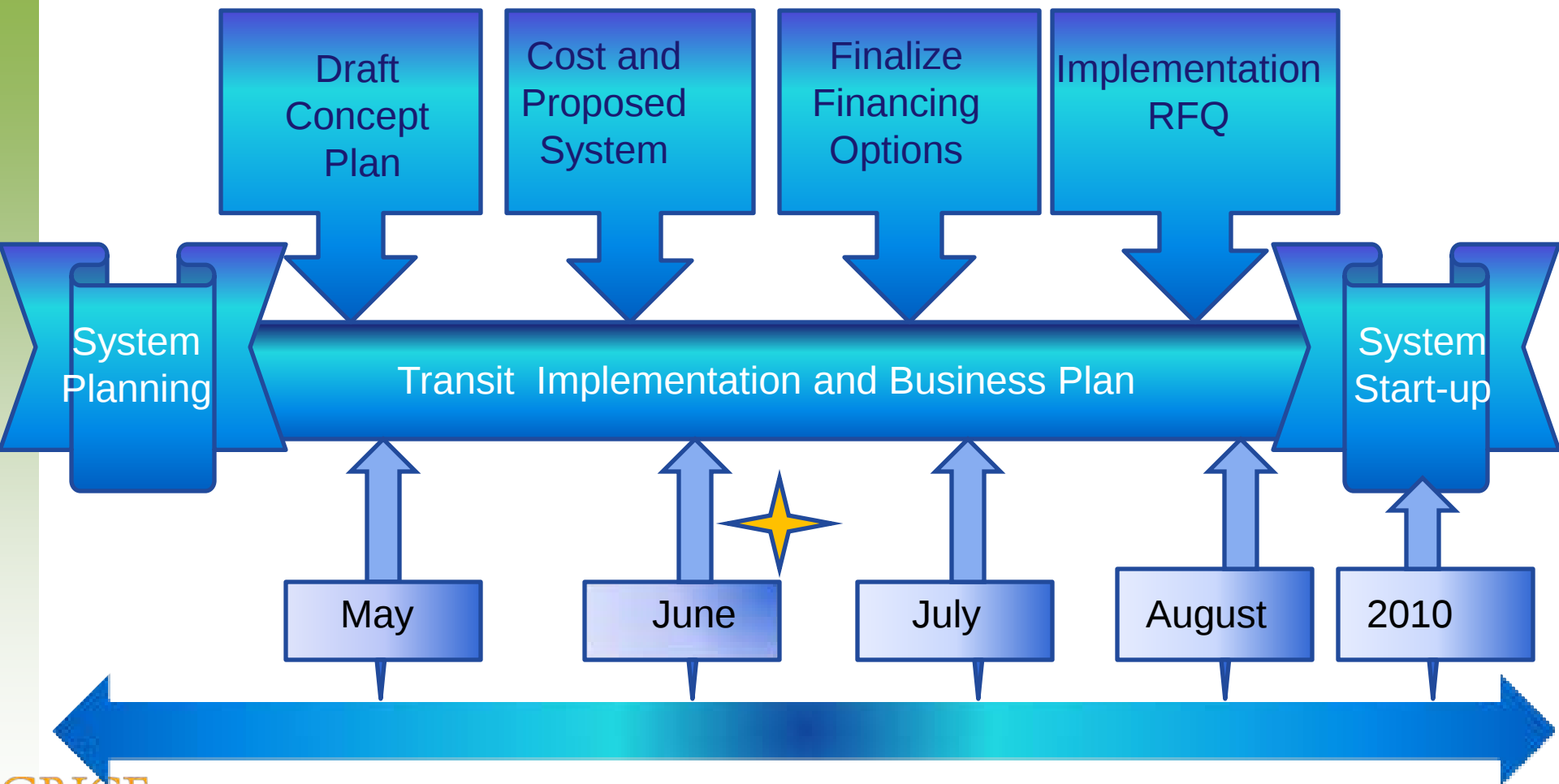
Section 9

Overview of Transit System Implementation Timeline



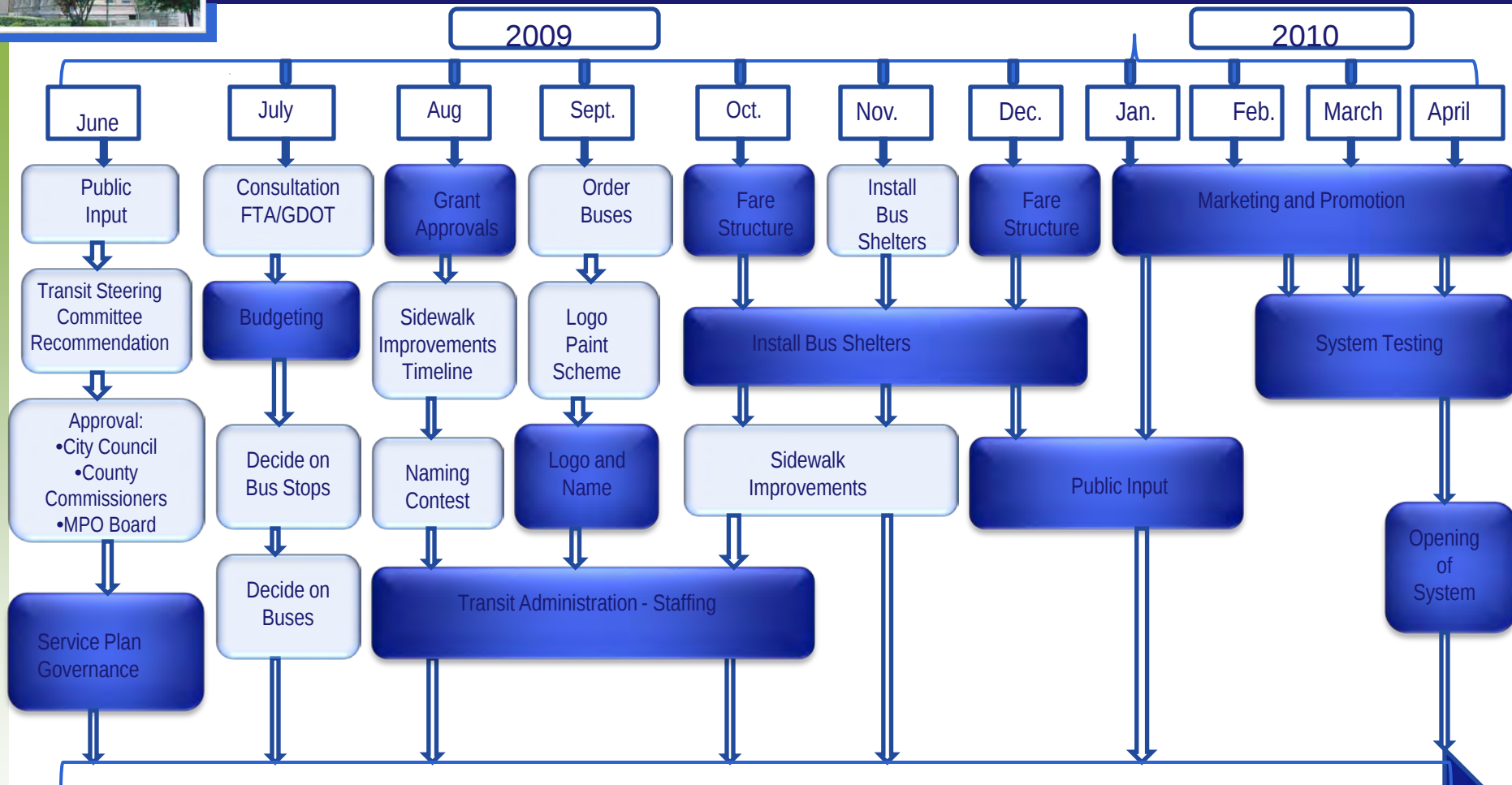


Critical Decision Making Points





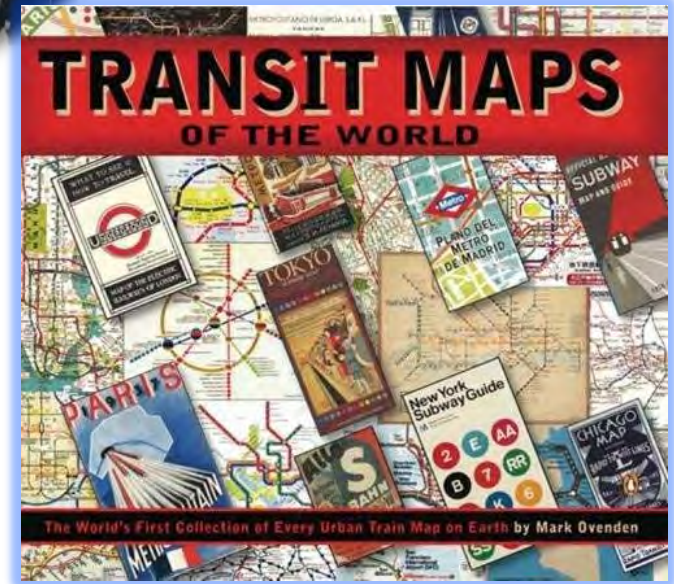
Implementation Timeline



Valdosta Transit Implementation Timeline



System Naming and Logo Contest



GRICE
& ASSOCIATES

TranSystems

EXPERIENCE | Transportation



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Valdosta Transit Implementation

Scanning Tour
StarMetro Transit System, City of Tallahassee, Florida

May 14, 2009



Summary Report

Table of Contents

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1. Overview

In 2006, the Valdosta-Lowndes MPO completed a study that identified the feasibility of a public transit system for the Valdosta Urbanized area. The study identified the need for a transit system and outlined conceptual service options and identified potential routes. The feasibility study provided a framework for transit implementation for the Valdosta-Lowndes area. Subsequently, in 2008, the MPO followed this feasibility study efforts by moving forward toward planning and implementation of a transit system for the Valdosta area. As part of the Implementation Plan, a scanning tour of an existing transit system was proposed. The goal of the scanning tour was to provide the Valdosta decision makers with on the grounds example of an existing transit system. Several transit systems were reviewed based on geographic area, service area, service type, and demographics, etc. and the Tallahassee, Florida StarMetro Transit System was chosen.

2. Purpose of Scanning Tour

The purpose of the Transit Scanning Tour was to learn, obtain, and gather information about the inner workings of StarMetro transit system and learn about successful strategies for transit planning, implementation, challenges and opportunities, and key lessons learned by StarMetro

Additionally, the purpose of the Transit Scanning Tour was to help develop a framework that can be adapted to and used to plan and implement the Valdosta Transit System. The focus of the scanning tour was on all aspects of transit planning and implementation including these specific areas:

- Transit Planning
- Transit Administration
- Transit Finance
- Transit Operations
- Transit Maintenance
- Institutional Issues
- Procurement and Contracting Issues

3. Attendees

Name	Organization/Agency
Hon. John Fretti, Mayor	City of Valdosta, GA and Valdosta-Lowndes MPO, Transit Steering Committee Member
Leggett Lovan	Valdosta-Lowndes MPO, Transit Steering Committee Chair, Valdosta, GA
Sam Allen	Valdosta-Lowndes MPO, Transit Steering Committee Member, Valdosta, GA
Jason Davenport	Lowndes County, Valdosta, GA
Corey Hull	Valdosta-Lowndes MPO, Valdosta, GA
David Morgan	Valdosta-Lowndes MPO, Valdosta, GA
John Funny	Grice & Associates, Atlanta, GA
Caroline Mays	Grice & Associates, Atlanta, GA
Ron Garrison	Executive Director, StarMetro, City of Tallahassee, FL
Alphonso Menendez	Superintendent, Operations, StarMetro, City of Tallahassee, FL
Johnny Session	Director Finance, StarMetro, City of Tallahassee, FL
Donna Peacock	Superintendent, Paratransit/Dial-A-Ride, StarMetro, City of Tallahassee, FL
Ralph Wilder	Superintendent, Maintenance, StarMetro, City of Tallahassee, FL
Brian Waterman	Planning Director, StarMetro, City of Tallahassee, FL
Sam Sab	Senior Planner, StarMetro, City of Tallahassee, FL
Heather Harris	Director, Marketing and Promotion, StarMetro, City of Tallahassee, FL

4. Welcome and introductions

Mr. Ron Garrison, Executive Director StarMetro, welcomed Valdosta representatives and asked each person to introduce themselves as well as state what they wanted to get out of the StarMetro tour.

5. Valdosta Attendee Expectations

- Overall System Planning and Implementation
- Challenges and Opportunities
- Governance and Institutional Issues
- Funding Mechanisms and Issues
- StarMetro Operations
- StarMetro System Maintenance

6. StarMetro Background

StarMetro is comprised of six divisions – Administration, planning, General Transit, Garage Facilities, Special Transportation, and Community Transportation.

The Administration division is charged with managing 169 full-time employees and monitoring a \$15.6 million operating budget and \$21 million capital improvement plan. The division promotes and develops programs to increase transit revenue and ridership, such as the U-Pass programs, employee bus pass program, PoGO (Pay On the GO) pass, and service contracts.

The planning division, comprised of five full time professional employees and several part-time or internship positions, provides policy and service development support to the other divisions. The division continuously reviews and recommends scheduling and route changes as the city develops. The division also handles budget preparation, grant applications, marketing, and project management for the transit system.

The General Transit division provides accessible transit services to the citizens of Tallahassee. Transit services are provided 365 days a year. During FY 2008 bus service was provided on 44 city and university routes traveling over 1.9 million miles and providing 4.2 million passenger trips.

The Garage Facilities division maintains an operating fleet of 56 peak pull out buses with a 20% spare ratio, 17 vans, and 13 support service vehicles. This seven-day a week schedule is covered by 22 technicians divided into two shifts with 16 hours of overtime required each week to support weekend and evening operations and maintenance. The facility maintenance subdivision of Garage Facilities maintains the administration building, C.K. Steele bus transfer center, and 1,900 Star Stops with 100 shelters. This is accomplished with four full-time positions and four temporary positions.

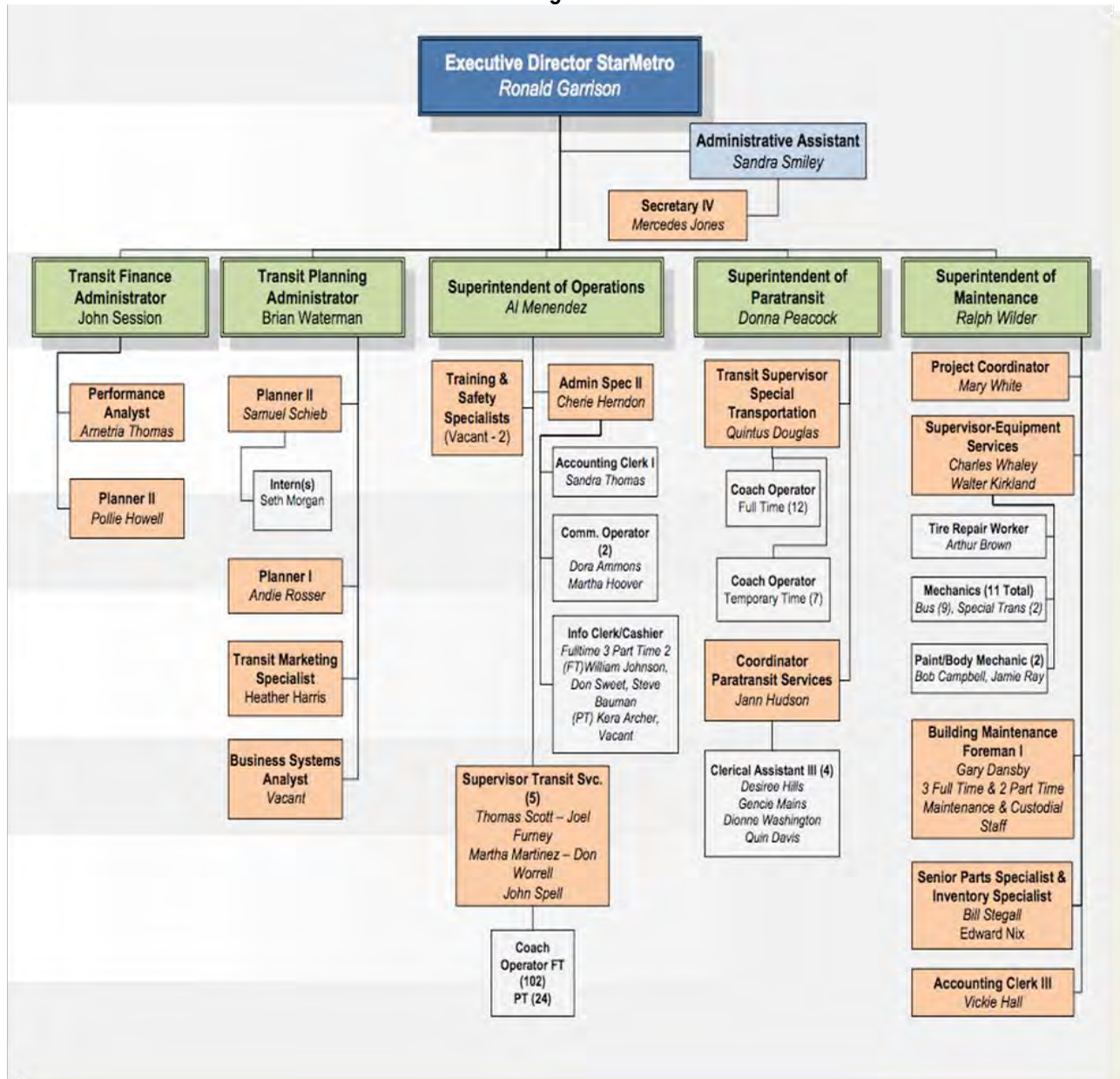
The Special Transportation division provides complementary paratransit service, Dial-A-Ride, in compliance with the Americans with Disabilities Act (ADA). Additionally, Dial-A-Ride provides service to the elderly throughout the City of Tallahassee during off peak hours. The Dial-A-Ride service is provided to anyone living within the Tallahassee City limits or within $\frac{3}{4}$ a mile on either side of the fixed bus route in the areas outside of the City limits. Based on the FY 2008 reporting data from the Transportation Disadvantaged Commission thus far this year, 89,564 trips were provided and 863,104 miles have been traveled.

The division also serves as the Community Transit Coordinator (CTC). The CTC is responsible for coordinating all transportation services for the transportation-disadvantaged population of Leon County. Transportation services are coordinated for Medicaid, Developmental Disabilities (Department of Children and Families), Vocational Rehabilitation,

and the Transportation Disadvantaged Commission's non-sponsored riders. In addition, a bus pass program is operated that issues over 250 buses passes each month for fixed route use.

StarMetro operates 25 fixed routes and the service hours are from 5:30am to 10pm on most routes. Service frequency on the fixed-route system ranges from 20 minutes to 60 minutes. Additionally, StarMetro operates 10 routes serving the Florida State University and FAMU. Specifically, eight routes serve FSU and a special service known as the Night Nole operates from 10:00pm to 3:00am on a 15minute service frequency.

StarMetro Organization Chart



7. Presentation

Mr. Ronald Garrison, Executive Director StarMetro gave a presentation covering an overview of transit, importance of transit, transit funding, and StarMetro's System.

Mr. Garrison noted that transit is transportation by a conveyance that provides regular and continuing general of special transportation to the public. This may include buses, subways, rail, trolley buses, streetcars, ferry boats etc.

Mr. Garrison highlighted several benefits of transit including

- Reduces gasoline consumption
- Reduces greenhouse gases
- Improves air quality
- Eases traffic congestion
- Increases Mobility Options
- Creates community benefits
- Fosters healthy lifestyles
- Provides economic opportunity
- Enhances growth management

Nationally, transit systems are funded through a variety of funding sources including federal, state, local, farebox, and advertising. The funding is broken into Capital funds and is primarily targeted for infrastructure needs. Federal funds generally cover capital costs at 80% for new construction and rehabilitation of existing transit facilities. The second key area is Transit Operating Funds. The main sources of operating funds are state, local, farebox and to a smaller degree advertising.

Nationally, the majority of transit riders are between the ages of 25-34 accounting for 21.7% followed by age groups 35-44 accounting for 20.2%. A complete break-down of transit passengers by age is provided below.

- 14 and Under 4.0%
- 15 to 19 8.5%
- 20 to 24 11.5%
- 25 to 34 21.7%
- 35 to 44 20.2%
- 45 to 54 17.5%
- 55 to 64 9.8%

Household income of transit passengers is a key indicator of transit ridership. Nationally, the majority of transit riders or 30.8% have household income between \$25,000-49,999, followed by households making less than \$15,000 dollars at 20.1%, households with incomes of \$50,000-74,000 account for 15.8% for transit ridership, households with incomes of 15, 000-24,000 account for 14.8% of ridership, households with income between \$75,000-99,000 account for 9% of transit ridership, households with incomes of \$100,000-149,000 account for 7.2% of transit riders, and those households with income of \$150,000 or more account for 2.3% of transit riders.

The primary trip purpose of transit passengers are for work and school. Nationally, the majority of transit trips for work related purposes account for 59.2% and school trips account for 10.6%. Transit trips for social, shopping and dining purposes account for 8.5% of total transit trips, medical and dental account for 3%, personal and business trips account 6.3%, and other trips account for 5.7% of all transit trips.

The Tallahassee transit system was founded in 1950s by Cities Transit and was purchased by the City of Tallahassee in the 1970s and renamed TALTRAN. The system grew from 7 routes to 40 routes. StarMetro was the first transit system to introduce "fare free" concept in the State of Florida. Fare free applies to a zone or zones within the transit system service

area where no payment of bus fare is required. Everyone riding the transit system within this zone rides the system for free.

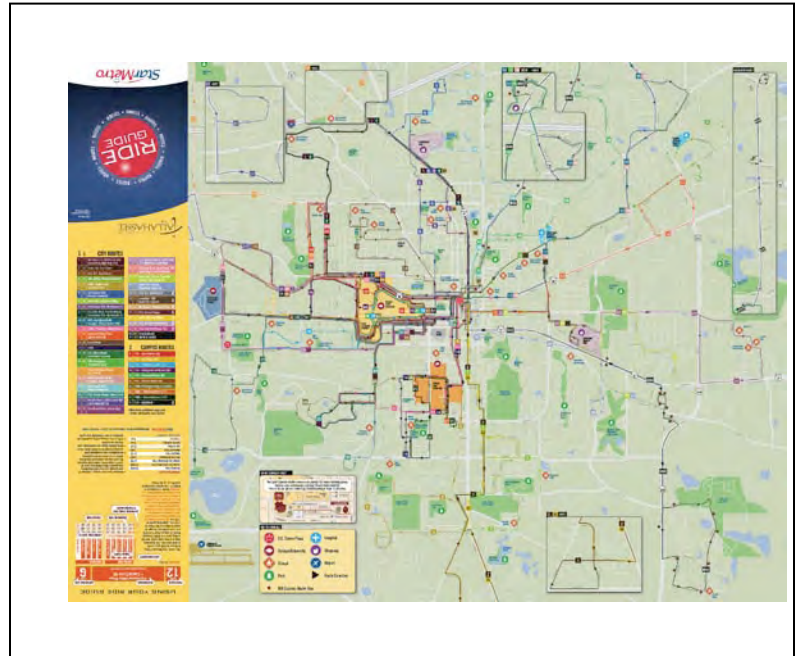
StarMetro transit system is guided by several key Objectives:

- Expand transit services
- Increase awareness of transit
- Create Consistent and Positive Image
- Increase Community Support
- Improve Employee Ownership

Key components of StarMetro's Renaissance are:

- Communications
- Technology
- Service
- Amenities
- Opportunities

A unique component of StarMetro's System was the implementation of the Florida State University (FSU) Seminole Express Service in 2007. The service has resulted in 500-700 less cars on campus with a 53% student capture. In 2008, StarMetro added "Osceola" to meet student demand and increased FSU ridership from previous year by 13%. The new service combined with joint marketing efforts increased StarMetro's ridership nearly 45% over 2007 and 2008.



Recent efforts by StarMetro to improve and enhance the system's image have involved the addition of new amenities such as bus shelters and benches. In addition, StarMetro has increased communication with partners such as FSU, Tallahassee Community College, Leon County, Capital Region Transportation Planning Agency, Tallahassee Memorial Healthcare, and Florida Agricultural University.

StarMetro's total annual budget is approximately \$15.5 million dollars comprising of 49% general transfer funds and 51% operating funds. StarMetro's budgetary cost estimates include:

- Administration 13%
- Planning 3%
- General Transit 48%
- Garage Facilities 19%
- Special Transportation 7%
- Community Transportation 11%



StarMetro expenditure category includes:

- Salaries & Benefits 52%
- Operating 20%
- Allocated Accounts 13%
- Utilities and Other Expenses 15%

StarMetro Service comprise of:

- 26 Regular Routes
- 1 Express Route
- 7 Night Routes
- 10 University Routes
- \$3 Million in
- Service Contracts

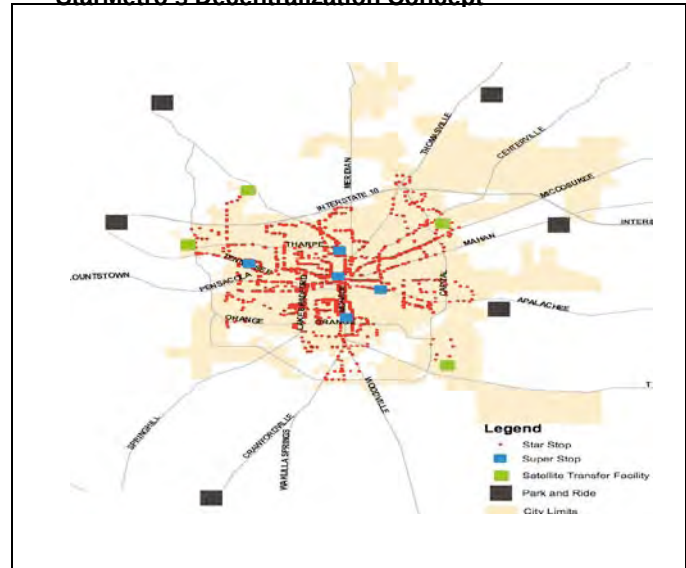
StarMetro's Ridership

- 4.2 million trips a year
- 60% students
- Overall Ridership Increased 13% in 2008

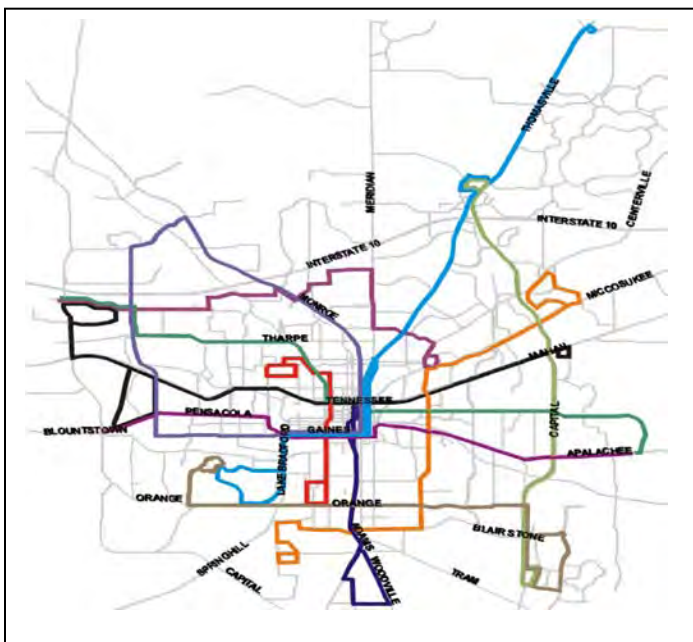
Several initiatives are underway to enhance StarMetro's future. These include:

- Decentralization in August 2010
- Developing a Regional Mobility Plan
- Undertaking a Regional Transit Study (RTA)
- promoting Transit Oriented Development (TOD)
- County Routes

StarMetro's Decentralization Concept



StarMetro's Nova 10 Concept



StarMetro's NOVA 10 Concept

- Launch August 2010
- Decentralize StarMetro Routes
- Enhances Connectivity
- Increases Efficiency
- Eliminates Redundancy

In conclusion, Mr. Garrison emphasized that

- Transit system branding a transit system is a key to its success. The agency is in the process of rebranding with a new logo to be unveiled shortly.
- It is important to consider other non-traditional revenue generating opportunities other than fare box. Sources such as advertising on the buses, shelters etc.
- Another critical component of a transit system is communications. StarMetro maintains a full-time in house communication and public outreach staff.

8. Facility Tours

As part of the StarMetro system scanning tour, the Valdosta representatives toured the transit facilities. The tour comprised the Paratransit Operations, Maintenance Facility, and Transfer Facility.

8.1 Paratransit System

The guided tour was headed by Ms. Donna Peacock, Superintendant of StarMetro's Paratransit unit. The first component of the tour was the paratransit operations and scheduling center where staff takes calls from potential paratransit riders and schedule rides. The operation is primarily telephone based with and complemented by Trapeze software. Trips are generally scheduled the day before with a cut off time of 5pm for guaranteed next day service. The call center operates from 6:00am to 6:30pm. The guaranteed service is an hour for each trip from the pick-up time. The second component of the paratransit operations involved touring the dispatch center. StarMetro has a consolidated dispatch center for both its fixed route system and paratransit system. StarMetro's Paratransit unit has ten full time drivers and two part-time. The paratransit system provides over 700 trips per day. The trips are primarily for medical, employment, and education purposes.

Key Issues for StarMetro's Paratransit system

- The County does not provide any financial support to the StarMetro paratransit system; however, it operates in some portions of the County.
- It very important to have a dialogue with stakeholders that need and use the service
- In order to operate an effective and efficient paratransit system, there must be supporting sidewalk infrastructure for wheelchair access
- Meeting demand – the demand for the service far exceeds capacity
- Driver turn-over issues due to burn-out is a continuous challenge for the paratransit operations

8.2 Operations Tour

The Operations Unit tour was lead by Mr. Alphonso Menendez, Superintendent of Transit Operations. The operations unit is oversees the day-to-day operations of StarMetro's fixed route transit system. There are a total of 102 full time and 20 part-time drivers. All new drivers are required to complete a six-week driver training program prior to officially starting regular routes. The fixed route system operates from 5:40am to 3:15am. The 3:15am late night service is funded by FSU to accommodate the transportation needs of its students.

Key components of StarMetro's Operations

- All StarMetro's buses are equipped with cameras to reduce liability
- StarMetro pays for law enforcement services from 9:00am to 5:00pm Monday through Friday
- Passenger counting is done through automated fare box
- The StarMetro System is a cash only fare system
- Bus fares can only be purchased from two locations – the transit center and the StarMetro's administrative building. The goal is to move to an electronic and debit/credit card system by 2010. Currently no businesses purchase bus passes for their employees.
- All StarMetro's facilities have security cameras
- The primary buses sizes used are 30ft buses at a cost of approximately \$350,000 to 375,000. Additionally, StarMetro has 35ft and 40ft buses on its fleet
- Need to work on better specking the buses by standardizing the buses
- Bus branding is a key component of StarMetro's system success. The branding of FSU buses has been a great success
- Customer complaints are received via telephone and website
- Customer service focus - driver involvement in policy development and discipline
- StarMetro operates approximately 1.8million road mile a year and approximately 6,000 road mile a day
- StarMetro also involves internal auditors in the front end of their operations
- Governance – StarMetro is a fully in-house operation under the City of Tallahassee

Some key challenges for the StarMetro System Operations:

- Being a City operated system is challenging due to competing interests within the City
- Service depends on the community size, as the community grows the service has to adapt to the changing needs and demographics

8.3 Maintenance Facility Tour

The maintenance facility tour was lead by Mr. Ralph Wilder, Superintendent of Maintenance. The StarMetro's maintenance facility is co-located with the administrative building. StarMetro has an in-house maintenance staff of eleven full-time mechanics with 9 dedicated to bus maintenance and 2 responsible for special transportation. In addition, the Maintenance division has one project coordinator, 2 equipment services supervisors, as well as a building and maintenance unit with 3 full time and 3 par-time maintenance and custodial staff. In addition, StarMetro's maintenance unit has 2 senior parts specialists and inventory specialists and one accounting clerk. The facility contains bus parking spaces, bus washing facility, bus refueling, and all bus maintenance capabilities.

8.4 Transfer Facility tour

The transit Center Transfer Facility tour was lead by Mr. Alphonso Menendez, Superintendent of Transit Operations.

- The Transit Center was built in 1985 and accommodates 22 bus bays
- The Transit Center is located next to Greyhound
- The Center operates from 6:00am to 9:00pm Monday through Saturday
- There is an information center as well as a ticket booth located at the Center
- Bus dwell time at the transfer center is approximately 5-6minutes
- StarMetro maintains a police center and security system on-site
- Driver shift changes takes place at the transfer center

9. Lessons Learned

- Transit system branding is a key to its success. StarMetro is in the process of rebranding with a new logo to be unveiled shortly.
- It is important to consider other non-traditional revenue generating opportunities other than fare box. Sources such as advertising on the buses, shelters etc.
- Another critical component of a transit system is communications. StarMetro maintains a full-time in-house communication and public outreach staff.
- It's important to have a target market for a transit system. Serving too many competing markets is counterproductive. StarMetro's success was realized after they targeted serving students.
- Centralized transit center has limited the ability of StarMetro to enhance service and meet evolving mobility needs of the City
- Downtown center is not the best location for a transit center, consideration should be given to a decentralized or satellite transit centers to better serve transportation mobility needs of an ever evolving city, region, or a jurisdiction.
- Marketing the transit system is very important to enhance public perception
- StarMetro operates cash-only fare system
- Consider a phase implementation of the proposed Valdosta Transit System
- It's important to spend more money in the system start-up to ensure all components are implemented correctly
- Partnership is a key component to implementation of a successful transit system
- Need to identify the transit system's primary target market in the beginning and focus marketing and services to them
- Need to focus on key activity generators and provide reliable transit service
- The County was not a key player in funding the StarMetro transit system
- Need a bus spare ratio of at least 20%
- Need to consider ADA lifts as key component of procurement and need to consider flexibility

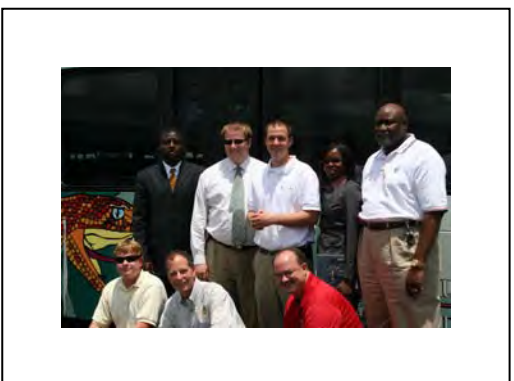
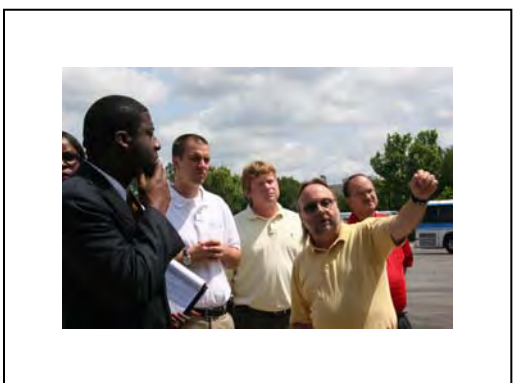
10. Conclusions

The scanning tour provided Valdosta representatives with an opportunity to learn through observation, listening, dialogue, and to get as much out of the trip as possible.

The information and knowledge gained will be reflected in the planning, designing, implementing, and operating the Valdosta transit system that is cost-effective and serves and needs of the residents.

The lessons learned from StarMetro will help inform the strategies that will be adapted to the Valdosta transit system planning, implementation, governance, and operation.

Snapshot of StarMetro Transit System Tour



Below are the initial cost estimates for the transit system for the Valdosta Urbanized Area. Several assumptions have been made based on the current proposals for the system: 3rd party contracts for all services, excluding grant management and oversight, the current funding available does not account for 30' regular busses, it accounts for 30' busses on chassis. If there are any shortfalls in federal funding, all shortfalls would need to be made up with local funds. All funding request at the bottom of page reflect the federal and local funding gaps. The sources of local funding have not yet been determined.															
VALDOSTA TRANSIT IMPLEMENTATION COST ESTIMATES - FY 2010															
		Preliminary Estimated Total Costs	Previously Estimated Total Costs (Grants)	Total Current Federal Share Requested	Total Federal Share Required	Total Estimated Federal Funding Gap	Total Estimated Current State Share	Total Estimated Current Local Share	Total Local Share Required	Total Estimated Local Share Gap	Federal Source	Corey's comments			
QUANTITY	CAPITAL COSTS														
2	30ft buses	\$ 700,000	\$ 400,000	\$ 320,000	\$ 560,000	\$ (240,000)	\$ 40,000	\$ 40,000	\$ 140,000	\$ (60,000)	5307	Estimated costs are for regular buses, c			
2	<30ft buses	\$ 140,000	\$ 140,000	\$ 112,000	\$ 112,000	\$ -	\$ 14,000	\$ 14,000	\$ 28,000	\$ -	5307				
1	Van	\$ 35,000	\$ 35,000	\$ 28,000	\$ 28,000	\$ -	\$ 3,500	\$ 3,500	\$ 7,000	\$ -	5307				
5	30ft buses	\$ 1,750,000	\$ 600,000	\$ 600,000	\$ 1,750,000	\$ (1,150,000)	\$ -	\$ -	\$ -	\$ -	ARRA	Estimated costs are for regular buses, c			
3	<30ft buses	\$ 240,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA				
50	Bus Shelters	\$ 500,000	\$ 9,000	\$ 7,200	\$ 400,000	\$ (392,800)	\$ 900	\$ 900.00	\$ 100,000	\$ (98,200)	5307	Includes Labor			
1	Transit Center	\$ 750,000	\$ 750,000	\$ 204,054	\$ 204,054	\$ -	\$ 25,507	\$ 520,439	\$ 545,946	\$ -	5307				
1	Administration/Maintenance Facility	\$ 2,000,000	\$ 2,000,000	\$ 204,055	\$ 204,055	\$ -	\$ 25,507	\$ 1,770,438	\$ 1,795,945	\$ -	5307				
1	Maintenance Shop Equipment	\$ 250,000	\$ 190,000	\$ 152,000	\$ 200,000	\$ (48,000)	\$ 19,000	\$ 19,000	\$ 50,000	\$ (12,000)	5307				
10	Sidewalks @123,000 per mile	\$ 1,230,000	\$ -	\$ -	\$ 984,000	\$ (984,000)	\$ -	\$ -	\$ 246,000	\$ (246,000)	?	currently no funding source			
1	Security System (onboard)	\$ 10,000	\$ 5,000	\$ 4,000	\$ 8,000	\$ (4,000)	\$ 500	\$ 500	\$ 2,000	\$ (1,000)	5307				
1	Security System (onboard)	\$ 10,000	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA				
1	Surveillance/Security System (facility)	\$ 75,000	\$ 5,000	\$ 4,000	\$ 60,000	\$ (56,000)	\$ 500	\$ 500	\$ 15,000	\$ (14,000)	5307				
1	Surveillance/Security System (facility)	\$ 75,000	\$ 75,000	\$ 75,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA				
1	Communications Systems	\$ 10,000	\$ 10,000	\$ 8,000	\$ 8,000	\$ -	\$ 1,000	\$ 1,000	\$ 2,000	\$ -	5307				
2	Excl Bicycle Equipment	\$ 10,000	\$ 10,000	\$ 9,000	\$ 9,000	\$ -	\$ 500	\$ 500	\$ 1,000	\$ -	5307				
1	ADA Vehicle Equipment	\$ 30,000	\$ 10,000	\$ 9,000	\$ 27,000	\$ (18,000)	\$ 500	\$ 500	\$ 3,000	\$ (2,000)	5307				
5	Fare Collection System	\$ 160,000	\$ 100,000	\$ 100,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA				
1	AVL /CAD System	\$ 260,000	\$ 260,000	\$ 260,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA				
1	ADP Hardware and Software	\$ 30,000	\$ 30,000	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA				
1	Miscellaneous (Real-Time Arrival Information)	\$ 85,000	\$ 85,000	\$ 85,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	ARRA				
	Marketing and Promotion	\$ 250,000	\$ 200,000	\$ 160,000	\$ 200,000	\$ (40,000)	\$ -	\$ 40,000	\$ 50,000	\$ (10,000)	5316 JARC				
	TOTAL CAPITAL COSTS	\$ 8,600,000	\$ 5,164,000	\$ 2,621,309	\$ 4,994,109	\$ (2,932,800)	\$ 131,414	\$ 2,411,277	\$ 2,985,891	\$ (443,200)					
	OPERATING COSTS														
5	Bus routes	\$ 1,243,184	\$ 901,164	\$ 360,466	\$ 497,274	\$ (171,010)	\$ -	\$ 540,698	\$ 745,910	\$ (171,010)	5307				
2	ADA Service	\$ 495,500	\$ -	\$ -	\$ 247,750	\$ (247,750)	\$ -	\$ -	\$ 247,750	\$ (247,750)	5307	costs broken out here, but included in			
	Administration														
1	Transit Manager	\$ 150,000	\$ -	\$ -	\$ 75,000	\$ (75,000)	\$ -	\$ -	\$ 75,000	\$ (75,000)	?	currently no funding source			
1	Transit Planner	\$ 100,000	\$ -	\$ -	\$ 50,000	\$ (50,000)	\$ -	\$ -	\$ 50,000	\$ (50,000)	?	currently no funding source			
									1,118,660						
	TOTAL OPERATING COSTS	\$ 1,988,684	\$ 901,164	\$ 360,466	\$ 870,024	\$ (543,760)		\$ 540,698	\$ 2,237,321	\$ (453,200)					
	OPERATING REVENUES														
	Farbox	\$ 198,868										10% GDOT Estimate			
	Advertising	\$ 19,887										1% Estimate			
	TOTAL REVENUES	\$ 218,755													
	TOTAL OPERATING COSTS LESS REVENUE	\$ 1,769,929	\$ 901,164	\$ 360,466	\$ 884,964	\$ (524,498)	\$ -	\$ 540,698	\$ 884,964	\$ (344,266)					
	TOTAL FUNDING NEEDED	\$ 10,369,929	\$ 6,065,164	\$ 2,981,775	\$ 5,879,073	\$ (3,457,298)	\$ 131,414	\$ 2,951,975	\$ 3,870,855	\$ (787,466)					
	Note:									\$ 8,115,619	total local request				
	Costs based on preliminary Service/Concept Plan operating 5-fixed routes and ADA service									\$ 6,361,891	total local capital request				
	Local match not required for ARRA funding									\$ 1,753,728	total local annual operating request				
										\$ 146,144.00	monthly local operating request				
										\$ 584,576.00	March 2010-June 2010 Operating Request				
										\$ 6,946,467.00	Total amount of local money needed in FY2010				

Year	Source	Contract #	Phase	Federal	State	Local	Total	Comments	Executed?	Expires
FY2009	5307	MTG00-0142-00-016	Planning	\$ 21,763.23	\$ -	\$ 5,440.81	\$ 27,204.04		No, RDC signed 4/13/09	6/30/2010
FY2009	5303	MTG00-0146-00-013	Planning	\$ 100,000.00	\$ 12,500.00	\$ 12,500.00	\$ 125,000.00		Yes, Extension Requested	6/30/2009
FY2009	5307	MTG00-0148-00-021	Operating	\$ 360,466.00	\$ -	\$ 540,698.00	\$ 901,164.00	1st Year Ops	Yes	6/30/2010
FY2009	5307	MTG00-0148-00-012	Capital	\$ 601,309.00	\$ 73,914.00	\$ 2,313,777.00	\$ 2,989,000.00	Various Uses	No, RDC Signed 2/5/09	12/31/2011
FY2009	5307	MTG00-0148-00-011	Rolling Stock	\$ 460,000.00	\$ 86,250.00	\$ 28,750.00	\$ 575,000.00	Rolling Stock	Yes	12/31/2011
	ARRA		Any Capital	\$ 1,400,000.00	\$ -	\$ -	\$ 1,400,000.00	Rolling Stock	No, Not Obligated	180 days
FY2010	5303		Planning	\$ 25,000.00	\$ 3,125.00	\$ 3,125.00	\$ 31,250.00		No, App Submitted	6/30/2010
FY2010	5307		Operating	\$ 500,000.00	\$ -	\$ 500,000.00	\$ 1,000,000.00	2nd Year Ops	No, budget not set	
FY2010	5307		Capital	\$ 159,651.00	\$ 19,956.00	\$ 19,956.00	\$ 199,563.00	Various Uses	No, budget not set	
FY2010	JARC		Capital	\$ 200,000.00	\$ -	\$ 40,000.00	\$ 240,000.00	Job Access Marketing	No, App submitted 4/20	
				\$ 3,828,189.23	\$ 195,745.00	\$ 3,464,246.81	\$ 7,248,181.04			

**VALDOSTA TRANSIT IMPLEMENTATION
CRITICAL PATH AND TIMELINE**

Issues	Date	Responsible Party
Summary - Steering Committee Meeting 5/13/2009 - Summary of Scanning Tour 5/14/ 2009 - Summary of Public Meetings on Preliminary Draft Service Plan	May 30, 2009 June 4, 2009	Consultant Team MPO
Decide on Service Plan - Options (Pendleton/Downtown) - Bus Routes	June 5, 2009	Transit Steering Committee
Present Service Plan to City Council and County Commission - Input on Preliminary Draft Service Plan - Input on Governance Structure	June,8 and 9, 2009 Work Session	MPO/Consultant Team
Revise Service Plan	June 15, 2009	Consultant Team
Public Meeting – Draft Final Service Plan	June 18, 2009	MPO/Consultant Team
City Council and County Commission - Decide on Service Plan - Decide on Governance Structure	June 23 and 24	MPO/Consultant
Adoption of Service Plan and Governance Structure	June 26, 2009	MPO Board
Consultation Meeting with FTA/GDOT	July 7, 2009	MPO/Consultant Team
Decide on buses (types and size etc.) - Fare boxes (manual/electronic) - Fare handling procedures	July 14, 2009	Transit Steering Committee Operating Agency/Locals
Approval of Grants	August , 2009	GDOT/FTA/MPO
Order buses - Own Procurement - Existing State Contract	September-October, 2009	Operating Agency/Consultant Team
Naming Contest	August, 2009	MPO/Transit Steering Committee/Consultant
Logo Paint Scheme	September, 2009	MPO/Transit Steering Committee/Consultant
Final Logo and Name	End of September, 2009	MPO/Transit Steering Committee/Consultant
Sidewalk Improvements - Identification of gaps on bus routes - Improvement timeline	July, 2009 August, 2009	Consultant Team/Locals
Bus Stops - Criteria and Policy for bus stops - Decide on bus stops - Install Bus Shelters	July, 2009 November-December, 2009	Consultant Team Local/Consultant Team
Transit System Administration Staffing	August -October, 2009	Local/Consultant Team
Farebox /Structure Bus fare amount	December, 2009	Local/Consultant Team
Public Outreach	December, 2009 and January 2010	Local/Consultant Team
Marketing and Promotion	January-April	Local/Consultant Team
System Testing	February-March, 2010	Local/Consultant Team
Opening of Transit System	April, 2010	Local/Consultant Team

5/22/09