

StarMetro Decentralization: A Step Towards Regional Transit





- StarMetro Overview
- Decentralized Service
- Regional Transit Opportunities







Introduction

StarMetro Overview



StarMetro is Comprised of 6 Divisions



-  Administration
-  Planning
-  Operations
-  Maintenance
-  Dial-A-Ride (DAR)
-  Community Transportation Coordinator (CTC)

StarMetro Overview

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Administration, Customer Service, and Implementation



- Advocate for transit customers
- Leads department in goal attainment
- Supervises a staff of 210 (162 full time/48 part time)
- Financial/Budget
- Performance management
- Team building & motivation
- Strategic vision & planning

StarMetro: Administration

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Planning

- Route Scheduling & Performance Enhancement
- Marketing, Ride Guide, & Advertising
- Public Outreach
- Service Expansion & looking for new opportunities
- Coordinates with Growth Management, Planning, & developers to incorporate transit oriented design principles



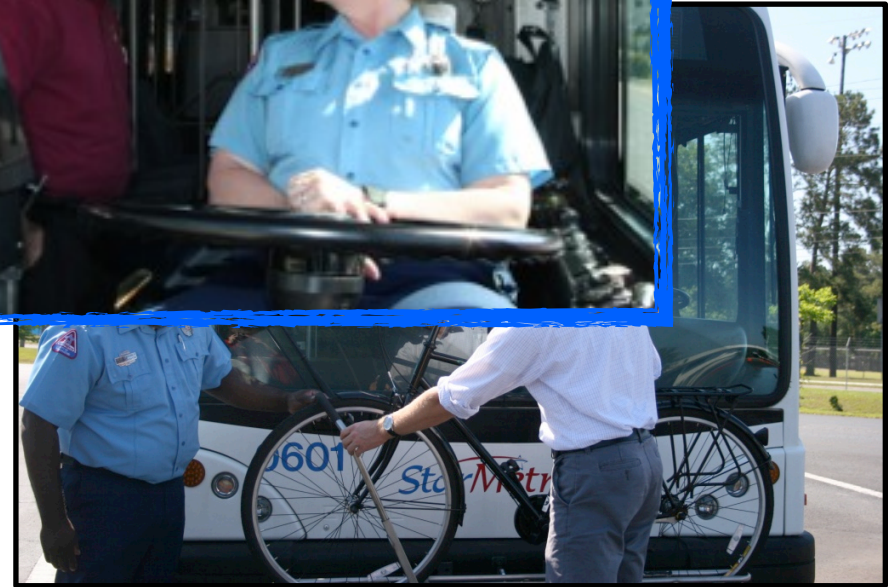
StarMetro: Planning

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Operations

- 🌟 67 fixed-route buses
- 🌟 12 weekday routes
- 🌟 2.1 million revenue miles
- 🌟 4.8 million customer trips
- 🌟 32% Plus Farebox Recovery
- 🌟 Training & safety



StarMetro: Operations

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Vehicle & Facility Maintenance

- ✈ Vehicle Maintenance
 - ✈ Maintains 89 transit & 13 support vehicles
 - ✈ 11 mechanics operating in two shifts
 - ✈ 500 PMs annually
 - ✈ In-house body & part shop
- ✈ System Maintenance
 - ✈ Two facilities - Appleyard & C. K. Steele
 - ✈ 830 StarStops, 120 shelters, 200 trash receptacles, & 80 benches
 - ✈ Vinyl & Graphics work
 - ✈ Significant cost savings
 - ✈ \$18,000 on DAR vans
 - ✈ \$80,000 on StarStops

StarMetro: Maintenance



DAR - Curb to Curb Service for Elderly & Disabled in Tallahassee

- 17 Paratransit vehicles
- 517,000 miles traveled
- 85,000 customer trips



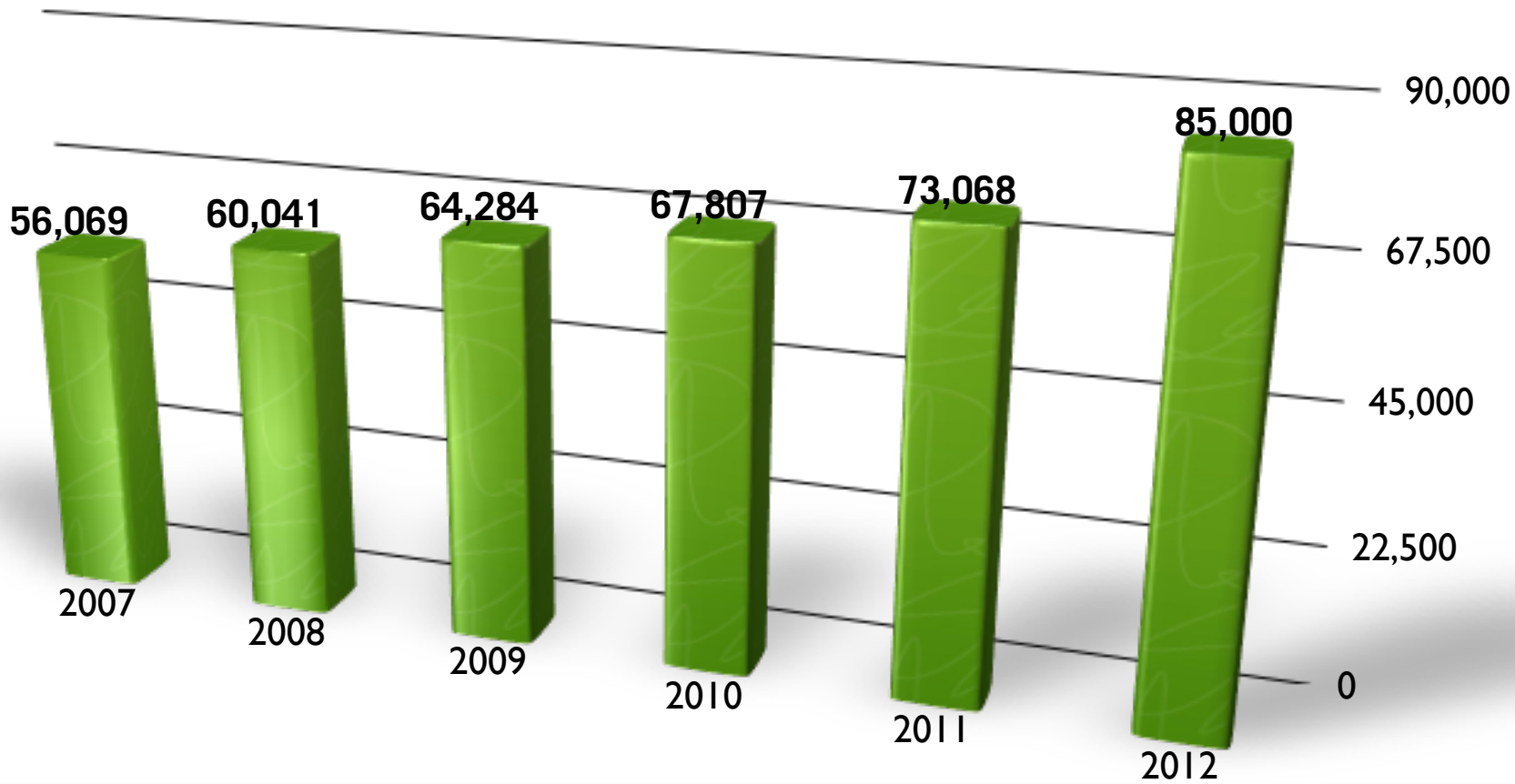
CTC -Curb to Curb Services for Transportation Disadvantaged in Leon County

- Four independent providers
- Mobility Coordinator
- 78,265 customer trips

DAR & CTC

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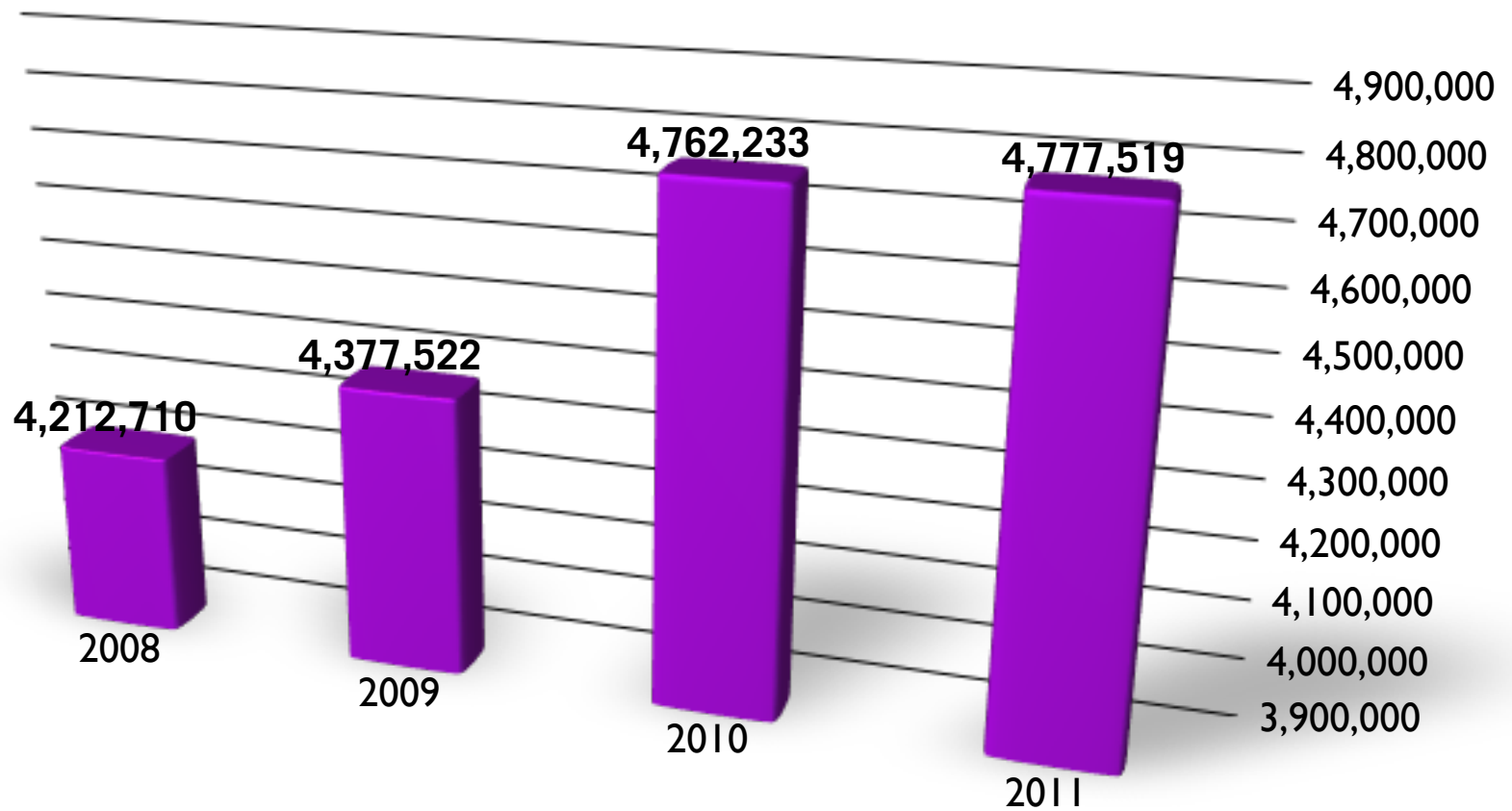




DAR Ridership

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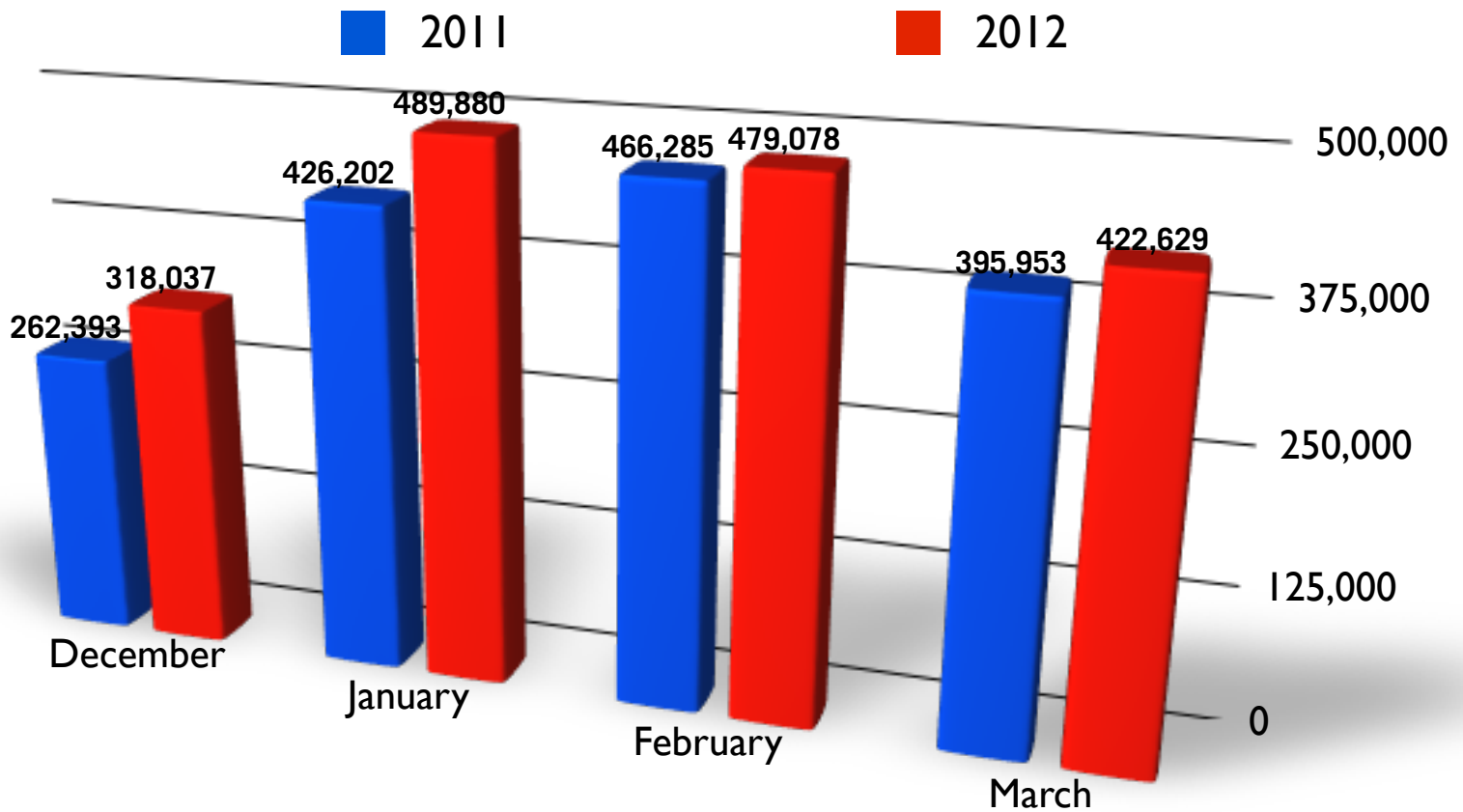


Ridership continues to increase

Annual Fixed-Route Ridership

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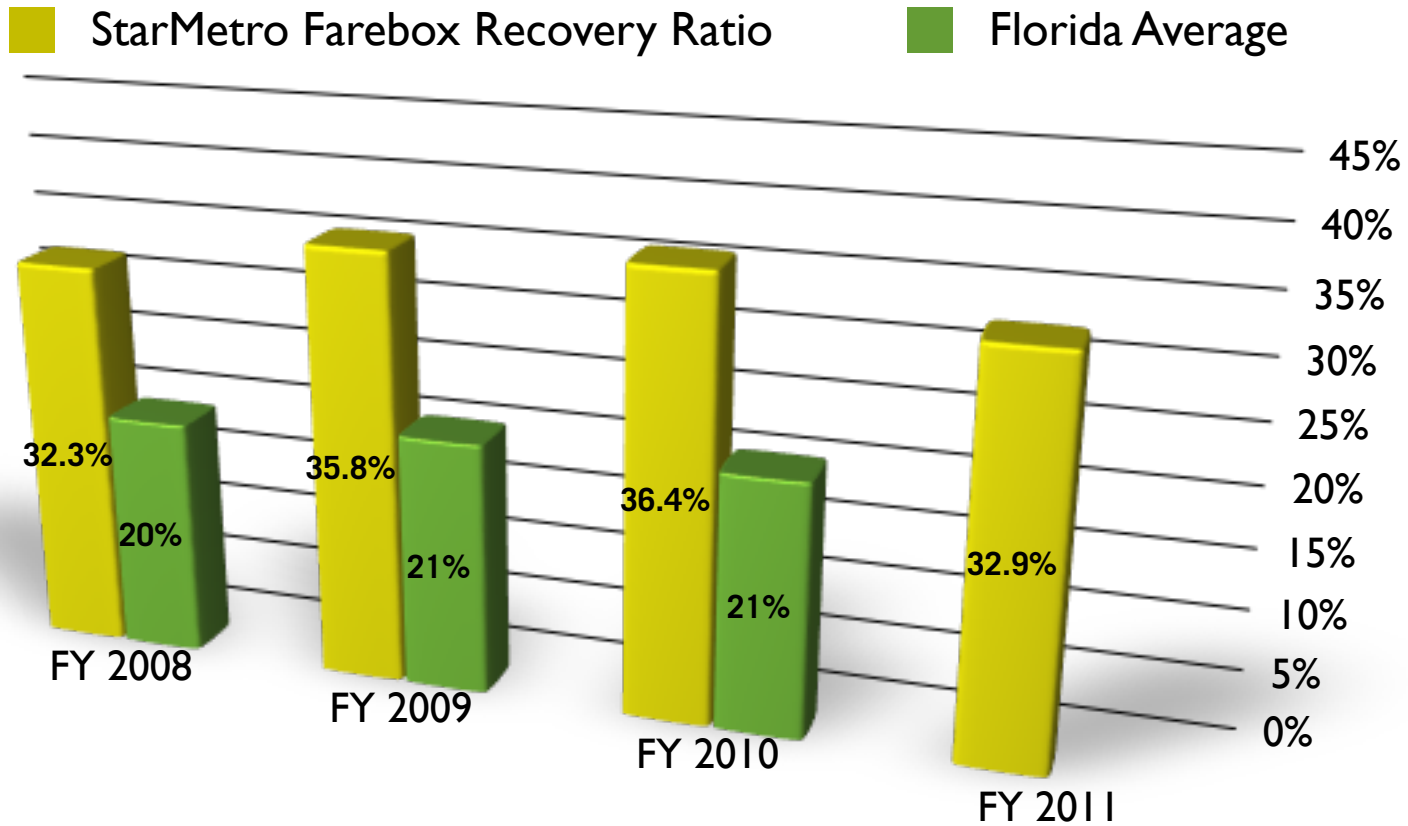


11% Ridership Increase (Instead of 7% Expected Decrease)

Decentralization Ridership Increase

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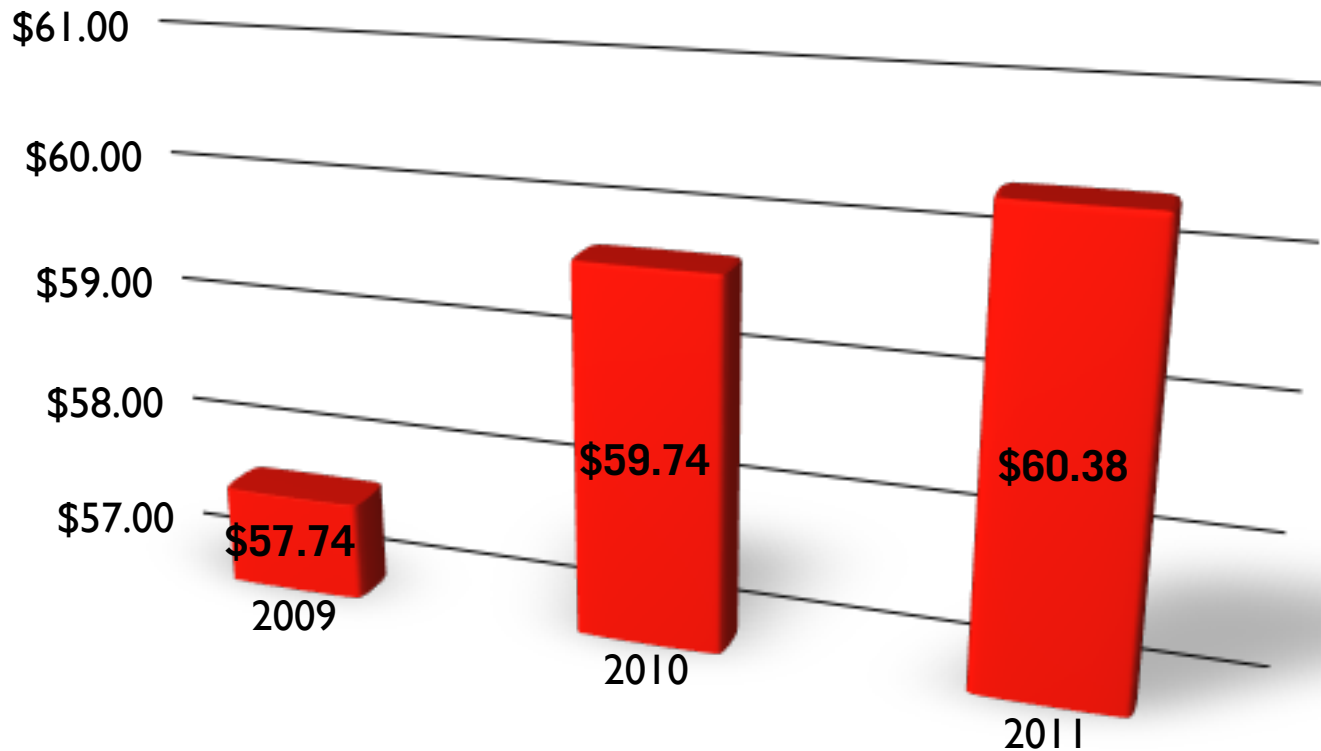


StarMetro consistently has one of the best farebox recovery ratios nationally

Farebox Recovery Ratio

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Operating Expense Per Revenue Hour

Fiscal Prudence, Accountability, and Stability



- Competitively research/compete for Federal & State Grants
- Entire grant process changed:
 - Priority to agencies with acquired property
 - Minimally, a local match of 35% (Federal) & 50% (State) match is needed to be competitive

Grants

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Grants awarded to City of Tallahassee through StarMetro, FY11-12

- FDOT - Transit Block Grant: \$1,908,988
- FDOT - Route Service Development: \$1,825,000
- FDOT - Paratransit Service Development: \$217,202
- FDOT - TD Grant: \$88,409
- FDOT - FTA Section 5311: \$616,312
- FDOT - Trip & Equipment: \$451,652

Subtotal: \$5,108,000

- FTA - Section 5307 Capital: \$2,772,555
- FTA - Alternatives Analysis: \$500,000
- FTA - TIGGER II: \$5,241,003
- FTA - Section 5316 - JARC: \$169,555
- FTA - Section 5317 - New Freedom: \$52,527
- FTA - Veterans Grant: \$1,440,000

Subtotal: \$10,176,000



Total: \$15,284,000



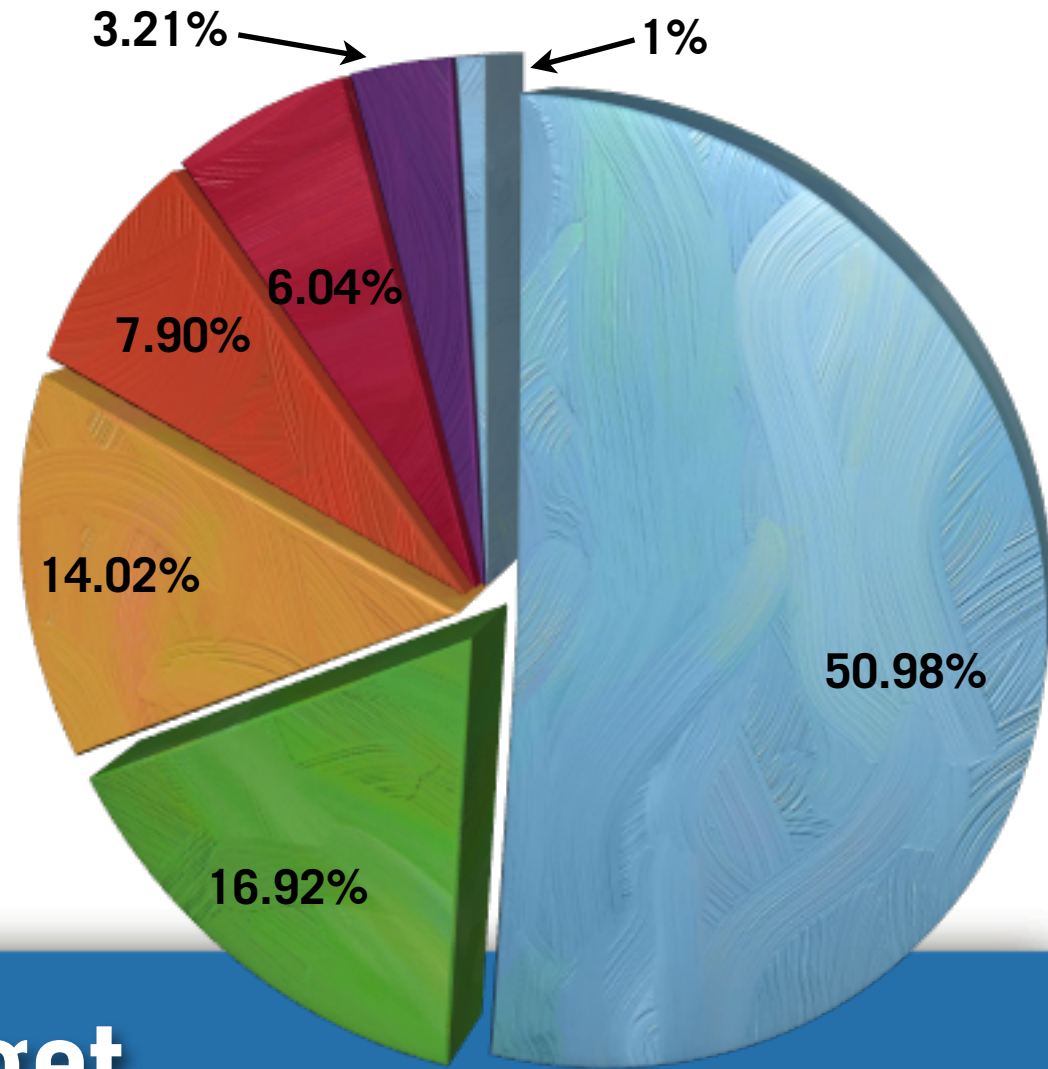
Grants

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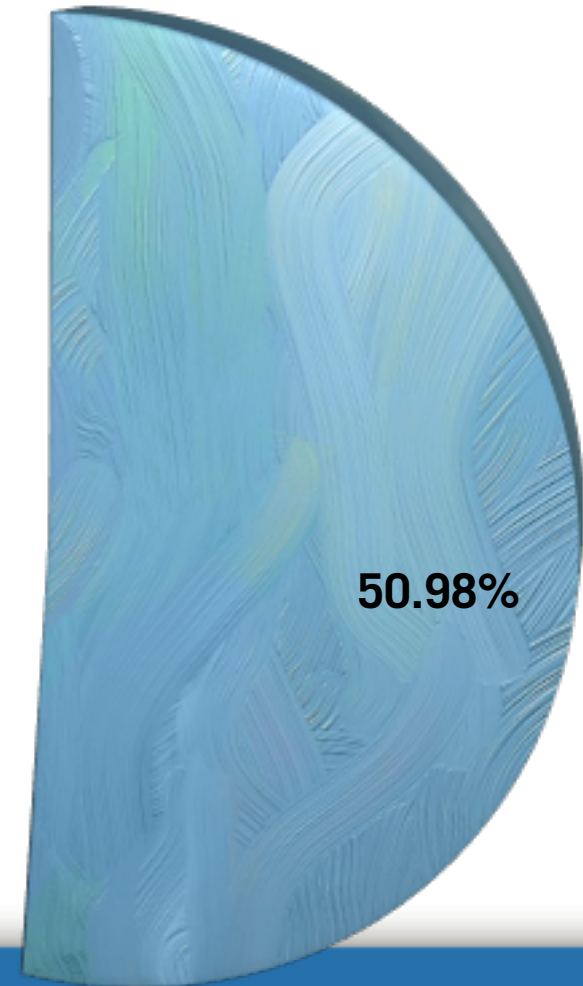
- Contribution from General Fund
- Other
- FSU Contract
- FareBox Revenue
- FDOT Operating Assistance
- FAMU Contract
- TCC Contract

FY12 StarMetro Budget: \$16,758,536



StarMetro Budget

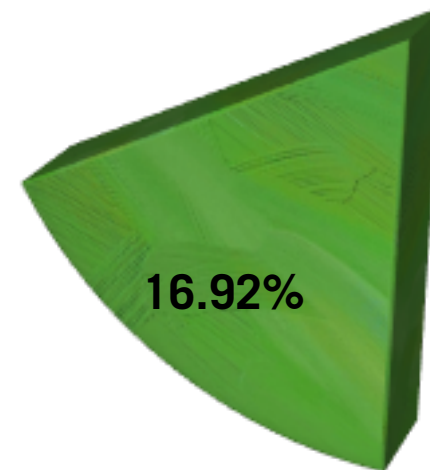
- Contribution from General Fund
 - ⌚ Ranges between 45% & 57% of budget
 - ⌚ Used a local match for operating grants



StarMetro Budget

● Other

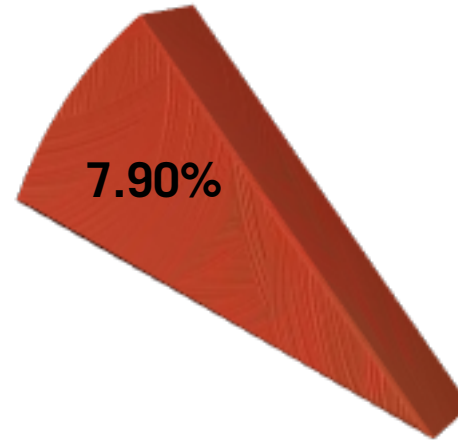
- ⌄ \$40,000 contribution from Leon County
- ⌄ Vinyl shop
- ⌄ Bus simulators
- ⌄ Commercial Drivers License Testing
- ⌄ Advertising
- ⌄ CTC
- ⌄ Fuel tax rebate



StarMetro Budget

● Farebox Revenue

- ④ 13 different fare types
- ④ Includes Student IDs
- ④ Evaluating Employee Bus Passes, Bulk Purchases, & per trip cards



StarMetro Budget

6.04%

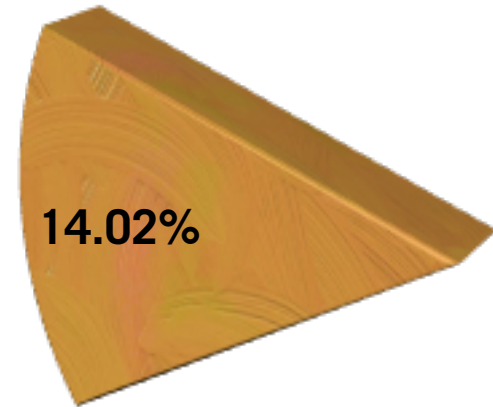


- FDOT Operating Assistance
- Formula fund based on ridership
- Ranges between \$900,000 & \$1,000,000

StarMetro Budget

● FSU Contract

- Free service for faculty, staff, & students
- 1.8 million annual ridership
- FSU wrapped buses



StarMetro Budget

3.21%

● FAMU Contract

- Free for FAMU Students
- 700,000 annual ridership
- FAMU wrapped buses



StarMetro Budget

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● TCC Contract

● Free for TCC Students & University Partners

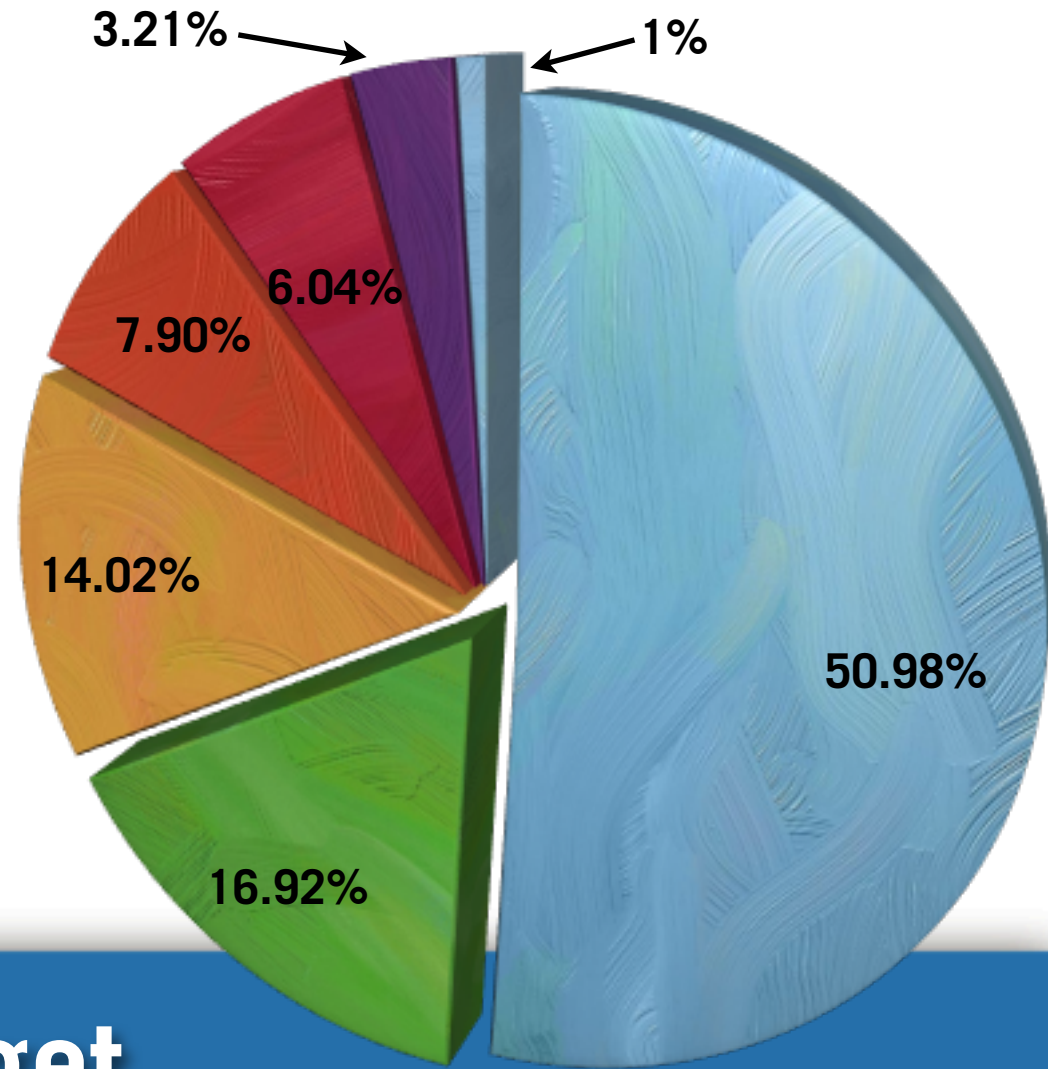
1%



StarMetro Budget

- Contribution from General Fund
- Other
- FSU Contract
- FareBox Revenue
- FDOT Operating Assistance
- FAMU Contract
- TCC Contract

FY12 StarMetro Budget: \$16,758,536



StarMetro Budget

StarMetro Priorities for FY13



Commissioner's Priorities



City Manager Resolutions



Key Studies



Key Studies



Alternative Analysis



Discounted Bus Passes to Employers & Human Service Agencies



Fare Study



Transportation Options with Leon County Schools



Regional Service Opportunities



System Expansion & Improvement Plan



Implement New Technology



Zero Emission Electric buses



Real Time Trip Planning & Automatic Vehicle Location



Upgrade Farebox system



Online Scheduling & Interactive Voice Response



Mobile Data Terminals



Improve and Expand Partnerships



New Service Agreements with FSU, FAMU, & TCC



Discounted Bus Passes to Employers & Human Service Agencies



Transportation Options with Leon County Schools



Regional Service Opportunities





Alternatives Analysis



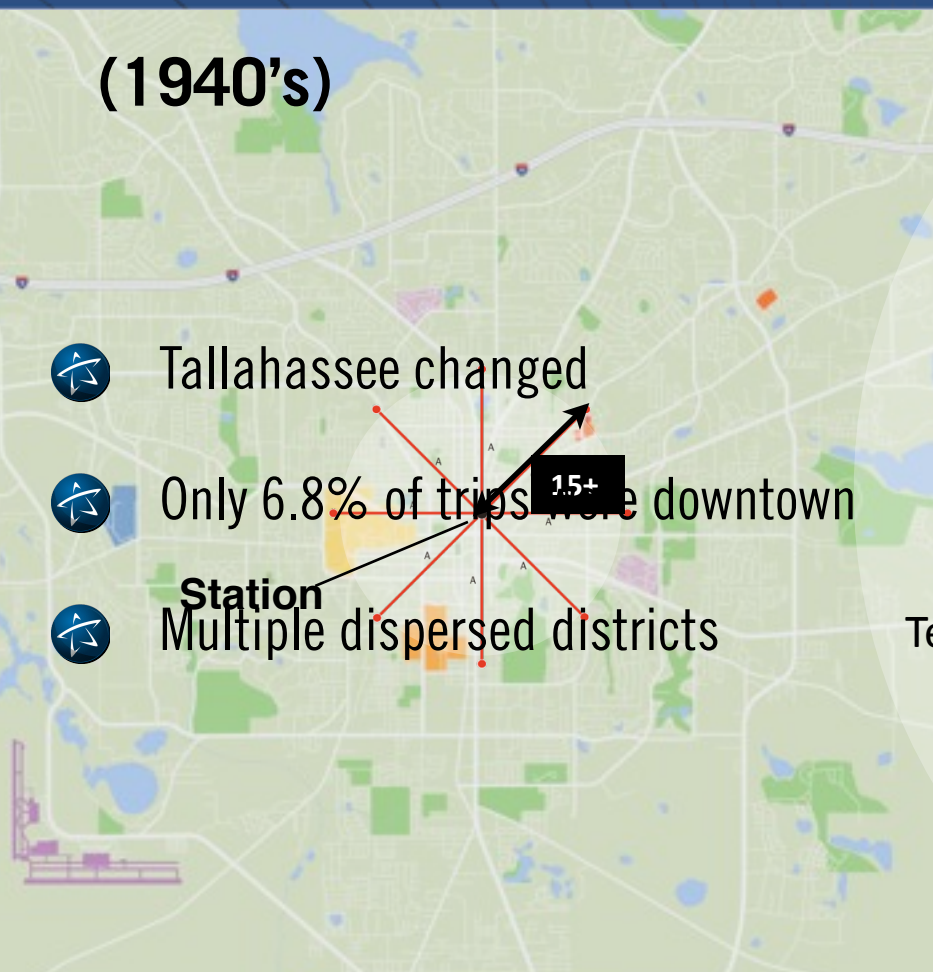
Why Decentralize?

July, 2011



(1940's)

- 🌀 Tallahassee changed
- 🌀 Only 6.8% of trips were downtown
- 🌀 Multiple dispersed districts

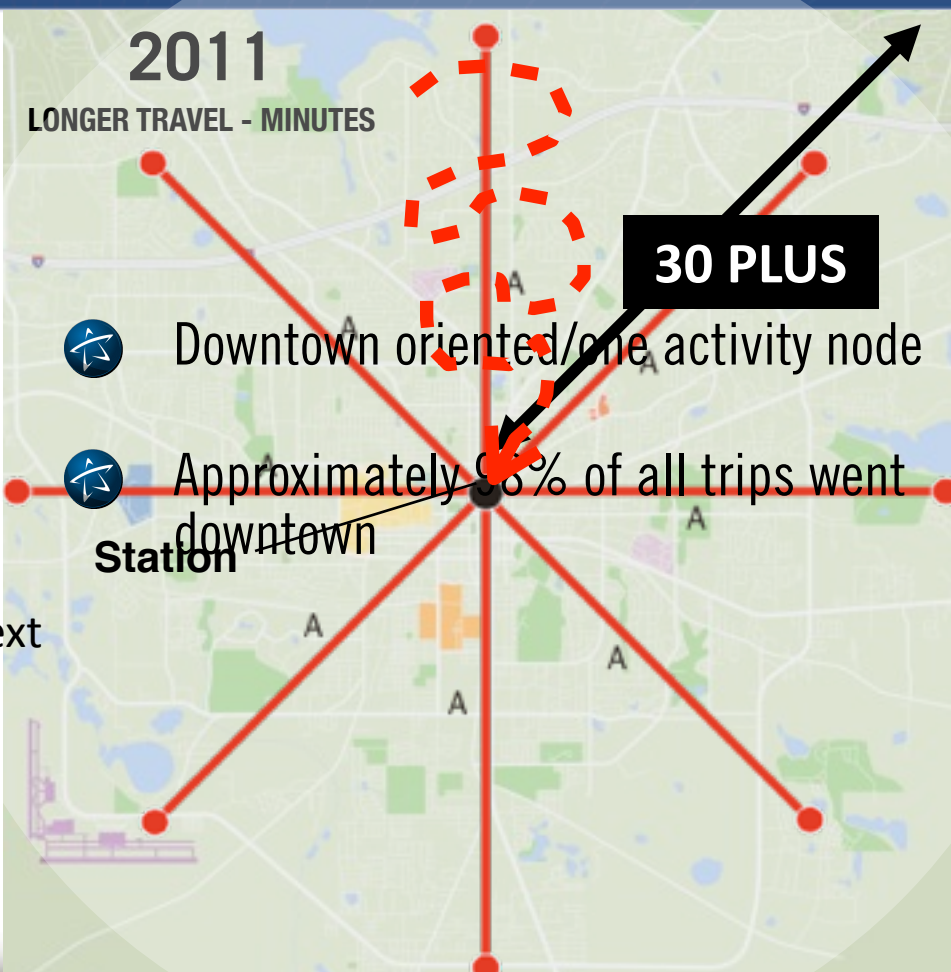


2011

LONGER TRAVEL - MINUTES

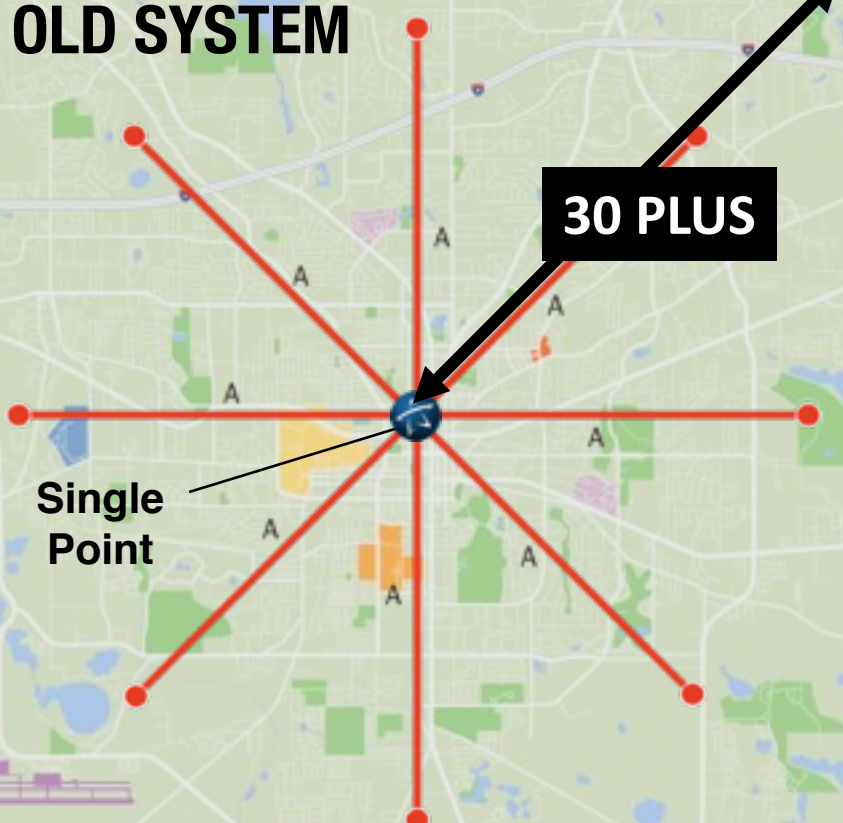
- 🌀 Downtown oriented/one activity node
- 🌀 Approximately 96% of all trips went downtown

Text



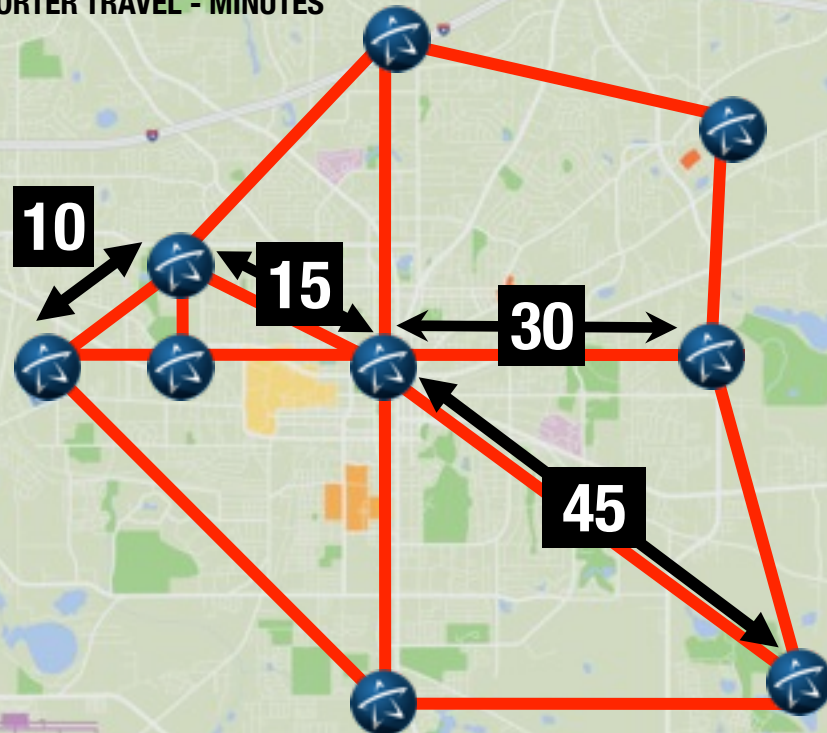
Old System (Hub & Spoke)

OLD SYSTEM



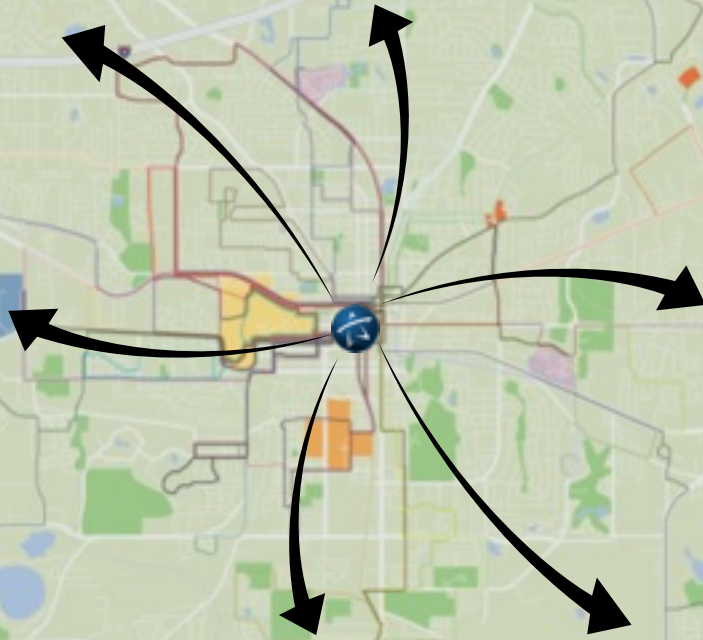
NEW SYSTEM

SHORTER TRAVEL - MINUTES

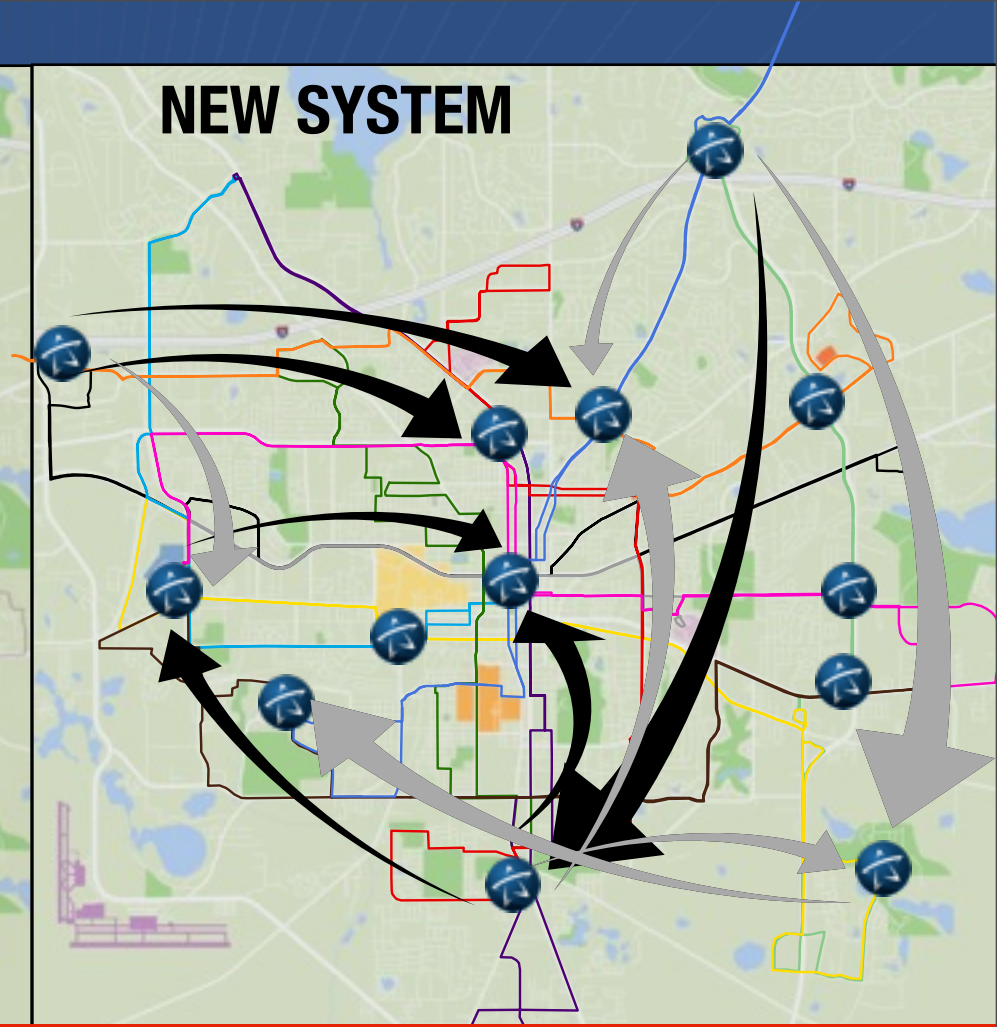


Old vs New (More Frequency)

OLD SYSTEM



NEW SYSTEM



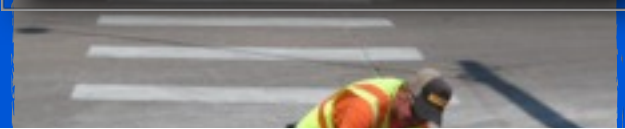
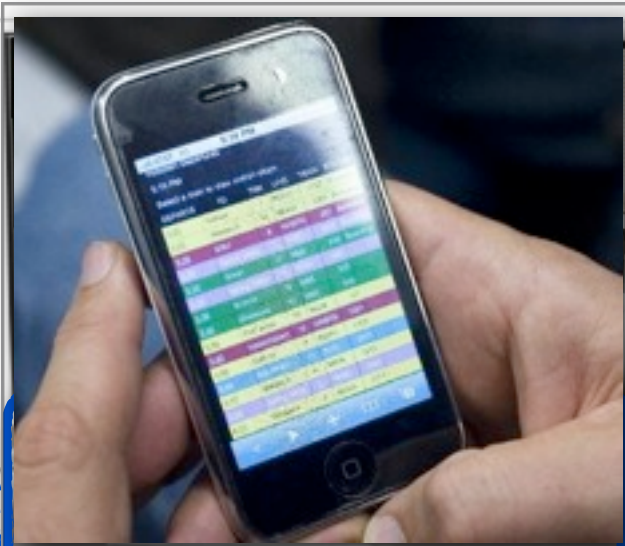
95% OF TRANSFERS DOWNTOWN

MORE/BETTER TRAVEL OPTIONS

Old vs New (Faster with More Options)

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AssetWORKS



- Mobility Coordinator
- Online Trip Planner
- TRAPEZE Scheduling Software
- Automatic Vehicle Location
- New Asset Management Program
- Regional helpline (1-855-ONE RIDE)
- Ambassador Program
- New Ride Guide Design
- Large-print Ride Guide & Braille Ride Guide
- Increased Advertising Revenue
- New StarStop Design
- Next-by-Text
- Increased Sidewalk Coverage from 74% to 90%



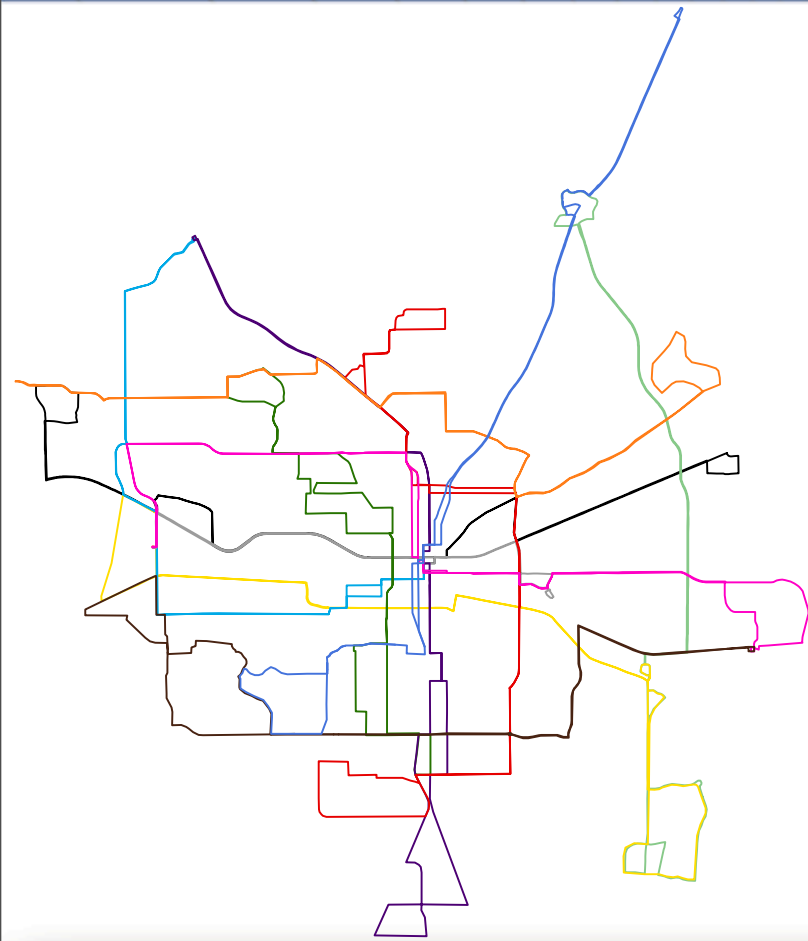
Implementation: July 11, 2011

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System Challenges	Resolutions
High ridership demand on certain routes	Added buses & increased frequencies on certain routes
On-time performance	Adjusted schedules to improve on-time performance
Wait times at transfer locations	Coordinated route schedules to meet at transfer points
Serve more destinations	Additional service brought to TMH, FAMU, TCC, Mission Rd., Miccosukee Hills, & Macon Community
Infrastructure Needs	Installed over 60 new shelters, added new StarStops, increased sidewalk coverage

January, 2012 Improvements



- Frequency improved 100%
- Downtown trips optional
- Better connectivity & choices
- Improved on-time performance
- Independent routes
- Easier & less expensive to improve & expand
- Requested by customers, industry experts, Renaissance plan, business & community leaders, staff, & potential customers
- Enhances & promotes regional transit service

Why is Decentralization Important?

Decentralization Post Analysis

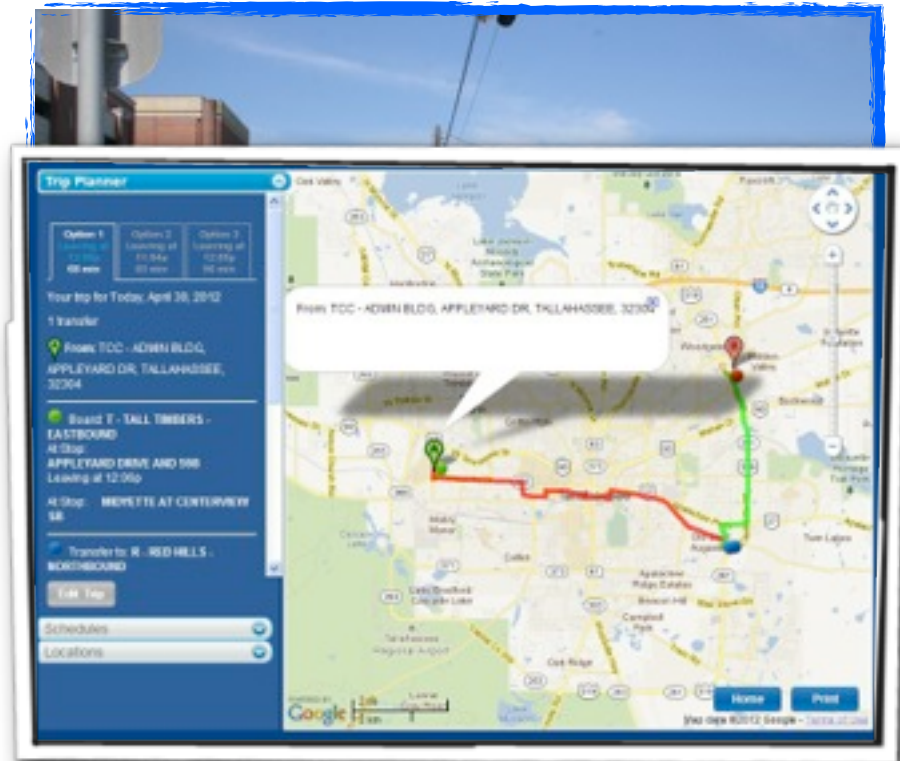
- System-wide customer service survey
- Pre/post decentralization trip time analysis
- Complete third party analysis of decentralization including decision to decentralize, community involvement, implementation, communications plan, etc.



Decentralization Promotes Regional Service

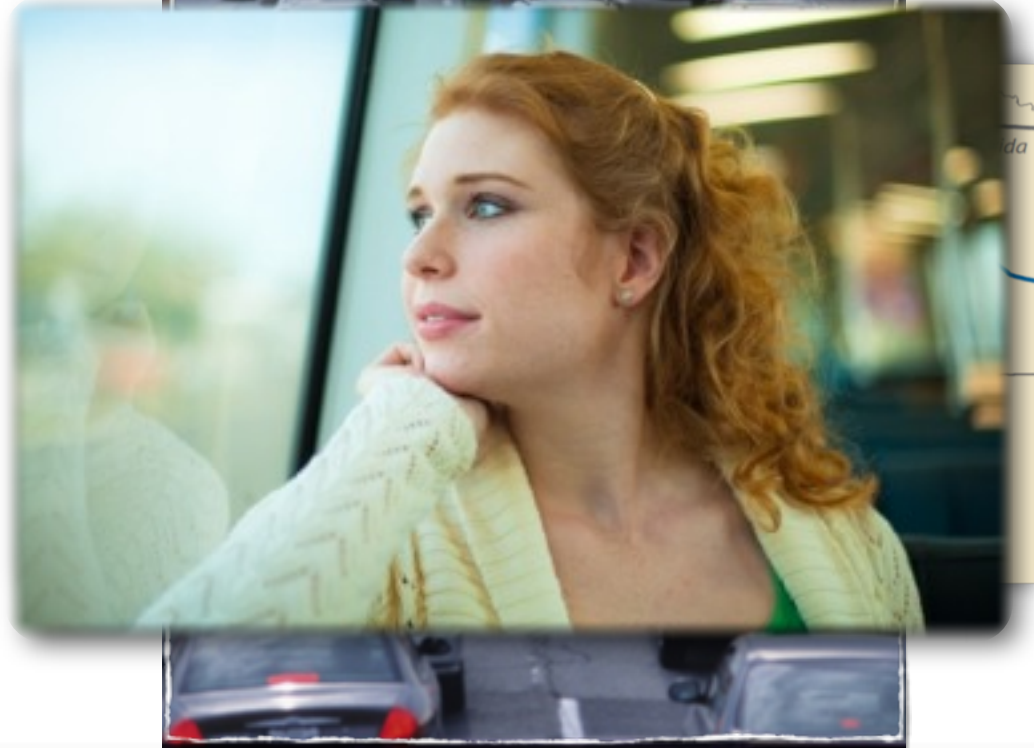


- ☛ Enhances Regional Service
- ☛ Direct travel, without going downtown
- ☛ 43 transfer options throughout Tallahassee vs. One
- ☛ Customers & business preferred destinations served



Promotes Regional Service

- ⊕ Serve growing regional population
- ⊕ Reduce congestion
- ⊕ Promote regional economic growth
- ⊕ Attract new customers
- ⊕ More grant & funding opportunities
- ⊕ Promotes economic viability/growth



Benefits of Regional Service

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- 🌐 Launched April 2010
- 🌐 Funded through a JARC & FDOT Service Development Grant
- 🌐 Ridership has doubled since start-up to 2,000 weekly

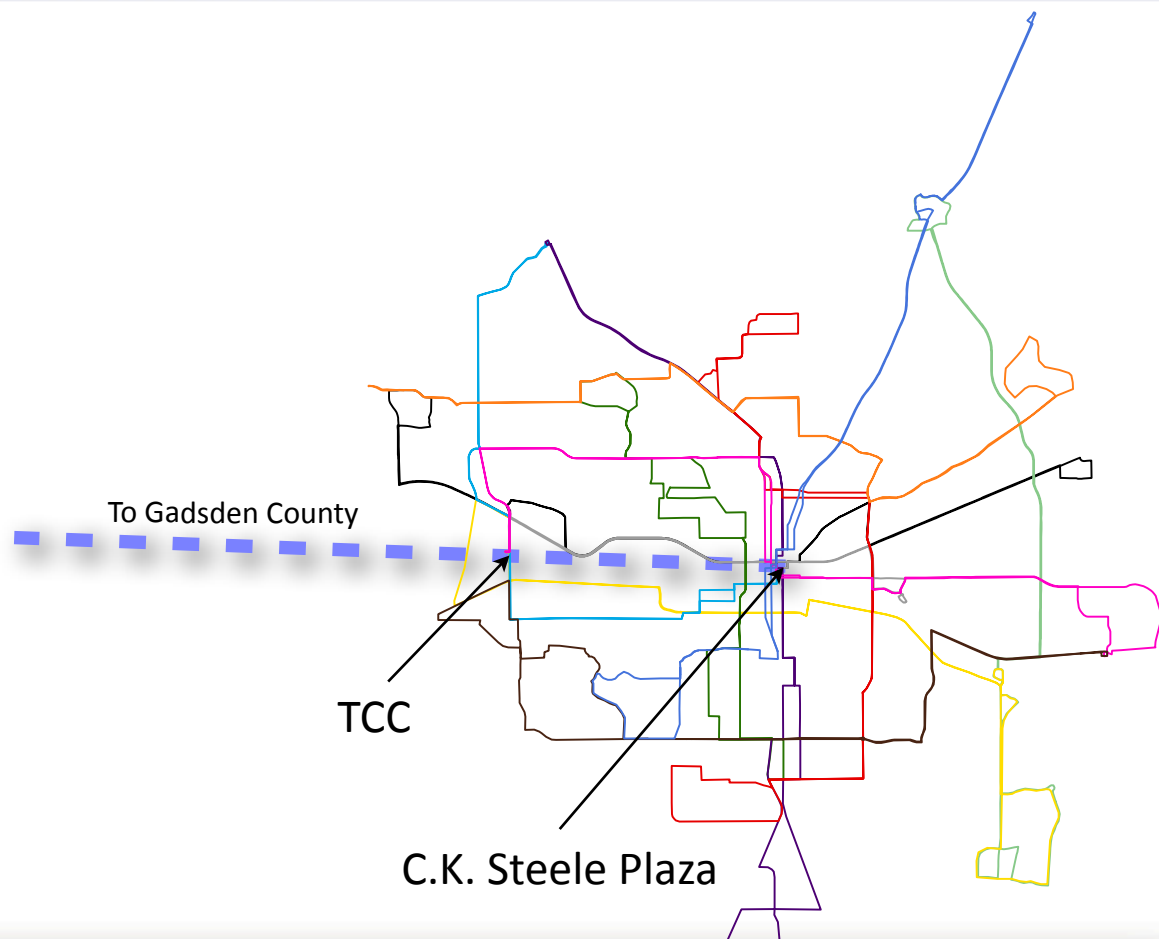


Existing Service: Gadsden Express

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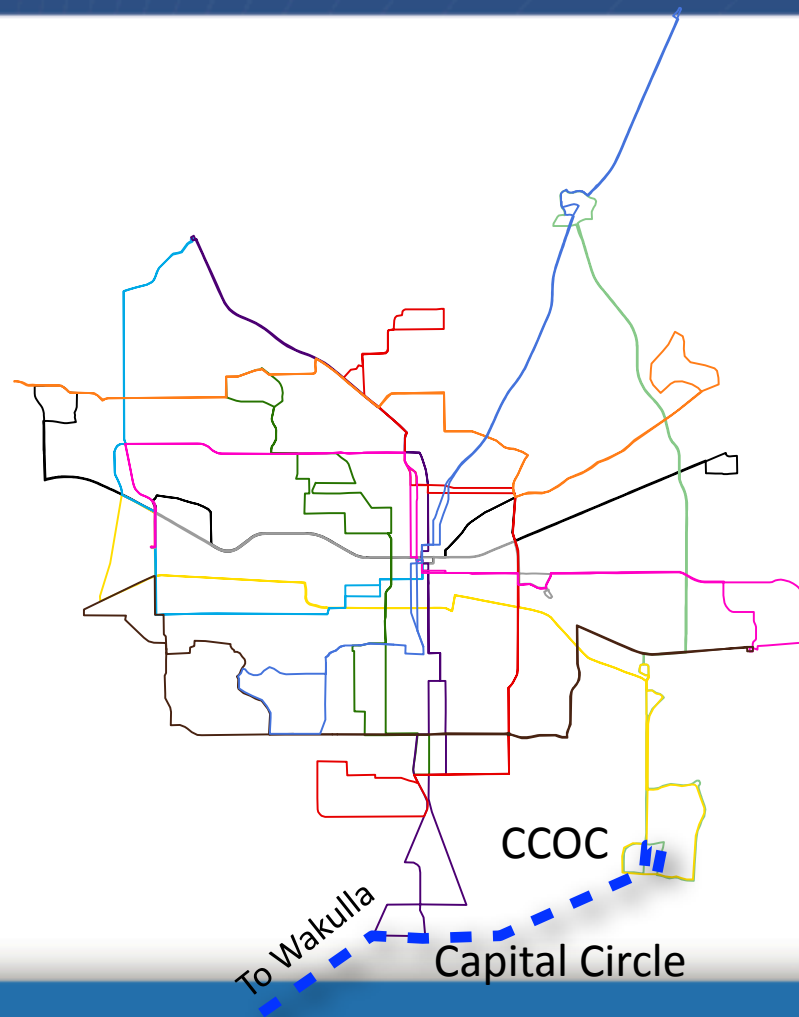


- Transfer at Plaza
- New transfer options at TCC
- Connections with Canopy, Evergreen, Forest, & Tall Timbers



Gadsden Express: Transfer Options

- Transfer locations at Capital Circle SE & CCOC
- Connections with Big Bend, Tall Timbers, & Red Hills

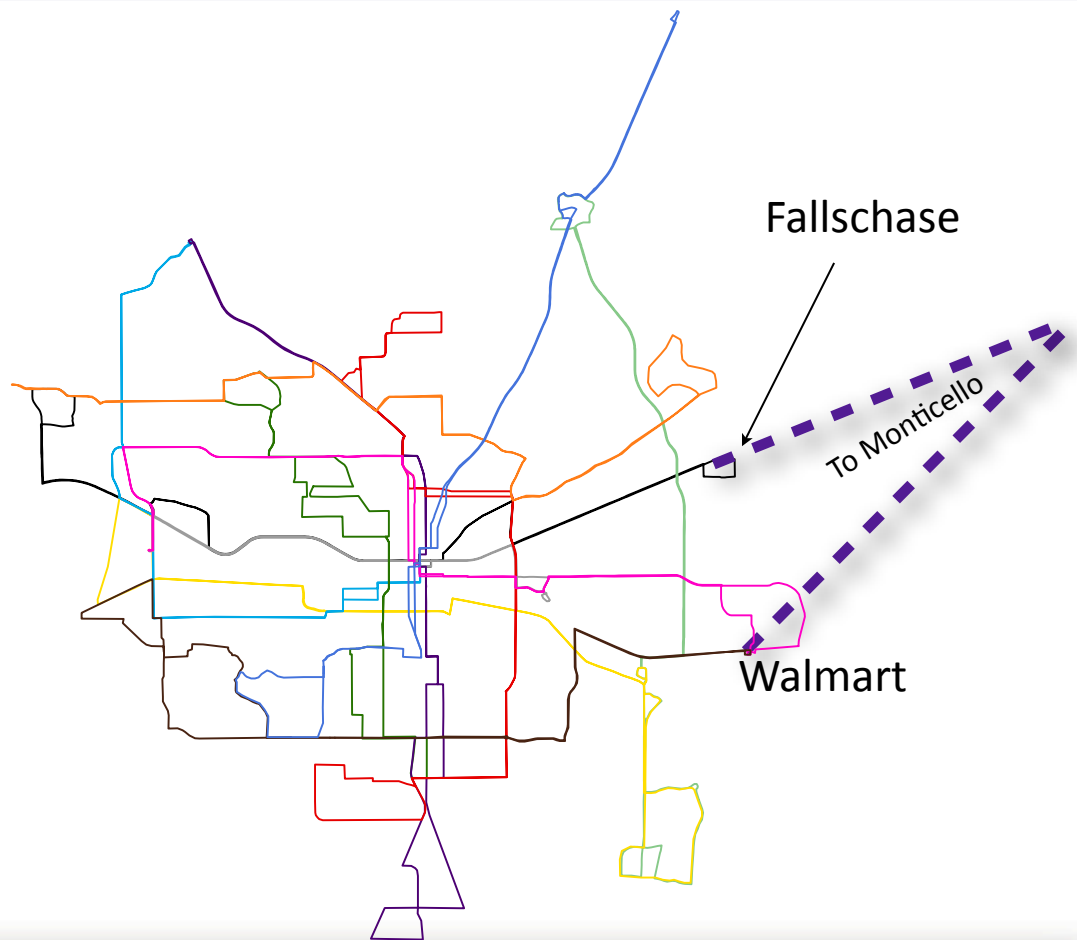


Potential Service: Wakulla County

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- Option #1: Transfer at Fallschase
- Connect with Azalea
- Option #2: Transfer at Walmart on Apalachee Pkwy
- Connect with Evergreen & Live Oak



Potential Service: Jefferson County

- 2008: 9 Awards
- 2009: 8 Awards
- 2010: 6 Awards

2011: **FPTA Most Outstanding Transit System**

- APTA 1st Place in New Ride Guide Design
- FPTA 1st Place in Most Improved Safety
- FPTA 1st Place in Overall Safety Record
- FPTA 3rd Place in Instructional Information
- FPTA 2nd Place in Electronic Media
- FPTA 3rd Place in Top Florida Mechanic Award



Awards since 2008

- 🏆 2012 Awards:
- 🏆 FPRA - Utility Bill Insert Entry
 - 🏆 Grand Image Award
 - 🏆 Image Award
- 🏆 FPRA - StarMetro's Webinodes Entry
 - 🏆 Image Award
 - 🏆 Judges Award
- 🏆 FPRA - Come Ride the NEW StarMetro
 - 🏆 Award of Distinction



Additional 2012 awards to come...

2012 Awards

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Questions?

