



City of Grand Island

Tuesday, March 20, 2018

Study Session

Item C2

Presentation of Regional Transit Needs Assessment and Feasibility Study

Staff Contact: John Collins, P.E. - Public Works Director

Council Agenda Memo

From: Allan Zafft, MPO Program Manager

Meeting: March 20, 2018

Subject: Presentation of Regional Transit Needs Assessment and Feasibility Study

Presenter(s): Allan Zaff, MPO Program Manager
Charley Falmlen, Transit Program Manager

Background

Since the mid-1970s, Hall County, using FTA Section 5311 Rural Transit Funding, has provided portal-to-portal services through Senior Citizens Industries, Inc. Over the years, this service has evolved into a full-scale, portal-to-portal transit service, providing transportation to all residents of Hall County through a combination of buses, vans, and discounted cab vouchers.

The City of Grand Island occupies the predominant portion of an area designated as an Urbanized Area (UZA) by the Bureau of the Census following the 2010 census. In 2013, the Grand Island Area Metropolitan Planning Organization (GIAMPO) was established to serve as the formal transportation planning body for the greater Grand Island metropolitan region. With the “Urbanized” designation, the City of Grand Island became the direct recipient to receive FTA Section 5307 Urban Transit Funding. The transition period to use 5311 funds in support of public transportation in the Grand Island Urbanized Area ended on June 30, 2016.

In July 2016, the City of Grand Island City Council approval an inter-local agreement where the City agreed to provide public transit services within Hall County and the City of Grand Island through contract services with Senior Citizens Industries, Inc. for an initial twelve month term. This contract is funded from 5307 funds, 5311 funds, and local matching funding sources via the City of Grand Island and Hall County. The 5307 funds are for public transit services in the Grand Island Urbanized area in Hall County, while the 5311 funds are for services in the rural areas in Hall County. Contracted costs for the first year are \$638,430.00, with a second year cost of \$657,583.68.

On February 28, 2017, via Resolution No. 2017-57, City Council approved an engineering services agreement with Olsson Associates, Inc. of Omaha, Nebraska in the amount of \$156,015.00 for a Regional Transit Needs Assessment and Feasibility Study. Such agreement allowed for an in-depth look at future public transportation services as a result of moving from a designated rural to urban community.

Discussion

The study has recommended the Fiscally Constrained Plan as the five year plan for the City of Grand Island and Hall County. The Fiscally Constrained Plan is based upon technical data analysis, the public engagement process for this study, and the realistic financial projections for the City for the next five years. This plan includes 24-hour Reservation, Demand Response Service (Status Quo) as the primary service for Grand Island and Hall County, van pool services in coordination with Enterprise, rideshare program, planning study for Intercity Bus Service to/from Kearney and Hastings, branding for the transit service (new look, new image, new name), and increase in transit marketing.

The study has also included an Illustrative Plan for the City of Grand Island and Hall County. This plan builds on the Fiscally Constrained Plan and transitions the transit service for the Grand Island urbanized area from Demand Response Service to Flexible Route Service. Due to the current budget constraints for the City, this option is not feasible for at least three years.

The study has included an implementation plan with steps for the next two years to continue the momentum for public transportation in Grand Island. These steps will be carried out by the City's Transit Program Manager. The initial steps include soliciting a new service contract, re-branding public transportation, inter-city service with Kearney and Hastings, and implementing rideshare & van pool.

Conclusion

This item is presented to the City Council in a Study Session to allow for any questions to be answered and to create a greater understanding of the issue at hand.

GRAND ISLAND – TRANSIT NEEDS ASSESSMENT AND FEASIBILITY STUDY

CITY COUNCIL STUDY SESSION– MARCH 20, 2018

CITY OF GRAND ISLAND



ALLAN ZAFFT, MPO PROGRAM MANAGER

CHARLEY FALMLEN, TRANSIT PROGRAM MANAGER

Regional Transit Needs Assessment and Feasibility Study



Transit Needs Analysis

Allan Zafft, AICP
MPO Program Manager



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Hall County Board Agenda

- Report Summary
- Plans Moving Forward
 - Fiscally Constrained Plan
 - Illustrative Plan
- Next Steps



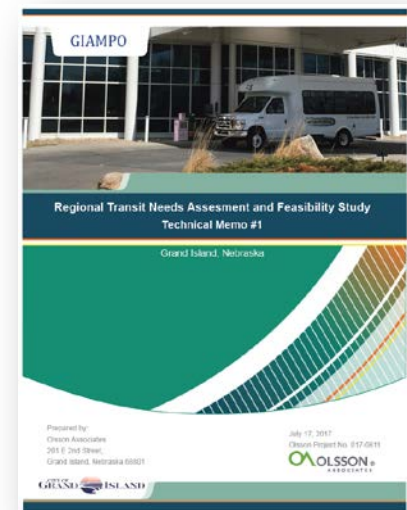
Transit Study

► Importance

- Grand Island evolved considerably last 20 years
- Hall County Public Transportation has been under management of the City of Grand Island since July 2016
- Time for fresh look to reflect today's community

► Focus of Study

- 1-5 year planning horizon
- Baby steps for future transit vision



Tasks Completed

► Tech Memo 1

- Socio-demographic Analysis
- Market Analysis
- Transit Needs/Demand
- Transit Providers
- Peer Review

► Tech Memo 2

- Future Transit Alternatives
- Operations Management

► Tech Memo 3

- Fiscally Constrained Plan
- Illustrative Plan
- Implementation Plan

► Draft Summary Final Report

► Final Report



Focus Group Meeting

Public Engagement

1. Focus Group Meetings

- 3 Rounds of Meetings
- Multiple diverse groups represented

2. Public Open Houses

- April 5, 2017
- November 9, 2017

3. On-Site Visits

- Spring/Summer 2017
- College, JBS, Hornady
- Drivers/staff

4. Online Community Survey

- Spanish/English
- 267 responses

5. Transit Rider Survey

- June and August 2017



Open House at the Grand Generation Center



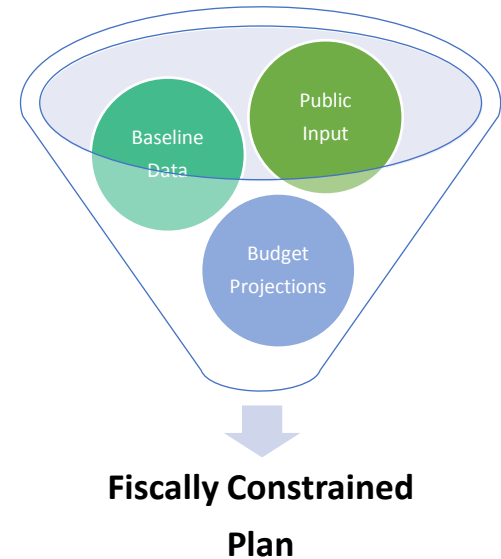
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Transit Alternatives Results

Recommendations

- **Fiscally Constrained Plan**
 - Contains Preferred Alternatives
- **Illustrative Plan**



Primary Transit Modes

1. Demand Response

- Passengers phone in for service, which routes directly to their pick-up/drop-off point.

2. Flexible Route Service

- Passengers get on routed transit service at a designated bus stop. Transit service also deviates off of route to pick up/drop off riders.

3. Fixed Route Service

- Transit operates on a system of fixed routes, which do not deviate.
 - A separate, complimentary, demand-response transit system exists for ADA-qualifying riders, which comes directly to their curb.



Sample Flex Route



Fiscally Constrained Plan

- Continue Demand Response Service – Status Quo
 - 24-hour reservation
 - Curb-to-curb service
 - Monday – Friday
 - 6:00a - 5:00p
 - 7 to 8 peak vehicles
 - \$490,000 annual operating budget
 - \$2 base fare



Fiscally Constrained Plan

CHANGES

1. Branding – new look, new image, new name
2. Increase transit marketing
3. FTA-orchestrated oversight of transit contract



Fiscally Constrained Plan

CHANGES

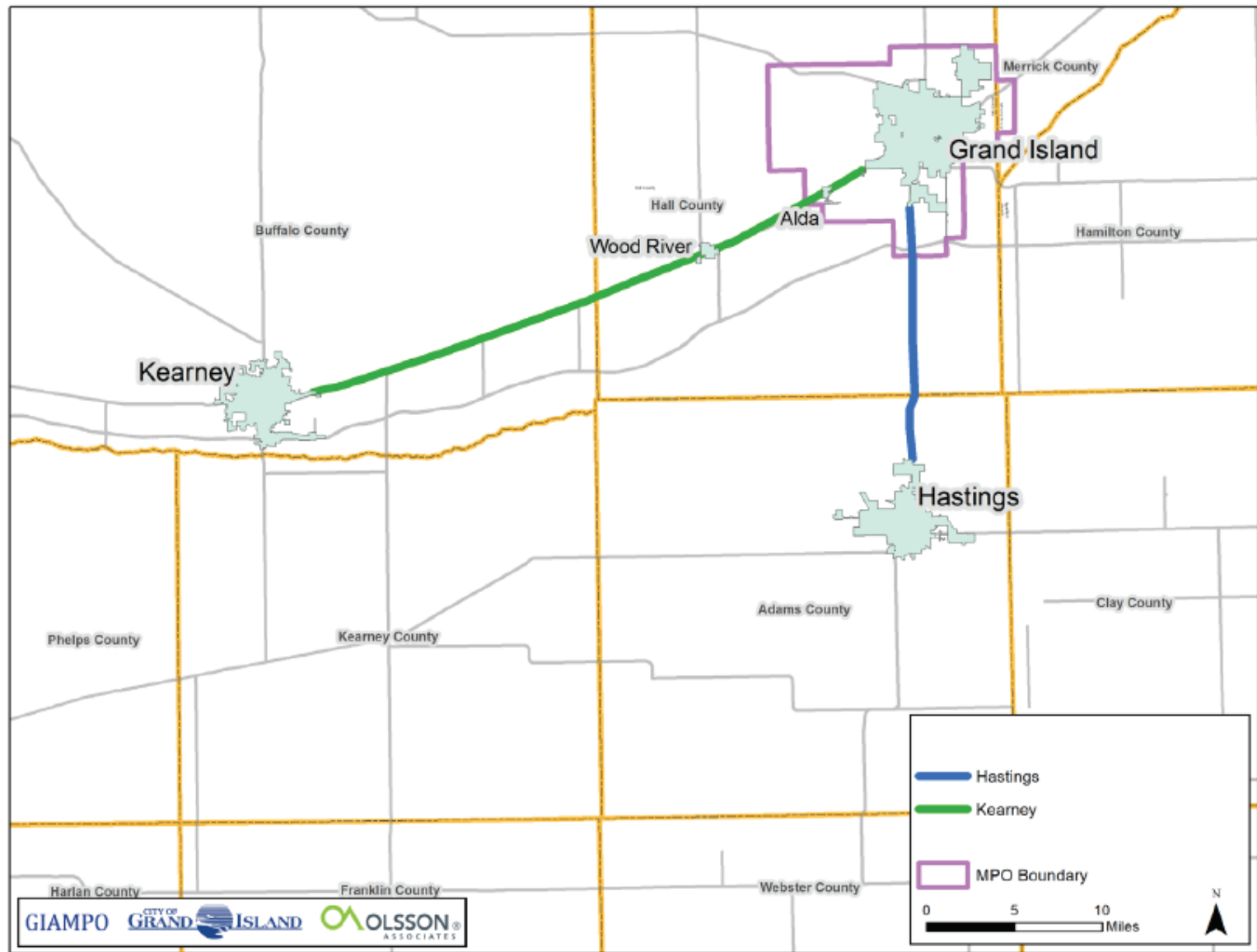
4. Begin planning work for Intercity Bus Service

- To/from Grand Island and Kearney
- To/from Grand Island and Hastings
- Monday – Friday, AM, PM, mid-day trip
- Connections to intermodal facilities

- Operations Plan
- Park and Ride Study
- Marketing & coordination with connecting communities



Intercity Bus Service Map



Fiscally Constrained Plan

CHANGES

5. Coordinate NDOT Vanpool Program coordination with major employers/destination in Grand Island Region
6. Implement Rideshare Program
 - Purchase of Software
 - Market, promote, demonstrations
7. Transit Facility



Illustrative Plan

CHANGES

1. Build from Fiscally Constrained Plan
 1. New Brand – name, image, logo
 2. Vanpool Program
 3. Rideshare Program
 4. Planning Studies
2. Flexible Route Service
3. Intercity Bus Service Implementation – 2 routes



Flexible Route Service



	Today	Flexible Route Service
Service Days	M-F	M-F
Hours	6a-5p	6a-630p
Peak Vehicles	7	6
Annual Rev Hrs.	14,377	19,125
Annual Oper. Cost	\$490,000	\$682,549
Local Oper. Share	\$193,377	\$334,449
Ridership	35,000	102,000
Cost per Trip	\$14.10	\$6.69

	Operating	Capital (7 Veh)	Capital (Other)	Total Costs
Federal	\$348,100	\$392,000	\$481,200	\$1,221,300
State	\$-	\$-	\$-	\$-
Local	\$334,449	\$98,000	\$120,300	\$552,749
Total	\$682,549	\$490,000	\$601,500	\$1,774,049

Illustrative Plan

CHANGES

Implementation of Intercity Bus Service

- To/from Grand Island and Kearney
- To/from Grand Island and Hastings
- Capital Plan
- Implementation Plan



Regional Transit Needs Assessment and Feasibility Study



Transit Implementation

Charley Falmlen
Transit Program Manager



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Implementation Plan

		2018	2019
Initial Implementation Steps			
1	Research Rideshare software program options and develop RFP for purchasing the Rideshare software for implementation.		
2	Implement Rideshare software and coordinate with software developer staff to design software infrastructure relative to local and regional needs.		
3	Coordinate with Enterprise Vanpool program representative and establishments such as JBS and Veterans Home.		
4	Finalize contract with vendor and rollout of Enterprise Vanpool program.		
5	Develop general marketing plan for community outreach and awareness for transit services.		
6	Continue coordination with NDOT on the Intercity Bus Service Plan.		
7	Coordinate with NDOT to develop RFP for Intercity Bus Service Operations Plan and Park and Ride Study.		
8	Coordinate with local agencies and establishments to fund the local match for the vehicles and other capital improvements for Intercity Bus Service.		
9	Develop Bid for service contract of transit operations.		
10	Develop RFP for transit facility preliminary planning.		

Next Steps

1. Service Contract Bid

- Document finished/editable – Release for bids in 2018



2. Branding

- Document finished – Scheduled for spring 2018

3. Inter-City Service

- State of Nebraska Coordination
- RFP for Service currently in design
- Will be ready late spring/early summer 2018

4. Rideshare App & Van Pool

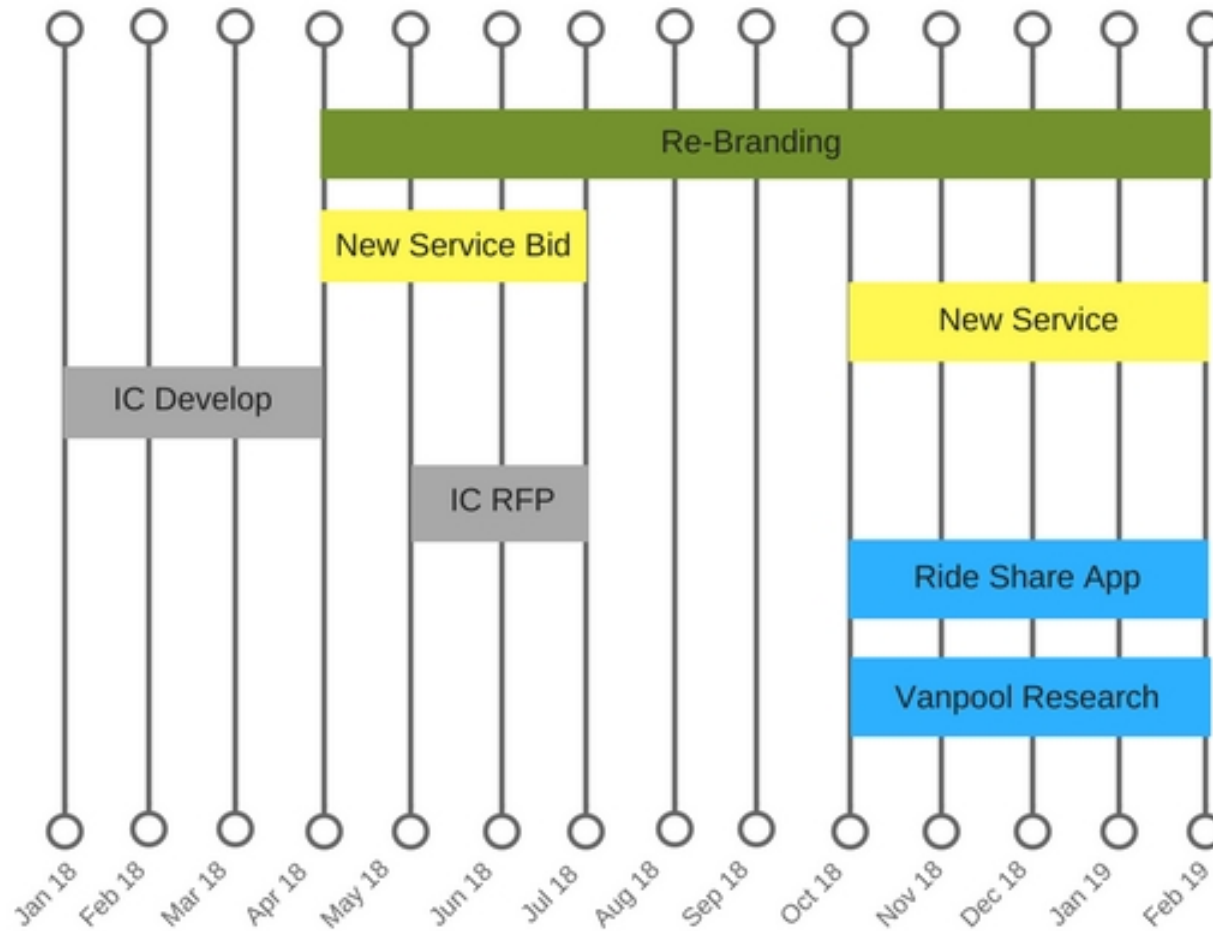
- RFP set to be designed in Late 2018/Early 2019



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Implementation Timeline



Implementation Projects

1. Service Contract Bid

According to the Fiscally Constrained Plan, the City is to enter into a status-quo service contract, with only minor changes to the service being offered.

- Continue basic parameters (service start-time, fare, etc) of current demand-response system.
- Contracting Options Include:
 - *Operating Service* – Recipient owns vehicles. Contractor provides maintenance, staff and service.
 - *Purchase of Service* – Recipient owns vehicles and provides maintenance. Contractor provides, staff and service only.
 - *Turn-Key* – Contractor owns vehicles. Contractor provides maintenance, staff, service and vehicles.

Fiscally Constrained Plan

- Continue Demand Response Service – Status Quo
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Implementation Projects

2. Branding

- New name implementation
 - On buses
 - On brochures
- New website, establish social media



Implementation Projects

3. Inter-City Service

Routes based in Grand Island which will travel to and from Hastings and Kearney



Emphasis on Grand Island-centered Inter-Modal travel(bus and airport connections)

- Phase I – Establish drop off/pick up sites, roll out of initial routes.
- Phase II – Addition of stops along HWY 30 and HWY 281.

Implementation Projects

4. Rideshare App & Vanpool

- Rideshare App is very simple to implement – purchase and go. Much marketing and publicity will be needed to establish working base of users
- Vanpool is a State program which the City will participate in. Vans are provided to employees to commute together to and from work. It will require extensive outreach to be conducted with industries/employers in town.

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