



DOUGLAS COUNTY TRANSPORTATION SERVICES STUDY



Regional Transit Committee

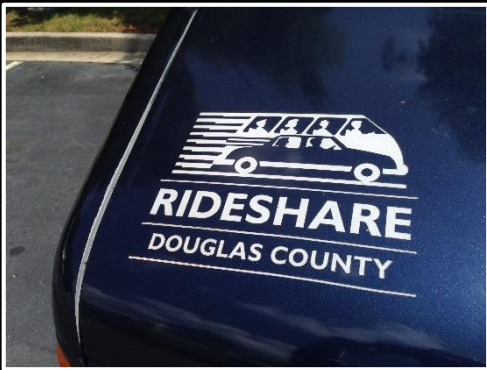
January 14, 2016



In cooperation with VHB, Inc.



STUDY PURPOSE



- Originated as a “traditional” suburban transit feasibility study, but wanted study to do more
- No “silver bullet”
- Identify comprehensive, flexible, adaptable program of services
- Address range of mobility needs and trip purposes to meet all citizens’ needs
- Build on, enhance, and complement services already offered
- Position the County to leverage a more successful regional transportation system
- Create transportation choices for residents

APPROACH



Focus on Mobility and Services

Identify Menu of Viable Options

Address Range of Needs and Trip Types

**Ensure Flexibility to Adapt to Needs,
Technology, and Demographics**

**Build on Prior Efforts to Increase Access to
Options**

**Leverage Existing and Future Services and
Assets**

Include Emerging Technology

Include Infrastructure to Support Services

Expedite Implementation

FEATURES

- **Menu of options to tailor and adapt and grow as needs change**
- **Focus on citizens' needs both now and over the next 10 years**
- **Huge commitment to meaningful public participation across multiple County offices**
- **Resulted in truly citizen-driven plan**
- **Plan has 19 recommendations, including new and expanded services, capital projects, programming and management, and more**



CHANGING TRENDS & ATTITUDES

Since 2007

Rural Transit Ridership
is
up 40%

52%

of Americans would like to
live in a place
where they do not need to use a car
very often

85% → 73%

High school seniors with drivers
licenses
(1996 vs. 2010)

3.6 million

Americans miss or delay
healthcare appointments each
year due to transportation

STUDY PROCESS

Assess Existing Conditions

- **Demographics**
- **Prior Plans**
- **Existing Services**
- **Infrastructure**

Identify Needs & Opportunities

- **Survey**
- **Pop-up Events**
- **Interviews**
- **Meetings: Service Providers, Agencies, and Groups**

Identify and Assess Options

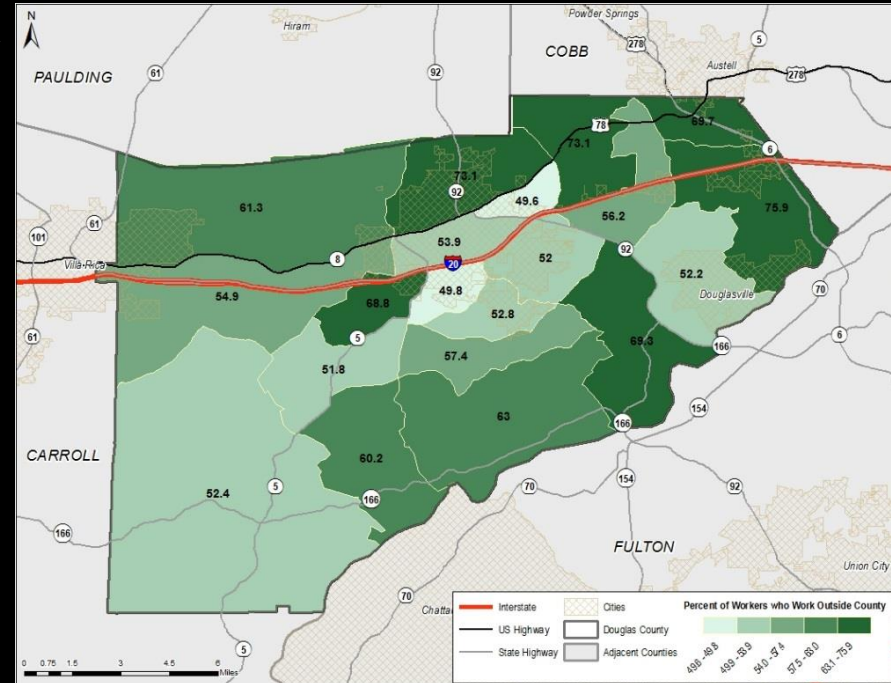
- **Case Studies**
- **Public Input**
- **Current and Planned Projects**

Create Action Plan

- **Funding**
- **Partnerships**
- **Enhance Existing Operations**
- **Develop New Services**

KEY TAKE-AWAYS

- **County population projected to grow by 60,000 in next 15 years (by 2040)**
- **58 Vanpools travel to 6 counties in 2 states – represent 20% of all vanpools in region**
- **Average commute time is 32 minutes – 1 in 7 commute more than 60 minutes one-way – 80% drive alone – 60% work in another county**
- **Many people have “atypical” schedules – and travel options are scarce**



Source: 2009-2013 American Community Survey

**Percentage of Workers with Jobs Outside of Douglas County
(by Census Tract)**

FOCUS ON PEOPLE

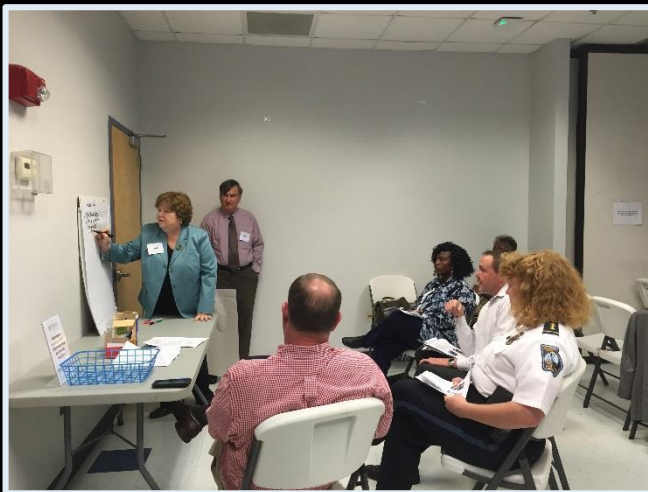
*Hydrangea
Festival*



*Senior
Picnic*



*Break-Out
Session at
Meeting in
Commission
District 1*

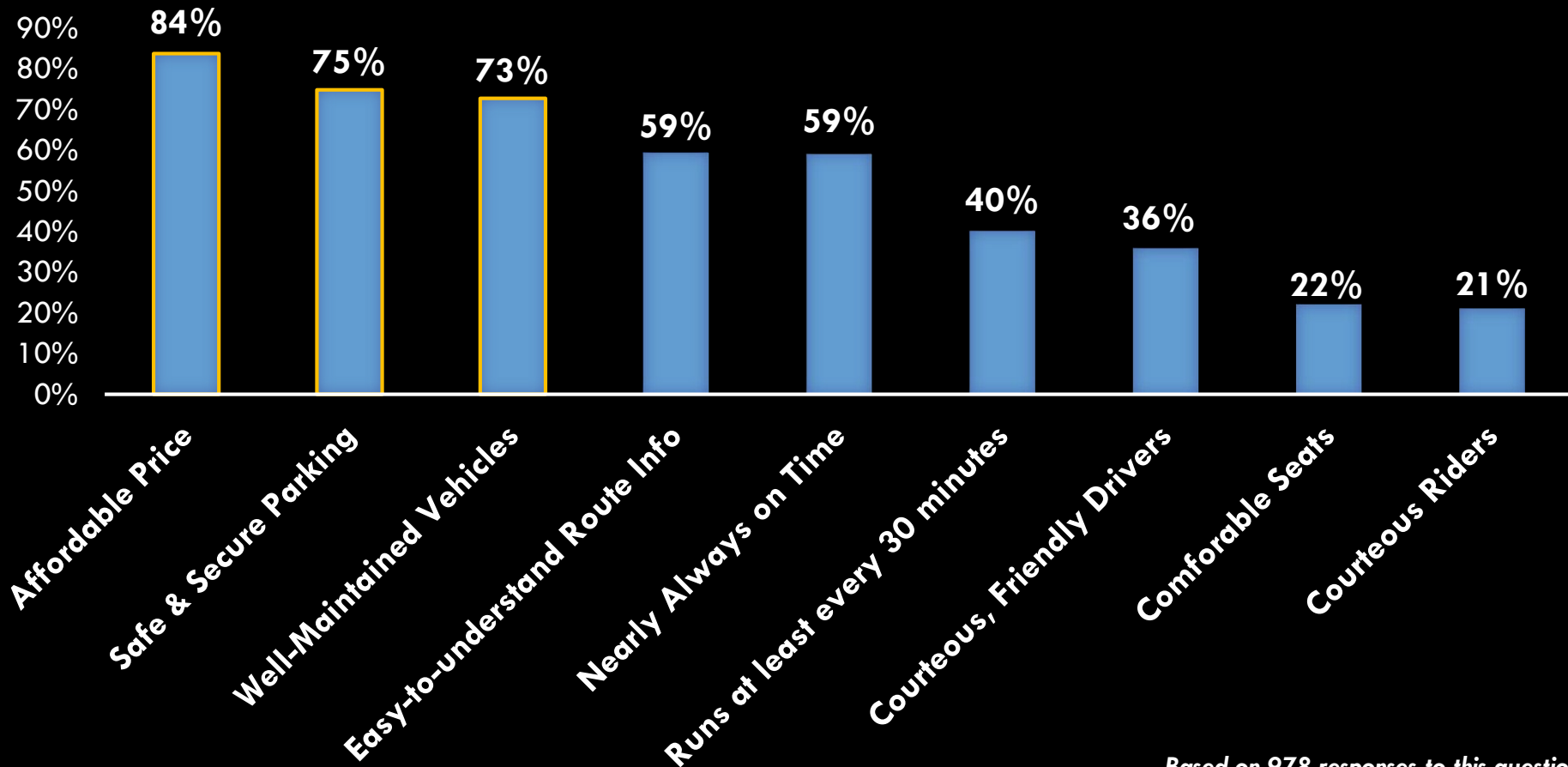


*Gold
Rush
Festival*



WHAT DO OUR CITIZENS VALUE?

WHAT MAKES HIGH QUALITY TRANSPORTATION SERVICE?



Based on 978 responses to this question

PUBLIC INPUT: INITIAL OPTIONS

Percentage of respondents who believe that services are "Somewhat" or "Very" needed



New Park & Ride Lots

88%

90% Now

10% In the Future



Multi-Modal Center / Park & Ride Lot Improvements

88%

56% Now

44% In the Future



Vanpool & Xpress Bus

88%

50% Now

50% In the Future



Marketing & Branding

80%

82% Now

18% In the Future



Flexible Bus

80%

67% Now

33% In the Future



On-Demand Ride-Hailing through private companies

80%

0% Now

100% In the Future



Demand-Response / Dial-a-Ride

72%

57% Now

43% In the Future



Bicycle & Pedestrian Infrastructure

72%

56% Now

44% In the Future



Volunteer / Faith-Based Network

68%

75% Now

25% In the Future



Car-Sharing

32%

0% Now

100% In the Future

Legend

36%

• % of all respondents who answered "Very" and "Somewhat" needed.

Now

Future

• Those respondents who answered "very" and "somewhat" needed were then asked whether a service is needed now or in the future. Green = % who think now; blue = % who think in the future.

36% =

Now +
Future

Based on responses to questionnaire at two town hall meetings (September, October 2015)

PLAN RECOMMENDATIONS

Establish New Services

- ✓ **Flexible Zone Circulator**
- ✓ **Volunteer Transportation Program**
- ✓ **Partnerships with Private Companies Providing On-Demand Service**

Enhance Existing Services

- ✓ **Expand Vanpool Program**
- ✓ **Demand-Response / Dial-a-Ride**
- ✓ **Explore Possibility of Additional GRTA Xpress Bus Service**



PLAN RECOMMENDATIONS

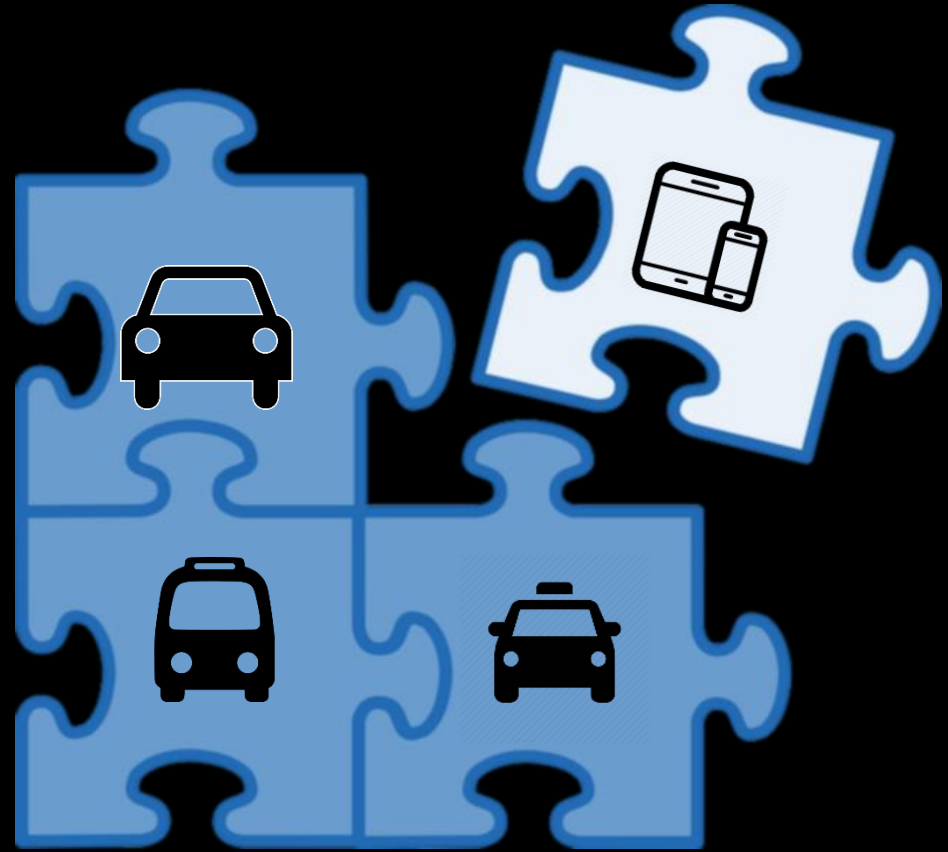


Capital, Programming, and Partnerships

- ✓ **New/Existing Park-and-Ride Lots**
- ✓ **Upgrade Multi-Modal Center**
- ✓ **Bicycle & Pedestrian Facilities**
- ✓ **Marketing & Branding**
- ✓ **Expand Voucher Program for Seniors and People with Disabilities**
- ✓ **Improve Web/Mobile Technology**
- ✓ **Electronic Asset Management**
- ✓ **Transportation Task Force**
- ✓ **New Staff**
- ✓ **Work with Schools**

OUR INTEGRATED SOLUTION

- **Focus on mobility, not just services or infrastructure**
- **Provide a menu of options that can complement one another and provide choices for users**
- **Acknowledge changing demographics, position within broader area/region**
- **Embrace technology - it will play a role, but will not likely eliminate need for personal cars**



The Future Brings a Mix of Needs AND Options

FOR MORE INFORMATION



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Board of Commissioners

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www.DCTransportationStudy.com

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