



Update to GRTA Board

February 11, 2015



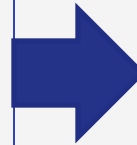
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Recommended Changes to Benefit Overall System

Recommendations

- Simplify Downtown and Midtown routing
- Renumber trips that serve multiple patterns same route
- Increase frequency and span of service from route consolidation
- Consolidate Midtown and Downtown service
- Add park-and-ride access to select routes
- Add service to new markets



System Benefits

- Service is more reliable
- Service is easier to understand
- Frequency is greater
- Parking access is greater
- Span of service is longer
- Service goes to new destinations

The On-Line Survey has successfully reached out to customers

- Opened online survey January 16th; plan to close February 16th
- 3000+ completed surveys
- Respondents primarily reflect view of existing customers with defined patterns
 - Future passenger are not represented heavily in these comments
- Every route has both positive and negative comments
- Some common themes:
 - Like added frequency
 - Like new destinations
 - Dislike added running times, due to:
 - Adjusting schedules to reflect actual traffic conditions
 - Stopping at multiple park-and-ride lots
 - Travelling through Downtown to get to Midtown
 - Concern for vehicle capacity, or over-crowding
 - Dislike any increase in walking distance

Next Steps

- Consider survey comments
- Finalize Horizon 1 recommendations
- Develop long-term Horizon 2/3 recommendations
- Develop Horizon 1 implementation plan

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