

# Connect Northwest Arkansas

## 10-Year Transit Development Plan



RAZORBACK TRANSIT



# Transit Development Plan (TDP)

If you **connect** people and save them **time**, you give them **freedom**.



# Who Plans Transit in NWA?

- Northwest Arkansas Regional Planning Commission
  - NWARPC Transit Asset Management Plan - 2018
  - NWARPC System Wide Origin and Destination Survey - 2018
  - NWARPC 2019-2022 Transportation Improvement Program - 2018
  - NWARPC Program of Projects – 2018-2019
  - NWARPC 2040 Metropolitan Transportation Plan -All modes – Roadways, Transit, Bike, Pedestrian - 2016
  - NWARPC Alternative Analysis - 2014
  - NWARPC Transit Development Plan - 2010
- Ozark Regional Transit – Public Transit Operator
  - ORT BRT Study - 2018
  - NWARPC Transit Development Plan - 2010
- Razorback Transit University of Arkansas – Public Transit Operator
  - Fayetteville Mobility Plan - 2017
  - U of A Campus Master Transportation Plan – 2015
  - NWARPC Transit Development Plan - 2010
- Local Jurisdictions
  - Comprehensive Plans
  - Downtown Master Plans
  - Area Plans



# Who Funds Public Transit in NWA?

- Federal Transit Administration
  - NWARPC as a Designated Recipient for the Urbanized Area FTA programs
    - Urban FTA Funds awarded by NWARPC Policy Committee to Ozark Regional Transit and Razorback Transit (Approximately \$3,120,362 Federal Funds annually)
  - ARDOT as a Designated Recipient
    - Rural FTA 5311 funds awarded by ARDOT to Ozark Regional Transit
- Local Jurisdictions – Cities and Counties
- State of Arkansas
- University of Arkansas – Student Fees
- Transit Riders – Fare Box – ORT Only (except Fayetteville)



# Major Components of a 10-year TDP

- Regional Vision, Goals and Objectives
- Route Design Scenarios – Regional and within individual cities
- Funding Scenarios – Local and Regional
- Performance Measures and Targets
- Service Standards and Level of Service (Span and Frequency)
- Service Areas for Fixed Route Transit



# Land Use, Housing and Transit Relationship

- Employment and Residential Density
- Transit Markets
- Socio-economic conditions
- Transit Ready Development – Density and Mixed Use
- Transit Oriented Development
- Walkable and Bikeable Neighborhoods
- Housing and Transportation Costs – Affordability
- Mobility Hubs



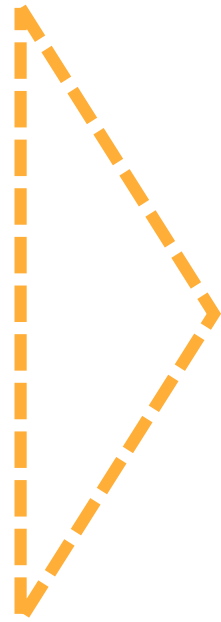
# PROCESS

- Public Engagement and Education
- State of Transit
- Scenario Development
- Service Implementation
- Transit Investment



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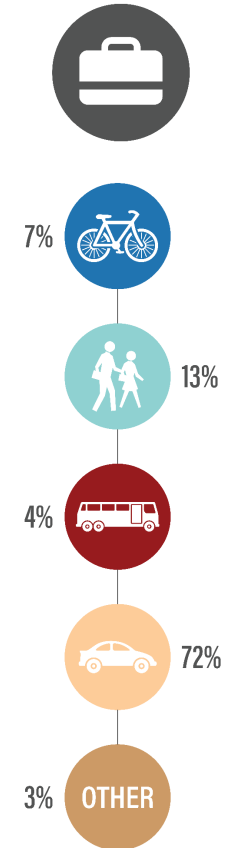
- *Interactive*
- *Key Stakeholders*
- *General Public*
- *Users and Nonusers*





# Public Engagement

How do you commute?



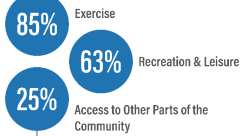
Bicycling



**18%** of respondents ride a bike several times per week.

**17%** of respondents ride a bike at least once per week.

Why do you ride a bike?



What are your typical destinations when biking?



What prevents you from biking in the region?



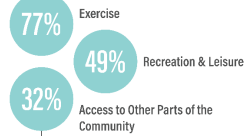
Walking



**36%** of respondents walk several times per week.

**15%** of respondents walk at least once per week.

Why do you walk?



What prevents you from walking in the region?



Transit



**8%** of respondents use transit several times per week.

**5%** of respondents use transit one or fewer times per month.

How do you access your nearest transit stop?



Are there sidewalks connecting you to your transit stops?



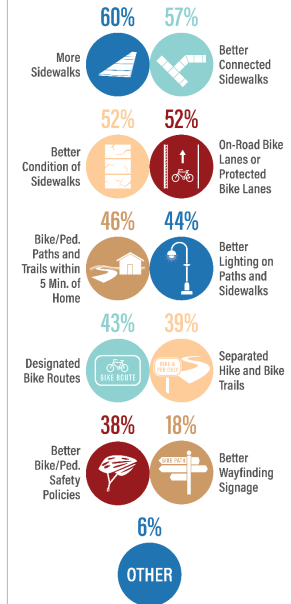
What prevents you from using transit in the region?



Improvements

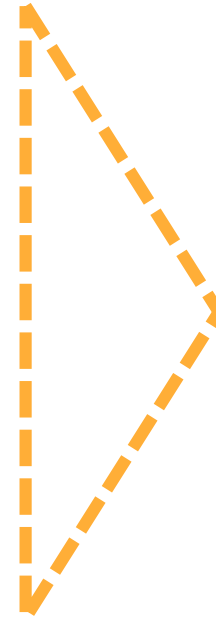


What kinds of improvements would encourage you to bike or walk more?



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- *Previous and ongoing plans/efforts*
- *Market Analysis*
- *Operational Analysis*
- *Benchmarking Review*



# Market Analysis

## Demographic Profile

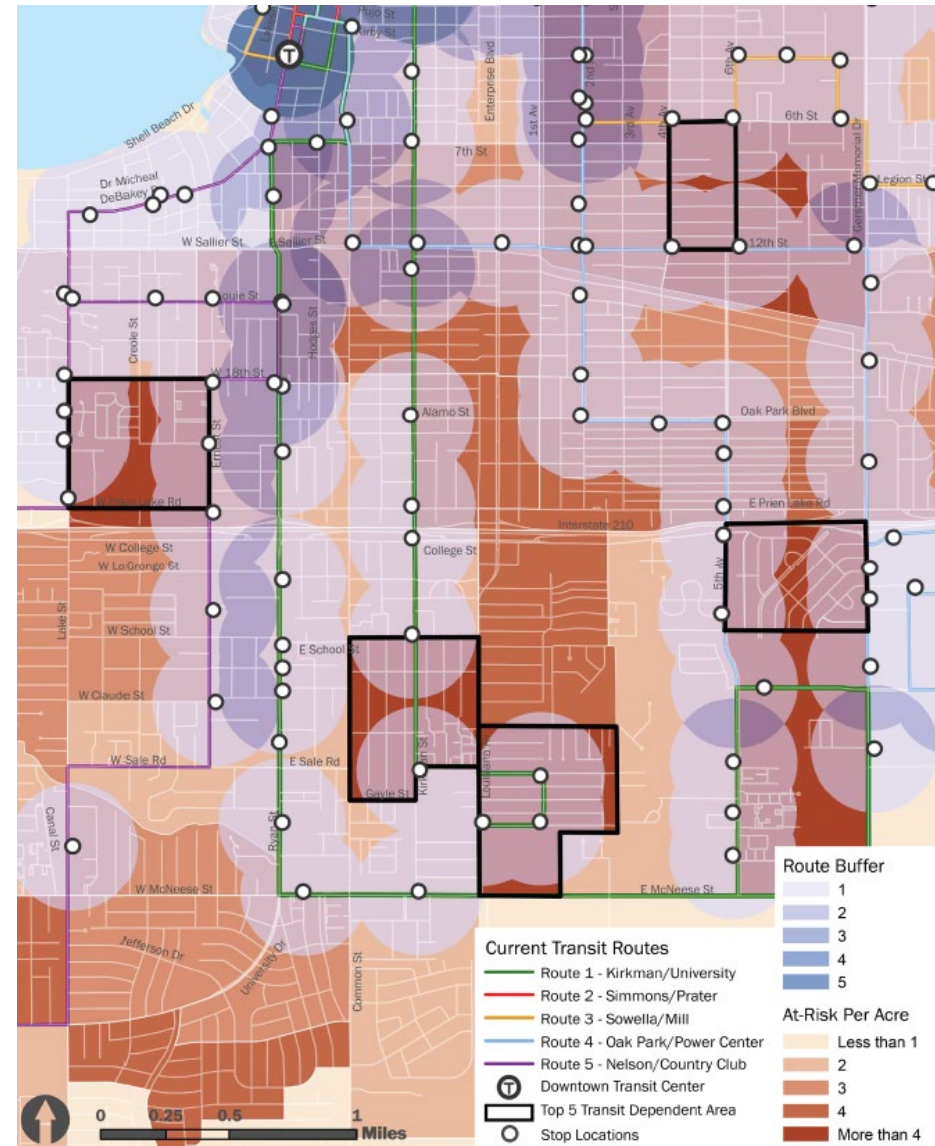
*Who does transit serve?*

## Destination Analysis

*Where does transit go?*

## Gap Analysis

*How can transit serve more people and places?*



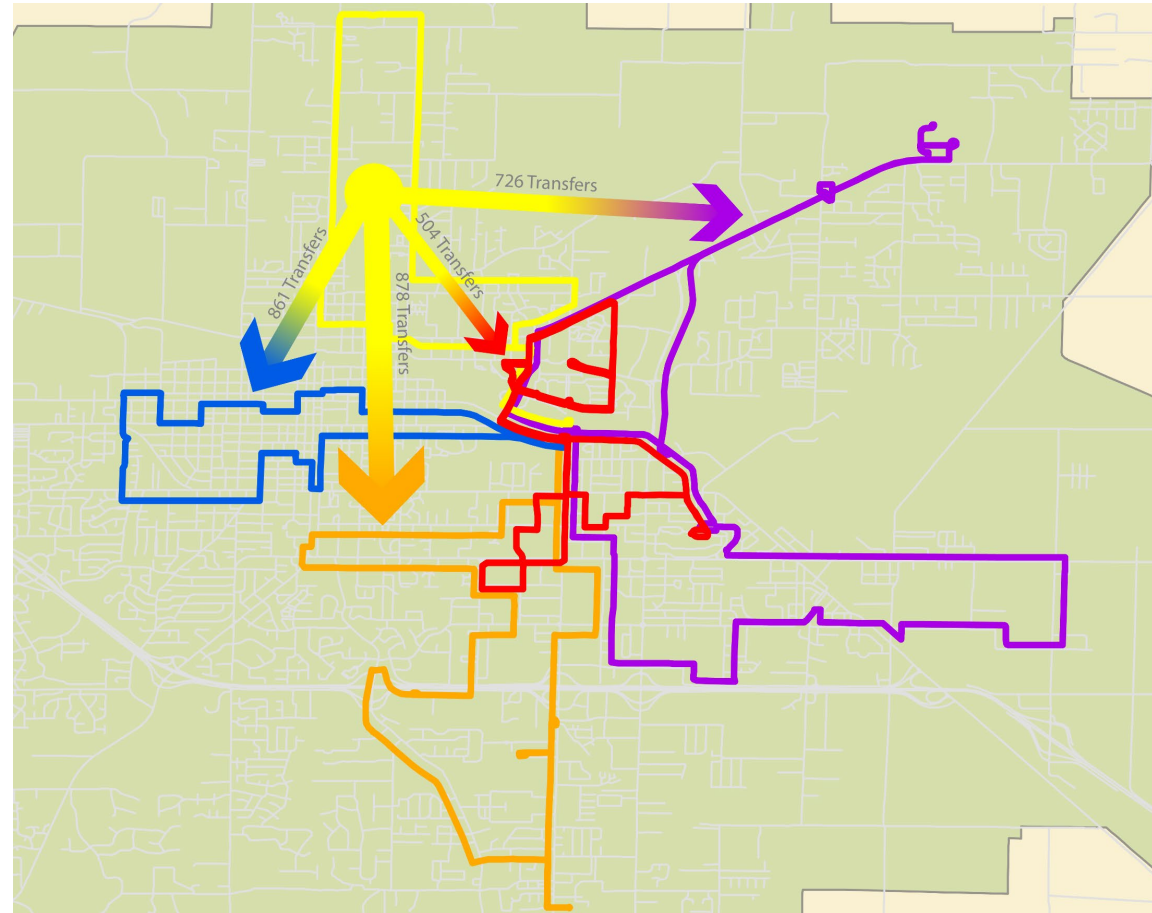
# Operational Analysis

Ridership Analysis

Micro Transit Markets

Operational Efficiencies

Route and Network Design



# Benchmarking Review

Review of a diverse group of cities

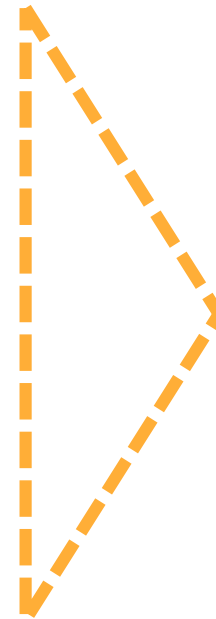
*What works well there?*

*Will it work well here?*



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- *Regional Integration*
- *Customized for each community*
- *Connectivity*
- *Travel Time Savings*
- *Reflection of the PE Process*

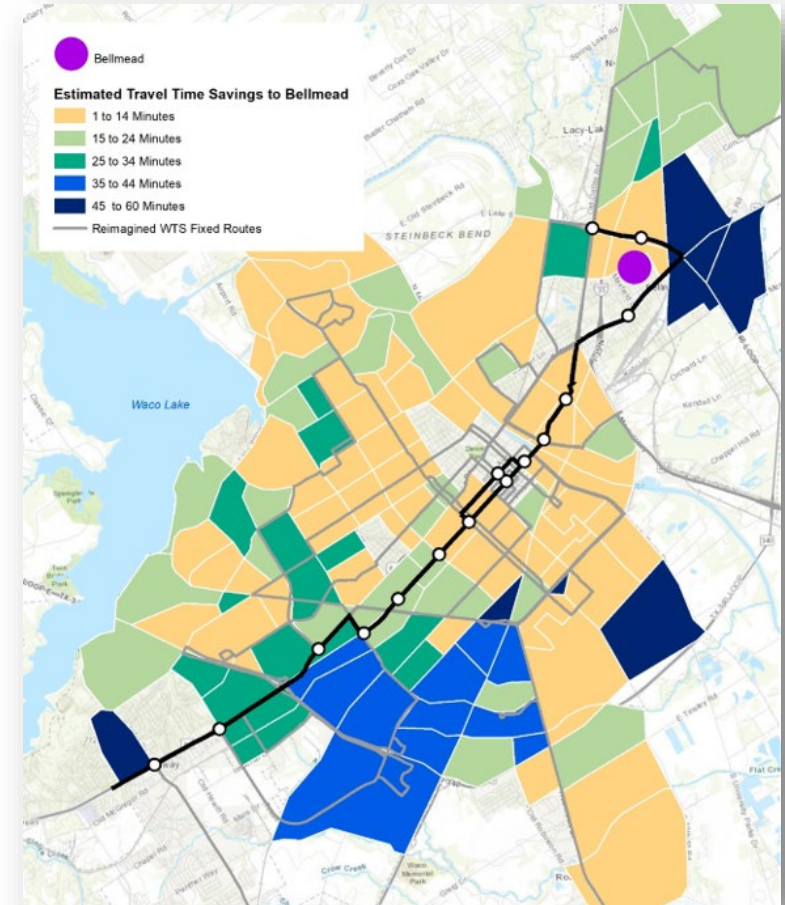


# Scenario Development

Clear understanding of the benefit and value associated with each alternative

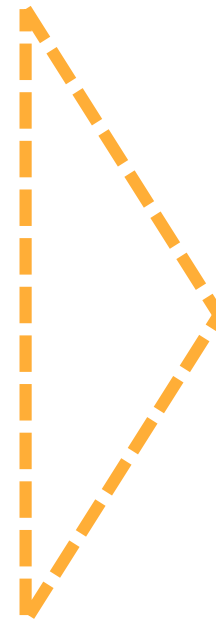
The ability to develop hybrid solutions

Ownership from the public



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- *Sustainable*
- *Scalable*
- *Phased*





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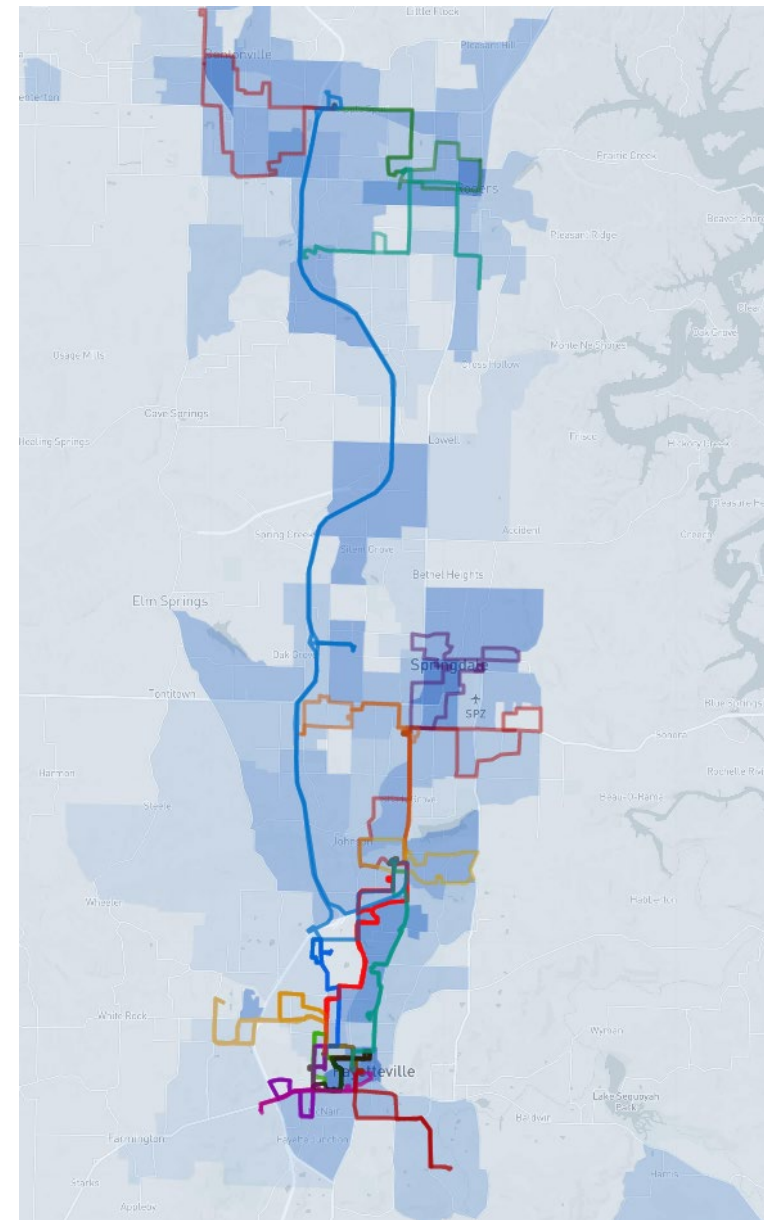


# ORT Strategic Plan

Clear definition of ORT's role in the TDP

Coordination opportunities to improve service delivery and efficiencies

A sustainable path forward



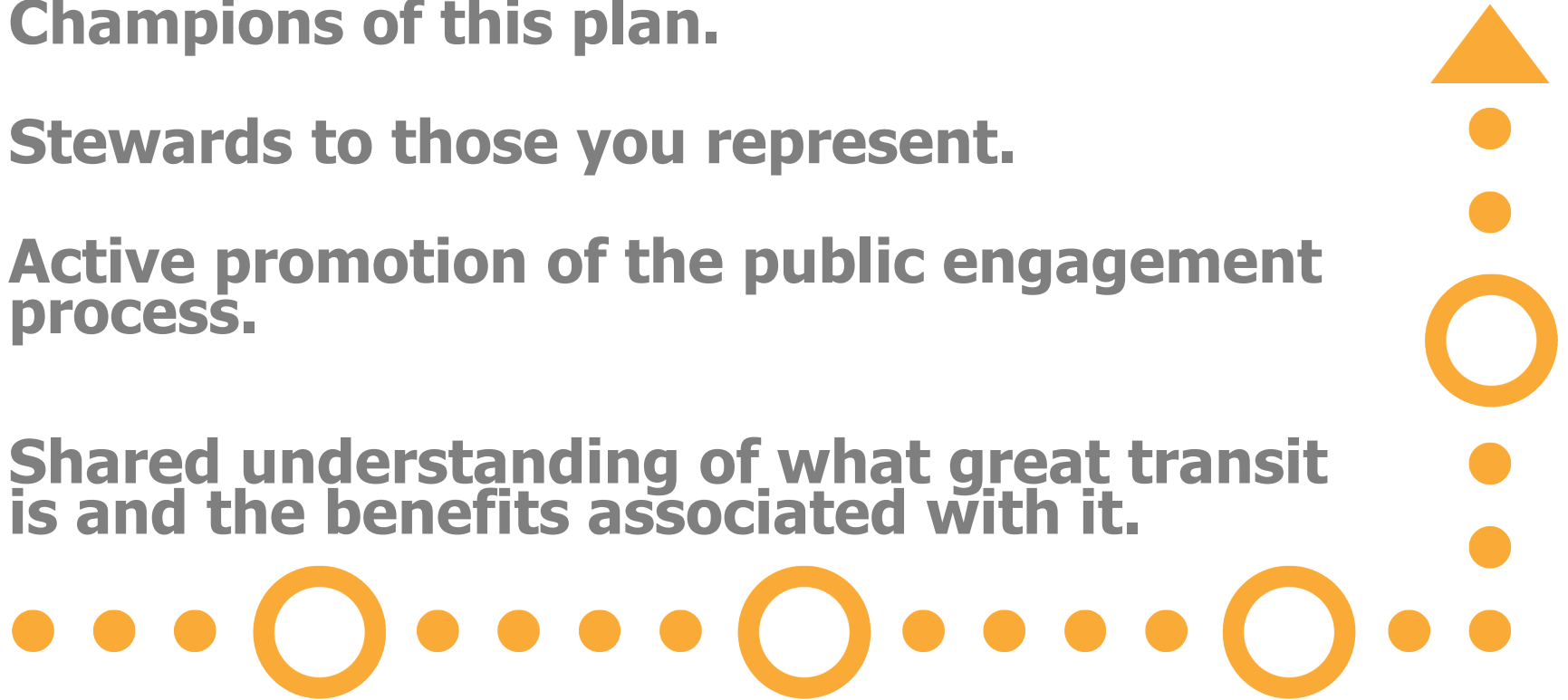
# ORT Board Role

**Champions of this plan.**

**Stewards to those you represent.**

**Active promotion of the public engagement process.**

**Shared understanding of what great transit is and the benefits associated with it.**



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# What makes transit great?

- It takes me where I want to go...
- ...when I want to go there
- It is reliable
- It saves me time
- It gives me freedom

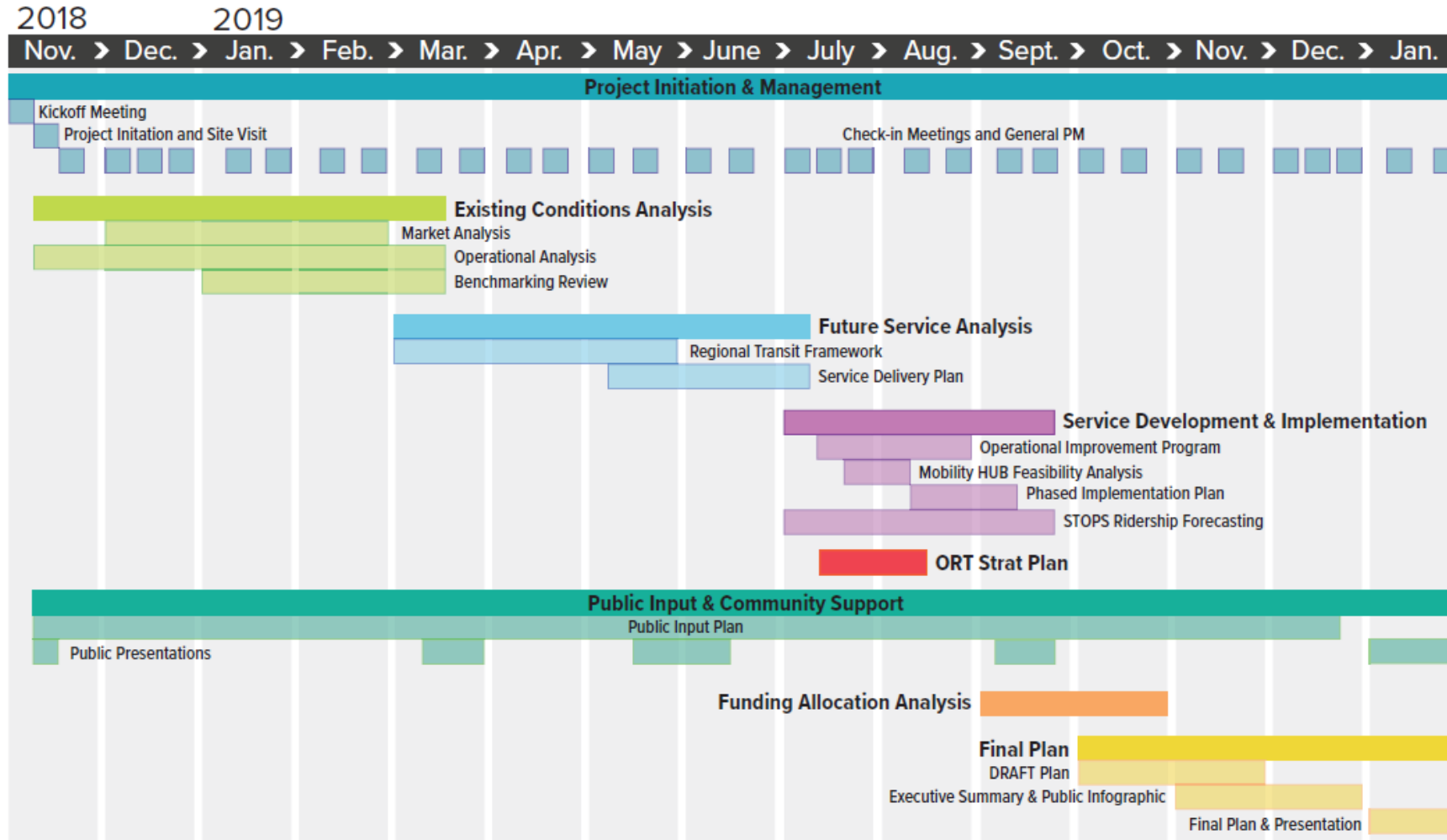


# What makes transit great?

If you **connect** people and save them **time**, you give them **freedom**.

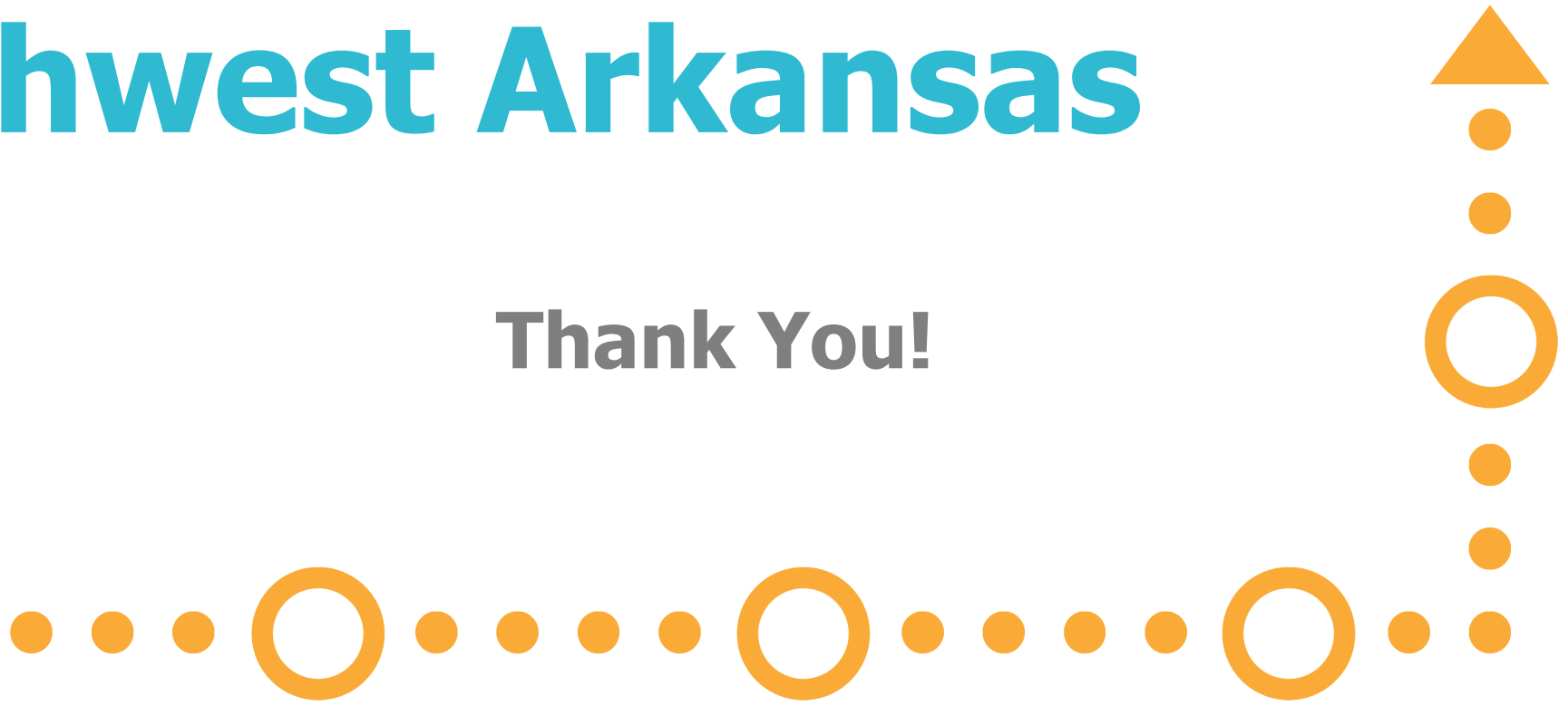


# Schedule



# Connect Northwest Arkansas

Thank You!



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