

DRAFT

Transit Development Plan (TDP) Update 2017-2021



Montgomery Transit System

PREPARED FOR



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Executive Summary

An update of the M Transit System's 5-year Transit Development Plan (TDP) was conducted by the M Transit System in partnership with the Montgomery Metropolitan Planning Organization (MPO) and the City of Montgomery. The intent of the TDP is to guide operational changes and capital investments in the short-term to enhance the system, provide an improved experience for existing riders, and attract potential new customers.

This update is an analysis of the current transit service and ridership as well as demographics, employment, and land use in the City of Montgomery. A list of recommendations to increase the efficiency of transit service and improve accessibility to employment centers, hospitals and medical facilities, and shopping opportunities for M Transit riders is a key outcome of this process. Initial service recommendations were based on a review of existing conditions as well as system goals and objectives that were developed with input from the public, stakeholders, M Transit, and the City of Montgomery. These service recommendations were tested using the Transit Boardings Estimation and Simulation Tool (TBEST) modeling software and evaluated using performance measures tied to the goals and objectives.

A list of final recommendations was created from the highest performing recommendations. Systemwide performance measures were then calculated. Next, operating costs for the recommended system were estimated and potential funding sources were documented. Finally, an implementation plan for rolling out the recommended changes across the M Transit system was developed. The key findings of this update are grouped by section below.

Existing Service Structure

- The M Transit system operates 14 fixed routes Monday through Saturday
- Paratransit service is provided within $\frac{3}{4}$ miles of fixed route service
- There are two transfer centers located at:
 - Water and Molton Streets in Downtown Montgomery
 - West Fairview Avenue and Mobile Highway
- All vehicles, equipment and facilities are owned by the City of Montgomery
- First Transit operates the system under contract

Review of Previous Studies

The *2009 – 2013 Transit Development Plan* developed a set of recommendations to improve service efficiency. Due to funding shortfalls as a result of the Great Recession beginning at the end of 2007 and limited local support for the changes, none of the below recommendations were implemented:

- Routes were reconfigured to reduce run times and improve performance
- Routes 1 and 16 should be merged
- Route 9 should be divided into two routes
- Service to southwest Montgomery should be increased

The above recommendations were tested with new demographic and land use data to determine if they are still valid. Other findings from the *2009 – 2013 TDP Update* are:

- Highest transit demand was in neighborhoods south and west of downtown
- Poor on-time performance impacted timed transfers and system reliability
- The Intermodal Center offers good amenities, but opportunities for improving bicycle and pedestrian access exist

Findings from other relevant plans include:

- The M Transit is projected to receive approximately \$21.6 million in federal funds through 2021, all of which is planned or programmed for fleet replacement and facilities rehabilitation (i.e. the Downtown Transfer Center, Fairview Transfer Center, and the Administrative/Maintenance Facility)
- The City of Montgomery population declined 2.5% between 2010 and 2015
- Employment is concentrated in Downtown Montgomery, along Southern and Eastern boulevards, and on I-85 between Taylor Road and Chantilly Parkway
- Low-income populations are located in southwest Montgomery and around the downtown area
- MPO projections show the density of the city will be constant through 2040
- Several bicycle routes and planned pedestrian improvements are adjacent to existing bus routes
- Routes 2, 3, 5, and 9 are all on roadway segments with congestion relief needs identified in the Congestion Management Plan

Public and Stakeholder Engagement

Throughout the TDP Update, a number of opportunities for the public, stakeholders, and partner agencies were held to gather input on the existing system as well as potential and final recommendations. Examples of engagement strategies include:

- Public meetings and open houses
- Interviews with key decision-makers
- Focus groups with major transit and mobility stakeholders
- Surveys of current transit riders and the general public

Market Analysis

The following traditional transit markets are generally served by the existing transit routes:

- Zero car households are in the northern part of Downtown Montgomery, near the Fairview Transfer Center, West Boulevard and US Route 331, Baptist Medical Center, Atlanta Highway, and East Boulevard
- Low income areas are concentrated in Downtown Montgomery, to the north and west of Downtown, and in Woodland Hills
- Young persons and seniors are fairly evenly distributed throughout the city
- The M Transit System provides access to areas with the high job densities, which are not projected to change much between 2010 and 2040
- From a land use perspective, within the City of Montgomery most areas and corridors with retail and residential uses are served by existing routes

Transit Development Plan Goals

Goals and objectives were based on a peer review of five other transit agencies and public and stakeholder input. The TDP goals include:

- Enhance the integration of transit services to support the economy and local land uses.
- Provide high quality mobility options with safe, efficient service, and multimodal connectivity.
- Ensure a high level of customer service through effective communication and public engagement.
- Maximize existing funding sources and assets to provide cost-effective service.
- Maintain reliability of the transit system service through a state of good repair

Ridership Data Summary

- There are currently 2,226 boardings per day
- The system operates from 4:40 AM to 9:35 PM
- There are an average of 9.02 passengers per vehicle revenue hour
- The current farebox recovery ratio is 10.9 percent

Recommended System

Two major focuses of the recommended system are providing more connections across the City of Montgomery and to reducing the time riders spend waiting, while minimizing increases in operating costs. Based on the TBEST model, the following are key performance increases of the recommended system:

- A 0.4% increase in operations costs is estimated
- A 35% increase in ridership is forecasted
- The increased ridership reduces cost per mile and average cost per trip

- Increased access to employment in the City of Montgomery and the Veterans Affairs hospital is provided by the recommended system

Other key findings regarding the recommended system include:

- The M Transit can provide the recommended service with existing vehicles
- Focusing on vehicle purchases will increase the reliability of the fleet
- Additional vehicles could improve headways throughout the system
- The M Transit System should continue striving to increase service frequency

Equipment and Facilities

- The M Transit System has 100 employees, made up of 50 drivers, 34 administrative positions, and 16 maintenance positions.
- There are 27 fixed route vehicles in the fleet
- Currently there are 11 demand response vehicles
- All fixed route vehicles are equipped with bicycle racks
- There are two transfer centers and one maintenance facility

Revenue and Expenditures

- Funding is through federal grants, the general fund, and farebox revenue
- The total operating cost for the M Transit System in 2015 was \$6,228,064
- The TBEST model projected a 0.4% overall increase in costs to \$6,477,187






Implementation Plan






The following steps will need to be started at least six months prior to introducing service changes:

- Develop a detailed operations plan
- Create a staffing plan
- Schedule & timetables
- Public Outreach Plan
- Initial public announcement and outreach
- Engage major community stakeholders
- Hire and train additional drivers as necessary
- Test new transfer policies with magnetic strip fare system
- Select bus sizes for each trip
- Route-specific announcements
- Provide information tables, phone number, and website for public to use to plan their trips in new system

114



-  M Transfer Centers
-  Hospitals
-  Local Roads
-  State & Federal Roads
-  Interstates

 Montgomery Airport
 Local Universities
 Military Bases
 Water
 Montgomery County

----- Existing M Bus Routes

Recommended Routes

- 1
- 2
- 3
- 4

M Transit TDP

5	11
6	12
7	16
8	17
10	

Montgomery, AL

Sources: Montgomery MPO, U.S. Census,
VHB

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1

Introduction

The M Transit System, in partnership with the Montgomery Metropolitan Planning Organization (MPO) and the City of Montgomery is updating its 5-year Transit Development Plan (TDP). This plan identifies service changes intended to increase transit service efficiency throughout Montgomery, as well as improve service, mobility and accessibility to jobs, medical appointments, and shopping.

This TDP Update provides background on previous transit plans in Montgomery and relevant other plans, describes findings from public engagement activities, provides a demographic market analysis, and performs a systemwide analysis to understand how the system is performing now and where the travel needs are. Using the goals and performance measures developed in this TDP Update, service recommendations were developed along with a discussion about funding sources, equipment needs, and implementation.

2

Service Structure

2.1 Existing System

The M Transit System in Montgomery provides service Monday through Saturday within Montgomery City limits. There are 14 fixed routes (Figure 1) with complementary paratransit service available within $\frac{3}{4}$ miles of fixed route service. The M Transit System provides connections throughout the City through two transfer centers located at the intersection of W. Fairview Avenue and Mobile Highway (2332 West Fairview Avenue) as well as Water Street and Molton Street downtown (103 Molton Street).

All routes connect to one of these transfer centers except Route 9 which provides a loop around Trenholm State Community college, Montgomery Town Center, and surrounding neighborhoods with opportunities for a free transfer at the One Center.

The M Transit System provides critical mobility options to those in neighborhoods that tend to be lower income and are more dependent on transit services, as well as local universities, hospitals, shopping destinations such as East Chase shopping center, and connections to the Montgomery Regional Airport. Services also provide access to the Maxwell Gunter Airforce Base main campus and annex, located on separate sides of the City.

Fares for the system are \$2.00 for a one-way trip with free transfers at the transfer centers between routes. The system operates with a pulse schedule, where multiple routes pull into the transfer centers at the same time and allow transfers for rides. However, not all routes are operating on the same pulse schedule so some rider must wait at the transfer centers for their desired bus.

While the M Transit System does have designated stop locations with signs, schedules, benches, and/or shelters, this system is unique in that it also picks up at flagged stops. Anyone can hail the bus along its designated fixed alignment and if the bus driver deems it safe to stop, the bus will stop and pick-up that

passenger. While this makes it convenient for riders, this can cause travel time issues if there are a lot of pickups located close to each other, as well as potential safety issues with riders desiring to board in unsafe locations. The final report will analyze how the flagger system is affecting the M Transit System and identify any associated recommendations.

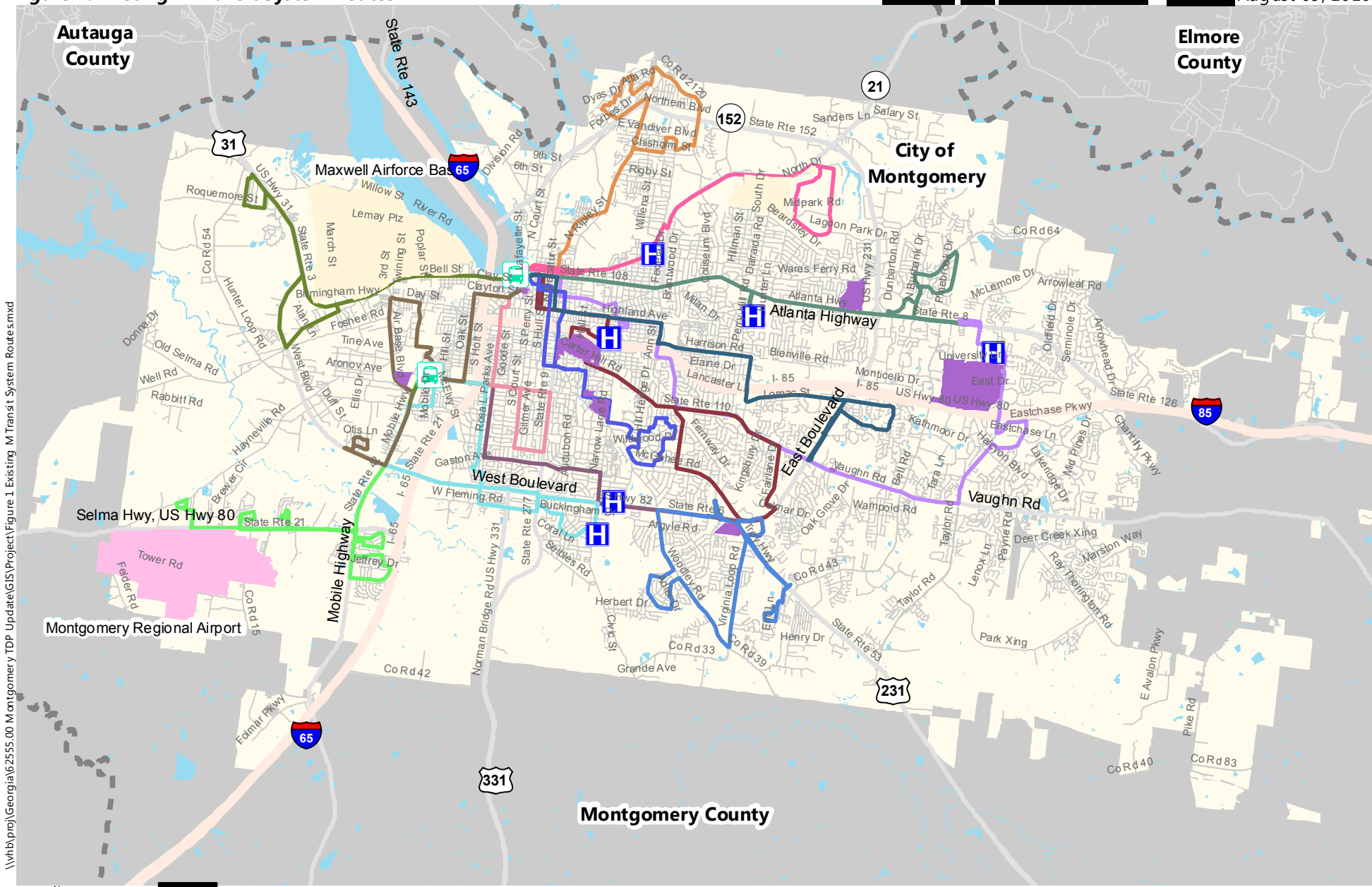
The City of Montgomery provides the local match for federal capital and operating expenses from its general fund.

2.2 Existing Contract

The M Transit System is owned by the City of Montgomery. Management and operations services are contracted out to First Transit. First Transit receives an annual fee of \$285,000 for managing the service in addition to the operations costs for providing service and maintaining the vehicles and facilities. All equipment, facilities, and vehicles are owned by the City of Montgomery. Currently, First Transit is performing these services on a 1-year extension to its 5-year contract. The current contract runs through 9/30/2016.

Figure 1: Existing M Transit System Routes

August 09, 2016



\\vhb\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\Figure 1 Existing M Transit System Routes.mxd



M Transit TDP | Montgomery, AL

- | | | | | |
|-----------------------------|--------------------|----------------------------|-------------------------------|---------------------------------------|
| M Transfer Centers | Montgomery Airport | Route 1 AUM East Chase | Route 6 Southlawn - Twingates | Route 11 Ridgecrest |
| Hospitals | Local Universities | Route 2 Eastdale Mall | Route 7 Maxwell | Route 12 Smiley Court - Gibbs Village |
| City, County, State Offices | Military Bases | Route 3 Montgomery Commons | Route 8 Gunter | Route 15 Allendale Road |
| State & Federal Roads | Water | Route 4 Boylston | Route 9 Virginia Loop | Route 16 Twin Oaks |
| Interstates | Montgomery County | Route 5 Montgomery Mall | Route 10 South Court Street | |

M Transit System
Existing Service
Sources: Montgomery MPO, U.S. Census, VHB

3

Review of Previous Studies

3.1 Introduction

The purpose of this section is to review policy documents relevant to the update of The M Transit's Transit Development Plan. In coordination with the client, it was determined the following documents would be reviewed as part of this effort:

- 2009-2013 Transit Development Plan (TDP)
- Montgomery Transit Needs Assessment in the 2030 Long Range Transportation Plan (LRTP)
- Montgomery MPO 2040 Long Range Transportation Plan (LRTP)
- 2012 Montgomery MPO Bicycle and Pedestrian Plan
- Montgomery Congestion Management Program (2014-2018)

The subsections that follow describe the overall purpose of these documents and the relevance of their recommendations to developing goals and recommendations for transit mobility in Montgomery.

3.2 TDP 2009-2013

The 2009-2012 Transit Development Plan (TDP) was completed in September 2008. Based on transit services and demographic characteristics in 2008, the TDP provided a performance review of existing transit routes to develop a set of recommendations for more efficient services throughout the system. The primary means of determining transit needs was through an assessment of service trends with respect to servicing specific demographics and employment, the conducting of surveys, and an inventory of performance characteristics.

One item included within the previous TDP was a historical perspective of transit service with Montgomery. Highlights are included in Figure 2.

Similar to the data collected for this project, the previous TDP performed a demographic market analysis and stakeholder outreach. These efforts were used

Figure 2: Montgomery
Transit Timeline

Montgomery Transit Development Plan Update 2017-2021

1886:
The first transit
service is electric
trolleys

to identify areas in the City with greater need for local mobility and understand what key stakeholders want out of transit in Montgomery.

1936:
Trolley system
replaced by
privately operated
buses

Finally, the TDP undertook an assessment of the performance of the system.

Amongst the highlights of the performance analysis:

- The system-wide number of passengers per hour was 14.45 in 2008.
- Routes with the highest ridership in 2008 were Route 2 Eastsdale Mall and Route 10 Smiley Court.
- The routes with the lowest ridership per day were Route 15 Allendale and Route 8 Gunter Annex.

1974:
City purchases the
Montgomery Area
Transit System

Key observations from the analysis tools noted above include:

- Reintroducing fixed-route service between 1999 and 2003 service brought about significant ridership growth.
- Refinements to existing routes and schedules were needed to meet planning objectives; not addressing the issues could result in a less effective system with major cost issues.
- Most of the demand for public transportation was found in the older, established neighborhoods located south and west of downtown Montgomery.
- Although some redevelopment activity was taking place in midtown and downtown, most of the residential, business/commercial and employment growth was occurring in the east and southeast sectors of the city in 2008.
- Poor on-time performance was having a major impact on timed transfers and system reliability.
- The West Fairview Transit Center, located west of I-65 in southwest Montgomery at 2318 West Fairview Avenue, was not centrally located.
- The new Intermodal Center offered improved passenger amenities; however, pedestrian access near the center (e.g., sidewalks, pedestrian crossings and signals), bus circulation, and the amount of space set aside for buses limited its short-term and long-term usefulness.

1990s:
Due to declining
ridership, routes
are replaced with
demand response

2000:
City restores 3 fixed
routes

Generally, the recommendations included:

- Rerouting multiple routes to shorten run times and thus ease the burden of vehicle demands;
- Merging Routes 1 and 16,
- Changing the name of Routes 1, 6, 7, 10, 11,
- Dividing Route 9 into two routes (9A and 9B) with name changes,
- Increasing service to southwest Montgomery.

2001:
City adds 6 more
fixed routes

Unfortunately, none of the proposed improvements recommended by the previous TDP have been implemented. Funding shortfalls due to the recession affected implementation, and local support for the changes were limited. Through the course of this TDP update, a new look at ridership trends, updated

demographic trends, and other baseline conditions will determine if any recommendations from the 2008 TDP for any of the routes are still valid along with new recommendations to improve service.

3.3 Other Relevant Studies

3.3.1 Montgomery Transit Needs Assessment from the 2030 LRTP

As part of the 2030 LRTP effort completed in March 2005, a one-page document was developed to summarize transit needs throughout Montgomery. While this was completed in 2005, similar demographic trends exist today.

Using the regional travel demand model, the following areas were determined to have concentrations of lower income populations:

- Areas adjacent to downtown, especially to the south and west
- Area west of I-65 and south of Maxwell AFB
- Decatur Street/Lower Wetumpka Road corridor north of downtown

Additionally, concentrations of higher income neighborhoods located along critical corridors were identified as having the potential to support express bus/vanpool services:

- Atlanta Highway corridor east of US 231
- East Montgomery - Fieldcrest/Perry Hill corridor
- Prattville area, especially along I-65 (though densities are much lower)
- Wetumpka Road area, east of US 231 (again, relatively low densities)

Major (non-retail) employment centers were identified as potential destinations of express bus/vanpool service using the regional travel demand model. This assessment identified the following areas:

- Primary concentration: Downtown Montgomery (107 non-retail jobs/acre in 14-TAZ area bounded by I-85, Court, Madison, Jackson)
- Secondary concentration: Forest Avenue at I-85, just southeast of Downtown (51 non-retail jobs/acre in 1 TAZ)
- Secondary concentration: Gunter Industrial Park in northeast Montgomery (11 non-retail jobs/acre in 1 TAZ)
- Secondary concentration: US 80 (South Boulevard) at Woodley Road (23 non-retail jobs/acre in 2 TAZs)

This assessment noted that the need for improved transit service was greatest along corridors that were expected to experience severe congestion. Major commute corridors expected to operate primarily at LOS F include:

- I-85 from Atlanta Highway to Downtown Montgomery

- SW commute corridor: US 82 from McGehee Road to Carter Hill Road
- Eastern/Northern Boulevard from US 231 to Norman Bridge Road
- Other corridors that will be approaching LOS F: Atlanta Highway, I-65 North, US 231 Eastern Boulevard to Wetumpka Road.

Based on the demographic analyses completed, preliminary findings from the 2030 LRTP regarding transit needs included:

- Low income areas were generally served by existing bus routes, but could benefit from improved service/frequency.
- The opportunity exists for express bus service from major middle/high income areas to downtown Montgomery, particularly along corridors expected to operate primarily at LOS F, however some of these areas fall outside of the city limits.
- The opportunity exists for vanpool service from middle/high income areas to secondary non-retail employment centers (Gunter Park, Forest Avenue, and Woodley Road).
- The Forest Avenue area could also serve as a stop along express bus service to downtown given its central location.

3.3.2 Montgomery MPO 2040 Long Range Transportation Plan Update

The 2040 LRTP adopted in 2015 serves as the overall transportation policy document for the Montgomery region. It identifies long-range and short-range multimodal strategies to improve mobility and presents a financially-constrained improvement program based on projected funding through 2040.

The portions of the 2040 LRTP most relevant to this TDP update include:

- Identification of funding allocations for transit through 2040,
- Visionary projects through 2040,
- LRTP goals, and
- Socioeconomic information regarding potential transit dependent populations.

Pursuant to the 2040 LRTP, the Montgomery MPO is projected to receive federal funding totaling approximately \$108.2 million, or \$4,329,202 annually, through the year 2040. Given the TDP's short-term focus, the amount of federal funding through 2021 is most relevant. A breakdown of operations and capital expenditures of annual funds and those expected during the TDP's five-year horizon period (2017-2021) is provided in Table 1. As shown, The M Transit is projected to receive approximately \$21.6 M in federal funds through 2021. Transit projects included the LRTP are listed in Table 2 below.

Table 1: M Transit System Projected Federal Funding (2017-2021)

	Annual	5-Year Projections
Operations	\$3,164,632	\$15,823,160
Capital	\$1,164,570	\$5,822,850
TOTAL	\$4,329,202	\$21,646,010

As shown, the improvements are limited to fleet replacement and facility rehabilitation. These improvements should be recognized during the development of short-term recommendations from this TDP update. Due to a limited amount of local matching funds, the majority of capital funds in future years will be spent on bus replacement rather than system expansion.

Table 2: LRTP Projects through 2040

Years:	Recommended Action:	Cost:
2017, 2027, 2037	Bus Replacements (10-year vehicles)	\$4,200,000/yr
2018, 2022, 2026, 2030, 2034, 2038	Bus Replacement	\$250,000/yr
2019, 2023, 2027, 2031, 2035, 2039	Bus Replacement	\$500,000/yr
2020, 2024, 2028, 2032, 2036, 2040	Bus Replacement	\$950,000/yr
2020	Rehab of Transfer Center	\$1,000,000
2021	Rehab of Administrative/Maintenance Facility	\$3,000,000
2022	Bus Replacement	\$300,000
2023	Replace Gillig Hybrids	\$5,500,000

In addition to the transit-specific content of the LRTP, the overarching regional transportation goals are relevant and will be used to develop supporting transit-specific goals for this project. LRTP goals will be used to develop TDP goals in Section 7.

The spatial analysis of the LRTP described population trends and the locations of traditionally transit dependent populations and employment centers based on 2010 Census data. Among the significant contents:

- From 2010 to 2015, the population of Montgomery County (including the area outside of the MPO service area) is estimated to have decreased from 229,363 to 226,519, representing a decline in population of approximately 1.5 percent.
- Between 2010 and 2015, the population of the City of Montgomery is estimated to have decreased from 205,590 to 200,602, representing a decrease of less than 2.5 percent.
- Most of the employment is located in Downtown Montgomery, along the Southern and Eastern Boulevard, and along I-85 between Taylor Road and Chantilly Parkway.

- Non-white population concentrations are located in and around Downtown Montgomery and the areas surrounding Southern and Eastern Boulevard.
- Low-income concentrations are found in southwest Montgomery, in and around downtown and the areas near the Boulevard and US 231 (Troy Highway).

Lastly, the LRTP included the following vanpool-related items:

- There is no local express/vanpool service; however, based on trip origin and destinations, residential areas identified in the LRTP as potential origin areas include Wetumpka, Prattville, and Pike Road – all of which are outside of the M service area. Potential destinations identified included Downtown Montgomery, east Montgomery, Airport and the Industrial area off of I-65 in southwest Montgomery.
- CommuteSmart is a program that coordinates car/vanpools between and within the metropolitan areas of the state of Alabama. Car/vanpools travel to and from Montgomery every day. Currently, 345 persons from the Montgomery area are in the rideshare database, 10 persons vanpool from Montgomery to Birmingham and 60 persons vanpool from Birmingham to Montgomery.

3.3.3 2012 Bicycle and Pedestrian Plan



In July 2012, the most recent update of the Montgomery Area Bicycle and Pedestrian Plan was completed to identify bicycle and pedestrian connectivity needs throughout the Montgomery MPO area. Connectivity to bicycle and pedestrian facilities has been shown to enhance overall transit ridership. The bicycle items primarily related to transit include:

- Seven existing Bicycle and Pedestrian facilities are near existing transit service:
 - Montgomery Riverwalk, located near the Intermodal Transfer Center
 - Maxwell Boulevard bike lanes
 - Hall Street bike lanes, connecting historic Centennial Hill, Alabama State University and Oak Park
 - Maxwell Boulevard two-way cycle track
 - Brown Springs Road bike lanes
 - Congressman WL Dickinson Share-the-Road signs
 - Gunter Park Drive Shared Lane Markings and Share-the-Road signs
- Three bicycle proposed projects are within or connecting to the transit service area:



- Montgomery Riverwalk extension (which would increase accessibility to transit ridership for recreational bicyclists)
- Rails-to-trails project that terminates near the Intermodal Center and traverses downtown southeast to I-85
- Vaughn Road bicycle lanes from Taylor Road to Chantilly Boulevard
- There are 33 bicycle routes and 44 connector bicycle routes proposed in the Montgomery study area, including 17 bicycle routes and 24 connector bicycle routes within Montgomery County. Many of the proposed bicycle routes are along roads currently served by transit, including Atlanta Highway, Fairview Avenue, Selma Highway, Vaughn Road and Carter Hill Road.
- Pedestrian connectivity to transit ranges from high to low connectivity dependent on the area. The Montgomery Area Bicycle and Pedestrian Plan included a sidewalk inventory detailing the location of existing pedestrian facilities. Proposed pedestrian projects within the M service area are included within the Plan as Priority 1, Priority 2, and Priority 3 projects.
- Significant Priority 1 pedestrian improvements that will influence transit service include:
 - Multiple downtown sidewalk rehabilitations
 - New sidewalks along Atlanta Highway from Brantwood Drive to Coliseum Drive on both sides of the road
 - Sidewalk rehabilitation along West Fairview Avenue on both sides from Mobile Drive to Carver High School and new sidewalks on the south side of roadway (north side exists) from Carver High School to Oak Street
 - New sidewalks along the east side of South Court Street (west side exists) from Fairmont to Edgemont Avenue on east side
 - New sidewalks along both sides of Vaughn Road from Central Parkway to Carriage Brook Road

As it relates to the TDP, a long-term transit policy should be to monitor development of the proposed bicycle and pedestrian improvements and continue to promote connectivity to bicycling and pedestrian opportunities. It will be important to work with the City and MPO to focus sidewalk improvements and connections in areas with bus stops.

3.3.4 Montgomery Congestion Management Process (2014-2018)

In May 2014, the MPO developed a Congestion Management Process (CMP) to identify congested areas throughout the Montgomery MPO area and develop potential strategies to alleviate the most congested areas. While transit can be considered a means of alleviating congestion, understanding where congestion

exists along the system can also assist in developing overall operational recommendations.

As part of the CMP process, specific improvements were identified along the 25 most congested roadway segments throughout the region, as highlighted in red in Figure 3. Of these 25 segments, those currently served by transit included:

- Taylor Road from I-85 to East Chase Parkway (Route 1)
- Atlanta Highway from South Burbank Drive and East Boulevard (Route 2)
- South Boulevard from Narrow Lane Road to Troy Highway/US 231 (Routes 3 and 9)
- Carter Hill Road from McGhee to Vaughn Road (Route 5)

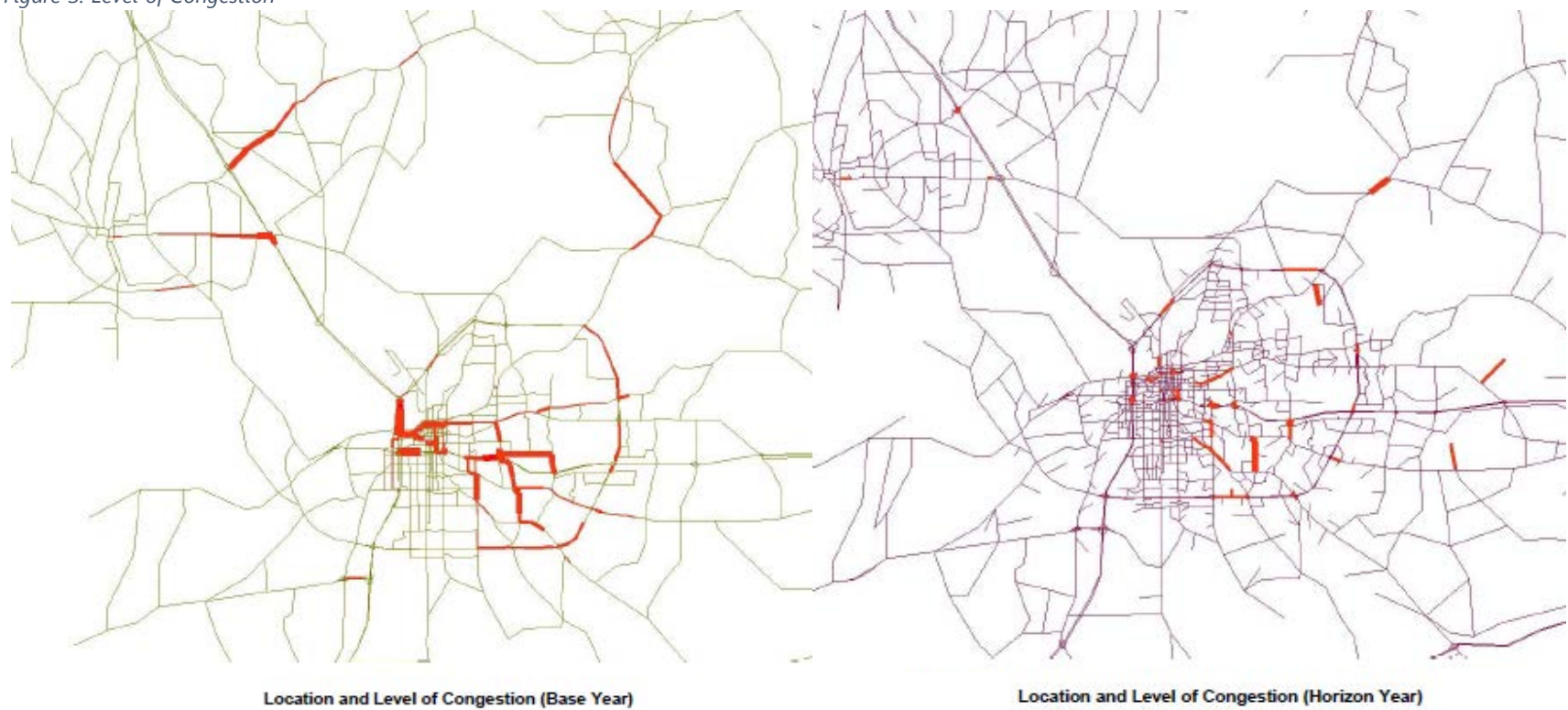
Roadway improvements along existing routes can help with both reliability and travel time along the corridor to improve on time performance. Furthermore, the CMP recommended the following congested segments for bus service and operations improvements (in addition to other enhancements):

- Atlanta Highway from South Burbank Drive and East Boulevard (Route 2)
- Carter Hill Road from McGhee to Vaughn Road (Route 5)
- Perry Hill Road from Atlanta Highway to I-85 (Not currently served)

Lastly, two congested segments outside the transit service area (located in Prattville) that were recommended for transit and ridesharing programs amongst other improvements were:

- Cobbs Ford Road from US 82 to I-65
- East Main Street from US 82 to Greystone Way

Figure 3: Level of Congestion



Source: Montgomery MPO

3.4 Key Takeaways for TDP Update

Moving forward in the TDP update, the following major findings from relevant studies should be considered:

- The previous TDP identified certain M routes that performed poorly when compared to the rest of the system that are still in operation – particularly Routes 7 Maxwell, 9 Virginia Loop, 1 AUM Campus, 8 Gunter Annex, and 15 Allendale. Routing changes were recommended to all but Route 15 to correct these issues (2009-2012 TDP).
- The most notable takeaway from the review of previous studies is the lack of significant changes to the demographic characteristics in the Montgomery area since the completion of the previous TDP. The population for the area has remained the same, the concentrations of low-income populations also appear to be unchanged, and many of the employment centers within the area have not shifted. Depending on the results of the baseline conditions assessment and system performance evaluations, these factors serve as an initial indication that many of the recommendations from the previous TDP – based in part on similar characteristics - may still be relevant. This is particularly true if the same performance has remained consistent with that reported in the previous TDP (2009-2012 TDP, 2040 LRTP).
- The M is projected to receive a total of \$21.6 M in federal aid through 2021 and all of the transit projects identified in the 2040 LRTP are associated with bus replacement and rehabilitation of facilities. One of the primary objectives of this TDP update is to investigate the best uses for these funds moving forward (2040 LRTP Update).
- There are several bicycle routes and planned pedestrian improvements along existing bus routes. The potential for the placement of bicycle and pedestrian amenities along existing routes suggests a need for coordination with respect to the placement of stop amenities such as shelters, wayfinding, etc. to maximize City investments. This also suggests a need for educational programs to promote the connection between bicycling and transit moving forward (2012 Bicycle and Pedestrian Plan).
- Analysis has shown that the best origins for local express/bus vanpools are from outside of the City (Wetumpka, Prattville, and Pike Road) to locations inside the City. This is somewhat consistent with the findings from the 2030 LRTP assessment. Regardless, this trend reinforces the need for interjurisdictional coordination to implement intra-regional commuter-related services such as express bus and/or vanpools (2030 LRTP, 2040 LRTP).
- Routes 2, 3, 5, and 9 all traverse roadway segments identified as needing congestion relief strategies. Given that bus transit is susceptible to the same congestion as general traffic, peak hour operation modifications may be needed for these routes (Montgomery CMP).

4

Public & Stakeholder Engagement

4.1 Public Engagement Objectives

To fully capture the issues, needs, and context around developing service recommendations for the M Transit System, the following are objectives of the public involvement process:

- Engage the general public through open house meetings,
- Engage current transit riders to identify issues and successes with current service,
- Engage drivers and system operators to understand where there are issues in the system;
- Engage Key Decision-Makers, including City council members, the mayor, City department heads, and the MPO director, and
- Engage community stakeholders through focus groups to identify their individual and agency mobility needs

4.2 Public Engagement Activities

To engage as many stakeholders as possible, public engagement activities were conducted through various media. This included public meetings for in-person conversations, interviews with key decision-makers, focus groups with major transit and mobility stakeholders, and surveys for the public that were available in both in paper format and online.

Through all of these activities, VHB was able to gather information on how the system works, is perceived, service priorities, and what both riders and non-riders want to see from transit in Montgomery in the future.

4.2.1 Public Open House

To directly reach transit riders and gather input, a public meeting was held at the Intermodal Transfer Center, located on Molton Street on April 20, 2016 from 5:30 PM to 7:00 PM. The project team, accompanied by City of Montgomery Planning Staff, were on hand to solicit feedback from citizens and riders on ways to provide more efficient transportation in the City of Montgomery and to receive feedback on ways to improve existing service. The team discussed the study and distributed Project Fact Sheets to approximately 30 riders in the bus waiting area, bus boarding area and Intermodal Transfer Center.

Almost without exception, the participants advocated for more public transportation, even while recognizing the severe constraints on resources available to fund such expansion. More service for the transit-dependent population was especially encouraged to provide critical access to jobs, training, recreational activities, medical and other essential services. Commuter service from nearby towns and cities was proposed by attendees. The need to extend operating hours was also identified as critical because, while some employees can get to work on transit, they can't get back home because the bus stops running before their shift ends, rendering transit of limited value to these workers.

Attendees of the open house meeting were given the opportunity to provide input on open-ended comment cards. These cards were also distributed through the transfer centers and to various stakeholders. The complete text of these comments can be found in Appendix A. Over 120 comment forms were collected. From the forms gathered, the comments could be categorized into the following:

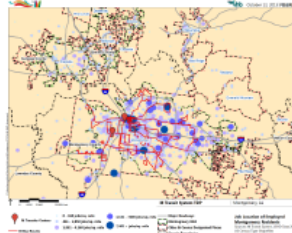
- *Weekend Service:* This includes a desire for Sunday service as well as earlier and later service on Saturdays. The Saturday/Sunday service were the most frequent requests. While not as highly requested, it was also mentioned that service on Holidays is important to some participants.
- *Locations:* The riders of the M Transit System suggested service expansion to many locations, but the locations mentioned the most were Chantilly Parkway and Hyundai Boulevard, specifically the VA hospital and Walmart Super Center on Chantilly Parkway, none of the current bus routes reach that far east. Many riders would like to reach the Hyundai Manufacturing Plant, which is located just inside the Montgomery City boundary. These two locations were the most requested, followed by the Wind Creek Casino, which is located outside of City of Montgomery to the northeast.

Figure 4: Boards Used at Public Meeting

Montgomery Transit Development Update: Project Overview

What is a Transit Development Plan?

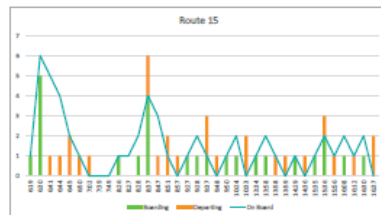
- **An evaluation** of the current transit system:
 - Routes
 - Demographics/Employment
 - Ridership
 - Operations
 - Finance and funding
- **An opportunity** for public outreach:
 - Working directly with YOU helps us understand the needs of the community
 - Engaging stakeholders such as City Council Members and businesses focused on education, employment, health, and economic investment will help us plan for the future



If there were service here, we could provide access to more jobs.

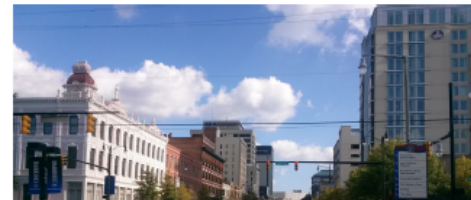
I would use it more if they made some changes.

- **A starting point** for benchmarks and performance evaluation, to understand current performance and set goals for the future
 - Ridership
 - On-time performance
 - Duration of trips
 - Population served



Why Perform a TDP Now?

- **For direction:** the previous TDP was completed in 2008 for 2009-2013 and this plan will take a fresh look at service
- **For Growth:** with new developments downtown, and evolving neighborhoods, we need to understand how well transit is serving areas in transition
- **For the future:** this plan will lay out detailed recommendations for the next 5 years and look towards a future transit vision



Improving Direct Access to Downtown:
Analyzing routes so that they provide direct routes downtown and to job centers will be a key part of the project.



Maximize Efficiency of Transfer Centers:
The M has a great facility downtown, maximizing the efficiency of transfers will be part of the analysis.



Ensuring Access to Critical:
Analyzing routes so that they provide direct routes downtown and to job centers will be a key part of the project.



Accessibility for New Developments:
New developments such as 79 Commerce and The Heights are increasing investment in downtown. Accessibility and mobility will support further growth and development.



April, 2016 Public Engagement

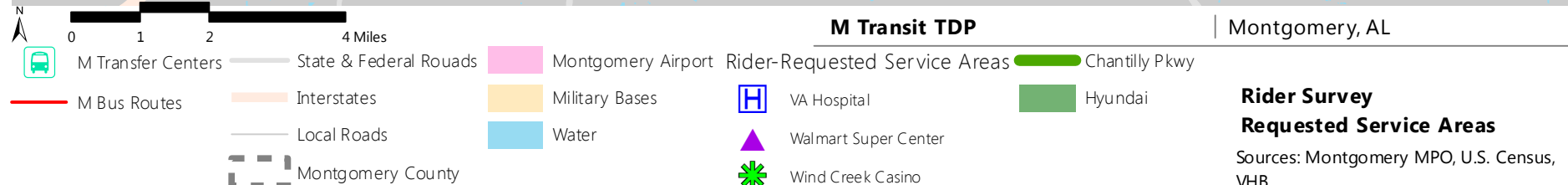
Figure 4: Boards Used at Public Meeting (continued)

Montgomery Transit Development Update: Project Overview



\\vhb\proj\Georgia\62555.00 Montgomery IDP Update\GIS\Project\Figure 5 Rider Requested Service Areas.mxd

Figure 5: Rider Requested Service Areas



| Montgomery, AL

Sources: Montgomery MPO, U.S. Census, VHB

- **Service Hours & Running Time:** Several riders commented that extending the hours of the bus service, both starting the service earlier and extending the service significantly later into the evening, specifically on routes 2, 4, 5, and 10. Riders also expressed a desire for shorter travel times. VHB team members noted that some vehicles require a layover time somewhere in the route to ensure that they reach the transfer centers in coordination with other routes. While this allows for easy transfers, it requires riders to sit on the bus for a significantly longer time.
- **Amenities:** Several of the riders mentioned concerns and desires for amenities throughout the system, including more shelters, benches, schedule information, bus cleanliness, and functioning air conditioning.

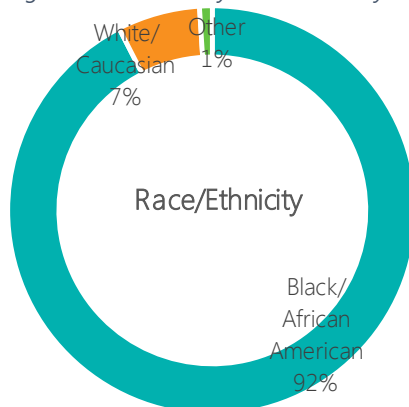
4.2.2 Community Surveys

To gather input from M System transit riders two surveys were conducted; one to capture travel habits of riders and one to gather the opinion of the general public towards transit in Montgomery. The rider survey was conducted from April 18 through May 25, 2016 with paper surveys and open comment forms were available at the Intermodal Transfer Center and Fairview Transfer Center in Montgomery, AL. The surveys were designed to collect demographics of existing riders, to understand their travel habits, and to provide an opportunity for them to share insight into where services are needed.

To reach the general public, an online survey was available from April 18-May 25, 2016. This survey received mostly responses from participants who do not use the M Transit System and asks what could be done to affect their travel decisions and behavior to utilize transit.

Rider Survey

Figure 6: Rider Survey Race/Ethnicity



A total of 210 surveys were filled out by M Transit System riders. Approximately 60% of rider survey participants were women. The large majority of riders, (92%), who filled out the survey identified themselves as Black/African American, with only 8% identifying as all other ethnicities. With regards to age, 52% of riders surveyed were aged 45 and up. Reported household income for participants was very low. Just over half reported household income under \$10,000 annually with overall 92% reporting a household income under \$30,000.

Figure 8: Rider Survey

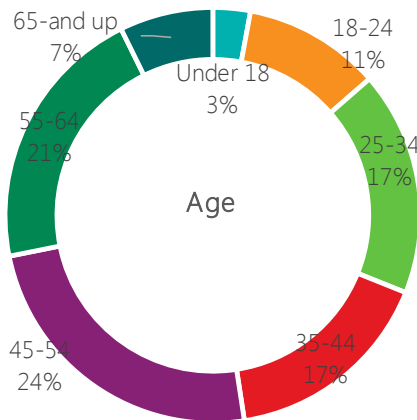
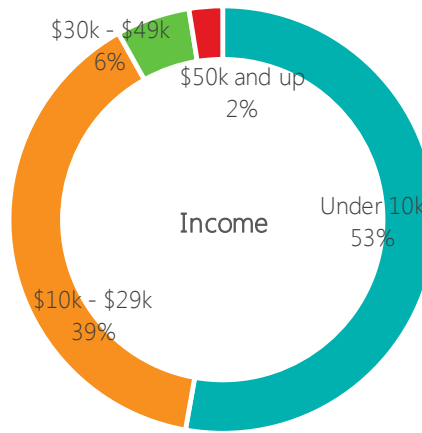


Figure 7: Rider Survey Income



Ridership Habits

This section examines the ridership habits and trip characteristics of the rider survey participants. Of the riders who took the rider survey, 77% use the service at least twice each week and 71% have been riding the M Transit System for at least a year.

While the majority of survey participants stated they began their trip at home, destinations were more evenly split between home, work, personal business, and other. The surveys were not time-stamped, so it is unclear whether participants filled this survey out in the morning or afternoon.

When asked how they access bus stops and final destinations, 89% stated that they walked to the bus and 88% stated that they walked to their final destination. Only 3% use a bicycle to access bus stops and reach their final destination. This highlights the importance of safe sidewalk infrastructure and availability of shelters for riders. It is important to note that of riders who took this survey, 82% would be unable to make their trip without bus service, highlighting the critical

connections provided by the M Transit System

Figure 10: Rider Survey Riding

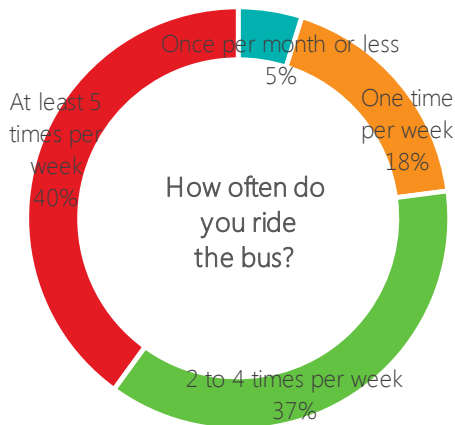


Figure 9: Riding History

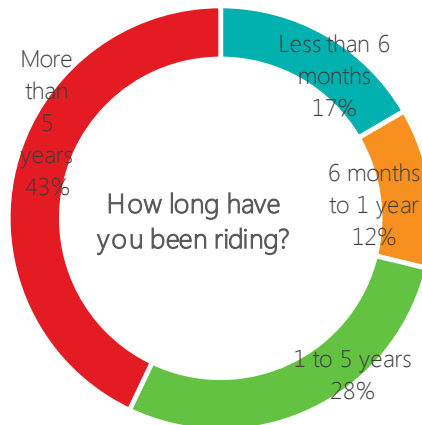


Figure 12: Rider Survey

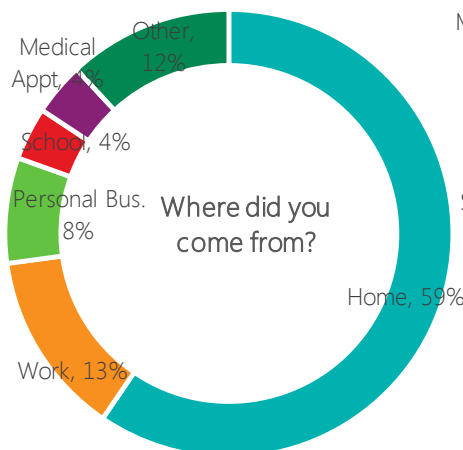


Figure 11: Rider Survey Destination

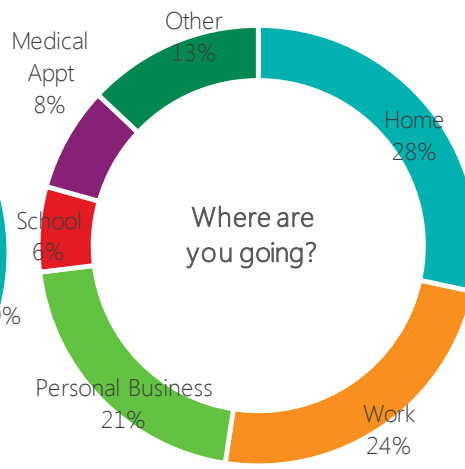
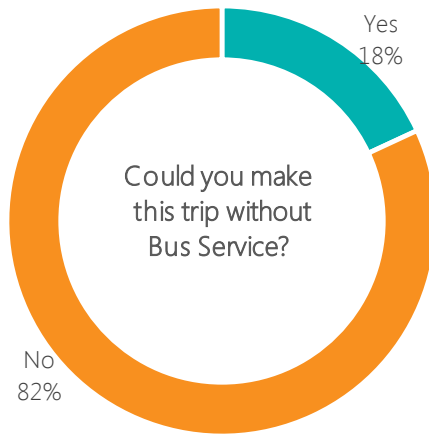


Figure 13: Dependence on Service



.Service Areas

Survey participants were asked to select the bus route(s) they were riding or planning to ride for their next transit trip. The most popular responses were Routes 12, 3, and 10, which were taken by 30%, 28%, and 27% of participants on the trip completed while taking the survey. This corresponds to counted ridership, where Routes 3 and 10 were in the top five routes for weekday ridership.

Question 12 of the rider survey asked riders if there are any areas they wished had bus service. Out of the 210 surveys collected, 190 riders answered this question. Although there was a great variety of responses, a few were consistent amongst all of the responses collected. Several requests were made to establish some kind of bus service that would cover the Chantilly Parkway area, specifically the new VA hospital and the Walmart superstore. The second most requests were for a bus service that would cover Hyundai Boulevard, specifically the Hyundai Motor Manufacturing Plant.

Online Survey

Figure 14: Rider Vehicles

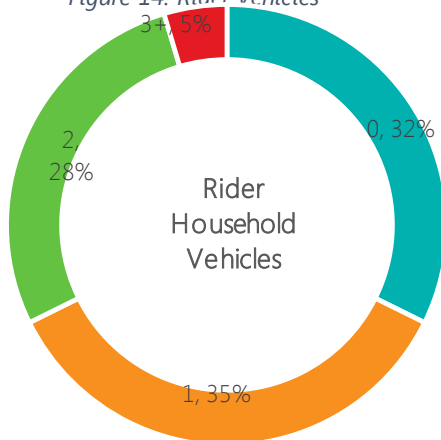
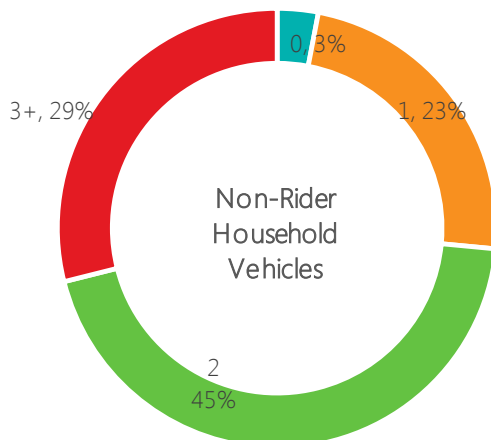


Figure 15: Non-Rider Vehicles



To capture transit opinions, behavior and how Montgomery residents make travel decisions, an online survey was made available and published on the websites of the Montgomery MPO, City of Montgomery, and passed through email lists of stakeholders. A portion of this survey was completed on paper with assistance from local agencies to allow persons who are unable to read and write provide their opinion as well. Overall, 172 participants stated they had never taken transit in Montgomery (70%) and 76 stated that they ride at least once per month (30%).

Participant Demographics

The online survey offered an opportunity to compare the demographics of the riders and non-riders who took the survey. While this survey was not statistically significant, it shows stark differences in both the number of household vehicles and household income, both indicators of mobility needs.

One of the biggest differences between riders and non-riders was household vehicle availability, with 32% of non-riders living in households without a vehicle and only 3% of non-riders. Income also showed a great disparity, with 60% of riders living in households with an income of less than \$30,000, but only 17% of non-riders within that income bracket. These stark differences highlight the dependence on transit for many riders. Overall, the range of survey participants who are riders and non-riders was similar across the age groups.

Figure 16: Rider Income

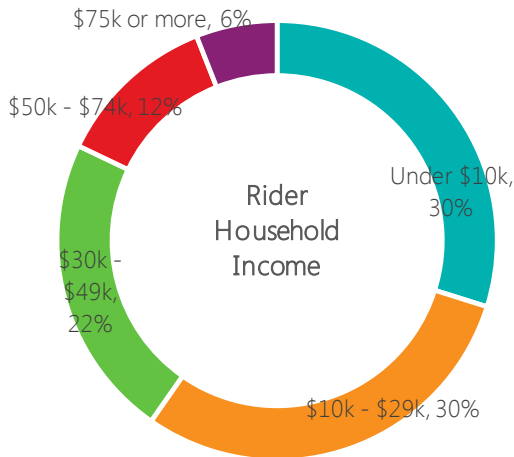
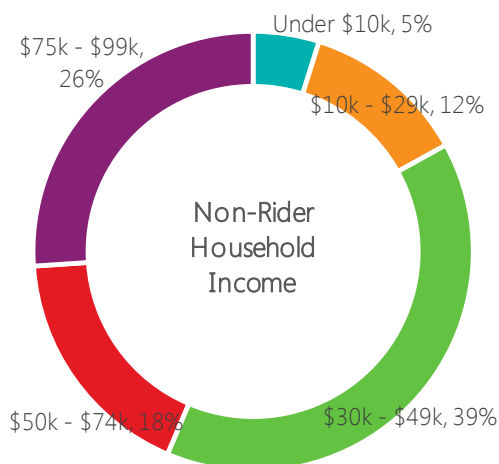


Figure 17: Non-Rider Income



Ridership Habits

Of the riders, the breakdown was similar in how often they use the service, with 72% riding at least twice per week. This survey also asked about transfers. The percentage of riders who transferred at least once during their trips in the rider survey (56%) was similar to the percent off riders who took the online survey and stated that they have to transfer at least once per month when riding (61%). While the ability to transfer within a system is important, riding multiple routes can significantly add to the travel time, especially when the headways range from 60-120 minutes.

Survey participants were also asked whether there is transit near their homes and work and whether or not they have checked. While 55% of participants stated that there is service near their home, only 36% responded that there is service near their work/school, indicating an inconsistency between where transit connections exist. Only 16% of participants have never checked to see if transit is near their home and 20% have never checked to see if it was near their work/school.

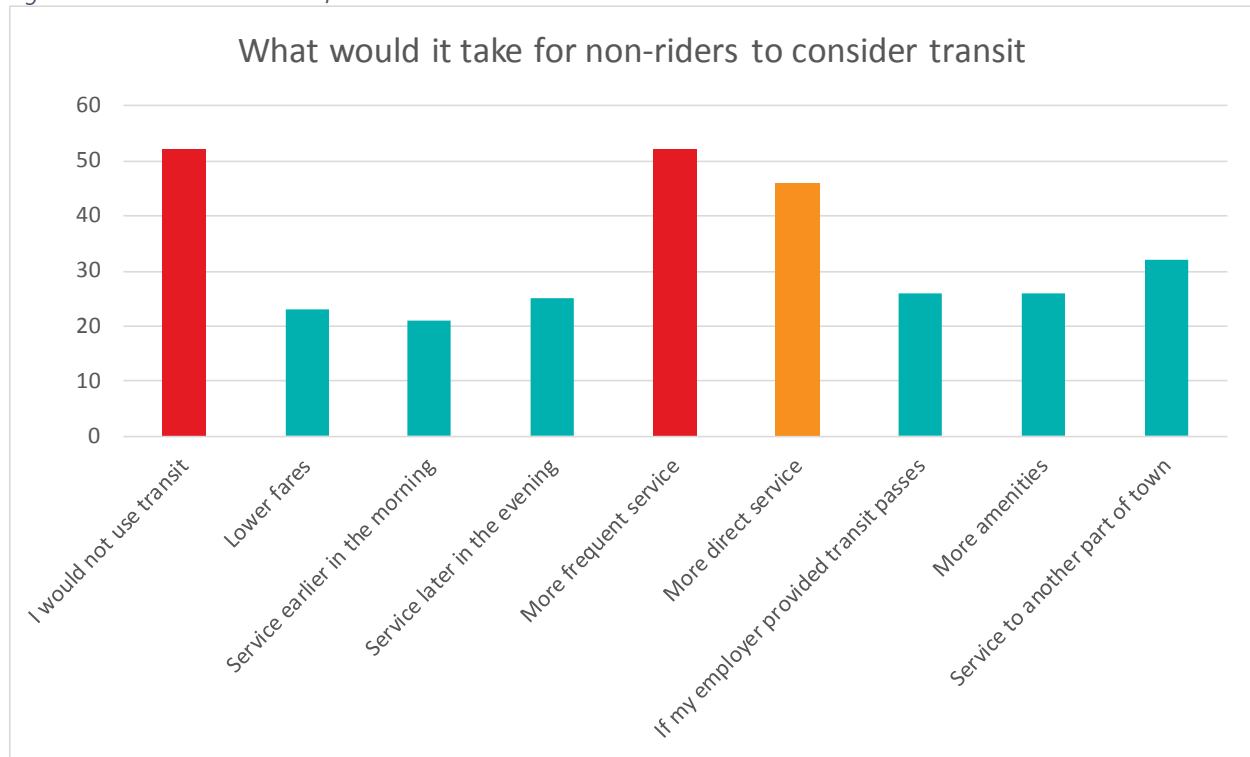
Non-riders were asked "What would encourage you to use the M Transit System buses for transportation?" to which the two most popular responses were "I would not use transit" and "More frequent service". Following these was "more direct service" which would reduce the number of transfers that people have to take to travel throughout the City.

Service Areas

Out of 172 non-riders, 32 stated that service to another part of town would encourage them to ride. Existing riders were also asked where they would like to see service and the overwhelming answer to this open-ended question was Wind

Creek Casino, which is currently outside of the City limits.

Figure 18: What Would it take for Non-Riders to Consider Transit?



4.2.3 Key Decision-Maker Input

The study team and representatives of the Montgomery planning staff met with key staff of the City, the Mayor, and members of the City Council. The two main purposes of the meetings were to brief the participants on the study and to solicit their concerns, ideas and suggestions relative to how transit in Montgomery can be improved. Participation by city staff, the Mayor and President of the Council was very good. These meetings yielded critiques, ideas, and suggestions for improvement that were numerous, constructive and helpful.

■ Service Expansion

- Participants advocated for more public transportation, even while recognizing the severe constraints on resources available to fund such expansion.
- Service expansion was focused on connecting transit-dependent populations to jobs, training, recreational activities, medical and other essential services.
- Operating hours were seen as important, especially for shift workers in the City.
- It was noted that more jobs are locating outside the boundaries of the City while M Transit can provide service only within the city limits because of both the source and amount of local funds available.

- *Service Amenities*

- Focusing on frequency rather than coverage was suggested to improve wait times for riders.
- Shelters and benches were suggested at stops with high ridership.
- Information availability at stops was seen as important to riders, and those who are unfamiliar with the system.
- Sidewalk access to stops is a critical issue. While out of control of the M Transit System, participants discussed the necessity of coordination within the City for adding sidewalks where transit ridership is high. This would also improve access for those in wheelchairs and with other ADA mobility limitations. See **Error! Reference source not found.** for gaps in the sidewalk system along transit routes.

4.2.4 Community Stakeholders

On April 20, 2016, the VHB project team along with staff from the Montgomery Metropolitan Planning Organization (MPO), hosted a series of focus groups for The M Transit Development Plan. Five (5) different focus groups surrounding different interests were invited to participate. These interests included:

- Higher Education
- Jobs
- Housing
- Advocacy
- Health

Focus group meetings were held at the MPO offices located at 495 Molton Street, in Montgomery Alabama. Information gathered from these meetings will be used to advise the transit development plan's (TDP) goals and objectives, and inform recommendations for changes in the M Transit's services. There were many common themes expressed by focus group participants. Among these are:

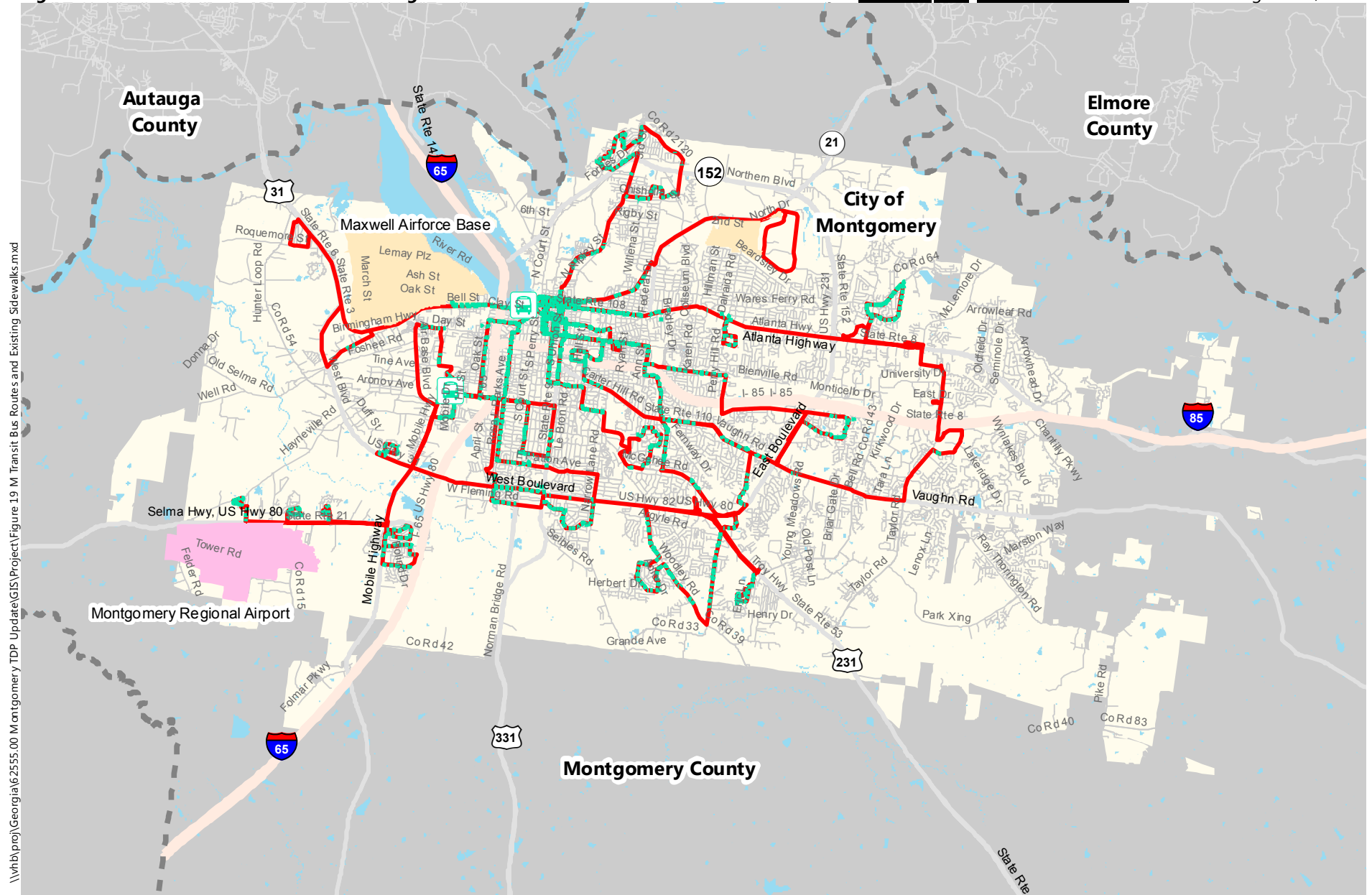
- *Service Expansion*

- Many focus group participants stated employers in newly developing job centers are unable to attract and/or retain good employees because of transportation limitations due to location and service hours. This access limitation often affects populations most in need of social services and would benefit most from access to jobs and other educational opportunities.
- Focus group participants were unable to prioritize the need for more frequent transit services with the desire for an expanded transit service area. They universally agreed that both were needed.

- The following locations were identified as in need of transit service:
 - Veterans Administration Hospital
 - Walmart Super Center
 - Wind Creek Casino
 - Chantilly Parkway
 - Hyundai Plant

Figure 19: M Transit Bus Routes and Existing Sidewalks

August 09, 2016



M Transfer Centers

M Bus Routes

Existing Sidewalks Along Bus Routes

State & Federal Roads

Interstates

Local Roads

Montgomery County

Montgomery Airport

Military Bases

Water

M Transit TDP

Montgomery, AL

M Transit Bus Routes and Existing Sidewalks

Sources: Montgomery MPO, U.S. Census, VHB

- Shopping areas in east Montgomery
- The Veteran's Administration (VA) Hospital at Chantilly Parkway
- High employment areas outside of City limits
- Minority and low-income population concentrations with a higher proportion of zero-car households
- Suburban commuter corridors

Figure 20: Stakeholder Engagement



■ *Service Amenities*

- Universally, focus group participants agreed that access to bus stops and basic bus stop features, particularly benches and shelters were important because of the headways on some routes and the heat.
- Focus group participants noted that not all stops are accessible by sidewalks, and that some stops are only accessed from the street.
- Focus group participants offered that MTransit bus stops could offer bicycle parking in order to encourage and/or support the use of bicycles to access transit.

■ *Transit Education, Information, and Perception*

- Focus group participants stated that even among transit dependent individuals, transit carries a negative stigma and is avoided due to perceived crime at stations and long travel times.

- Other common perceptions include that the vehicles are uncomfortable, not well maintained, and that the services do not go to the places where people want to/need to go.
- Focus group participants stated that all stops should include some basic information about the route and contact information for the M Transit customer service.
- Focus group participants collectively agreed that there is a need to better educate the public on how to use the buses and transit system, as well as read schedules and use the mobile application.
- Lastly, focus group participants suggested that the M Transit make a more concerted effort to inform people about the improvements that they have made and are planning to make in order to help change popular misperceptions about the system

Focus group participants agreed that the existing M Transit's service delivery must be improved. Participants collectively agreed that the system needed to improve its on-time performance and overall reliability. Participants also agreed that closer coordination with paratransit and human service transportation services is needed.

5

Market Analysis

5.1 Overview and Purpose

A market analysis provides a spatial snapshot of demographics, employment, land use, and travel characteristics within the City of Montgomery. These categories can be indicators of mobility needs, identifying where there are dense pockets of traditionally-transit dependent populations, or clusters of job locations that could efficiently be served by transit. While not the only indicator of mobility needs, assessing the spatial attributes of demographics, jobs, land use, and travel characteristics can be used to develop and assess routing scenarios.

5.2 Market Analysis

Demographics

Examining the demographics of a service area can be used to indicate potential transit and mobility needs. Spatial data in this section are based on the 2015 American Community Survey. Often, households with more drivers than available vehicles or those that cannot afford vehicles need alternative transportation. The areas with the highest density of zero car households are Downtown Montgomery north of downtown, as well as areas near the Fairview Transfer Center, West Boulevard and US Route 331, Baptist Medical Center, Atlanta Highway and East Boulevard. Areas with a median income of \$30,000 or less are concentrated Downtown, north and west of Downtown, and Woodland Hills.

Concentrations of areas with high proportions of youths and/or seniors are more spread throughout the City. The northeast corner of the City limits and the area to the west of the Maxwell Airforce Base have higher concentrations of youths. The area west of the airport has seniors make up 20%-70% of the population. The existing routes cover many of the areas identified by demographic analysis.

Employment and Population

Examining the density of population and employment is critical to understanding potential success of transit. Fixed route transit services provide the most efficient service when they can reach a large number of homes and jobs within a smaller area, and more directly along a single corridor. Figure 25 shows the 2010 population density for Montgomery. It is anticipated that the density of the city

will remain constant through 2040 according to MPO projections. One thing that is important to note is the relationship between of household density and low income. Figure 26 overlays areas with a density of 500 households or less per square mile over the median income. West of I-65 and north of Maxwell-Gunter Air Force Base Annex are areas with low income populations and low density. While income is an indicator of mobility need, low densities are particularly difficult to serve with fixed route transit and oftentimes results in either low frequencies, circuitous routes, or a combination of both.

With regards to employment, the M Transit System provides access to the areas with the highest job density, which are not projected to change much between 2010 and 2040 as projected by the Montgomery MPO. The existing and projected employment densities can be seen in Figure 27. By far, the area with the highest employment density is Downtown Montgomery, with other hubs including East Chase, the Baptist Medical Center, Atlanta Highway, and the Maxwell-Gunter Airforce Annex. Similarly, Figure 27 and Figure 28 show the home origins and work destinations for all modeled home-based-work trips in the City, which are in line with the household and employment densities.

Land Use

Land use and transportation connections are critical to identify travel needs. Observed land use by parcel can be seen in Figure 30. Efficient transit systems provide direct connections between homes and common destinations, such as school, work, shopping, and medical appointments. Within City limits, many of these areas and corridors with retail and residential are served by existing routes.

5.3 Implications for Scenarios

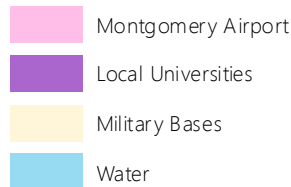
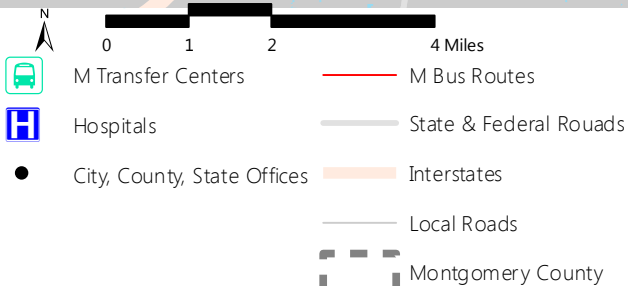
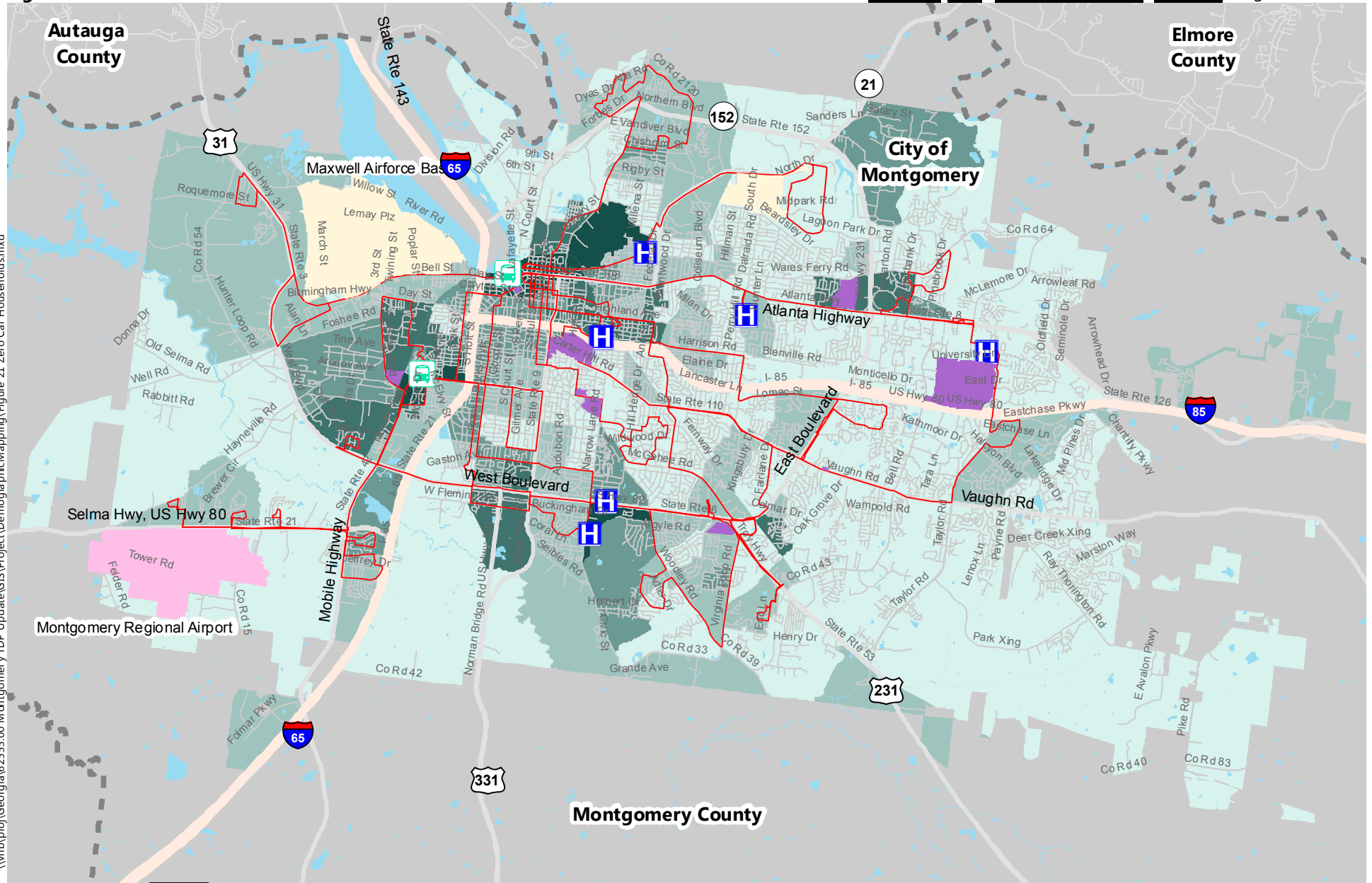
The current system provides coverage to areas within the City of Montgomery with high densities of populations with higher mobility needs. However, by spanning this large coverage area, the level of service suffers, and riders are required to spend more time waiting and riding. While frequency for some routes is low, existing service does reach the major hospitals and employment areas. These should be the focus of frequency and installation of amenities to improve service delivery to those who already use the service

One of the largest issues is highlighted in Figure 26, showing that the areas with the low median incomes (\$50,000 or less annually) also tend to be located in some of the least dense areas. This makes fixed route service difficult and less efficient. One potential solution to this is to reduce the number of trips to these areas, or designate some of these areas as flex zones where they can schedule demand response trips. This will be further explored in the scenario development.

Figure 21: Zero Car Households

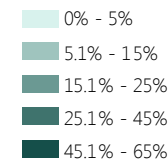
August 09, 2016

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M Transit TDP

Percent 0-Car Households



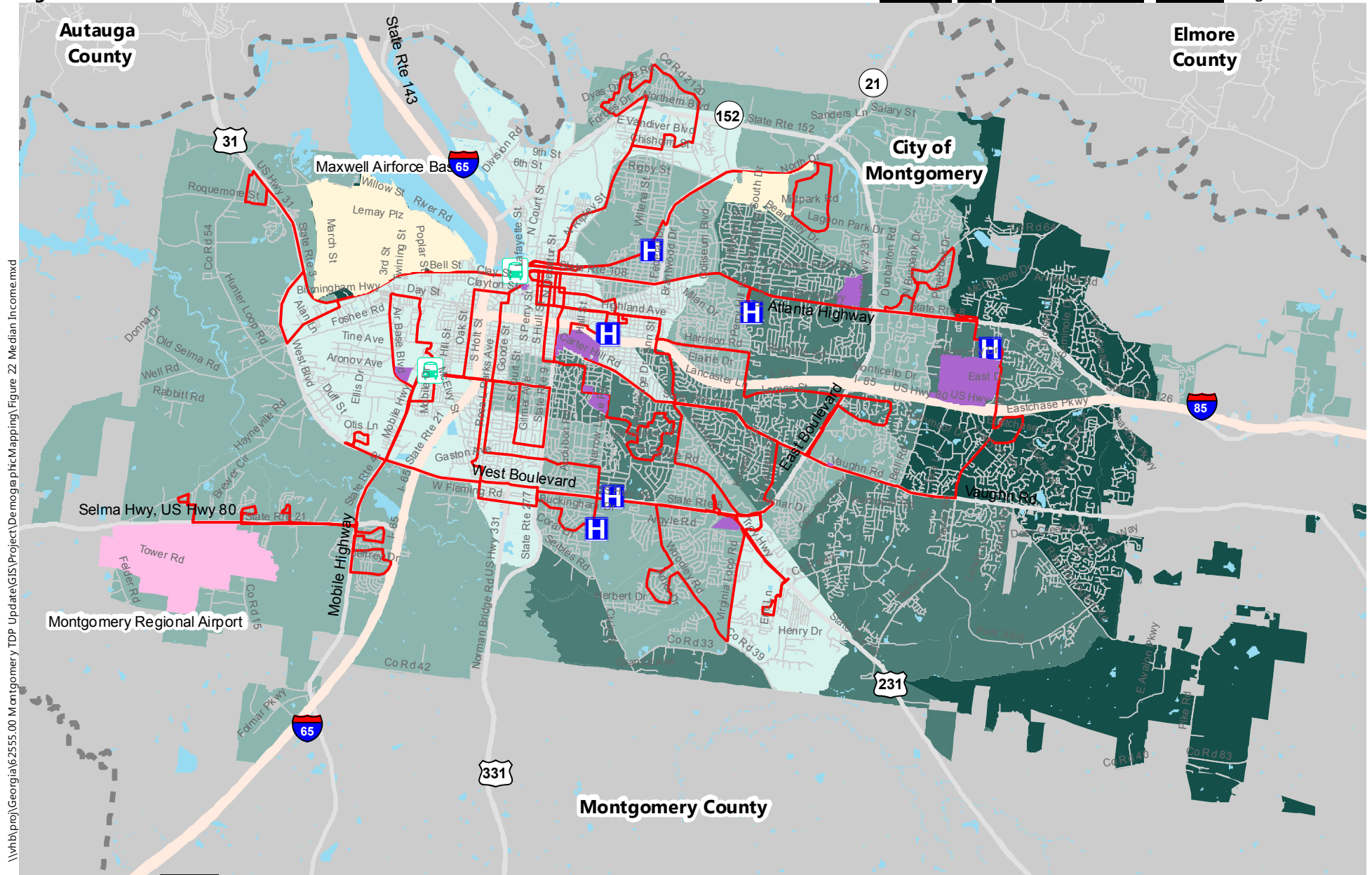
Montgomery, AL

Montgomery, AL 2014 Percent 0-Car Households by Census Blocks

Sources: Montgomery MPO, U.S. Census, ACS Data, VHB

Figure 22: Median Income

August 09, 2016



\\vhb\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\Demographic\Mapping\Figure 22 Median Income.mxd



0 1 2 4 Miles



M Transfer Centers



Hospitals



City, County, State Offices

M Bus Routes

State & Federal Roads

Interstates

Local Roads

Montgomery County



Montgomery Airport



Local Universities



Military Bases



Water

M Transit TDP

2010 Median Income

\$0 - \$30,000

\$30,001 - \$50,000

\$50,001 - \$75,000

Greater than \$75,000

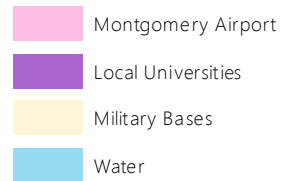
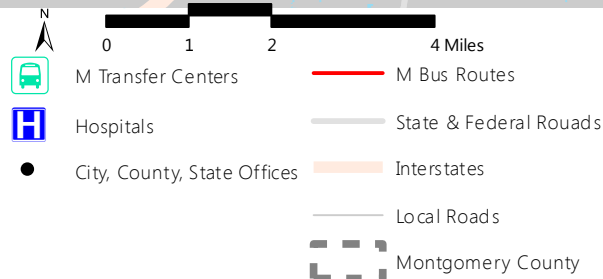
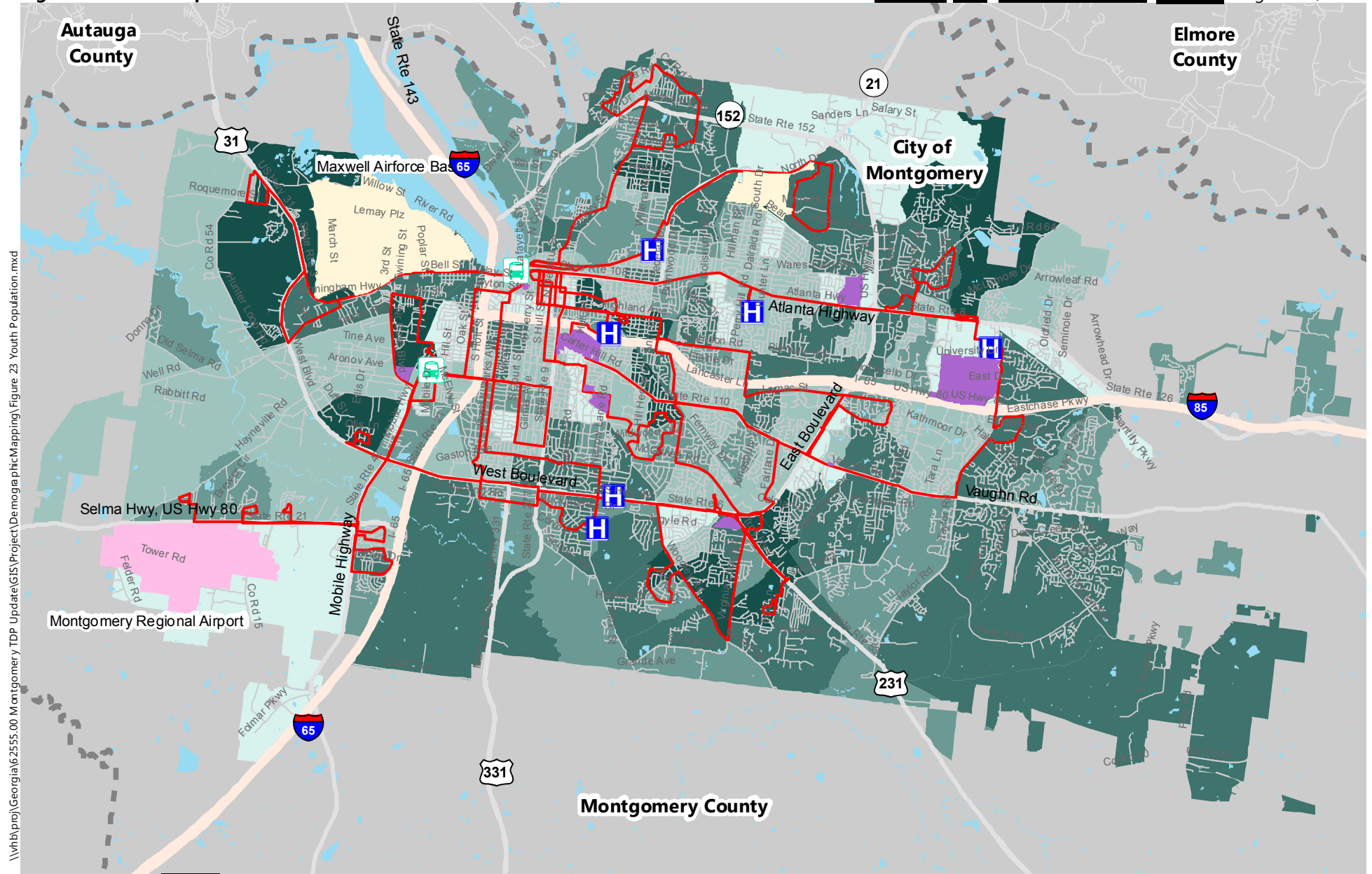
Montgomery, AL

Montgomery, AL 2010 Median Income by Traffic Analysis Zone

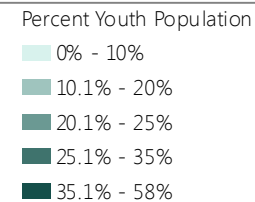
Sources: Montgomery MPO, U.S. Census,
VHB

Figure 23: Youth Population

August 09, 2016



M Transit TDP



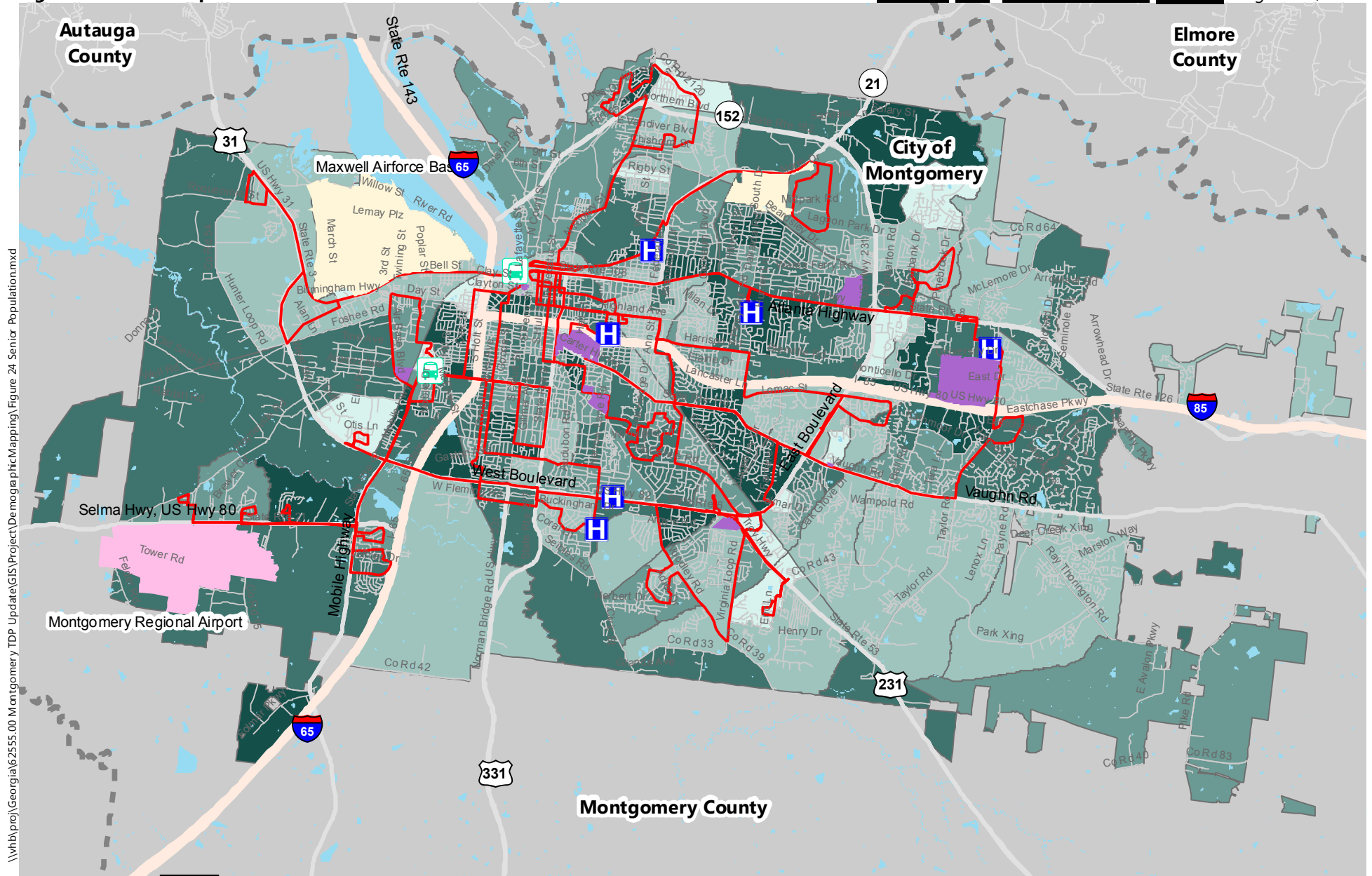
Montgomery, AL

Montgomery, AL 2014 Percent Youth Population by Census Blocks

Sources: Montgomery MPO, U.S. Census, ACS Data, VHB













Figure 24: Senior Population

August 09, 2016



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






-  M Transfer Centers
-  Hospitals
-  City, County, State Offices
-  M Bus Routes
-  State & Federal Roads
-  Interstates
-  Local Roads
-  Montgomery County
-  Montgomery Airport
-  Local Universities
-  Military Bases
-  Water

M Transit TDP

Montgomery, AL

Percent Seniors

-  0% - 10%
-  10.1% - 20%
-  20.1% - 30%
-  30.1% - 40%
-  Greater than 40%

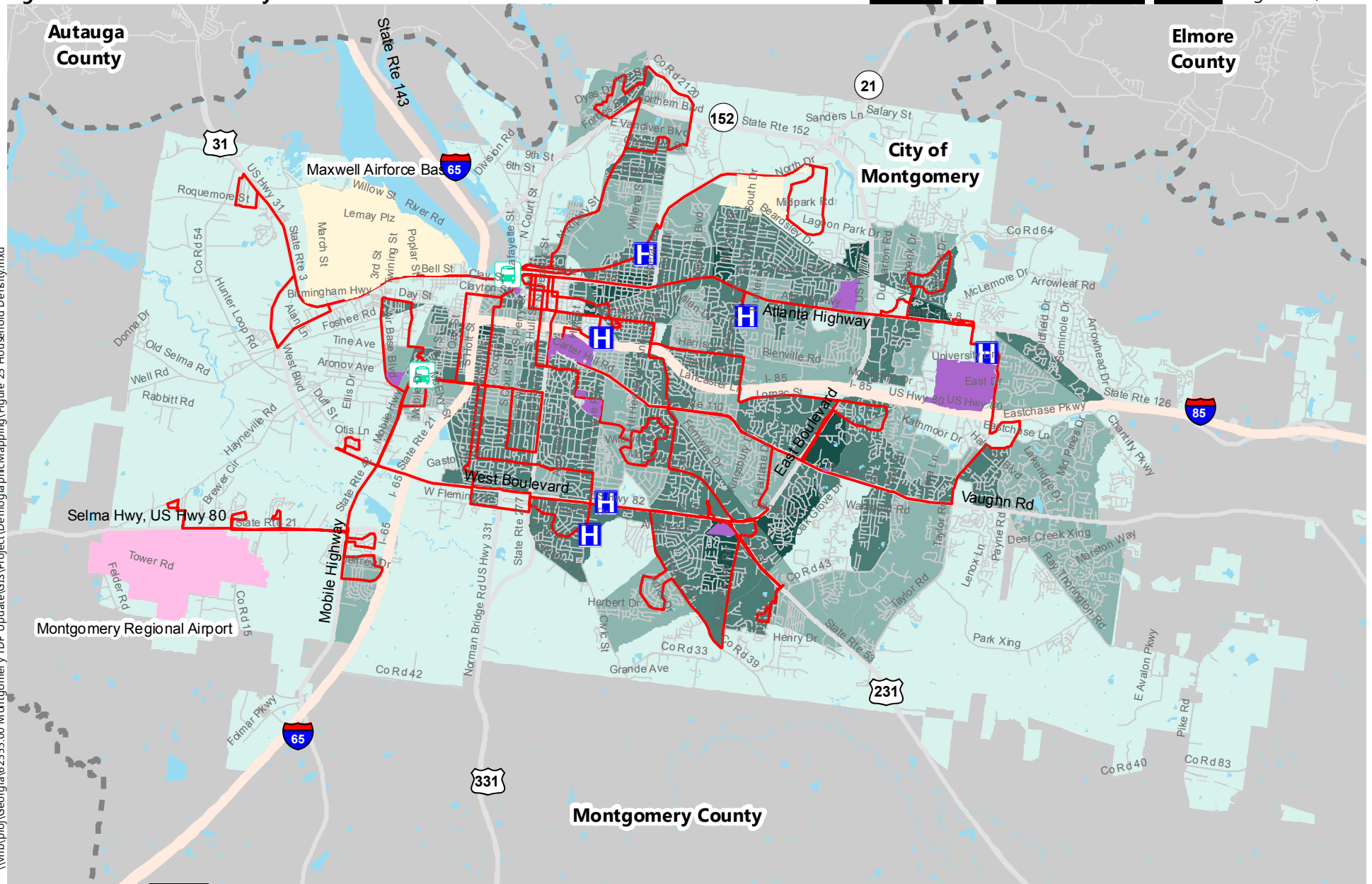
Montgomery, AL 2014 Percent Senior Population by Census Blocks

Sources: Montgomery MPO, U.S. Census,
ACS Data, VHB

Figure: 25 Household Density

August 09, 2016

\\vhb\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\Demographic\Mapping\Figure 25 Household Density.mxd



- M Transfer Centers
- Hospitals
- City, County, State Offices
- M Bus Routes
- State & Federal Roads
- Interstates
- Local Roads
- Montgomery County
- Montgomery Airport
- Local Universities
- Military Bases
- Water

M Transit TDP

2010 Household Density, hh/sq mile

- 0 - 500
- 501 - 1,000
- 1,001 - 2,000
- 2,001 - 3,500

Montgomery, AL

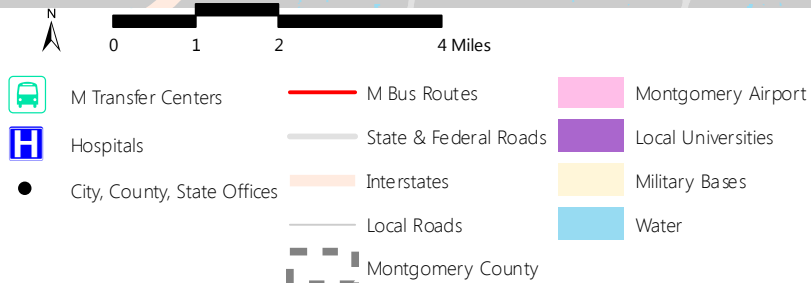
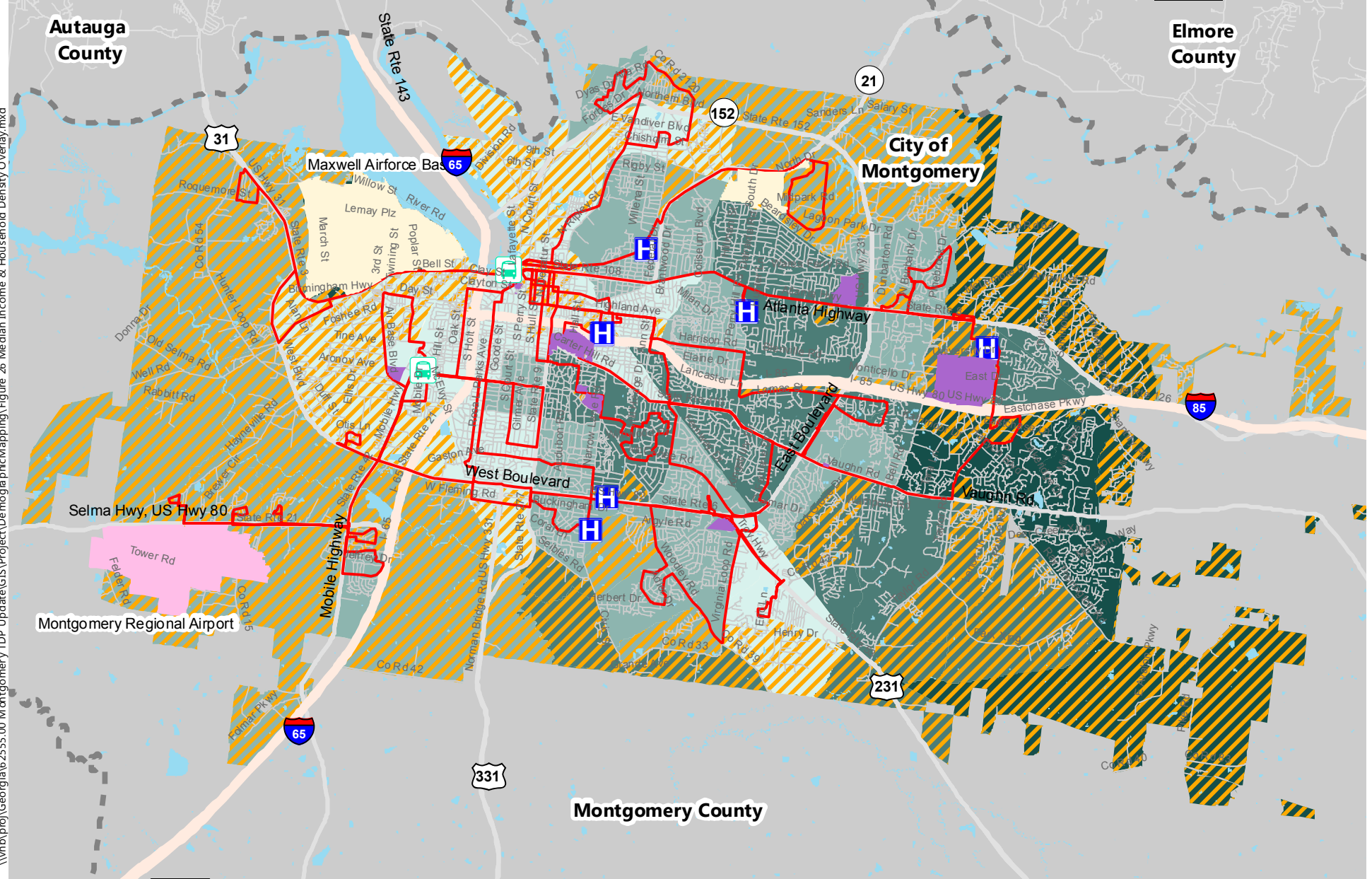
Montgomery, AL 2010 Household Density by Traffic Analysis Zone

Sources: Montgomery MPO, U.S. Census,
VHB

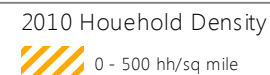
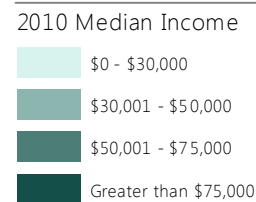
Figure 26: Median Income and Household Density Overlay

August 09, 2016

\\vhb\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\Demographic\Mapping\Figure 26 Median Income & Household Density Overlay.mxd



M Transit TDP



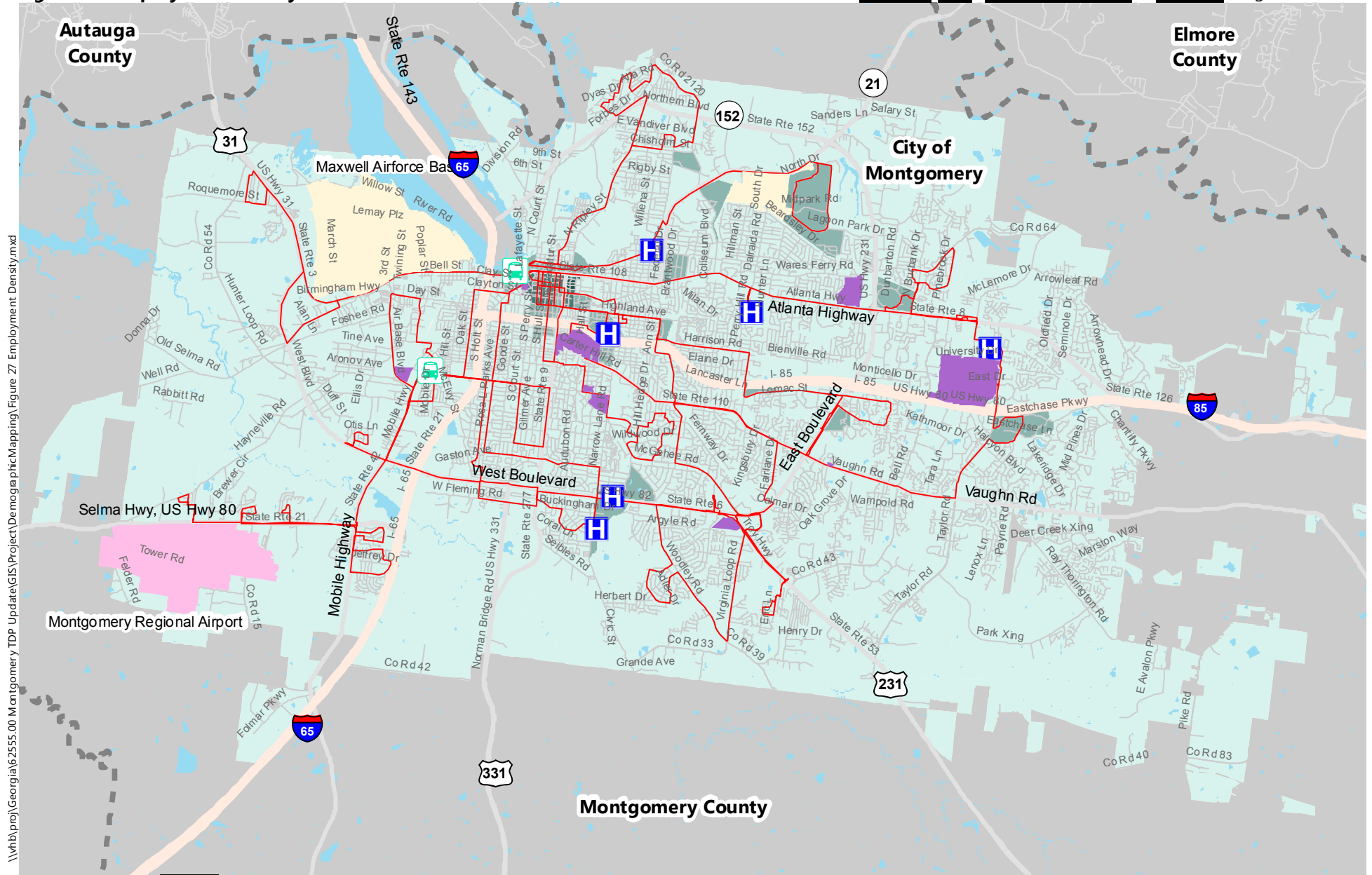
Montgomery, AL

Montgomery, AL 2010 Median Income and Low Household Density by Traffic Analysis Zone

Sources: Montgomery MPO, U.S. Census, VHB













Figure 27: Employment Density

August 09, 2016







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-  M Transfer Centers
-  Hospitals
-  City, County, State Offices
-  M Bus Routes
-  State & Federal Roads
-  Interstates
-  Local Roads
-  Montgomery County
-  Montgomery Airport
-  Local Universities
-  Military Bases
-  Water

M Transit TDP

2010 Employment Density, jobs/sq mile

-  0 - 5,000
-  5,001 - 20,000
-  20,001 - 50,000
-  Greater than 50,000

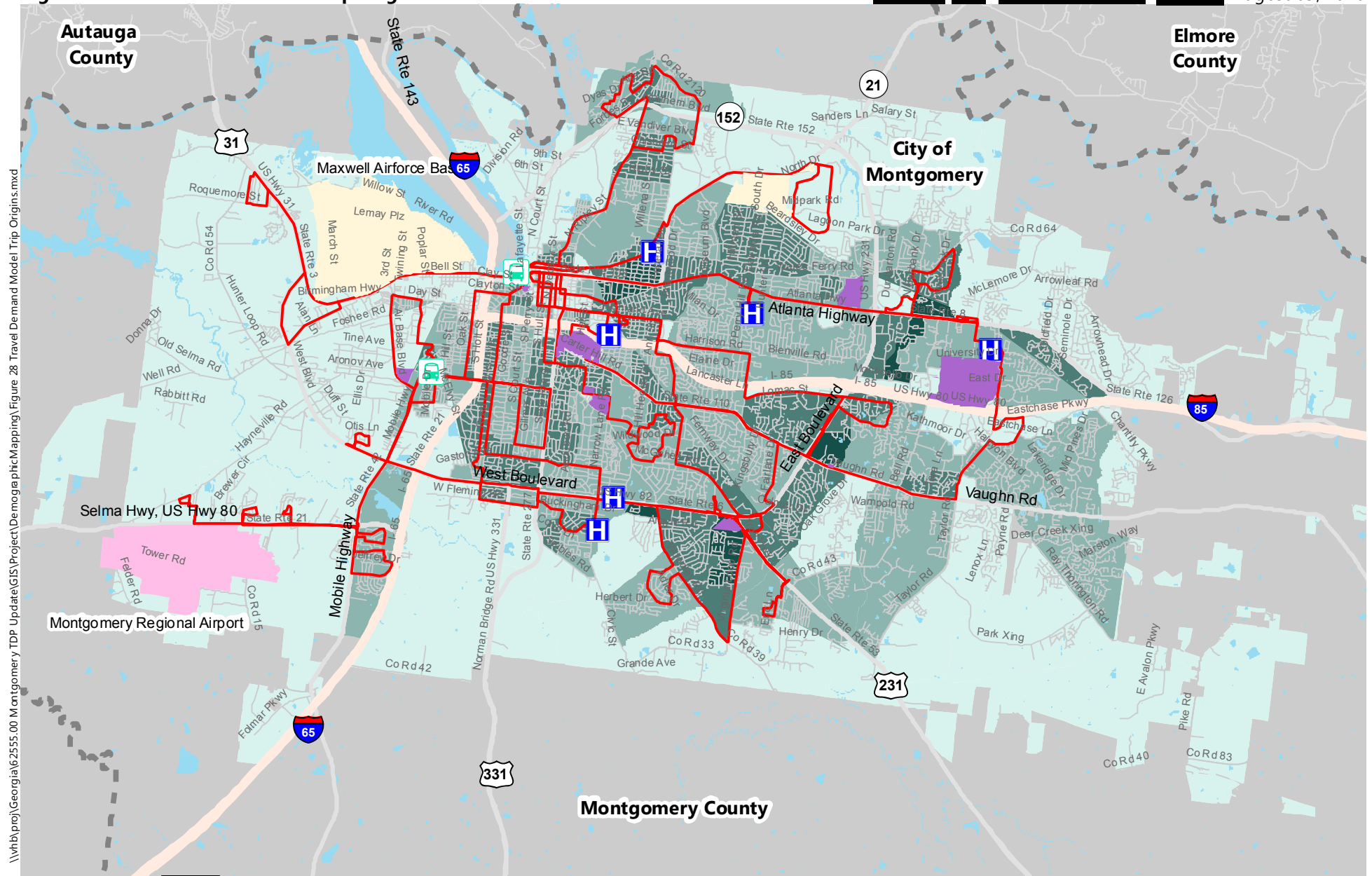
Montgomery, AL

Montgomery, AL 2010 Employment Density by Traffic Analysis Zone

Sources: Montgomery MPO, U.S. Census,
VHB

Figure 28: Travel Demand Model Trip Origins

August 09, 2016



M Transfer Centers



Hospitals



City, County, State Offices

M Bus Routes

State & Federal Roads

Interstates

Local Roads

Montgomery County

Montgomery Airport

Local Universities

Military Bases

Water

M Transit TDP

2010 HBW Trip Origins per sq mile

0 - 750

751 - 2,000

2,001 - 3,500

Greater than 3,500

Montgomery, AL

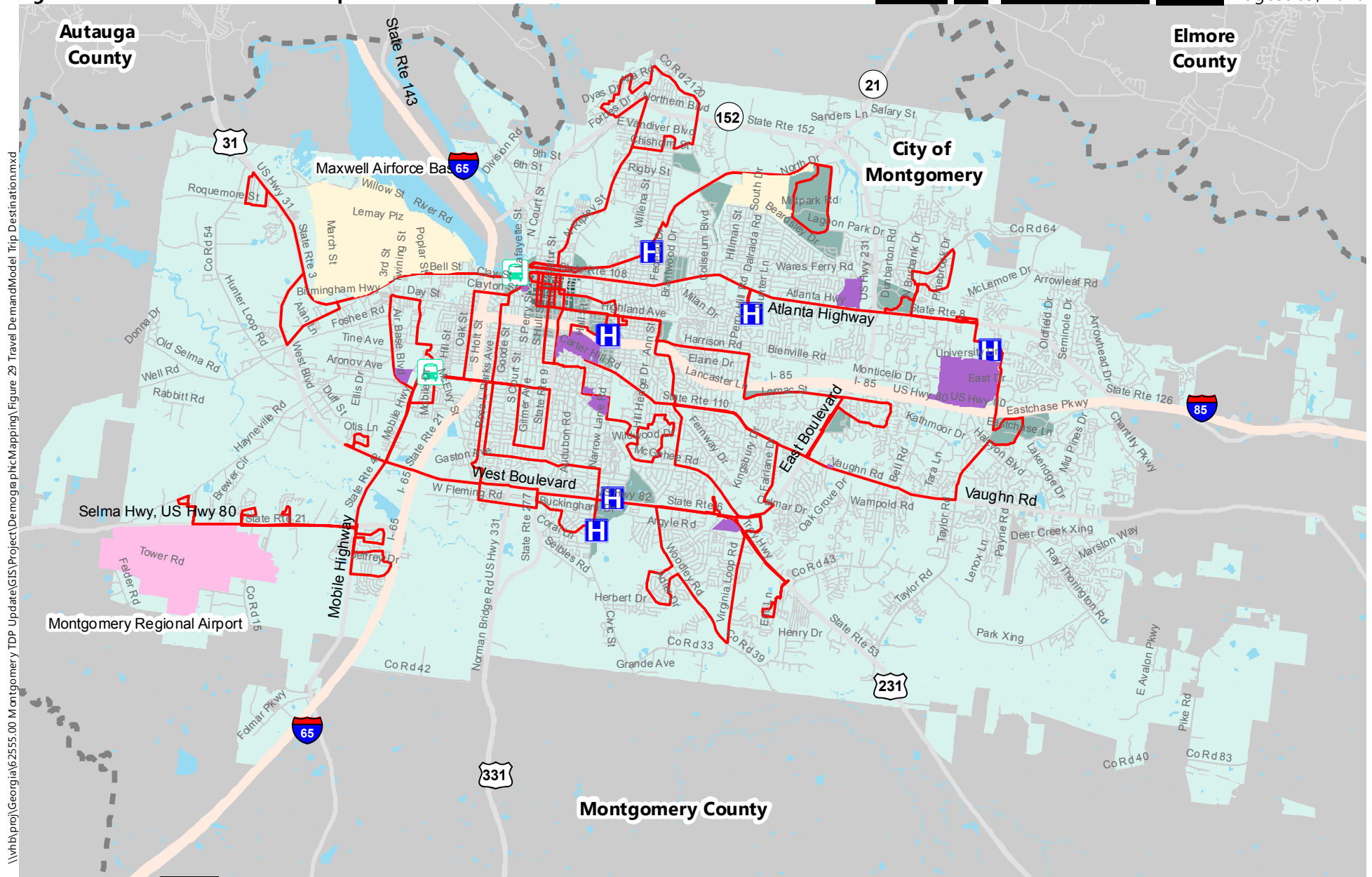
Montgomery, AL 2010 HBW Trip Origins by Traffic Analysis Zone

Sources: Montgomery MPO, U.S. Census,
VHB

*HBW = Home-Based-Work Trips

Figure 29: Travel Demand Model Trip Destination

August 09, 2016



- M Transfer Centers
- Hospitals
- City, County, State Offices
- M Bus Routes
- State & Federal Roads
- Interstates
- Local Roads
- Montgomery County
- Montgomery Airport
- Local Universities
- Military Bases
- Water

M Transit TDP

2010 HBW Trip Destinations per sq mile

- 0 - 5,000
- 5,001 - 20,000
- 20,001 - 50,000
- Greater than 50,000

Montgomery, AL

Montgomery, AL 2010 HBW Trip Destinations by Traffic Analysis Zone

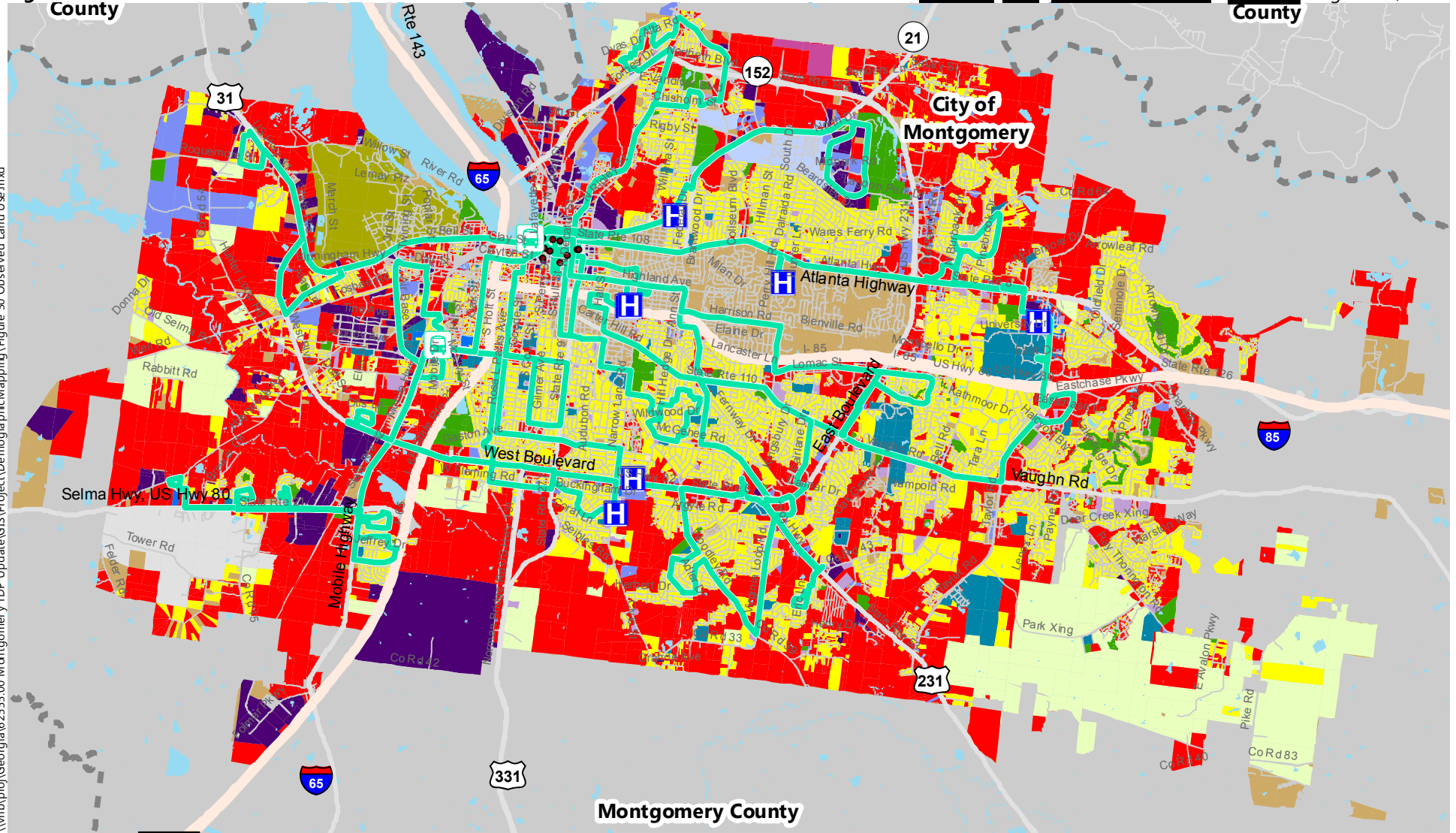
Sources: Montgomery MPO, U.S. Census,
VHB

***HBW = Home-Based-Work Trips**

Figure 30: Observed Land Use
County

August 09, 2016

\\vhb\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\DemographicMapping\Figure 30 Observed Land Use.mxd



- M Transfer Centers
- Hospitals
- Landmarks
- M Bus Routes
- State & Federal Roads
- Interstates
- Local Roads
- Montgomery County
- Water

Observed Land Use

- Residential
- Assisted Living/Social Services
- Commercial/Retail/Office
- City/State/Federal Offices
- Entertainment

M Transit TDP

- Convention Center
- Education/Historic Landmarks
- Medical
- Church/Religious
- Agriculture
- Greenspace/Public Space

Montgomery, AL

- Transportation
- Utilities
- Industrial
- Other/Unknown

Montgomery, AL

Observed Land Use

Sources: Montgomery MPO, U.S. Census, ACS Data, VHB

6

TDP Goals & Performance Measures

6.1 Introduction

The previous TDP did not have any specified goals for the M Transit System. To guide the development and selection of scenarios, this section draws from the Montgomery regional Long-Range Transportation Plan (LRTP), stakeholder input, and peer reviews to develop transit-specific goals for the TDP. The goals developed here will include associated performance measure that are SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-Bound) and make use of existing data.

As noted within the review of the previous studies, there were no goals included within the previous TDP. In fact, the only study reviewed with goals that would lend themselves to the TDP was the 2040 LRTP update. The table below lists the LRTP goals, the MAP-21 (FAST Act) emphasis areas they were meant to address, and their linkage to the TDP.

Table 3: Relationship between LRTP Goals & TDP

2040 LRTP Goals	MAP-21 (FAST ACT) Emphasis Areas	Relationship to TDP
Optimize the efficiency, effectiveness, connectivity, safety, and security of the transportation system	<ul style="list-style-type: none"> ■ Safety ■ Congestion Reduction ■ System Reliability 	The purpose of the TDP is to develop a strategy for an efficient transit system
Promote state of good repair and prioritize maintenance needs	<ul style="list-style-type: none"> ■ Infrastructure Condition 	The maintenance of fleet and stop amenities are a consideration of the TDP
Develop a financially feasible multimodal transportation system that support expansion of the regional economy	<ul style="list-style-type: none"> ■ Freight Movement and Economic Vitality ■ Reduced Project Delivery Delays 	Projected revenues and employment centers will be considered during the development of TDP recommendations
Provide viable travel choices to improve accessibility and mobility, sustain environmental quality, and preserve community values	<ul style="list-style-type: none"> ■ Environmental Sustainability ■ Environmental Justice 	Serving traditionally underserved populations is an inherent purpose of the TDP
Coordinate the transportation system with existing and future land use as planned development	<ul style="list-style-type: none"> ■ Project Coordination and Public Involvement 	Land use considerations such as population and employment centers will be assessed during the development of TDP recommendations
Increase jurisdictional coordination and citizen participation in the transportation planning process to enhance all regional travel opportunities	<ul style="list-style-type: none"> ■ Project Coordination and Public Involvement 	The TDP process will serve to reach out to areas of potential expansion, such as Pike Road, as well as include a community engagement program
Develop, maintain, and preserve a balanced multimodal transportation system that provides for safe, integrated, and convenient movement of people and goods	<ul style="list-style-type: none"> ■ Multimodal Transportation ■ Environmental Justice 	The connectivity of bicycle and pedestrian facilities to transit routes will be considered as part of this TDP update

In reviewing the Major Themes of the public engagement activities and the Common Themes from Montgomery Stakeholder Workshop Meetings, the following themes could lend themselves to the development of TDP Goals.

- Better access to employment is needed
- The **perception** of transit needs to be improved
- **Better amenities** are needed at bus stops
- More service coverage is needed
- **Reliability** is a perceived problem
- The M needs to explore more **funding**
- More education and awareness is needed

6.2 Peer Review

The section provides examples of goals from other peer transit planning documents. The peer agencies for this analysis were selected because: 1) of similarities with regard to size, such as the Mobile Wave and Sarasota County Area Transit; and/or 2) they provided good examples of goals and performance measures applicable to the M Transit System, such as Jacksonville Transit, Miami-Dade Transit and the Orlando Lynx. As a result, the documents included in this review were:

- Mobile Wave Transit Development Plan
- Sarasota County Area Transit System Service Standards Report
- Jacksonville Transit Authority Transit Development Plan
- Miami-Dade Transit Development Plan
- Orlando Lynx Transit Development Plan

Mobile Wave Transit Development Plan

The Mobile Wave TDP contained best practices for route planning and phasing. These standards are as follows:

- Service should be simple (Easy to understand)
- Routes should operate along a direct path (Easy to understand)
- Route deviations should be minimized (Easy to understand)
- Major routes should operate along arterials (Serve existing traffic)
- Routes should be symmetrical (Easy to understand)
- Service should be well-coordinated (Efficiency)
- Service should be consistent (Reliable)
- Service design should maximize service (Efficiency)

Sarasota County Area Transit Service Standards Plan

Much like Mobile, this plan contained standards that dealt specifically on route efficiency based on the following subject areas:

- Route Productivity Standards – passengers per revenue hour, passengers per revenue mile, etc.
- Service Delivery – on time performance and trips completed
- Route Design – route/stop spacing, stop amenities, etc.
- Schedule - headway and span of service

Jacksonville Transit Authority Transit Development Plan

The Jacksonville JTA TDP contained five goals associated with customer service, safety and security, mobility, financial stability, education and training, and effectiveness and efficiency, which are provided below:

- Increase **customer satisfaction** by providing a superior and reliable customer experience
- Ensure **safety and security** throughout the transit system and in the agency work environment

- Deliver accessible transportation choices, providing **mobility, livability, economic prosperity** and **environmental sustainability** throughout the community
- Provide for **long-term financial stability**, while increasing our modal share and service
- **Inform the community** on the value of a quality public transportation system and develop a highly qualified JTA workforce
- To deliver effective and quality multimodal transportation services and facilities in an **efficient** manner

Miami-Dade Transit Development Plan

The Miami-Dade TDP had the following goals:

- Improve convenience, **reliability** and customer service of transit services
- Improve operational **safety and security**
- Improve **coordination** and **outreach**
- Enhance the integration of transit services to **support the economy** and **preserve the environment**
- Maximize use of all **funding** sources
- Maximize and expand transit services (**efficiency**)
- Transit system shall fully meet requirements of the **Americans with Disabilities Act (ADA)**.

Orlando LYNX Transit Development Plan

The Orlando TDP has three goals focused on service characteristics, communication, and funding.

- Provide high quality mobility options with **effective and efficient** service
- **Improve internal and external communication** to improve organizational efficiency and meet the evolving needs of the community
- Secure a dedicated source of **funding** to allow LYNX to better meet varying transportation and infrastructure needs

Observations from Peer Review

The following are common themes and observations from the peer reviews of goals:

- All TDPs have a limited number of goals
- Some goals addressed more than one emphasis area (e.g., reliability and customer service, mobility and economic prosperity, etc.)
- Emphasis areas for goals commonly expressed in the peer TDPs included the following:
 - Safety
 - Reliability
 - Mobility
 - Customer Service
 - Service Coverage

- Supporting the Economy
- Efficiency
- Communication and Public Awareness
- Funding and Financial Stability
- Environmental Sustainability

Below is a comparison matrix of common emphasis areas addressed in the peer review, Montgomery LRTP Goals and stakeholder interviews.

Table 4: Comparison of Emphasis Areas

Emphasis Area	Peer Review	2040 LRTP Goals	Stakeholder Input
Safety	✓	✓	
Reliability	✓	✓	✓
Multimodal Connectivity	✓	✓	
Mobility	✓	✓	
Customer Service	✓		✓
Service Coverage	✓		✓
Supporting the Economy	✓	✓	✓
Efficiency	✓	✓	✓
Communication and Public Awareness	✓	✓	✓
Funding and Financial Stability	✓	✓	✓
Environmental Sustainability	✓	✓	
State of Good Repair		✓	✓

These emphasis areas cover a wide range of aspects of transit service. The stakeholder input was more focused on the customer service, communication, reliability, and coverage, while the LRTP had much broader transportation emphasis areas. It is important to balance goal development to ensure the goals facilitate system improvements while remaining realistic in light of system constraints.

6.3 Goals and Performance Metrics

Using peer review analysis input from the Montgomery MPO, as well as feedback from stakeholders and the public, the following goals for the TDP have been developed:

- Enhance the integration of transit services to support the economy and local land uses.
- Provide high quality mobility options with safe, efficient service, and multimodal connectivity.

- Ensure a high level of customer service through effective communication and public engagement.
- Maximize existing funding sources and assets to provide cost-effective service.
- Maintain reliability of the transit system service through a state of good repair

It should be noted that under the new federal transportation funding bill, the Fixing America's Surface Transportation (FAST) Act, performance measures developed for the M Transit System will become part of the required overall performance monitoring process for MPOs reporting to the Federal Highway Administration (FHWA). Performance measures for each goal were developed in recognition of the annual reporting needed for the National Transit Database (NTD) to the Federal Transit Administration (FTA). Therefore, the performance measures derived from the TDP goals were developed based on the following factors:

- Data available for analysis
- Relevancy to Montgomery area and transit characteristics
- Availability of staff resources for review
- Transparency of process to members of policy boards (Transit Board, MPO), transit riders and other constituents
- Streamlined for reporting responsibilities to FHWA and FTA

The performance measures developed for the M Transit are provided in Table 5. It should be noted that the FHWA and FTA are currently in the process of developing guidelines for performance monitoring at the MPO level. Therefore, the performance measures presented within may need to be amended per FHWA guidance.

Table 5: TDP Goals and Associated Performance Measures

2040 LRTP Goals	Related Performance Measure(s)	Data Source(s)
Enhance the integration of transit services to support the economy and support local land uses	Percent of transit service area employment served by transit routes (within ¼ mile)	■ US Census/American Community Survey
	Percent of transit service area population served by transit routes (within ¼ mile)	■ US Census/American Community Survey
	Percent of MPO area employment served by transit service (within ¼ mile of routes, ½ mile of park and ride facility access)	■ US Census/American Community Survey
	Percent of MPO area population served by transit service (within ¼ mile of fixed routes, ½ mile of park and ride facility access)	■ US Census/American Community Survey
Provide high quality mobility options with safe, efficient service, and multimodal connectivity	Number of crashes involving fleet vehicles (buses and service vehicles)	■ M Transit, CARE data
	Number of injuries at M facilities (at transfer centers, bus stops, and on board)	■ M Transit, Montgomery Police
	Number of bicycle amenities along existing fleet (bike racks, bike bays) and transfer facilities (bike parking)	■ M Transit
Ensure a high level of customer service through effective communication and public engagement	Conduct customer service survey and report results in an annual letter to be distributed along buses, at transfer centers, and via internet	■ Annual survey conducted by M Transit
	Percent of trips on time (within one minute early or five minutes late)	■ M Transit
	Percent of transfers (per total riders)	■ M Transit
Maximize existing funding sources and assets to provide cost-effective service	Cost per revenue mile	■ M Transit (NTD reporting)
	Cost per revenue hour	■ M Transit (NTD reporting)
Maintain reliability of the transit system service through a state of good repair	Develop and monitor fleet maintenance program that includes a prescribed maintenance and monitoring schedule	■ M Transit
	Maintain adequate spare ratio for fleet vehicles (buses and demand response)	■ M Transit (NTD Reporting)

7

Ridership Data Summary

7.1 Overview

To properly understand how the system operates, develop profiles of individual routes, and develop recommendations; detailed ridership information is critical. The M Transit System operates using signed and flagged stops. Flagged stops allow anyone to board at any street corner along routes that the operators deem safe. The purpose of this policy was to allow those with disabilities or mobility impairments to find a place where they can safely board the bus, if they cannot do so at a signed stop. However, this allows all riders to take advantage of this policy and therefore can cause delays when multiple people board separately within a short distance, or try to chase the bus and potentially cause unsafe situations.

This section describes the methodology used to collect data, system wide analysis, and individual route performance. The individual route profiles are included in the appendix.

7.2 Methodology

Passenger data collection occurred April 12-15, 2016 and covered all routes. Data were collected using tablets with ArcGIS Online (AGOL) technology and an in-house VHB mobile application. Every time the bus stopped, data collectors used the app to automatically record the date, time, and location. Data collectors entered in the number of passengers boarding and alighting. In this way, ridership on the M Transit System was mapped.

Data were cleaned using AGOL and exported for analysis with spatial and attribute components. This allows the routes to be mapped and analyzed by the location of the stops, as well as the time and boarding/unloading volumes for each stop. Occasionally, a GPS signal was missing, and stops were placed along

the routes based on the time stamp of the data point. The full methodology for placing the stops can be seen in the appendix.

To add context to the data collection, a VHB team member met with drivers, operators, and dispatchers at the quarterly meeting. Additionally, drivers were encouraged to talk with the VHB data collection team member while she was conducting data collection if they wanted to remain anonymous in their comments. Together, these data provided a detailed system analysis with local context.

7.3 System Evaluation

Overall, the VHB team counted 2,226 passengers boarding during data collection for one weekday. This included all routes, and a handful of pickups by buses deadheading to the Intermodal Center from the garage, and back at the end of the service day. Routes individually vary in their span of service, but overall the M Transit System provides service from 4:40 AM until 9:35 PM.

Table 6: M Transit Systemwide Statistics

Systemwide Statistics	
Boardings per Day	2,226
Trips per Day	225
Span of Service	4:40 AM - 9:35 PM
Pass in Peak Trip	59
Peak Trip	Route 1: 5:35 AM
Pass/ VRM	0.59
Pass/ VRH	9.02
Pass/ Trip	9.87
Farebox Recovery	10.9%
Cost/ Trip	\$9.14

Systemwide, the trip that carried the most boardings was the 1:20 PM trip from Route 10: South Court St. which had the second highest daily ridership of 342. Route 2 Eastdale Mall had the highest ridership with 386 daily riders. These were the only two routes with more than 300 daily riders. Route 15 Allendale had by far the lowest daily ridership, with only 25 boardings.

Passengers per vehicle revenue mile (VRM) measures the efficiency of a route compared to the distance operated, while passengers per vehicle revenue hour (VRH) measures the route efficiency based on the hours of service provided. These metrics can be used to identify routes with low productivity and/or high costs, and therefore can be an

indicator that a route needs to be reevaluated. The average passenger per VRM for the M Transit System was 0.67 and the average passenger per VRH systemwide was 10.19. Route 10 had the most efficient service, with the highest number of passengers per VRM (1.7) and per VRH (18.0).

Farebox recovery ratio examines the relationship between operating costs and fares. Based on 2014 NTD data, approximately \$1.00 was recovered per unlinked passenger trip, despite the fact that the fare is \$2.00. While it is expected to be lower than the actual fare because of multi-day passes and discounts for seniors and disabled riders, this is particularly low because of the large number of transfers. In surveys, a large number of riders stated they had to transfer on most trips, some even stating they needed to transfer twice within a one-way trip,

which likely contributed to the low systemwide farebox recovery of 12.3%. Routes 10 and 2 had the highest farebox recovery ratio with 21.7% and 20.3% respectively.

Systemwide, the average cost per trip was \$8.09, with a large range across all routes from \$23.09 on Route 15 Allendale down to \$4.58 on Route 10 Ridgecrest. The cost per trip for individual routes can be an indicator of routes that are financially unfeasible and those with a high demand.

Another way to analyze the system is by using heat maps. Figure 31 shows heat maps of the system to identify areas where a lot of riders are boarding. Figure 33 shows all boardings for the system, and there are clearly two main hotspots where the Intermodal and West Fairview Transfer Centers are. These are inflated due to the number of people transferring at these locations and not necessarily beginning their trips here. To address this, Figure 32 performs the same density analysis without those two transfer centers. Once removed, the One Center stands out along with the intersection of Fairview Street and Rosa Parks Avenue, the area just west of downtown, and Eastdale Mall.

It is also worth noting that while the neighborhood of Winderton on Route 6 registers on the density analysis, the neighborhoods along Highway 80, Gunter Annex, and at the intersection of Taylor Road and Vaughn Road do not even register and have the lowest boarding density within the system.

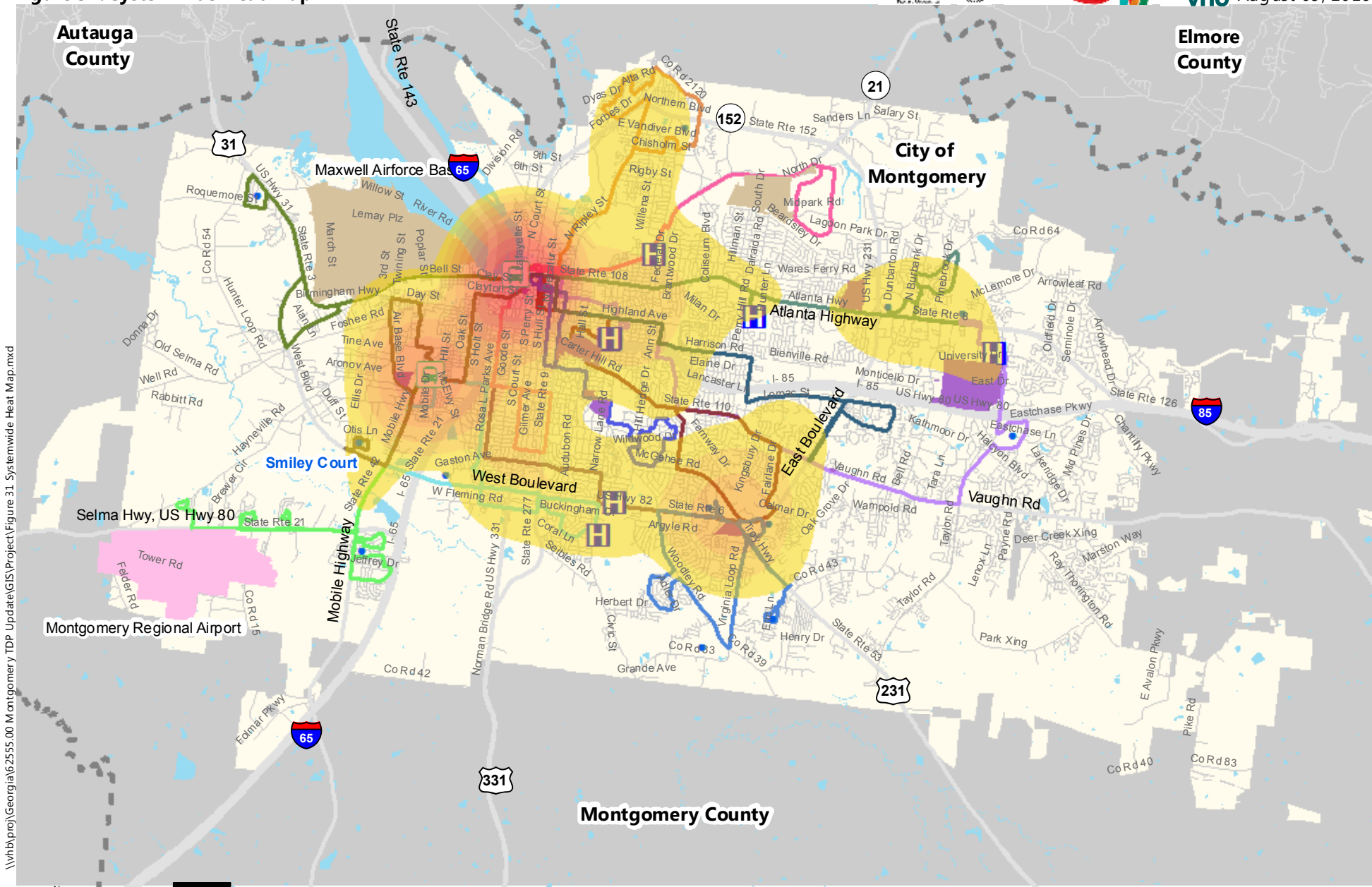
Individual route heat maps can be found in the appendix as part of the route profiles. The systemwide as well as detailed route-level analysis was to develop the recommended scenario in Section 8.



Table 7: Route Level Statistics

Route	Pass./ Day	Trips/ Day	Pass/ VRM	Pass/ VRH	Pass/ Trip	Pass/ Peak Trip	Peak Trip	Route Farebox Recovery Ratio	Cost/ Trip	% of Operating Cost	% of System Ridership
1 AUM East Chase	224	15	0.5	7.5	14.9	26	1:35 PM	9.0%	\$11.04	12%	1
2 Eastdale Mall	386	23	0.9	16.8	16.8	37	2:35 PM	20.3%	\$4.91	9%	2
3 Montgomery Commons	251	15.5	1.0	12.1	16.2	25	8:20 AM	14.6%	\$6.82	8%	3
4 Boylston	171	15	0.8	11.4	11.4	24	6:35 AM	13.8%	\$7.23	6%	4
5 One Center	237	17	0.8	9.3	13.9	25	2:35 PM	11.2%	\$8.87	10%	5
6 Southlawn Twingate	124	15	0.4	8.3	8.3	14	6:20 AM	10.0%	\$9.98	6%	6
7 Maxwell AFB	55	16	0.2	4.6	3.4	9	11:35 AM	5.5%	\$17.99	5%	7
8 Gunter Annex	63	15	0.3	5.6	4.2	9	7:50 AM	6.8%	\$14.73	5%	8
9 Virginia Loop	70	21	0.2	4.5	3.3	10	12:00 PM	5.5%	\$18.26	6%	9
10 South Court St.	342	19	1.7	18.0	18.0	48	1:20 PM	21.7%	\$4.58	8%	10
11 Ridgecrest	124	17	0.6	10.9	7.3	17	3:40 PM	13.2%	\$7.54	5%	11
Smiley Court/Gibbs									\$7.63		
12 Village	281	18	1.0	10.8	15.6	30	5:25 AM	13.0%		11%	12
15 Allendale	25	7	0.3	3.6	3.6	6	6:35 AM	4.3%	\$23.09	3%	15
16 Twin Oaks	162	12	0.6	10.5	13.5	25	1:05 PM	12.6%	\$7.89	6%	16
Whole System	2515	225.5	0.7	10.2	11.2	48	Route 10 1:20 PM	12.3%	\$8.09	100%	

Figure 31: Systemwide Heat Map



\\vhb\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\Figure 31. Systemwide Heat Map.mxd

M Transfer Centers

Hospitals

Points of Interest

State & Federal Roads

Interstates

Local Roads

Montgomery Airport

Local Universities

Military Bases

Water

Montgomery County

Route 1 AUM East Chase

Route 2 Eastdale Mall

Route 3 Montgomery Commons

Route 4 Boylston

Route 5 Montgomery Mall

Route 6 Southlawn - Twingates

Route 7 Maxwell

Route 8 Gunter

Route 9 Virginia Loop

Route 10 South Court Street

Route 11 Ridgecrest

Route 12 Smiley Court - Gibbs Village

Route 15 Allendale Road

Route 16 Twin Oaks

Montgomery, AL

Boardings Density

Low

Medium-Low

Medium

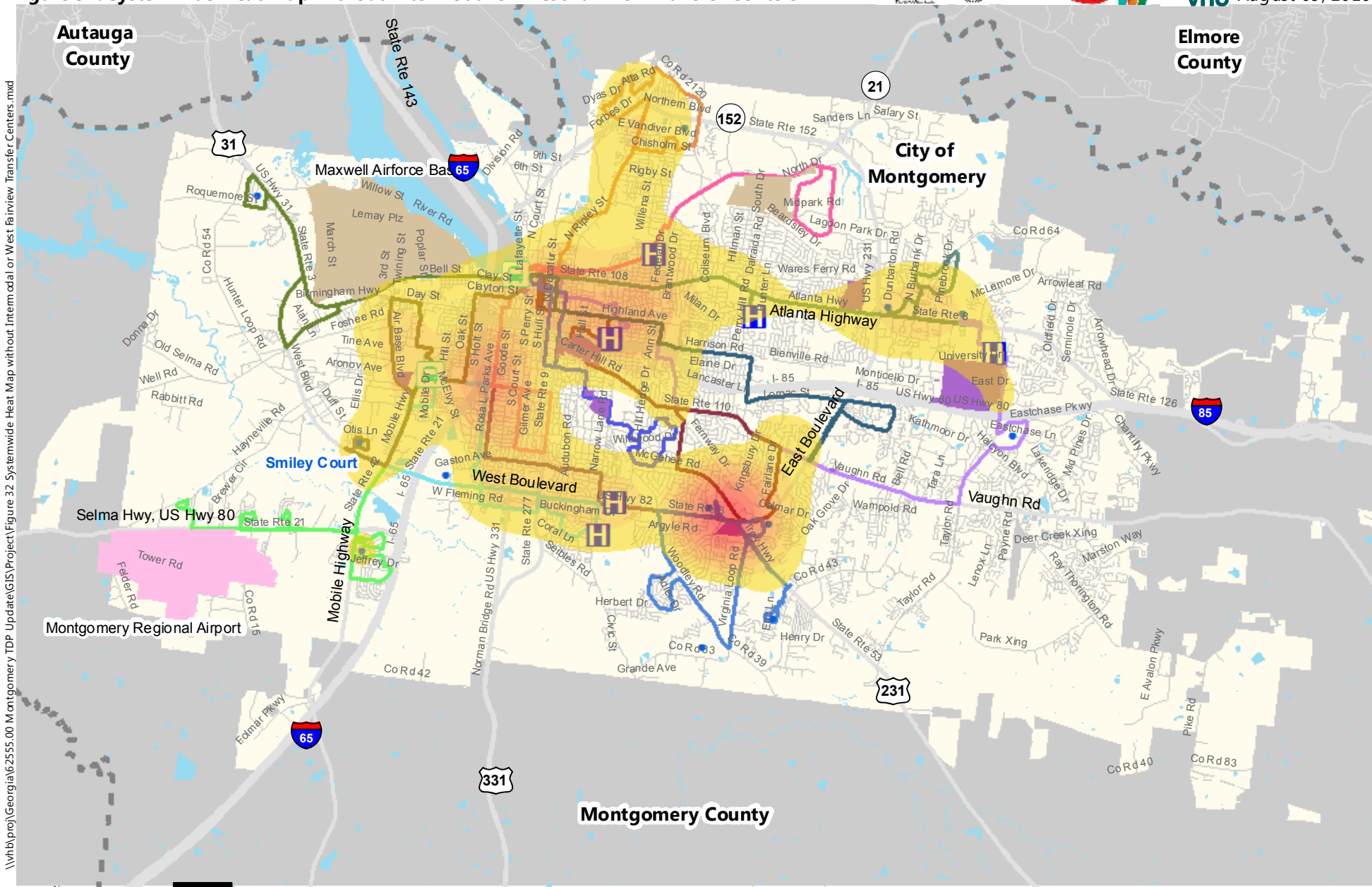
High

Very High

M Transit System Heat Map

Sources: Montgomery MPO, U.S. Census, VHB

Figure 32: Systemwide Heat Map without Intermodal or West Fairview Transfer Centers



0 1 2 4 Miles

M Transfer Centers

Hospitals

Points of Interest

State & Federal Roads

Interstates

Local Roads

Montgomery County

Montgomery Airport

Local Universities

Military Bases

Water

Route 1 AUM East Chase

Route 2 Eastdale Mall

Route 3 Montgomery Commons

Route 4 Boylston

Route 5 Montgomery Mall

Route 6 Southlawn - Twingates

Route 7 Maxwell

Route 8 Gunter

Route 9 Virginia Loop

Route 10 South Court Street

Route 11 Ridgecrest

Route 12 Smiley Court - Gibbs Village

Route 15 Allendale Road

Route 16 Twin Oaks

Boardings Density

Low

Medium-Low

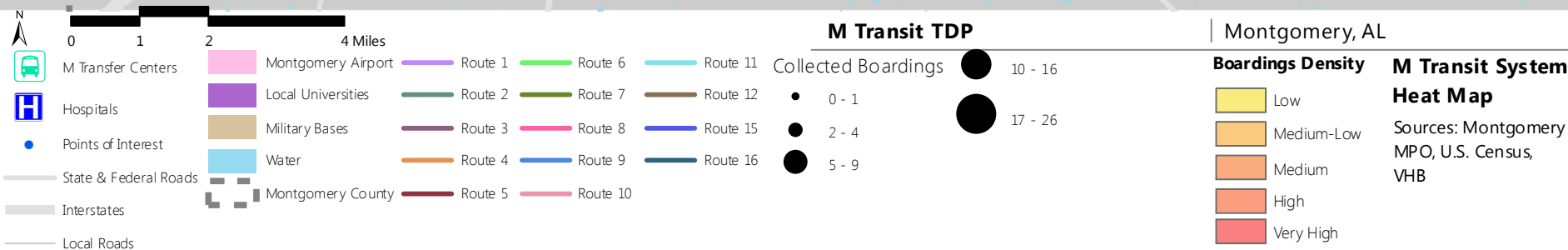
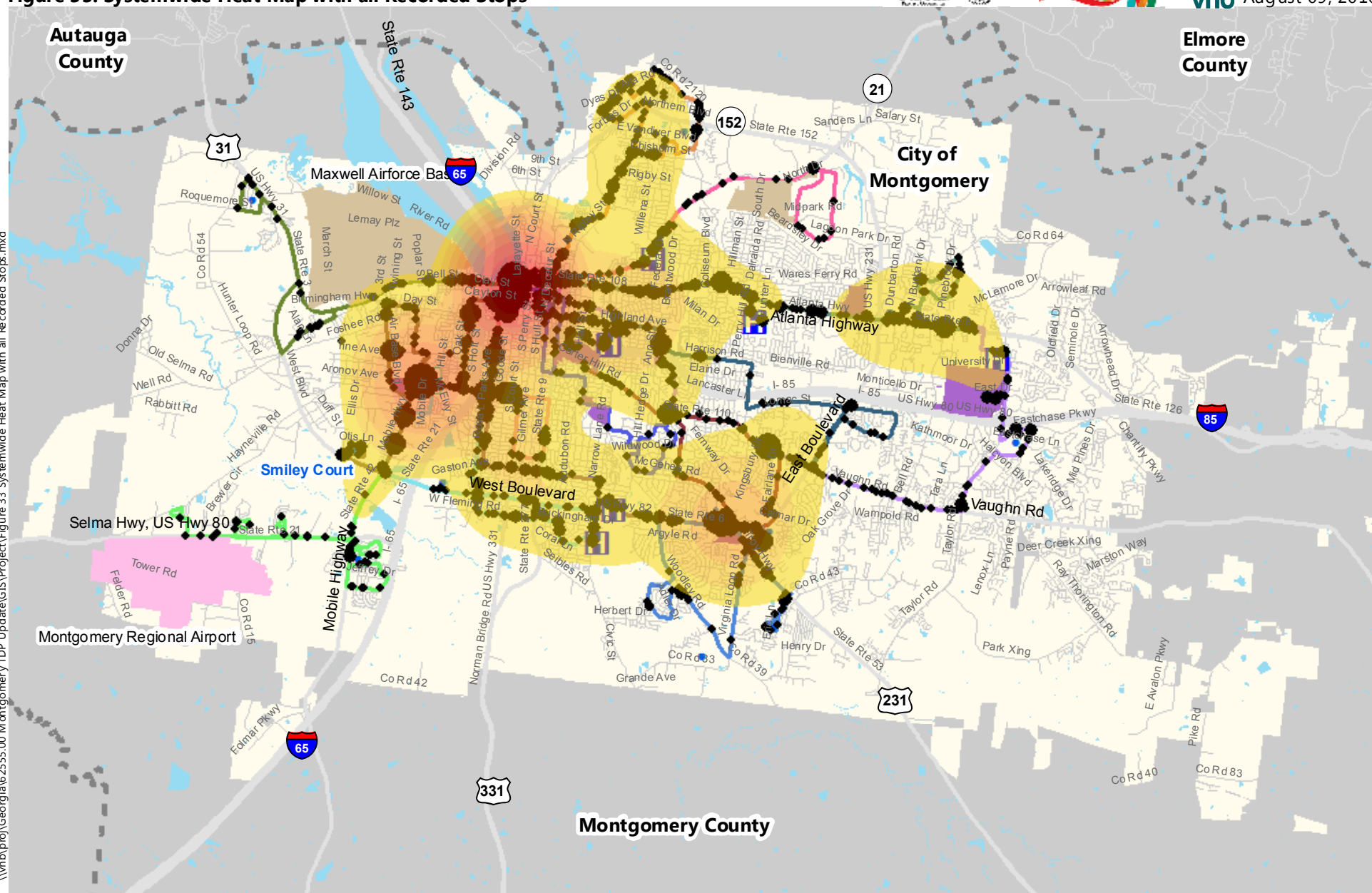
Medium

High

M Transit System Heat Map Excluding Transfer Centers
Sources: Montgomery MPO, U.S. Census, VHB

Figure 33: Systemwide Heat Map with all Recorded Stops

\\vhb\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\Figure 33-Systemwide Heat Map with all Recorded Stops.mxd



8

Recommended System

Based on the analysis of the individual route profiles and the systemwide evaluation completed in Section 7, this section describes the methodology used to develop the recommended transit system for Montgomery.

8.1 Methodology & Recommendation Development

Iterations of the recommended system were tested using the Transit Boardings Estimation and Simulation Tool (TBEST), examining the changes based on adjusting the route alignments and headways, with a focus on areas with the highest ridership and connections to cover the common transfers. TBEST estimates daily boardings based on demographic inputs directly from federal Census data as well as local land uses. The Montgomery MPO provided VHB with a map of observed land uses that were used as input for this analysis. To account for anticipated generators of trips, the Hyundai manufacturing plant and new Veterans Affairs Hospital off Chantilly Parkway were added as special trip generators. The Wind Creek Casino is almost 2.5 miles from the Montgomery City limits and not close enough for service, which is limited to the City.

The TBEST model was calibrated to existing ridership of the M Transit System, as collected in April, 2016. While results were calibrated to local collected data, the relative results indicate the change in ridership that can be expected once service is fully implemented. Details regarding the calibration can be seen in Appendix C.

There were two major focuses of the recommended system: to provide more opportunities for connection across the City of Montgomery and to reduce the total time riders spend waiting and riding—such as more direct service and shorter headways. Recommendations were also focused on minimizing increases in operating costs.

8.2 Recommended System

The recommended transit system focuses on cross-town connections so that riders do not necessarily have to ride to one of the transfer centers to change buses and can take more direct routes and transfers. Because the existing system is based on scheduled pulses from two transfer centers located in the northwest quadrant of the City, many riders are required to ride into either downtown or Fairview and then back out on another bus instead of having a direct route. Additionally, the recommended system adds service to the Hyundai manufacturing plant and to the Veterans Affairs Hospital on Chantilly Parkway in response to public and stakeholder input.

The recommended scenario can be seen in Figure 33 with individual routes described in Table 8. Detailed recommended route maps used to develop the scenario can be seen in Appendix XX.

Table 8: Recommended Changes by Route

Route	Change	Reasoning
1	Route 1 was extended east along Vaughn Road to Ryan Road and Chantilly Parkway, then east along Eastchase Parkway to access the shopping center. At the shopping center, the bus will turn around and return to the Intermodal Center along Chantilly Parkway, Ryan Road, and the existing alignment.	The main purpose of this change was to provide access to the new Veterans Affairs Hospital. This also provides access to the Walmart on Chantilly Parkway, and The Shops at Eastchase.
2	Route 2 follows the same alignment along Atlanta Highway with a deviation to the Veterans Affairs Hospital during designated trips. The deviation to Pinebrook was removed, and the route was extended to Taylor Road, where it turns south to access AUM. There the bus turns around and on its way west, deviates into the Eastdale Mall parking lot. The bus then returns to the Intermodal Center along the existing alignment on Atlanta highway.	Ridership in the Pinebrook neighborhood was low and it was cut to save time on the route to instead access Taylor Road. The extension to AUM provides an opportunity to transfer to Routes 1 and 17 to more directly access other eastern and southern portions of the City.
3	Route 3 alignment changed slightly. The route begins at the West Fairview Transfer Center and travels west along Fairview Avenue until turning south along Norman Bridge Road instead of Rosa Parks Avenue. Instead of turning around at the One Center, it will turn around at the Walmart on Boulevard.	This change provides access to transit along a parallel north-south corridor since Rosa Parks Avenue will be covered by Route 11.
4	No changes proposed	
5	Route 5 follows its existing alignment until it reaches Boulevard. Here, the route extends along US 231 into the Regency Park neighborhood where it turns around.	This extension provides service to an area currently served by Route 9, which has been eliminated in the recommended system.

Route	Change	Reasoning
6	Route 6 was shortened to turnaround at the regional airport and removes service from the westernmost neighborhood along Richardson Road North. The route now turns around at the Regional Airport. On northbound service, Smiley Courts was added to this route.	The low ridership in the westernmost neighborhood was removed due to low ridership and to save time on the route. Smiley Courts was added as a way to provide direct service from this neighborhood to the West Fairview Transfer Center.
7/8	As service currently is operated, one vehicle serves Routes 7 and 8. Route 7 has been shortened to loop through May Street and Day Street before heading back to the Intermodal Center along Maxwell Blvd. Service west of 3 rd was removed. Route 8 has been extended to the Eastdale Mall. The loop around Gunter Park Drive W was removed, but service will still run along Gunter Park Drive E.	Low ridership west of 3 rd Street made this route too expensive per trip. Additionally, to provide access to riders along Day Street who are losing service from Route 12, Route 7 provides service for them. The extension to Eastdale Mall provides an opportunity for connectivity and reduce travel times and transfers for those traveling to the south and west parts of the City.
9	Route 9 was eliminated. However, riders along South Boulevard as well as the Riverdale Area will be able to access transit on Route 5.	The ridership on Route 9 was low, and it was a relatively expensive route that provided little connectivity and no direct service to a transfer center, only to Routes 3 and 5 at the One Center.
10	Route 10 now provides north-south access along Court Street to the Intermodal Center. Twice per day this route provides service to the Hyundai Manufacturing Plant at the southern end of the City. When it does not serve Hyundai, Route 10 turns around performing a loop around Fleming Street, Norman Bridge Road, and Boulevard back north to Court Street.	This new route provides new access to Hyundai as well as direct north-south service along Court Street which currently does not have service.
11	Route 11 still provides access to Fleming Road and the health service on the southern part of Montgomery, but connects to the Intermodal Center along Rosa Parks Ave instead of connecting to the West Fairview Transfer Center.	Route 11 service along Fleming Road and Sunshine Drive were kept intact because of the ridership in that area. However, many of these riders were transferring to other routes so the service connects to the Intermodal Center. With Route 3 being altered, Route 11 now provides north-south service along Rosa Parks Avenue.
12	Route 12 was kept largely intact. Service north of Terminal Road was eliminated and no longer goes directly through Gibbs Village.	Low ridership in north of Terminal Road and new coverage by Route 7 account for eliminating service in that area. Low ridership in Gibbs Village and tight turns cause the routing to remain outside of the local streets.
15	Due to low ridership, Route 15 was eliminated.	This was by far the lowest ridership route. While this connection was only made 7 times per day, these were expensive per trip costs.

Route	Change	Reasoning
16	Route 16 still provides access to Carmichael Road, however it connects to the West Fairview Transfer Center instead of the Intermodal Center.	The switch from accessing the Intermodal Center downtown was to provide a connection directly from the eastern side of the City to the West Fairview Transfer Center for more direct connectivity, as described in the on board survey.
17	This is a new route that provides service along the Boulevard from Smiley Courts to the Eastdale Mall.	The purpose of this new route was to provide additional connectivity along Boulevard and allow riders to access cross-town destinations with more direct service.

To improve headways and reduce wait times, the following table shows the recommended headways for the system throughout the day and the number of buses required to provide that service.

Table 9: Recommended Headways

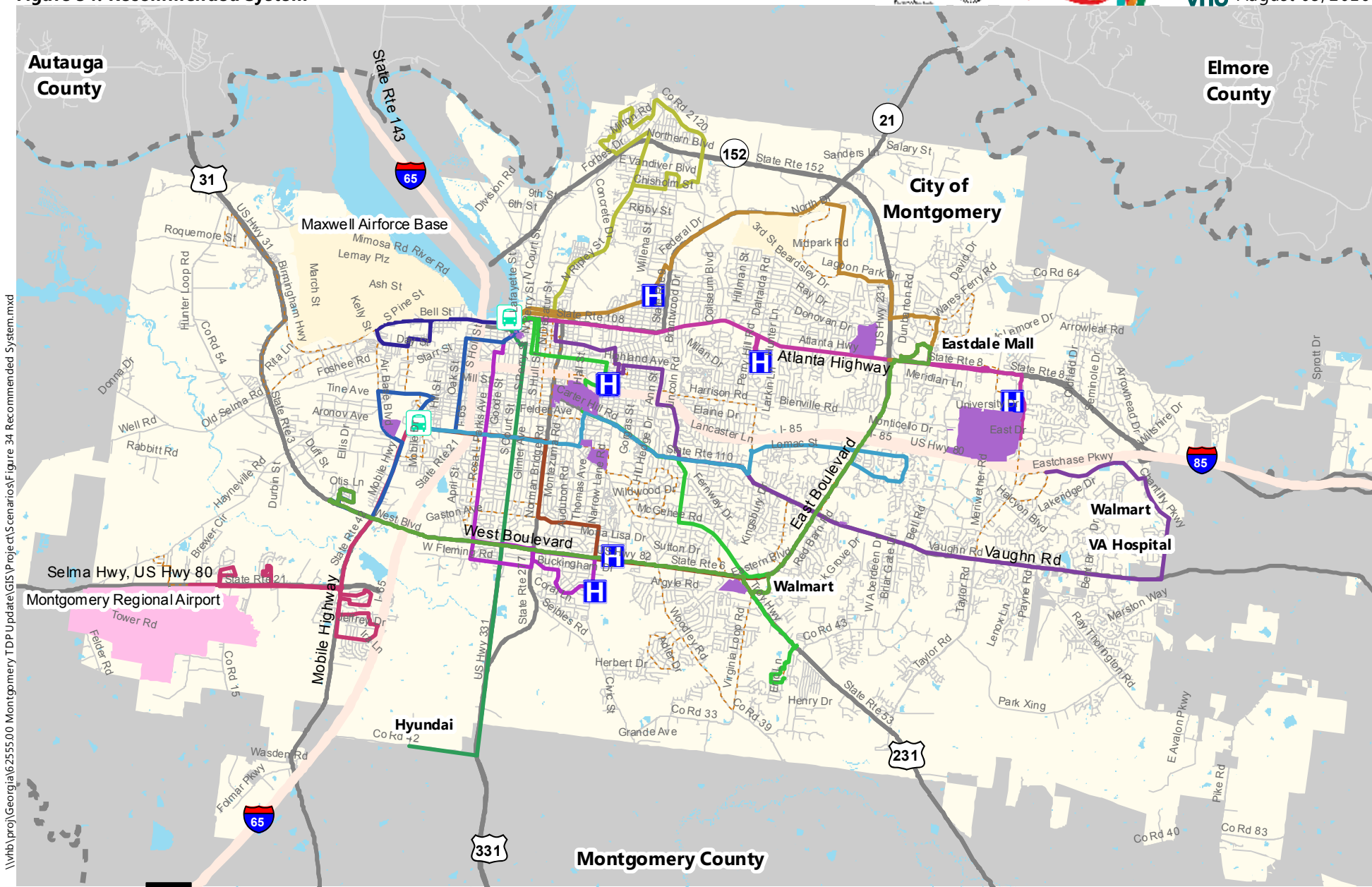
Route		Recommended Headway	Buses Required
1	60	45	3
2	30	30	2
3	60	30	3
4	60	60	1
5	30, 60, 90*	45	2
6	60	60	1
7	45, 90*	90	1
8	45, 90*	90	1
10	30, 60	60	1
11	60	60	1
12	30, 60*	30	3
16	60, 90*	45	2
17	-	60	1
TOTAL			22

*Indicates multiple headways throughout the weekday

The M Transit System currently has a fleet of 27 buses. To maintain a spare ratio of 20%¹, only 22 of those buses should be in daily use. Therefore, the initial recommended headways were restricted to those that could be provided by the existing fleet. It is recommended that the M Transit System continue to grow its fleet as capital funds are available and that the expanded fleet be used to improve headways for all routes in the system. Shorter headways will improve rider satisfaction and reduce overall travel time for riders.

¹ As recommended by the American Public Transportation Association

Figure 34: Recommended System



\\vhib\proj\Georgia\62555.00 Montgomery TDP Update\GIS\Project\Scenarios\Figure 34 Recommended System.mxd

M Transfer Centers

Hospitals

Local Roads

State & Federal Roads

Interstates

Montgomery Airport

Local Universities

Military Bases

Water

Montgomery County

Existing M Bus Routes

Recommended Routes

1

2

3

4

5

6

7

8

10

11

12

16

17

Montgomery, AL

Sources: Montgomery MPQ, U.S. Census, VHB

To promote connectivity the recommended scenario is dependent on the ability to transfer between routes for free throughout the system instead of one of four current transfer areas (Intermodal Center, Westview Transfer Center, One Center, Walmart).

TBEST provides estimates for daily ridership, run-time, relative cost, and transfers. The service area and headway for each route were adjusted to optimize the relative cost and route performance. As shown in the following table, the recommended system provides significant improvements.

Table 10: Relative Changes in Performance Measures

	Existing System ²	Recommended System	Change
% Population served	83%	82%	-1.2%
% Employment Served	88%	91%	3.4%
Annual Service Miles	1,088,188	1,167,444	7.3%
Estimated Annual Ridership	744,442	1,055,244	36.26%
Estimated Average Weekday Ridership	2,782	3,776	35.7%
Boardings per Mile	0.7	0.9	28.6%
Boardings per hour	11.3	15.3	35.4%
\$/VRM	\$5.50	\$5.20	-5.5%
\$/Passenger Trip	\$10.5	\$6.90	-34.3%

Note that the only performance measure not improve was the percentage of City population served, with only a minimal decrease. TBEST provides relative model outputs, therefore it is important to focus on the difference between the existing and recommended and not the hard estimates of ridership and costs. With only a 0.4% increase in operations costs, just over 35% increase in ridership is anticipated. The ridership increase brings down the cost per mile as well as the average cost per trip. Additionally, this increases the access to employment in the City as well as to the Veterans Affairs hospital, a critical destination for some without mobility.

Financial feasibility was an important part of developing the recommended system. This system provides connectivity throughout the City with only a small increase in operation costs. Conversations with local decision-makers indicated the potential for small increases in local funding to support the system. With the ability to significantly increase ridership with a small increase in funding, the priority for additional local funding should be used for the acquisition of new vehicles. As discussed in Chapter 9, the M Transit System has enough vehicles to provide the recommended service, but many are beyond their useful life and require frequent maintenance. Focusing new funds towards the purchase of vehicles will increase the reliability of the fleet as well as the ability to improve headways throughout the system and extend service hours for the recommended route alignments. Once these routes are implemented, the M Transit System should continue to strive for improving headways to improve rider satisfaction and reduce overall trip time for riders.

² Note that these are the numbers for the existing system from TBEST, and are calibrated to a combination of on board counts and farebox data for the week of April 11, when data were collected.

9

Equipment and Facilities

This section provides an overview of the equipment and facilities managed and operated by the M Transit System. The M Transit System has 100 employees, made up of 50 drivers, 34 administrative positions, and 16 maintenance positions. Of the 100 employees, 82 are full time.

9.1 Vehicles

The section provides an overall description of the current fleet in operation by The M Transit System. Fleet inventory characteristics were provided by M transit staff. There are a total of 38 vehicles in the M fleet - 27 fixed route vehicles and 11 demand response vehicles.

9.1.1 Fixed Route Service Fleet

Characteristics for the fixed route fleet is provided in Table 11. As shown in the table, the following represent key characteristics of the M Transit System fixed route fleet:

- Of the 27 fixed route vehicles, all but six of the vehicles have been in operation for five or fewer years.
- All six of the older vehicles have been in operation for at least 10 years.
- Four of the older vehicles, which are shaded in Table 11 will be replaced in FY 2017.
- It should be noted that the vehicles due for replacement were scheduled for replacement in 2012 and 2013.
- There are two other vehicles that were slated for replacement in 2015 and 2016 that have no determined replacement date.
- Collectively, there appears to be a shortfall of available revenues to meet their anticipated fleet replacement schedule.

Table 11: Fixed Route Vehicle List

Make	Model	Age	Scheduled Replacement
Thomas	SLF	14	2012
Thomas	SLF	14	2012
Thomas	SLF230	13	2013
Thomas	SLF230	13	2013
Thomas	SLF235	12	2016
Thomas	SLF232	10	2015
Gillig	G30B102N4	5	2023
Gillig	G30B102N4	5	2023
Gillig	G30B102N4	5	2023
Gillig	G30B102N4	5	2023
Gillig	G30B102N4	5	2023
Gillig	G30B102N4	5	2023
Gillig	G30B102N4	5	2023
Gillig	G30B102N4	5	2023
Chevrolet	GOSHEN	5	2017
Chevrolet	GOSHEN	5	2017
Chevrolet	GOSHEN	5	2017
Ford	STARCRAFT	>1	2020
Ford	STARCRAFT	>1	2020
Ford	STARCRAFT	>1	2020
Ford	STARCRAFT	>1	2020
Ford	STARCRAFT	>1	2020
Ford	STARCRAFT	>1	2020
Ford	STARCRAFT	1	2019
Ford	STARCRAFT	1	2019
Ford	STARCRAFT	1	2019
Ford	STARCRAFT	1	2019

Of the fixed route fleet, the M Transit System operates 19 buses per day with a spare ratio of 30%. It should also be noted that all fixed route vehicles are equipped with bicycle racks.

In addition to the fleet in Table 11, the M Transit System fleet includes a 1956 GMC which serves as a Rosa Parks commemorative bus. Due to its historical nature, no replacement date is immediately anticipated for this vehicle.

9.1.2 Demand Response Vehicles

Fleet characteristics for the 11 demand response are presented below in Table X. Key characteristics include:

- Seven of the 11 have been in operation for only one year; however, the other four are past their scheduled date of replacement.

- Of the four vehicles scheduled for replacement, three were scheduled in 2010 and the other in 2013.
- There is no determined replacement date for the four vehicles scheduled for replacement.
- Much like fixed route vehicles, there appears to be a shortage of available capital for replacement of demand response vehicles.

Table 12: Demand Response Fleet Characteristics

Make	Model	Age	Scheduled Replacement
FORD	GOSHEN	11	03.07.10
FORD	GOSHEN	11	03.18.10
FORD	GOSHEN	11	03.18.10
FORD	GOSHEN	8	07.15.13
FORD	STARCRAFT	1	04.16.19
FORD	STARCRAFT	1	04.23.19
FORD	STARCRAFT	1	05.08.19
FORD	STARCRAFT	1	04.23.19
FORD	STARCRAFT	1	04.16.19
FORD	STARCRAFT	1	04.16.19
FORD	STARCRAFT	1	04.23.19

9.2 Facilities & Transfer Locations

Information regarding facility characteristics were provided by M Transit staff.

There are four main facilities associated with the M transit operations, maintenance, and administration. These facilities are located at two locations.

- 2318 West Fairview Avenue – Two of the M's facilities are at this location. They include:
 - An administration building of roughly 7,200 square feet; and
 - A maintenance facility and storage yard of approximately 26,600 square feet.
- 2340 West Fairview Avenue - A transfer center for local fixed route service of approximately 530 square feet
- 495 Molton Street – The Intermodal Transfer Center facility in downtown Montgomery. This location also includes the intercity passenger bus terminal and planning offices for M Transit, City of Montgomery, and the Montgomery MPO.

Immediate maintenance needs for the facilities above include:

- Expansion of the Fairview Transfer Center to enclose the facility, which is currently underway, and.

- The replacement of a bus washer at the maintenance facility.

The maintenance facility and administrative building are located next door to the West Fairview Transfer Center and 3.2 miles from the Intermodal Center. With the transfer centers in close proximity to the maintenance facility, there is minimal dead head time for the buses, improving cost effectiveness.

In addition to the bike racks on the fixed route fleet, the M has an inventory of the following amenities throughout its fixed route network:

- A total of 125 benches with an average cost of \$600.
- A total of 20 bus shelters with an average cost of \$50,000.

Bus stop shelters were a common request during public outreach. The combination of hot summers and headways ranging from 30 to 90 minutes throughout the system increases the need for shelters, particularly at high volume stops. The M Transit System spends nearly all funds on operations and making capital investments with one-time grants. Installing bus shelters would require additional local capital funds or partnerships with partners and stakeholders throughout the City. Shelters could be an opportunity for local sponsorships and advertisements to provide the necessary funds. New shelters would benefit waiting riders and also act as advertisement of service throughout the system to increase visibility. Priority for the installation of shelters should be at stops where at least two routes come together to provide shelter for riders transferring outside of the two transfer centers

10

Existing Funding & Recommendation Costs

This section provides an overview of revenue sources and overall costs as well as projections based on the recommended system.

10.1 Current Revenue Sources & Expenditures

The following table shows the total revenues for the M Transit System from 2009 to 2015. These trends are also illustrated in Figure 35.

Table 13: Revenue Sources 2009-2015

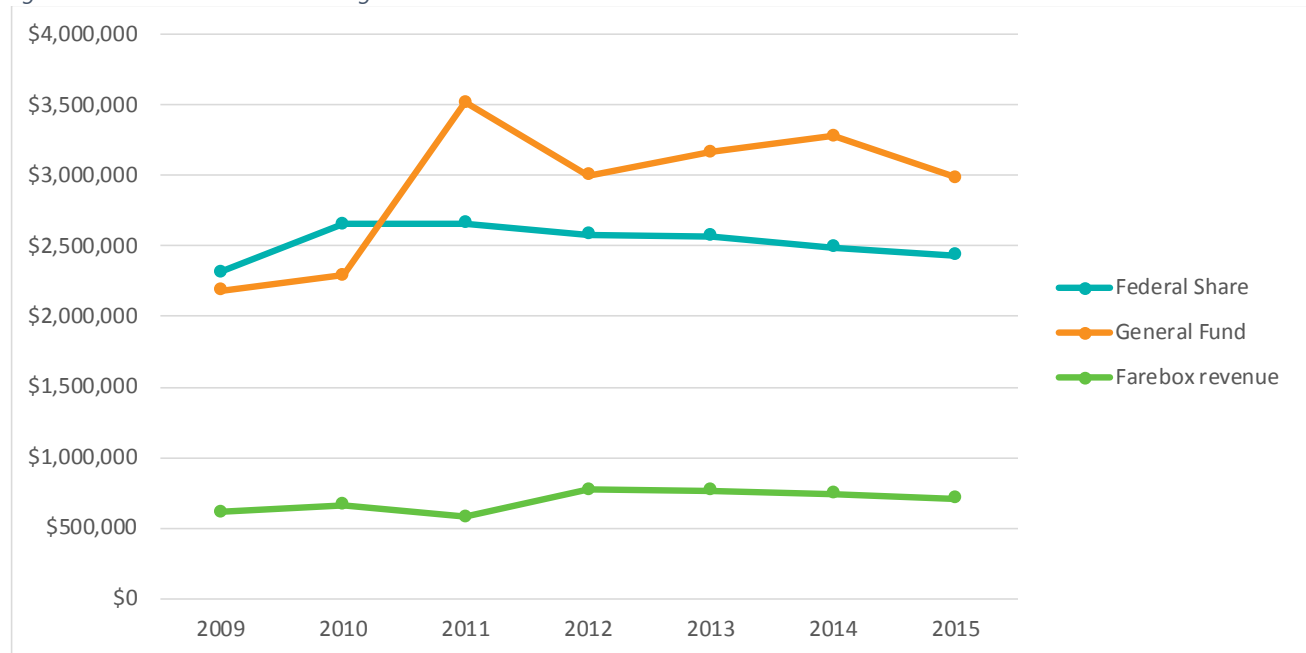
OPERATING	2009	2010	2011	2012	2013	2014	2015
Federal Funds	\$2,313,892	\$2,653,645	\$2,661,058	\$2,582,562	\$2,571,741	\$2,488,834	\$2,433,356
City General Funds	\$2,184,985	\$2,291,121	\$3,516,781	\$3,000,770	\$3,166,990	\$3,278,574	\$2,985,288
Fare Revenue	\$612,328	\$662,106	\$575,634	\$767,745	\$767,000	\$739,000	\$705,162
Other Funds	\$736,172	\$748,764	\$677,677	\$784,824	\$931,541	\$1,121,047	\$809,420
TOTAL	\$5,235,049	\$5,693,530	\$6,855,516	\$6,368,156	\$6,670,272	\$6,888,455	\$6,228,064

The overall cost of operating the M Transit System service has gradually risen every year except between 2014 and 2015. In line with this, federal funds have been relatively constant throughout the last seven years. With the passage of the new federal transportation bill, the Federal Transit Administration's Section 5307 allocation formulas were unchanged. The amount of federal funds available to the M Transit System are based on a federal formula that takes into account the population and revenue hours of service provided, both of which have remained constant over this time.

Fare revenue has gradually increased with slight increases in ridership over the 2009-2015 time period.

In the following figure, the amount of funds provided by the City of Montgomery general fund now provides more funds for transit than federal sources. Any increase in costs or unplanned costs for repairs must be covered by the City because federal funds are allocated before the fiscal year begins. Additionally, any capital expenditures, such as for buses in recent years, must be matched with local funds.

Figure 35: Local vs. Federal Funding Source Trends 2009-2015

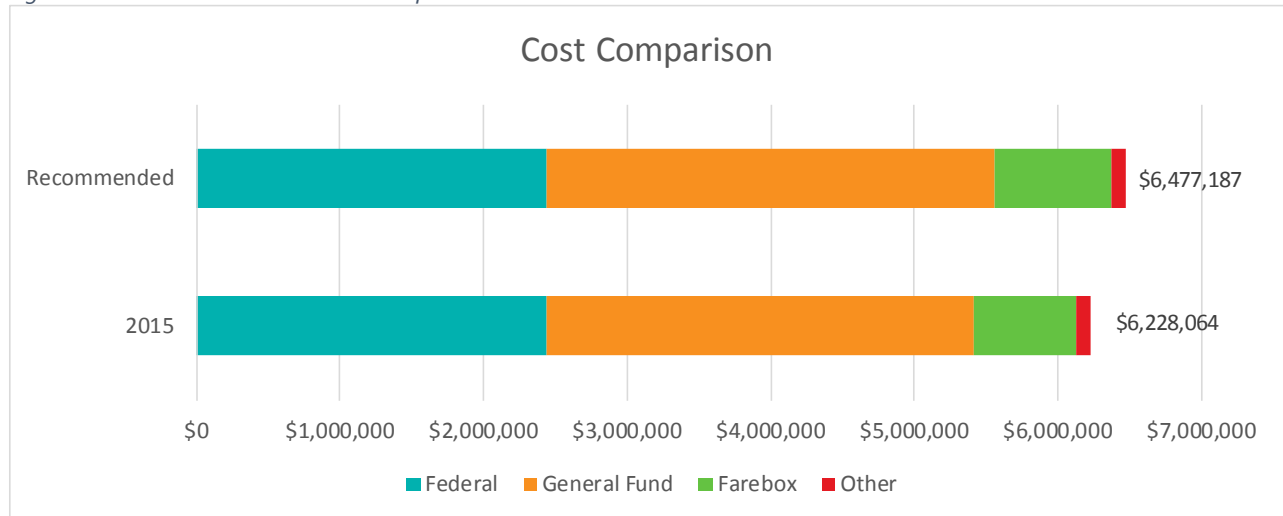


The M Transit System is a small enough system that it qualifies to use a portion of its federal funds to spend on operations expenditures, unlike large systems that operate over 100 buses daily. However, by spending federal funds on operations, it leaves the M Transit System with few dollars to spend on capital investments. In 2015, less than 5% of these funds were spend on capital investments. In the past, when the M Transit System has purchased new vehicles it was done through additional grants and not the apportioned Federal Transit Administration's 5307 program. The lack of funds to spend on capital expenses, such as vehicles, has caused the M Transit System to fall behind in replacing vehicles. While federal grants often provide 80% of the funds for these purchases, identifying the 20% local match can be difficult when local funds are being used to operate the system.

10.2 Recommendation Cost Discussion

The total operating cost for the M Transit System in 2015 was \$6,228,064. The TBEST model used to develop ridership estimates projected a 0.4% overall increase in costs, totaling \$6,477,187.

Figure 36: Recommendations Cost Comparison



Looking forward, it is assumed that the revenue sources will remain relatively neutral. The recent federal transportation funding bill, Fixing America's Surface Transportation (FAST) Act continues to allocated funds to transit through the Section 5307 and Section 5311 programs using the same formulas.

The above chart assumes that federal funding as well as funding from other sources remain the same. To be conservative, a 15% increase in fare revenue is assumed³. To make up for the remaining costs, the general fund amount is assumed to increase 5% to cover operations of the recommended system.

The City of Montgomery is committed to providing the current funding levels with the potential for small increases to improve local mobility in a cost effective manner. The recommended system provides significant increase in ridership and connectivity for a small increase in overall costs and required local funding.

Finally, this system cost estimate accounts only for operations costs. The initial roll-out headways can be completed with the existing fleet. However, future improvements to the fleet and frequency of service will require an additional annual investment in new vehicles. Each vehicle costs approximately \$400,000. Leveraging federal funds for capital, this would require a local match of 20%, totaling \$80,000 per vehicle.

³ The model predicts a 35% increase in unlinked trips. The 15% accounts for free transfers as well as any reduced fare tickets and monthly passes.

11

Implementation Plan

This section provides a plan to implement the system recommendations for the M Transit System as well as additional strategies and policies that should be considered in the future. Implementing transit changes, especially removing routes, requires significant outreach to the community, as described below.

11.1 Implementation Action Items

Implementing significant service changes, particularly where entire routes are changing or being removed/added require detailed operations planning and significant outreach to engage existing and potential riders.

The following table provides an overview of action items to complete within the six months prior to the rollout of service changes. While six months is a short timeframe, it is important to engage the public and change the system within a short timeframe so that the public remembers the conversations they heard, and are not confused between existing/old service and new service.

Table 14: Implementation Action Items

Timeframe	Tasks
6 months prior to service rollout	<ul style="list-style-type: none">■ Operations Plan■ Staffing Plan■ Schedule & Timetables■ Public Outreach Plan
3 month prior to service rollout	<ul style="list-style-type: none">■ Initial public announcement and outreach■ Engage major community stakeholders■ Hire and train additional drivers as necessary■ Test new transfer policies with magnetic strip fare system■ Select Bus Sizes for each trip■ Rollout route-specific announcements
1 month prior to service	<ul style="list-style-type: none">■ Provide information tables, phone number, and website for public to use to plan their trips in new system

Important Public Engagement Items:

- Stakeholder meetings
- Working with local neighborhood associations
- Target local universities to identify potential partnerships
- Flyers and poster information in transfer centers and on board buses
- Assistance route planning with the new route structure
- Clear overview of the new transfer policy

6 months prior to planned service rollout

A detailed Operations Plan will take the alignments recommended in this TDP to test the time of runs, ensure that both size buses can fit around all turns, and that routes have an adequate and safe location to turn around. The Operations Plan would also include a plan for when buses arrive at transfer centers. Buses should be scheduled to keep regular headways that are easier for riders to remember and do not necessarily need to meet on a pulse at transfer centers. Along with the Operations Plan, a Staffing Plan will be necessary, to determine the number of part-time and full-time drivers necessary to provide the service, and how they will be scheduled on a typical weekday and Saturday.

Additionally, at six months out, developing a detailed Public Engagement Plan will be critical to reaching riders and stakeholders about the changes, and why they are happening. Setting a schedule to reach out to riders, stakeholder groups, and specific neighborhoods that are most adversely being affected will be important to help everyone understand how the new system schedule will function, where the routes will be, and how transfers will be used. At this time, an announcement that service changes will be coming within six months should be provided along with the planned public engagement activities.

3 months prior to planned service rollout

Once the routes are completed and the Public Engagement Plan is set, reaching out to the public should begin approximately 3 months prior to service rollout. The three month timeframe should allow time to reach out to major employers and agencies with a large number of riders, as well as local neighborhoods that will experience the most change, particularly those who will be losing service. This will allow enough time for riders to understand changes affecting them, as well as implement the changes before riders have forgotten issues and conversations they had with M Transit representatives about why and how the changes will be occurring.

At this time, the Operations Plan will be at or near completion. Any staffing changes that need to happen to provide the required number of part-time and full-time drivers should begin to be addressed at this time. Final details of the Operations Plan will be completed, including which size buses will be on which route.

With regards to fare technology, transferring throughout the system will have to be tested. One of the intentions of the recommended system was to provide more opportunities for connections throughout the system outside of the existing transfer centers. This will allow riders to take more direct routes as they travel throughout the City. Currently, drivers provide transfer passes only at the four existing transfer locations. Moving forward, riders could request transfer passes at any location where more than one bus stops. Typically, limits are put on these transfer that place a time limit (45-120 minutes, depending on the system to allow for the existing headways) and are not allowed to be used on board the same route they were issued from. This prevents riders from using transfers as a pass on a return trip for free.

1 month prior to planned service rollout

Finally, in the last month prior to service rollout, it will be important to have route-specific flyers available at transfer stations and onboard buses as well as representatives available at transfer stations to talk through how riders will be able to plan and take their trip. Announcements about the timing of the new service should be posted throughout the system so all riders and staff are aware of the impending changes and when to expect them.

Beyond service rollout

Once service is implemented, it will be important not to make too many, if any, reactionary changes within a short period of time. It will take a few months for riders to get used to the new system, how their trips are affected, and ways to make their trip most efficiently. It will be important to have staff ready to answer questions during the first few months of service to assist riders in adjusting to the new schedules and answer questions.

11.2 Additional Improvement Considerations

Based on observations during data collection, conversations with drivers, and public outreach, the following additional improvements throughout the system should be considered if funding becomes available:

Permanent Stops

Many bus drivers discussed the issues that are caused by flagged stops. While flagged stops were implemented to allow those with physical disabilities to board the bus where they are best able to, this also adds complications. Any rider can flag down a bus to stop and different bus drivers approach this mandate differently. Some stop only where there is a safe place to pull over to the side, while some will allow boardings anywhere along the route. This does not send a consistent message to riders who expect to be able to board anywhere along routes. Additionally, riders will flag stops where convenient to them, sometimes having a bus stop multiple times within a quarter mile stretch. Multiple stops where one stop could serve multiple individuals adds to the drive time of routes and can effect on-time performance.

It is recommended that the M Transit System transition to fixed, signed stops. This would include assessing safety along routes to identify stop locations and implementing policies about stop locations, i.e. nearside, farside, midblock, and distance between stops.

Improving Headways over Time

Reducing headways for routes with high ridership, such as Routes 2 and 12 are projected to be, could improve service and satisfaction for riders. Reducing wait time along busy routes also shows investment in the system and continued improvement.

Working to provide more frequent service will not only better provide service to existing riders, but may draw additional riders as well.

Flex Routes for Low Ridership Areas

Providing service throughout the City of Montgomery is difficult because of the low residential density throughout. Routes that were eliminated in the recommendations were too expensive to warrant regular, fixed route service. However, these areas could be served by flex routes. Flex routes provide service to an area and anyone in that area can schedule a trip. This provides the accessibility of a paratransit vehicle with a schedule of a fixed route. In areas such as Hunter Station and Allendale, vehicles could provide flex service during various parts of the day, or make trips only as scheduled and requested by riders. If funds are available to invest in an additional vehicle to provide this service, or allow paratransit vehicles to also provide flex service in designated areas along with providing the complementary service that is federally required, it could bring service back to these low density, low ridership areas.

Connections beyond City Limits

Public outreach identified the Wind Creek Montgomery Casino as destination riders and potential riders need to access for employment. Currently, all local funding for the M Transit System comes from the City of Montgomery, limiting service to within the City limits. The casino presents an opportunity for a partnership to cross the municipal boundary and increase access. The M Transit System should pursue discussions with the Casino to operate a shuttle from the casino to either a location just within the City or a transfer point. Success working with an employer outside of City limits could open the door for additional partnerships and/or longer distance commuter service into/out of Montgomery.

Appendix A

Stakeholder Engagement Notes

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Public Meeting

Meeting Name: Montgomery Public Meeting Open House
Meeting Location: Intermodal Transfer Center, 495 Molton St., Montgomery, AL 36104
Meeting Date/Time: April 20, 2016 - 5:30 – 7:00 P.M.
Project Team Lead: Morris Dillard, Marian Clements, DW& Associates; Darrell Howard
STRADA, John Palm, VHB

Meeting Summary

Purpose: The project team, accompanied by City of Montgomery Planning Staff was on hand to solicit feedback from citizens and riders on ways to provide more efficient transportation in the City of Montgomery and to receive feedback on ways to improve existing service. The team discussed the study and distributed Project Fact Sheets to approximately 30 riders in the bus waiting area, bus boarding area and Intermodal Transfer Center. The comments generally centered around service expansion and improvements.

Service Expansion and Improvements Comments

- Need service to Chantilly Parkway at VA Hospital; hardship for veterans
- Need service to Walmart on Chantilly Parkway
- Add seating at bus stops
- Need covered bus shelters system-wide
- Use small buses and more frequent service rather than big bus
- Need sidewalks leading to bus stops
- Need seat/shelter at Winn Dixie at Atlanta Highway for elderly and persons with disabilities
- Need information on how to use the system
- TransLoc Rider app with service tracking is helpful

Planning Staff Meeting

Meeting Name: Montgomery Planning Staff Meeting
Meeting Location: 25 Washington Avenue, 3rd Floor Planning Conference Room, Montgomery, AL 36104
Meeting Date/Time: April 19, 2016 - 10:30 – 11:30 A.M.
Presenters: John Palm, VHB; Morris Dillard, DW & Associates
Attendance: 11 (excluding Project Team)

Meeting Summary

Purpose: Offer suggestions for improving public transportation in the City of Montgomery and improvements to the M Transit service. Comments from this meeting can be broken into service expansion and improvements, convenience and efficiency, marketing information and education, revenue, and outreach.

Service Expansion and Improvements Comments

- Broad consensus that public transit is needed
- Service needed to the Veterans Administration facility on the east side
- Taylor Road is heavily congested
- Need more bus stops in downtown area around the Capital, too far to walk from Intermodal Transfer Center to final destinations
- Need transit in Chisholm to the north and other areas that allows parents to attend school conferences, meetings and volunteer activities
- Increase service to numerous low-income apartments in high traffic corridors in the southeast (Mall area, Virginia Loop, Woodley Road and other areas)
- Access to recreational activities for young people; few family services exist in southeast - positive interactions needed for children
- Access to job training programs such as “Cut above the Rest” and “Home Time” on Maxwell Blvd.
- Use express bus service via well placed remote park-and-ride lots, for commuters to downtown
- Improve on-time performance, numerous complaints of late buses
- Add shelters at bus stops
- Bus service is important to riders; citizens voted to raise fares rather than cut service
- Used to have free trolley service during lunch hour to circulate riders to restaurants and shopping. Service was supported by businesses. Not clear why it was discontinued
- More incentive to drive downtown since parking is free or very cheap

- Hardship for students to walk to school from apartments on Boulevard, across Jeff Davis and Dannelly, particularly in inclement weather
- Montgomery Transit used to transport a lot of students on public transit buses until rezoning of school district made this infeasible and school aged children declined. School district provides its own transportation. There needs to be collaboration between M Transit and School District Managers
- Congestion around Jeff Davis High School can take 45 minutes before school starts
- Schools in Montgomery are spread out making transport by public transit inefficient

Convenience and Efficiency Comments

- Buses serve areas with low density
- Service is not convenient; must get children to schools in different parts of the city; would like to ride but the service patterns and schedules don't work. Or if the service works in the morning it does not work for the return trip home
- Service is not available where people need to go
- Need to keep bike racks on all buses
- Travel time too long; would have to wake up very early to get to work or school on time
- Loves the idea of transit but it is not efficient in Montgomery; needs to stop by grocery on way home; would like to see transit-oriented development where you can get groceries and get back on a bus; currently not practical with existing service
- Montgomery has low density and is spread out, transit needs greater density so doesn't see big change in service with existing conditions. But absolutely Montgomery needs efficient transit
- Transit gives young people freedom; they are too young to drive so they are stuck and do not get to see the city outside of their immediate neighborhood
- Riders generally prefer to spend no more than 15 to 20 minutes more on public transit than in a car
 - Morris responded - Current trend is synchronization of land use and transportation planning. Currently developers tend to put things in places where there is no access by public transit which is not smart planning. Seeing greater collaboration between transit planners and land use planning is on the rise and that's a good thing.
- Montgomery needs long-range land use and transportation plan
- Service ends too early for shift workers. Restaurant and service workers end shifts after transit service terminates at 9:30 p.m. Riders forced to share rides or get unreliable cars they cannot afford to maintain
- Buses waste time dwelling to wait on schedule, passengers must wait on buses
- Could drive to bus stop along the route to take bus downtown but concerned with safety of vehicle
- Partner with local schools, including colleges, to provide special tokens to incentivize use of public transit. Teach students while they are young the value of public transit; adults may not be as likely to convert from private vehicle to public transit
 - Many college students do not have a vehicle and with incentives they may consider buses

Marketing, Information and Education Comments

- Educate the public on how to use the bus; not familiar enough with bus routes to take public transit; need education on how to use service, how to transfer
- People don't like change; must sell public transit
- Install display bill boards showing the time from Taylor Road, for example, to downtown to encourage use of public transit
- Market public transit to new drivers using auto accident rates for high school students to make rationale for public transit
- College students do not ride the bus because of stigma that bus is for low-income people
- M Transit just launched two new web-based apps, non- and smart-phone based. Need to market these apps since many riders are not aware of them
 - Passenger Information System that shows where a bus is in real-time
 - Transit Trip Scheduler shows how to use system from any point

Sources of Revenue Comments

- Generate revenue for transit by tapping into Restoration of Downtown funds
- Operate a second ferry lane up to Millbrook across the river; use revenue for transit
- Auburn University at Montgomery (AUM) has its own exclusive free transportation since many students do not have cars; service was previously provided by M Transit but AUM decided it could operate the service cheaper and would not have to pick-up non-students
- Opportunity to revisit contract with AUM and other area colleges (ASU, Troy, Faulkner, etc.)

Outreach Opportunities Comments

- Kay McQueen representing the Chisholm Community
 - Apartment management mainly in the southeast
 - Contact Director of Transportation for Montgomery Public Schools to learn about where there is need for transportation for school students
 - Community Economic Development Coordinator is willing to distribute project information on its email database

Department Heads Meeting

Meeting Name: Montgomery Department Heads Meeting
Meeting Location: 25 Washington Avenue, 3rd Floor Planning Conference Room
Montgomery, AL 36104
Meeting Date/Time: April 19, 2016 - 1:00 – 2:00 P.M.
Presenters: John Palm, VHB; Morris Dillard, DW & Associates
Attendance: 14 (excluding Project Team)

Meeting Summary

Purpose: Offer suggestions for improving public transportation in the City of Montgomery and improvements to the M Transit service. Comments were grouped into service expansion and improvements as well as general comments and observations.

Service Expansion and Improvements Comments

- Transit needed to connect people from downtown to shopping in east Montgomery
- Need bus lanes to by-pass traffic; more people will use the bus for faster commute
- Need alternatives to get from Prattville, Millbrook and Wetumpka to downtown
- Provide shuttle from Prattville to downtown with drop-off in convenient locations
- Need to provide pull-off for buses rather than stop in the middle of the road, backing up traffic
- Need covered bus shelters; people will not stand in rain, cold and heat waiting an hour or more for a bus
- Passengers complain about late buses

General Comments

- Transit is important to the economic vitality of Montgomery as the City continues to grow
- Possible to convert choice riders to public transit
- Transit-dependent do not have options, therefore must attract people who have cars to expand ridership and revenue
- Transit must be convenient and frequent
- Education is needed on how to use the transit system
- Need more riders to sustain service, usually 5-6 people on a bus
- Service costs more than it earns if no one is on the bus, but there is a need for those who have no transportation options

- Challenge is that transit is necessary but it loses money; transit will not move forward until the service is more efficient and reliable
- Need more routes but ridership does not support additional service
- Need an attitude change about transit before people will ride
- Transit is not a money maker nor does it pay for itself
- Owe it to citizens to provide service even if it does not fit the existing economic model
- City of Montgomery is growing out not up – transit is best when growth is vertical
- Montgomery's infrastructure is built around owning a car. Cars are the preferred mode of transportation and it is easy to get around rather than on bus
- From Elmore and Prattville cannot get on a bus to get to work downtown. A shuttle is needed between downtown and surrounding cities
- When gas prices rise people want buses; otherwise they will drive
- Taking transit is a challenge if you have to get children to school in different parts of the City
- Parks and Recreation Department constantly look for ways to attract citizens due to lack of transit connection to facilities
- Transit to Parks and Recreation must be affordable; many youth they serve could not afford transit even if there was a bus in their area. Provide discount passes
- Education on use of the service is important
- Half of the population of Montgomery work downtown but do not live in the City
- Need density to support transit, conversely citizens deserve access to essential services such as doctor, jobs, education, etc.
- Previous transit demand was from central hub to outlying locations using 15-passenger buses
- Most downtown parking is free or very cheap and people believe they deserve a parking spot in front of their building
- Most parking in downtown is free except for some metered parking which generates \$500,000 - 600,000 yearly

Mayor & City Council Member Meetings

Meeting Name: Montgomery Mayor Todd Strange & Council Chairman Charles Jinright
Meeting Location: 103 N. Perry Street, Montgomery, AL 36104
Meeting Date/Time: April 20, 2016 - 2:00 – 3:00 P.M.
Presenters: Morris Dillard, DW & Associates; John Palm, VHB

Meeting Summary

Purpose: Offer suggestions for improving public transportation in the City of Montgomery and improvements to the M Transit service. Comments in this meeting can be broken into service expansion and general comments.

Service Expansion and Improvements Comments

- Paradigm has shifted in Montgomery over the past 10 years, but more rapidly in last 2-3 years. Downtown living has gone from 150 - 750 residences over 5 years and will get to 1,000 shortly. This may change paradigm of public transit with the concept being walkability, bicycling, convenient grocery stores and restaurant options
- Need to increase ridership to generate revenue to fiscally support service
- This study will look at areas that need to expand to support ridership for medical, work purposes and education. Money used for public transportation, takes money from police, fire and sanitation. The challenge is to reduce or discontinue inefficient routes to save cost
- Committed to subsidies for schools, work and medical purposes, but cannot continue to support public transit that is inefficient or not cost effective
- Big on partnerships; wants to partner with other federal and state entities where possible. Tragic that oil and gas taxes cannot be used for transit, only roads and bridges
- Bicycle and golf cart transportation is being discussed
- Bicycle lanes will be included in future street re-pavement projects
- Bicycle racks on buses
- Improvements are being made to update service and provide customers information using mobile apps
- Wraps (advertising) on buses now generating about \$20,000 in revenue annually
- Advertising could be used to fund bus shelters. Atlanta Highway full of buses versus other areas
- Want quality over quantity bus routes
- Service to the VA Hospital is needed; VA was supposed to be built on the bus route
- Expand Route 3 and other routes that get people to work

- Shift some routes from big 30 person bus to smaller 12 person bus based on ridership so that the big buses do not appear empty.

General Comments

- City of Montgomery's budget is \$7M; \$1M from revenue, \$3.5 M from city and 2.5 federal government; must increase federal share which has been declining
- State legislature prohibits tax for public transportation; State controls property taxes and sales tax is already at 10%; gas tax can be used only for roads and bridges
- City's contribution to subsidize transit is increasing while the federal contribution is shrinking. Approximately 40% operating and 80% capital budgets are supported by federal funds; the city alone supports the remaining portion
- Transit will not generate enough revenue to cover costs, City has to manage subsidy. In theory, want services in Montgomery to pay for themselves. Realistically accept fact that they are not going to generate enough revenue through ridership to cover cost, but they do not want to continue to increase the subsidy to public transportation at the expense of other essential services
 - The city has had to reduce subsidies to golf courses, museums, the zoo and other non-essential services. We can't continue to increase subsidies for public transit. Want to spend no more money than the \$3.4 million on public transportation. Wants to provide good productive routes where necessary. Will work with VA to get money for a route. We believe the VA will put up the money rather than stand for the negative publicity that would come from have a brand new facility with no public transportation.
 - There are some routes operate at less than 15-20% of available capacity. We need to take a hard look at those
- Bus fleet completely renewed over past 3-4 years. Replaced 8 big hybrid 2011 buses 5 years ago. Purchased 6-10 small buses per year with 80/20 money (federal/local). Average age of fleet is just over 5 years old
- 10% sales tax but property tax is low
 - Federal government allocated \$1.5M in 1995-96; \$500,000 was redirected to DHR for medical vouchers but because people didn't know how to use the vouchers, some of the money went unspent. Transit routes had to be eliminated for lack of funding which dramatically changed the bus system. The system never recovered while the vouchers sat at DHR unused
 - VA Hospital outpatient clinic was required to be built on a city bus route. Developers were told it was not on the bus route and were provided cost (\$250,000) to be put on city bus route. Developer did not include cost in their bid, nor plan for the facility on a bus route. Public transit is needed to the VA Hospital. The study should address service to the V.A. including cost
 - Transportation is limited to city limits
 - Excelsior contracts with VA hospital which presumably pulls money from Montgomery transit to transport veterans
 - Examined light rail study in downtown but could not make money on it. Programs were discontinued (Lunchtime Trolley and the Lightening Rail)



- Little Rock, Arkansas is a good model for light rail; if downtown living continues to grow in Montgomery this will be a good benchmark
- Expect consultant team to identify optimum routes and to estimate cost
- City Council has one practical way to raise revenue – an occupation tax – but the Council has been unwilling to pass it
- 50% of people who work in Montgomery do not live in Montgomery; 50% population from the north come to work in Montgomery

Higher Education Meeting

Meeting Name: Higher Education Meeting
Meeting Location: 103 N. Perry Street, Montgomery, AL 36104
Meeting Date/Time: April 20, 2016 – 10:00 AM-11:00 AM
Presenters: Darrell Howard, STRADA; John Palm, VHB

Meeting Summary

Purpose: Capture input from local higher education stakeholders.

Auburn University at Montgomery (AUM) recognized their faculty and students' need for public transportation services. They noted that parking was expensive and that undergraduate freshmen were not allowed to bring cars onto campus. As a result, Auburn University at Montgomery started its own campus transit system. AUM transit operates a single vehicle that runs on 30 minute headways. The weekday service span (Monday - Thursday) is 11am-10pm, and weekend (Friday and Saturday) services operating until 2:30am. Beginning at 7pm on Fridays, the AUM transit service provides a connection to "The Alley", a popular entertainment district within the City of Montgomery's downtown area. They also offer service to the movie theater at Vaughn and Taylor Roads and accounts for the largest part of their weekend ridership.

AUM transit service also provides service to the Montgomery airport and Greyhound inter-city bus terminals. This service is offered at semester breaks, and is on-demand depending on vehicle availability. AUM transit is considering adding a specialty/event bus, specifically for service between the AUM campus and Montgomery Biscuits baseball games. AUM transit is also considering an expansion of its service area.

When asked why AUM chose to provide their own transit services instead of utilizing the M Transit's services, AUM's representatives participating in the focus group stated that the University started the service in order to provide something that was distinctively AUM. They also noted that there was a negative perceptual stigma among their faculty and students associated with the M Transit. Finally, representatives stated that the University wanted to provide a service that offered a greater level of comfort and convenience than the M Transit.

Focus group participants noted that the M Transit continues to serve the AUM campus, and stated that they believed that there was an opportunity for AUM's transit service to interact with the M Transit services. For their part, representatives of the M Transit service in attendance at the Focus Group noted that they wanted to continue providing transportation services to the AUM campus.

AUM representatives offered the following observations/recommendations for the M Transit service:

- Several students leave campus for work, and appear to work primarily in the retail and service establishments in the East Chase area.

- A large concentration of students reside in the apartments (Saddlebrook Apartments) along Atlanta Highway, across from the Steak and Shake. These students are potential transit riders
- A good number of students also live in apartments located behind the Hudson Auto Collision facility located on Tyler Road.
- There is a potential to consolidate stops between apartment complexes in order to create common stops.
- Students have offered complaints about the bus not arriving on time, particularly in the vicinity of Walmart/Hardees on Taylor Road. Students also expressed concern about the crossing to the bus stop in this location.

11am – Jobs

Jobs Meeting

Meeting Name: Jobs Meeting
Meeting Location: 103 N. Perry Street, Montgomery, AL 36104
Meeting Date/Time: April 20, 2016 – 12:00 PM-1:00 PM
Presenters: Darrell Howard, STRADA; John Palm, VHB

Meeting Summary

Purpose: Capture input from local job provider stakeholders.

The Poarch Creek Band of Indians, one of the largest area employers, operates casinos, entertainment, golf, and hospitality facilities in both Montgomery and Wetumpka. Representatives in attendance at the focus group session noted that transportation is and continues to be an issue in their recruiting and retention of employees, particularly those residing within the City of Montgomery. The M Transit bus services do not serve their facilities as their facilities are located just beyond the City of Montgomery's corporate limits, and bus service is constitutionally limited to operate only within the City of Montgomery's corporate limits.

The Poarch Creek facilities have a lot of shift work. Likewise, there are a number of jobs surrounding the Poarch Creek facility that offer support services and whose employees could utilize/might benefit from public transit services. Finally, the facilities also host a number of entertainment and special events, generating enough traffic to impact travel on area roadways and influencing congestion. Visitors to and from the Poarch Creek facilities could also benefit from public transit services.

Poarch Creek representatives noted that they qualify for Tribal Transit funding, and recommended that the M Transit look into the potential for accessing these dollars, and establishing some sort of partnership to provide transit services. They also noted that they offered an employee benefit program that could be modified to provide a transit/transportation benefit for their employees.

1pm – Housing

Housing Meeting

Meeting Name: Housing Meeting
Meeting Location: 103 N. Perry Street, Montgomery, AL 36104
Meeting Date/Time: April 20, 2016 – 2:00 PM-3:00 PM
Presenters: Darrell Howard, STRADA; John Palm, VHB

Meeting Summary

Purpose: Capture input from local housing provider stakeholders.

Discussions with representatives of the City of Montgomery's residential communities highlighted the need for transit amenities, information, and transit supportive infrastructure. This included a discussion about the need for benches at bus stops, and shelters to protect riders from the elements. The discussion also included talk about the need for sidewalks and passenger information. Focus group participants noted that there are no sidewalks on major roadways, and that the accessibility of bus stops was severely compromised because of this deficiency. Finally, focus group participants noted that there was a desire/need for early morning Sunday services, and that there was a potential to access new riders if a stop were provided at Gas Light Curve.

Transit Advocates Meeting

Meeting Name: Transit Advocates Meeting
Meeting Location: 103 N. Perry Street, Montgomery, AL 36104
Meeting Date/Time: April 20, 2016 – 3:00 PM-4:00 PM
Presenters: Darrell Howard, STRADA; John Palm, VHB

Meeting Summary

Purpose: Capture input from local transit advocates.

Transit advocates participated in the 3pm focus group session, and discussed their desire for Sunday services. Additionally, when confronted with questions about whether or not there was a need for wider service area coverage or more focused, frequent services, advocates stated that both were needed, but if a choice had to be made, they chose the wider coverage area. This is large part because they felt that the increased service area would provide transit services to a wider population, many of whom are not receiving public transit services, and do not have access to an automobile. It also would provide access to many of the Montgomery region's larger employers such as Hyundai and services such as the new Veteran Administration hospital on Chantilly Parkway. Additionally, other employers, services, and opportunities that are located just outside of the City of Montgomery's corporate limits would potentially be served. In short, expansion of the coverage area will reduce the social and geographic isolation of the area's low-income populace, providing them and others with access to a greater number of opportunities.

Focus group participants strongly urged that the M Transit consider instituting a distance-based fare program that was normalized by time-based fares. That is, they advocated that trips traveling further on the system be charged more as a way to achieve equity for riders. This presumably is because there is a perceived inequity between the fares that commuters (or potential) pay vs. regular transit riders whose trips would be shorter. The time-based fare would increase fares for late-night and weekend services, and presumably provide parity between the costs to provide these services versus the cost to provide services during typical travel hours. Focus group participants also stated that they were o.k. with a fare increase if it would mean that the service area can be expanded.

Focus group participants also recommended that the M Transit identify performance measures and set performance targets in order to evaluate the agency's progress toward achieving improvements identified in this planning process. They recommended that performance measures be developed with oversight in mind, and suggested measure to evaluate:

- Farebox recovery
- Route productivity as measured by boarding and alighting
- Service effectiveness
- On-time performance
- Missed trips

- Vehicle miles between road calls¹
- Miles between preventable accidents
- Ridership per capita
- Year over year comparative operating costs

In addition to these metrics, focus group participants recommended that the M Transit identify and utilize quality of service metrics, economic benefit metric, and opportunity metrics. They suggested utilizing the Transit Cooperative Research Program (TCRP) Report 88 as a source of ideas for metrics. Finally, participants recommended that the M Transit also perform a peer analysis and utilize the Montgomery metropolitan planning organization's transportation citizen's committee and/or technical committee for oversight of the metrics.

Other points of discussion expressed by focus group participants revolved around answering the question, "why don't more people use the M Transit?" The answers in response to this question included:

- Stops are inadequate e.g. lack of shelters, benches, and lighting
- Sidewalk access to bus stops is inadequate
- Lack of schedule information
- Transfer points/transit facilities are not well maintained
- Existing customers are not attractive and repulse potential new customers
- Negative stigma of riding bus. This includes stigmas associated with racial and class biases

¹ This performance metric measures how many miles were traveled in between road calls. The larger the number, the longer the service goes without needing to call in a replacement bus in the middle of service.

Health Meeting

Meeting Name: Health Meeting
Meeting Location: 103 N. Perry Street, Montgomery, AL 36104
Meeting Date/Time: April 20, 2016 – 6:00 PM-7:00 PM
Presenters: Darrell Howard, STRADA; John Palm, VHB

Meeting Summary

Purpose: Capture input from local health stakeholders.

Representatives of the Montgomery healthcare community provided input about their experience with public transit. This group discussed the travel needs of employees as well as patients.

Attendees agreed that transit was a practical transportation alternative for medical professionals, particularly for entry level professionals such as Certified Nursing Assistants (CNAs), Licensed Practicing Nurses (LPNs), and other medical professionals. However, the perception among medical professionals is that only low-income minorities and homeless individuals use the transit services. They cited that the quality of service was an issue, and that perceptions about the overall system needed to change in order to attract medical professionals. They also noted that expanding the service area and service offerings are critical. This includes expanding the service area east beyond East Chase and developing commuter services for suburban commuters, possibly serving park and ride lots. Some other perceptual reasons that they cited for medical professionals not using transit services include:

- Safety concerns
- System reliability (unreliability)
- Timeliness, and
- Quality of service issues such as lack of air conditioning on vehicles, lack of benches at some stops, and lack of bus shelters.

Attendees turned their attention to medical service customers' use of public transportation, noting that low-income minorities, to include African-Americans and Hispanics, were more likely to use the M Transit to get to their medical appointments. They noted that it took paratransit services a long time to pick up/drop off patients. They also noted that evening services are needed as a lot of social service classes are provided in the evening.

Other concerns raised include:

- The cost of service to customers
- The need for travel training
- The need for more frequent, targeted services
- The need for a bulk pass program, that does not enable fraudulent use.

- Geographic areas identified by the healthcare professionals as needing transit services provided through service area expansion include:
 - Old Selma Road
 - Pike Road
 - Chantilly Parkway

Focus Group participants expressed that the M Transit could be more family friendly, in that not all stops are visible to service operators because the bus has driven past stops with waiting passengers. They also noted that not all stops are outfitted with benches and shelters, and that they are not accessibility. In some areas, they noted that sidewalks were not wide enough to allow two people to walk side by side, that they did not extend into the community/neighborhoods, and transit riders had to walk long distances to bus stop along busy roadways. They also expressed that not all bus stops are ADA accessible/compliant.

Participants stated that some stops were located in the wrong locations. That is, stops were in awkward and/or dangerous locations. They recommended that the M Transit, in conjunction with the City of Montgomery, consider developing queue jumpers at congested intersections, bus pull-offs/bays and/or protected stops on busy roadways, and that a campaign of both education and enforcement be undertaken to prevent drivers from passing buses where both boarding and alighting passengers are crossing the roadway. They offered up Fairlane Drive as an example of excessive speeding and cut-through traffic to Executive.

The most important observation provided through this focus group is that the M Transit app, specifically the bus locator, does not work on SafeLink Wireless phones.

Common Themes across all Meetings

Access to Employment

- Employers are unable to attract/retain good employees because of transportation limitations (service area doesn't reach employment; service hours don't match their needs)
- Social service agencies are unable to provide service to potential clients (service hours don't match when they offer classes; need late night service)
- Social service agencies are unable to refer potential employees to employers (service area doesn't reach employment; service hours don't match their needs)

Perception of Transit

- Perception of the type of people who use it.
- Vehicles are not comfortable.
- Service doesn't run where people want to go or when they need to go.

Bus Stop Amenities/Characteristics

- Provide all stops with basic seating. Not all stops have seats. Some are just pads.
- Ideally, put shelters up at all stops, but particularly at high ridership stops. to protect from sun in summer/rain
- Include route information and contact info for the M at stops
- Not all stops are located on/have access to sidewalks/trails (People have to walk in the streets)
- Consider consolidating some stops, especially near apartment clusters so that there aren't so many

Service

- Need service to shopping area in east Montgomery
- Add service to the VA Hospital at Chantilly Parkway
- Add service to apartments complexes near colleges/low-income apartments
- Extend service area to high employment areas/high commuter areas that are located just outside of City limits
- Provide late night service (beyond 9:30 p.m.) for shift workers
- Provide airport service to college campuses at start of semesters and at breaks
- Coordinate services with campus/human service transportation

More Reliable service

- Improve on-time performance
- Increase frequency for specific routes based on activity center/employment i.e. colleges, job training programs
- Transit must be convenient. Some communities have long walks to bus

Funding

- Consider how to tap into the Tribal Transit funding source

Public education

- Educate the public on how to use the buses and transit system
- No one knows about the app or what it can do. Market the recently launched passenger information apps showing real-time bus activity and trip planner
- Provide continuous info about the M. No one knows about the improvements that the M is making. Use social media.

Explore non-traditional transit options

- Explore bike parking at bus stops
- Need sidewalks leading to bus stops

Focus Group Overall Summary

On April 20, 2016, the VHB project team along with staff from the Montgomery Metropolitan Planning Organization (MPO) hosted a series of focus groups for The M Transit Development Plan. Five (5) different focus groups surrounding different interests were invited to participate. These interests included:

- Higher Education
- Jobs
- Housing
- Advocacy
- Health

Focus group meetings were held at the Montgomery metropolitan planning organization's (MPO) offices located at 495 Molton Street, in Montgomery Alabama. All meetings were held in the MPO's conference room. Information gathered from these meetings will be used to advise the transit development plan's (TDP) goals and objectives, and inform recommendations for changes in the M Transit's services.

There were many common themes expressed by focus group participants. Among these are:

A desire to expand the transit service area.

Many of the focus group participants stated that employers in newly developing job centers are unable to attract and/or retain good employees because of transportation limitations. The existing M Transit service area does not serve areas where many emerging jobs are located. Additionally, they stated that the M Transit's service hours do not match the hours when workers are needed.

Conversely, many of the focus group participants noted that there is a portion of the City's population that do not have access to reliable transportation. This includes access to public transit. Participants also noted that this population is the one that is most in need of social services and would benefit most from access to jobs and other educational opportunities.

The public perception of transit needs to change.

The common public perception of the M Transit is that the only people that use it are poor, minorities, and have no other transportation options. Focus group participants stated that even among transit dependent individuals, transit carries a negative stigma and is avoided.

Other common misperceptions about transit are that the vehicles are uncomfortable, not well maintained, and that the services do not go to the places where people want to/need to go.

There is a need for more frequent services across a larger geographic and temporal service area.

Focus group participants were unable to prioritize the need for more frequent transit services with the desire for an expanded transit service area. They universally agreed that both were needed. However, two of the five groups stated that if they had to prioritize, then more frequent service in a focused set of corridors should be the priority. Two focus groups expressed that expanding the service area should be the priority. One group stated that the emphasis should be on both.

When asked where more frequent services should be concentrated, participants responded that corridors with higher density housing near college campuses, and that serve job centers should be the focus. When asked about where the service area should expand, participants provided a list of locations where they felt that transit services needed to access. The list of these locations is listed below:

- Shopping areas in east Montgomery
- The Veteran's Administration (VA) Hospital at Chantilly Parkway

- High employment areas located just outside of City limits
- Minority and low-income population concentrations with a higher proportion of zero-car households
- Suburban commuter corridors

Focus group participants also expressed a desire to expand the M Transit's service hours. This includes extended and late-night service, and Sunday service.

Existing M Transit's service delivery must be improved.

Focus group participants agreed that the existing M Transit's service delivery must be improved. Participants collectively agreed that the system needed to improve its on-time performance and overall reliability. Participants also agreed that closer coordination with paratransit and human service transportation services is needed.

Explore new service types.

Focus group participants discussed that some new service offerings might benefit the M Transit overall. Suggestions offered by focus group participants include providing airport service to college campuses at start of semesters and at breaks, coordinating special event services with college campuses, and offering peak hour suburban commuter services.

There is a mismatch between the M Transit's service hours and social service agencies' service hours.

Many social service agencies noted that they were unable to serve some potential clients because the M Transit's service hours do not match the social service agencies' service hours. This, along with the limitations in the M Transit's service area, has led many of them to be unable to provide referrals of potential employees to employers.

Improve bus stop access and amenities.

Universally, focus group participants agreed that access to bus stops and basic bus stop features and amenities need to be improved. This includes:

- Seating: Each focus group stated that all bus stops needed to be provided with basic seating as not all stops have seating
- Shelter: Focus group participants also stated that high and moderate ridership stops should be provided with covering. They stated that these might be shelters or some sort of individual covering to provide protection from the summer sun, and rain storms.
- Route/Service Information: Focus group participants stated that all stops should include some basic information about the route and contact information for the M Transit customer service
- Sidewalk Access: Focus group participants noted that not all stops are accessible by sidewalks, and that some stops are only accessed from the street. They suggested that the City build more sidewalks, improve existing sidewalks, and consider coordinating/linking stops with developing trail locations
- Bicycle Parking: Focus group participants offered that M Transit bus stops could offer bicycle parking in order to encourage and/or support the use of bicycles to access transit. This would be complementary of the existing bike-on-bus program, and supportive of the City's efforts to develop trails and complete streets.

Improve public education.

Focus group participants collectively agreed that there is a need to better educate the public on how to use the buses and transit system. This includes use of the M Transit's passenger information app that



shows real-time bus activity and offers trip planning. They noted that few people are aware of the app's existence, and that many older users may not know how to use the app. They also suggested marketing the recently launched apps to both young and old(er) potential users through the use of social media.

Lastly, focus group participants suggested that the M Transit make a more concerted effort to inform people about the improvements that they have made and are planning to make in order to help change popular misperceptions about the system

Appendix B

Route Profiles

Route 1 Profile

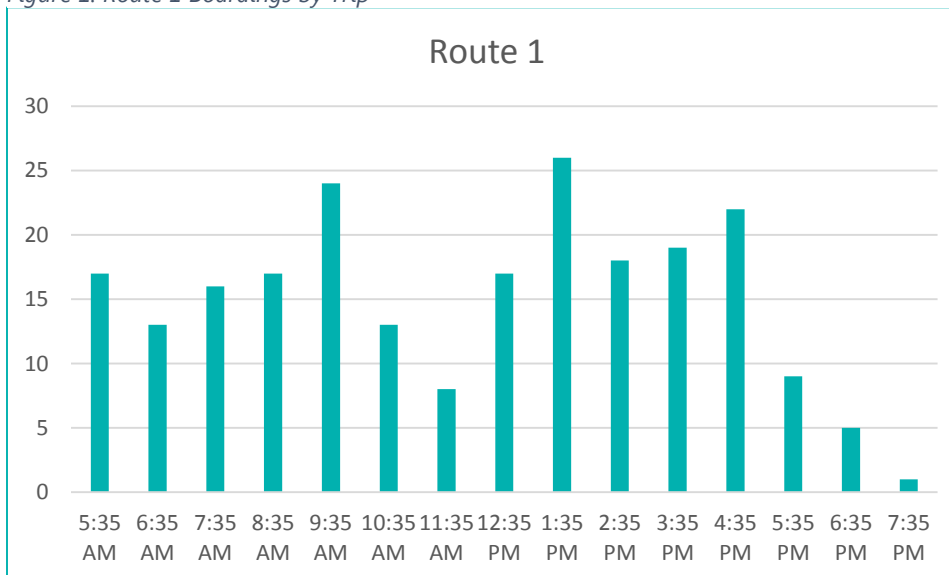
Table 1: Route 1 Statistics

Route 1 Statistics	
Passengers per Day	224
Trips per Day	15
Span of Service	5:35 AM - 9:35 PM
Frequency	60 min
VRM/day	489
Pass/ VRM	0.46
Pass/ VRH	7.47
Pass per Trip	14.93
Pass in Peak Trip	26
Peak Trip	1:35 PM
Cost per Trip	\$11.04
% of Operating Cost	12.2%
% of System Ridership	8.9%

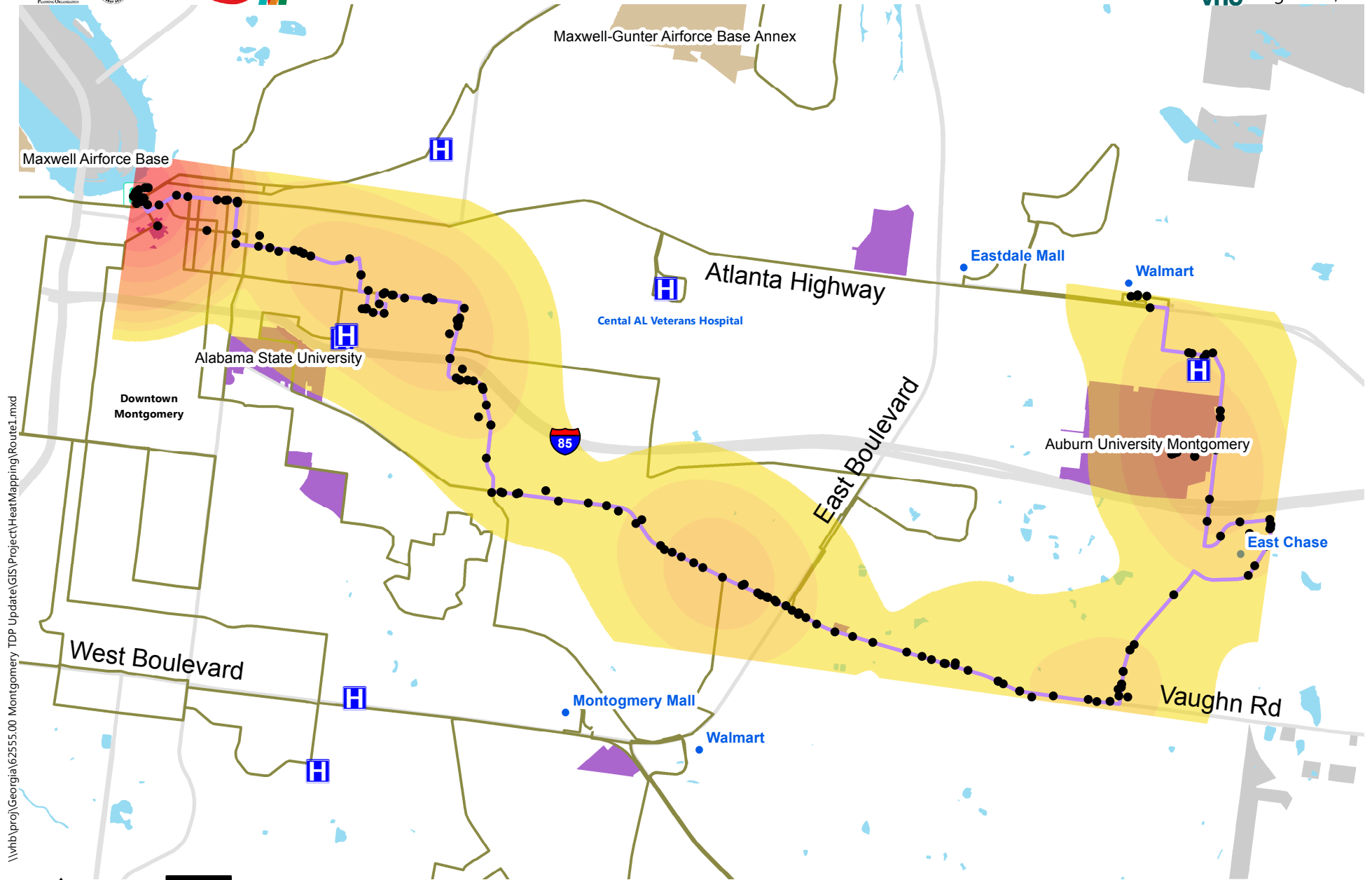
Route 1 provides access from the Intermodal Center downtown east along Vaughn Road to the Shops at East Chase, to Auburn University Montgomery (AUM), and to the Walmart on Atlanta Highway. Free transfers are permitted at the Walmart to Route 2. This route carried 224 daily passengers over 15 trips, averaging almost 15 passengers per trip. The two trips with the highest ridership were the 1:35 PM and 9:25 AM trips. This route had consistent ridership until the 5:35 PM trip where ridership began to drop until the final trip at 7:35 with only 1 passenger boarding. This trip runs every hour during weekdays.

Route 1 accounted for 8.9% of system riders, but incurred 12.2% of costs. Based on systemwide average hourly costs, Route 1 costs \$11.04 per trip with a farebox recovery ratio of 9%.

Figure 1: Route 1 Boardings by Trip



Based on the heat map shown on the following page, there is a consistent demand for rides along the route. Areas with high density of boardings are around AUM, at the intersection of Vaughn Road and Taylor Road, at the intersection of Vaughn Road and East Boulevard, and along Highland Avenue.



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- M Transfer Centers
- Hospitals
- Points of Interest
- State & Federal Roads
- Interstates
- Montgomery Airport
- Local Universities
- Military Bases
- Water
- Montgomery County
- Montgomery City Limits
- Other Cities
- Collected Stops
- Route 1 AUM East Chase
- Other M Bus Routes

M Transit TDP

Boardings Density

- Low
- Medium-Low
- Medium
- High
- Very High

Montgomery, AL

M Transit System Heat Map Route 1: East Chase

Sources: Montgomery MPO, U.S. Census, VHB



The following are the origin-destination information provided from the rider surveys. There were 14 riders who were traveling on Route 1 during their trip, with the following transfers:

- 1 rider transferred to Route 5
- 1 rider transferred to Route 9
- 1 rider transferred to Route 10
- 1 rider transferred to Route 15
- 2 riders transferred to Route 12
- 2 riders transferred to Route 16

Note: some riders transferred more than once on a trip.

Route 2 Profile

Table 2: Route 2 Statistics

Route 2 Statistics	
Passengers per Day	386
Trips per Day	23
Span of Service	5:35 AM - 9:35 PM
Frequency	30 min
VRM/day	428
Pass/ VRM	0.90
Pass/ VRH	16.78
Pass per Trip	16.78
Pass in Peak Trip	37
Peak Trip	2:35 PM
Cost per Trip	\$4.91
% of Operating Cost	9.3%
% of System Ridership	15.3%

Route 2 provides access from the Intermodal Center downtown along Atlanta Highway to the Walmart on Ann Street, Eastdale Mall, and Veterans Affairs Hospital on Perry Hill Road. Of the 23 trips provided each day, 14 make the deviation to the Veterans Affairs Hospital. Route 2 is the most frequent route in the system with 30 min headways all day.

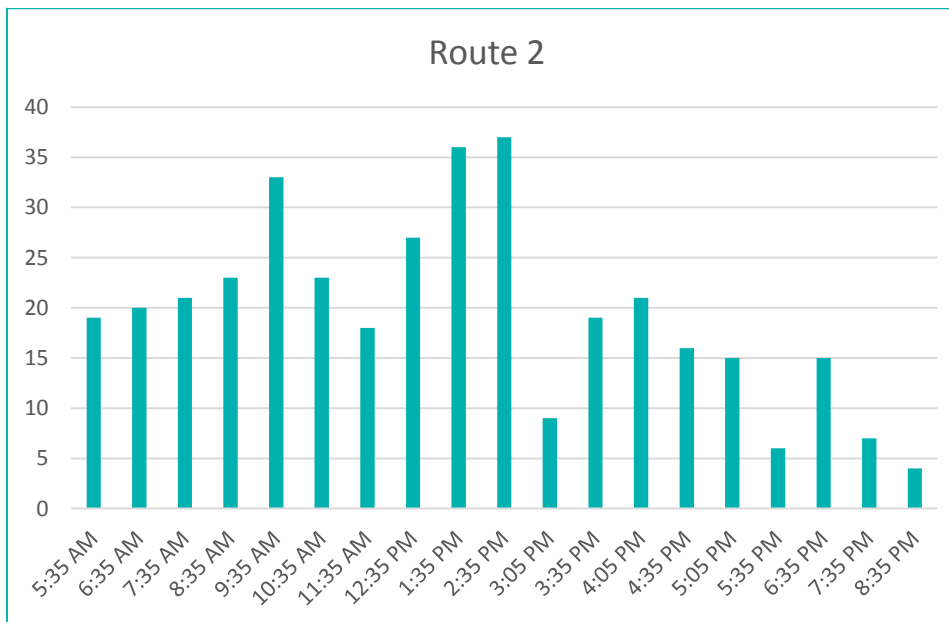
Route 2 had the highest ridership in the system, with 386 daily riders counted. This accounts for 15.3% of the system ridership and contributes to the low cost per trip and efficient service. Based on systemwide hourly costs, Route 2 accounts for only 9.3% of operating costs and effectively costs only \$4.91 per trip—a systemwide low.

The trip with the most boardings was 2:35 PM with 37,

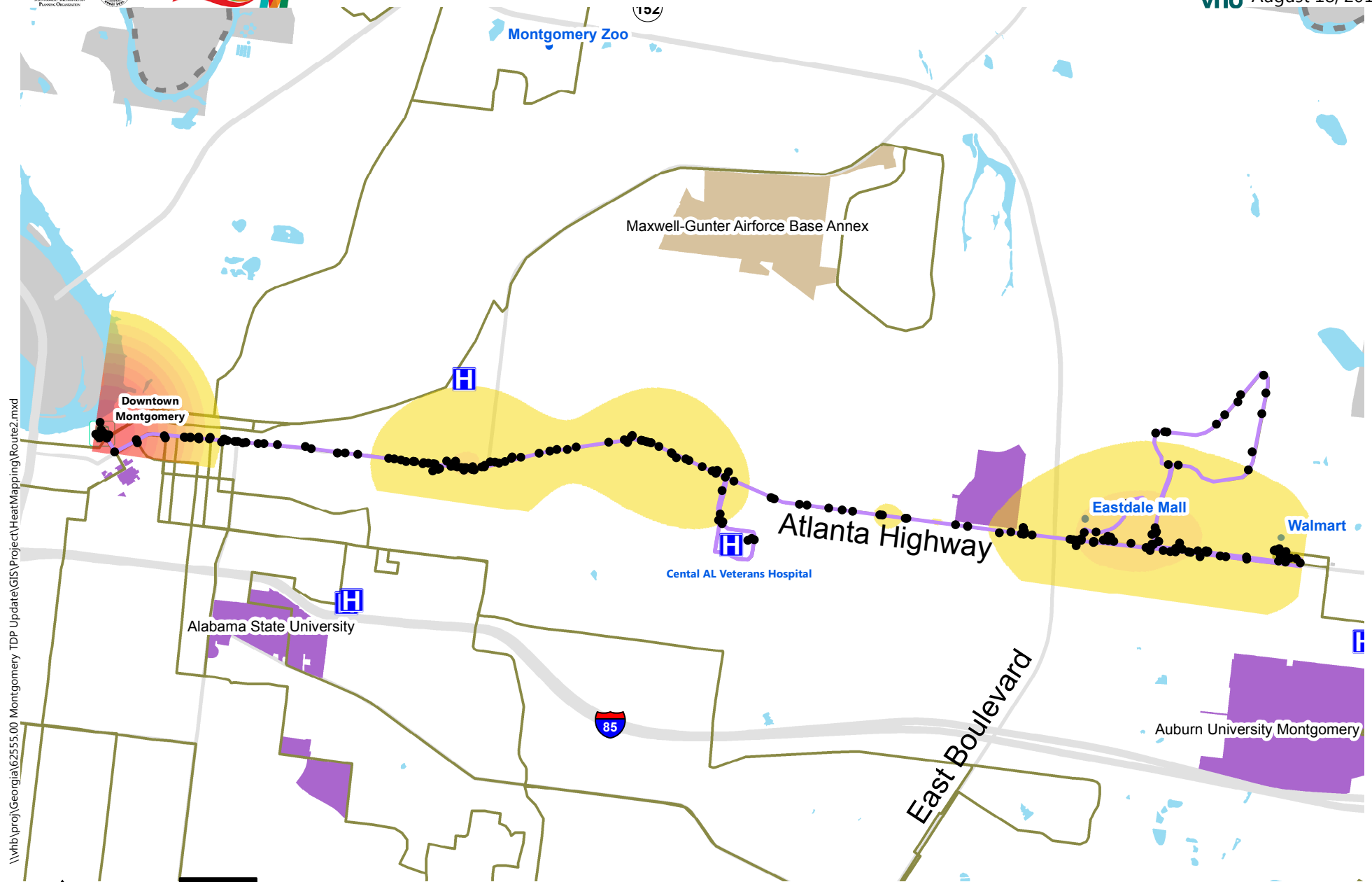
followed closely by the 1:35 PM trip with 36 boarding passengers. Similar to Route 1, the ridership is much lower in the evening with 7 or fewer passengers per trip on the 5:35 PM, 7:35 PM, and 8:35 PM trips.

The heat map on the following page shows stops throughout the route are used, but the areas with the densest boardings were along Atlanta

Figure 3: Route 2 Boardings by Trip



Highway east of East Boulevard, and between Federal Drive and the Veterans Affairs Hospital.



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- M Transfer Centers
- Hospitals
- Points of Interest
- Montgomery Airport
- Local Universities
- Military Bases
- Water
- Montgomery County
- Montgomery City Limits
- Other Cities
- Collected Stops
- Route 2 Eastdale Mall
- Other M Bus Routes
- State & Federal Roads
- Interstates

M Transit TDP

Boardings Density

- Low
- Medium-Low
- Medium
- High
- Very High

Montgomery, AL

M Transit System Heat Map Route 2: Eastdale Mall

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 18 riders who were traveling on Route 2 during their trip with the following transfers:

- 1 rider transferred to Route 5
- 1 rider transferred to Route 8
- 1 rider transferred to Route 9
- 3 riders transferred to Route 16
- 3 riders transferred to Route 3
- 4 riders transferred to Route 12
- 5 riders transferred to Route 10

Note: some riders transferred more than once on a trip.

Routes 3 and 11 Profile

Table 3: Routes 3 and 11 Statistics

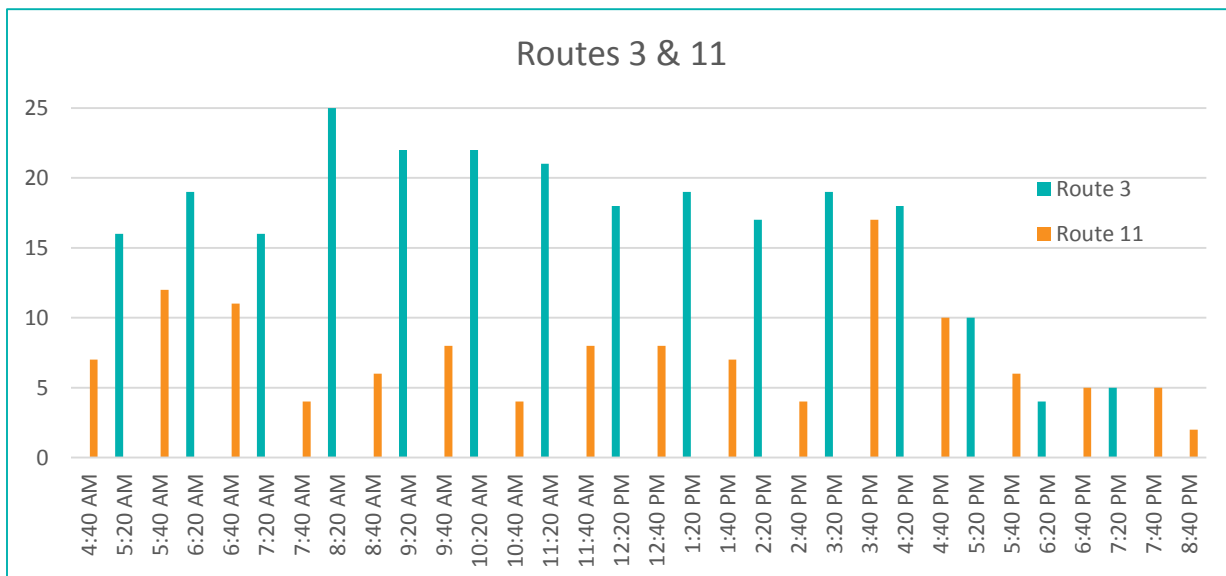
Statistics		
	Route 3	Route 11
Passengers per Day	251	124
Trips per Day	15.5	17
Span of Service	5:20 AM - 9:05 PM	4:40 AM - 9:20 PM
Frequency	60 min	60 min
VRM/day	247	207
Pass/ VRM	1.02	0.60
Pass/ VRH	12.10	10.94
Pass per Trip	16.19	7.29
Pass in Peak Trip	25	17
Peak Trip	8:20 AM	3:40 PM
Cost per Trip	\$6.82	\$7.54
% of Operating Cost	8.4%	4.6%
% of System Ridership	10.0%	4.9%

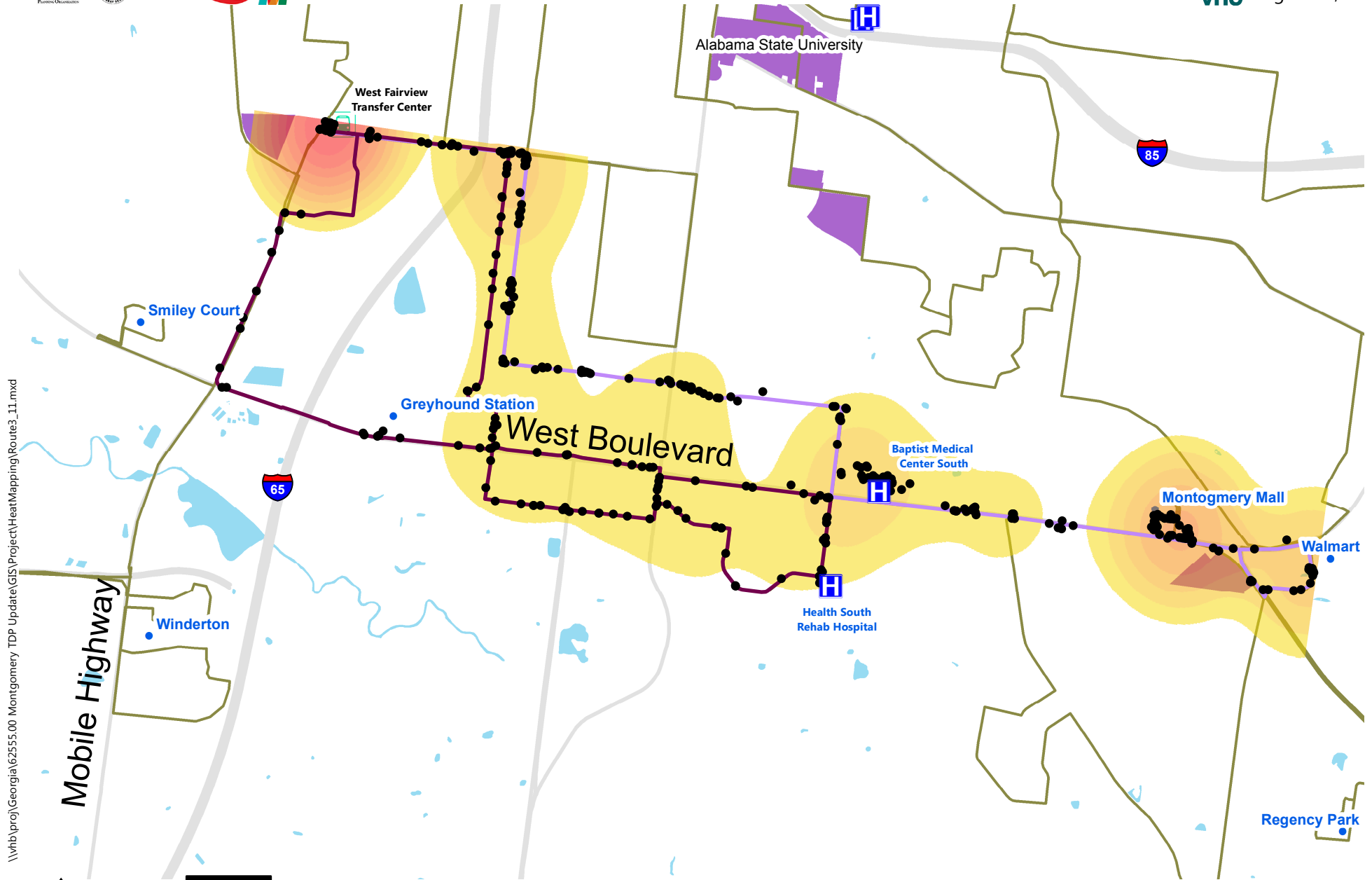
Routes 3 and 11 are profiled together because they interline. Buses will drive these routes alternatively throughout the day, going back and forth between 3 and 11. These two routes take 80 minutes to complete but interlining allows the headways to be set at an hour throughout the day. Ridership on Route 3 was more than double the Route 11 ridership.

Route 3 had more than double the ridership of Route 11. The trip with the most boardings for Route 3 was the

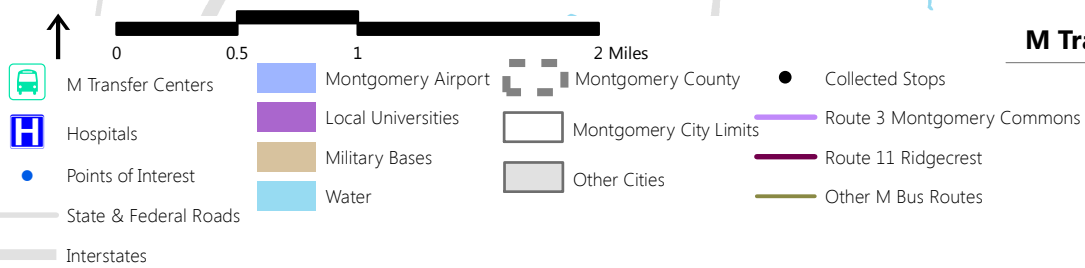
8:20 AM trip with 25 riders. For Route 11, it was the 3:20 PM trip with 19 riders boarding. Based on the boardings density analysis that can be seen in the following figure, the areas with the most boardings were at the Montgomery Mall, Walmart, and near the two hospitals on the route. Portions of Route 11 along West Boulevard and Mobile Highway had very few boardings

Figure 5: Routes 3 and 11 Boardings by Trip



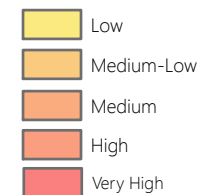


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M Transit TDP

Boardings Density



Montgomery, AL

M Transit System Heat Map Route 3: Montgomery Commons Route 11: Ridgecrest

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 56 riders who were traveling on Route 3 during their trip, with the following transfers:

- 1 rider transferred to Route 4
- 1 rider transferred to Route 6
- 1 rider transferred to Route 8
- 2 riders transferred to Route 7
- 3 riders transferred to Route 11
- 4 riders transferred to Route 2
- 4 riders transferred to Route 5
- 4 riders transferred to Route 9
- 4 riders transferred to Route 16
- 11 riders transferred to Route 10
- 12 riders transferred to Route 12

The following are the origin-destination information provided from the rider surveys. There were 44 riders who were traveling on Route 11 during their trip, with the following transfers:

- 2 riders transferred to Route 4
- 4 riders transferred to Route 2
- 4 riders transferred to Route 3
- 5 riders transferred to Route 5
- 6 riders transferred to Route 6
- 6 riders transferred to Route 12
- 13 riders transferred to Route 10

Note: some riders transferred more than once on a trip.

Route 4 Profile

Table 4: Route 4 Statistics

Route 4 Statistics	
Passengers per Day	171
Trips per Day	15
Span of Service	5:35 AM - 8:35 PM
Frequency	60 min
VRM/day	213
Pass/ VRM	0.80
Pass/ VRH	11.40
Pass per Trip	11.40
Pass in Peak Trip	24
Peak Trip	6:35 AM
Cost per Trip	\$7.23
% of Operating Cost	6.1%
% of System Ridership	6.8%

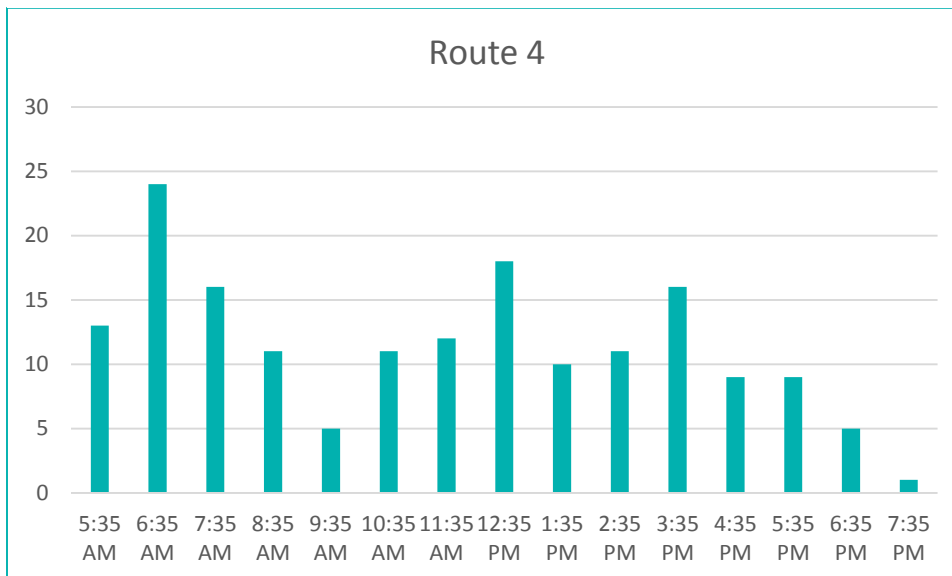
Route 4 provides service from the Intermodal Center downtown north to the Boylston neighborhood. Route 4 carried 171 passengers during data collection over 15 trips, with 60 minute headways throughout the day. This accounted for 8.5% of the system ridership and incurred approximately 6.1% of system operating costs. This amounted to a cost per trip of \$7.23.

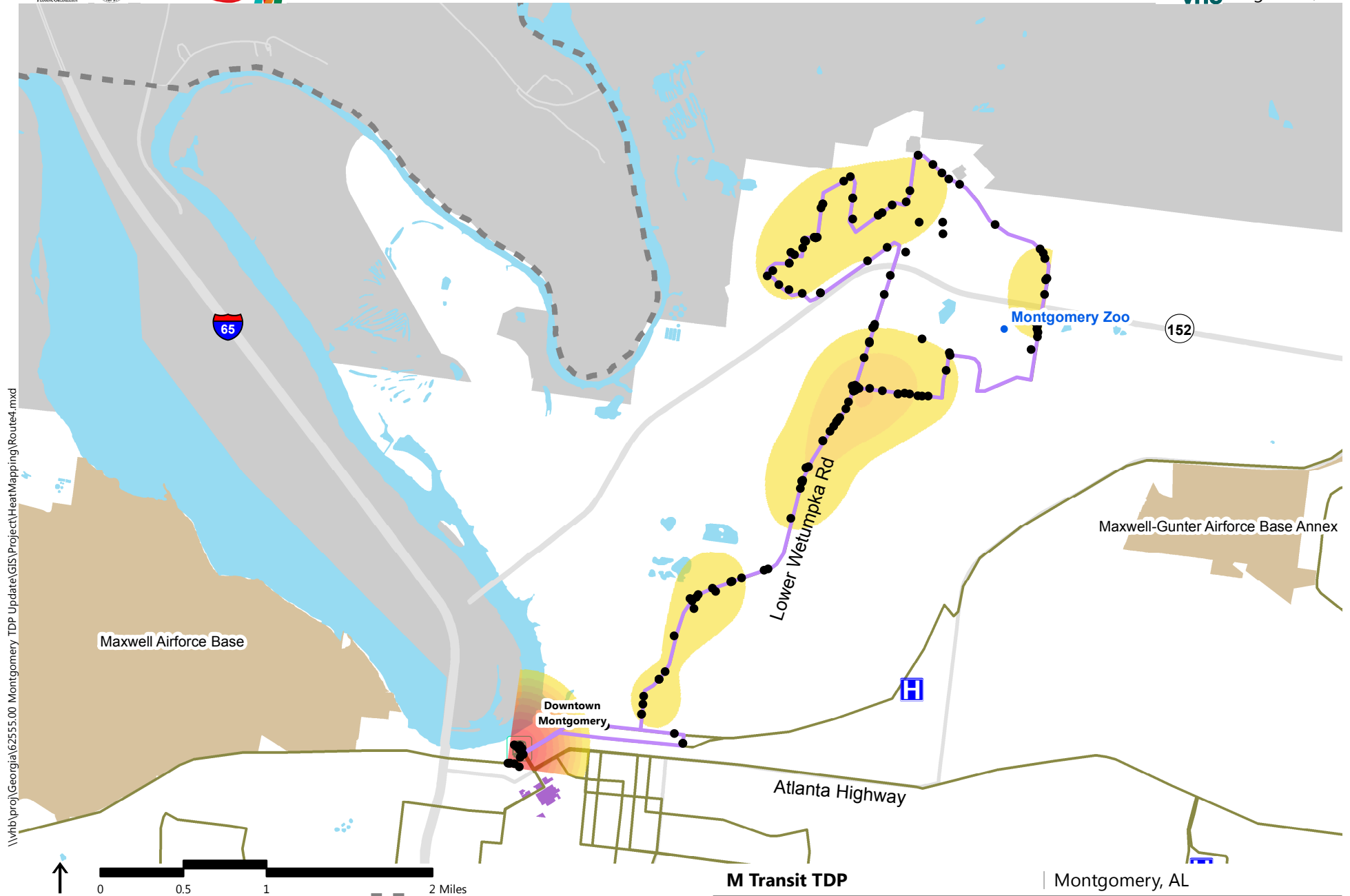
The 6:35 AM trip had the most boardings with 24. Boardings were lower in the late morning, picked up again between 12:35 PM and 3:35 PM trips, and finally were fewer as the evening went on with only 1 rider on the 7:35 PM trip.

Based on the hotspots in the boardings density map on the following page, the boardings were clustered

along Oakbrook Drive and the intersection of Lower Wetumpka Road and Chisolm Street. There was also a cluster of stops near the Crampton bowl further south on Lower Wetumpka Road.

Figure 7: Route 4 Boardings by Trip





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- | | | | |
|-----------------------|--------------------|------------------------|------------------|
| M Transfer Centers | Montgomery Airport | Montgomery County | Collected Stops |
| Hospitals | Local Universities | Montgomery City Limits | Route 4 Boylston |
| Points of Interest | Military Bases | Other M Bus Routes | |
| State & Federal Roads | Water | Other Cities | |
| Interstates | | | |

M Transit TDP

Boardings Density

- Low
- Medium-Low
- Medium
- High
- Very High

M Transit System Heat Map Route 4: Boylston

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 7 riders who were traveling on Route 4 during their trip with the following transfers:

- 1 rider transferred to Route 3
- 1 rider transferred to Route 16
- 1 riders transferred to Route 10
- 1 riders transferred to Route 11
- 4 riders transferred to Route 12

Note: some riders transferred more than once on a trip.

Route 5 Profile

Table 5 Route 5 Statistics

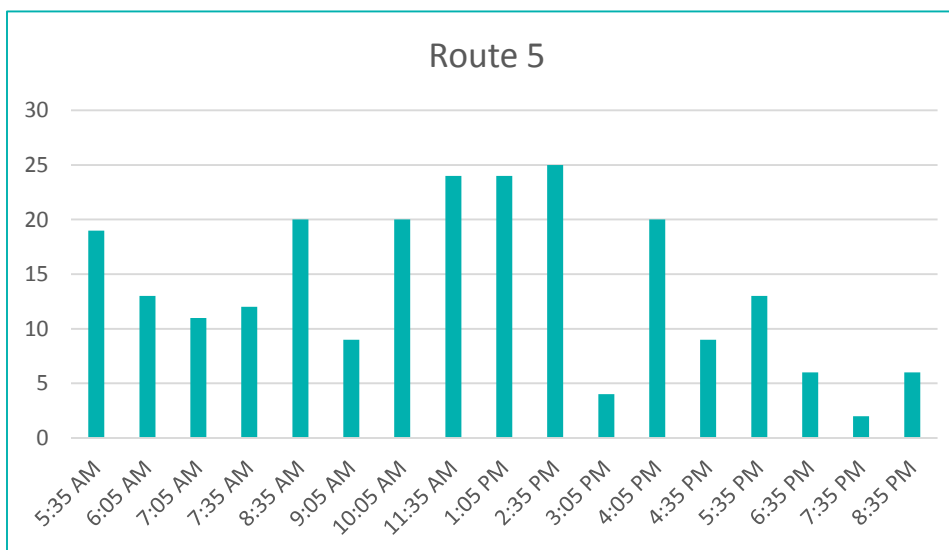
Route 5 Statistics	
Passengers per Day	237
Trips per Day	17
Span of Service	5:35 AM - 9:35 PM
Frequency	30, 60, 90 min
VRM/day	313
Pass/ VRM	0.76
Pass/ VRH	9.29
Pass per Trip	13.94
Boardings in Peak Trip	25
Peak Trip	2:35 PM
Cost per Trip	\$8.87
% of Operating Cost	10.3%
% of System Ridership	9.4%

Route 5 provides a connection from the Intermodal Center downtown to the One Center southeast. The One Center is a transfer point with Routes 3 and 9. Route 5 had the fourth highest daily ridership of the route in the system and accounted for 9.4% of ridership overall. Throughout the day, this route is served by four vehicles and the headway ranges from 30 to 60 to 90 minutes depending on the time of day.

The highest ridership was seen in the middle of the day during the trips at 11:35 AM, 1:05 PM, and 2:35 PM. It is important to note that this is also the time of day when the headway is at 90 minutes, which may contribute to the larger number of boardings per trip. This route incurs approximately 10.3% of the costs and costs an average of \$8.87 per trip.

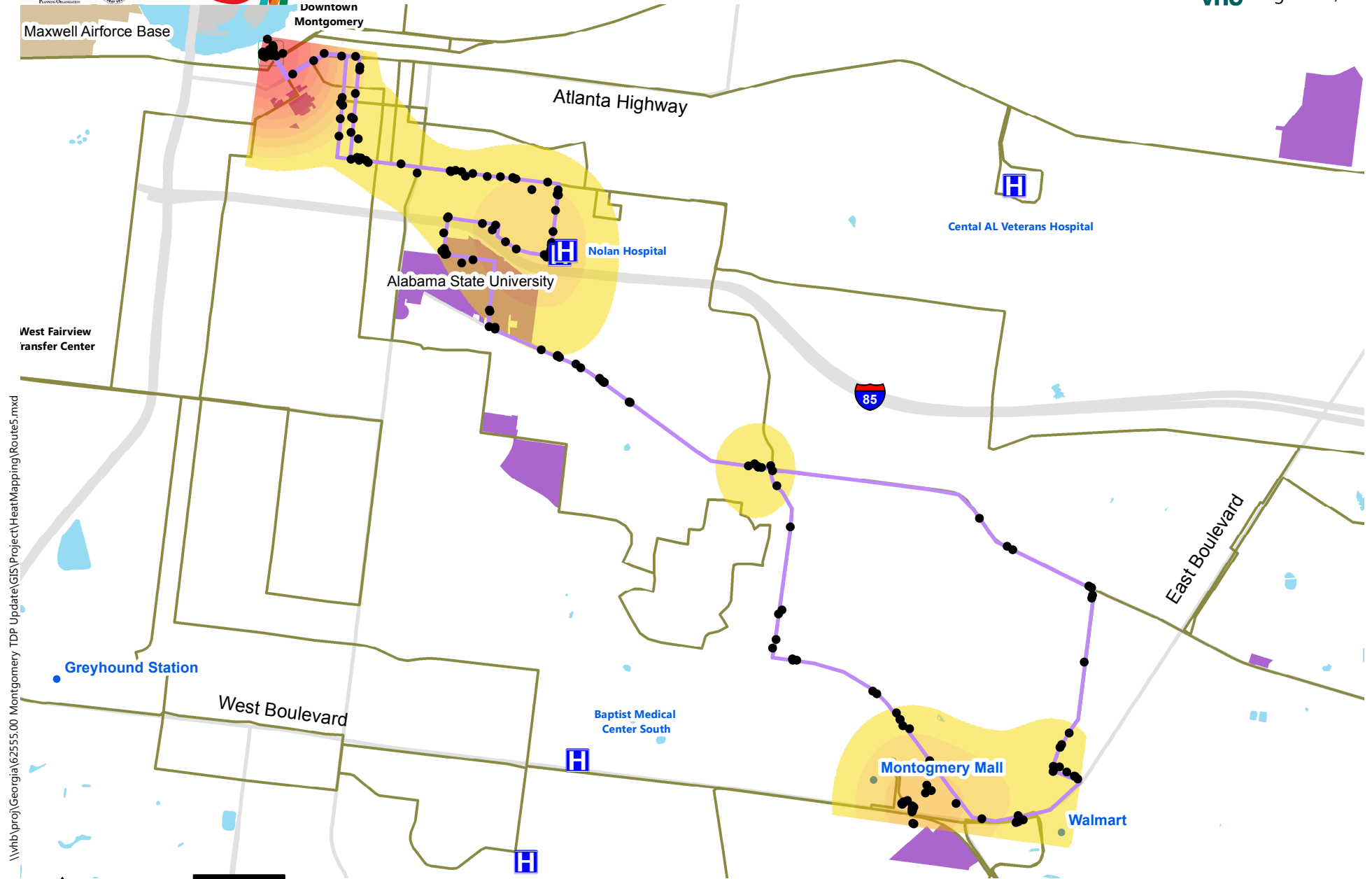
Similar to many of the other routes, the ridership begins to drop in the evening with the trips at 6:35 PM, 7:35 PM, and 8:35 PM having 6 or fewer boardings.

Figure 9: Route 5 Boardings by Trip



In the boardings density map shown on the following page, the most boardings occur at the One Center, at the intersection of Carter Hill Road and Vaughn Road, and near the Nolan Hospital and along Highland Road. High boardings at One Center was

anticipated due to the availability of transferring between routes, and because Route 5 is a connection from Route 9 to the Intermodal Center. It is also important to note that Route 5 has a one-way loop around the southeast portion of the route. There is not one portion of this loop, other than One Center, where boardings are particularly dense. It does, however, require riders along this loop to incur extra travel time to reach their final destination.



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M Transfer Centers
 Hospitals
 Points of Interest
 State & Federal Roads
 Interstates

Montgomery Airport
 Local Universities
 Military Bases
 Water

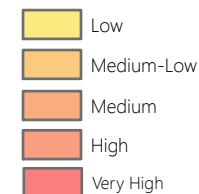
Montgomery County
 Montgomery City Limits
 Other Cities

Collected Stops
 Route 5 Montgomery Mall
 Other M Bus Routes

M Transit TDP

Montgomery, AL

Boardings Density



M Transit System Heat Map Route 5: Montgomery Mall

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 20 riders who were traveling on Route 5 during their trip with the following transfers:

- 1 rider transferred to Route 1
- 1 rider transferred to Route 6
- 1 rider transferred to Route 8
- 1 riders transferred to Route 9
- 2 riders transferred to Route 16
- 2 riders transferred to Route 2
- 2 riders transferred to Route 3
- 3 riders transferred to Route 12
- 3 riders transferred to Route 11
- 4 riders transferred to Route 10

Note: some riders transferred more than once on a trip.

Route 6 Profile

Table 6: Route 6 Statistics

Route 6 Statistics	
Passengers per Day	124
Trips per Day	15
Span of Service	5:35 AM - 8:20 PM
Frequency	60 min
VRM/day	286
Pass/ VRM	0.43
Pass/ VRH	8.27
Pass per Trip	8.27
Boardings in Peak Trip	14
Peak Trip	6:20 AM
Cost per Trip	\$9.98
% of Operating Cost	6.1%
% of System Ridership	9.4%

Route 6 carried 124 passengers per day and provided service every hour to the Montgomery Regional Airport and neighborhoods along Selma Highway from the West Fairview Transfer Center. This route goes into these neighborhoods, which increases travel time, but also reduces the walking distance required for walkers.

The trip with the highest number of boardings was the 6:20 AM trip with 14, followed closely by the 1:20 PM trip with 13 passengers boarding. This route carried 9.4% of the ridership, but incurred approximately 6.1 % of operating costs. This lead to an average cost per trip of \$9.98.

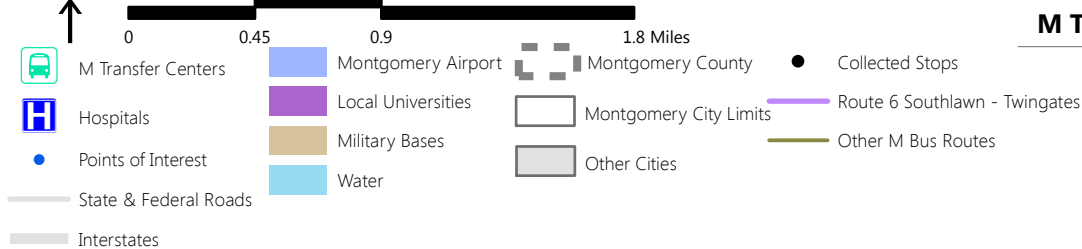
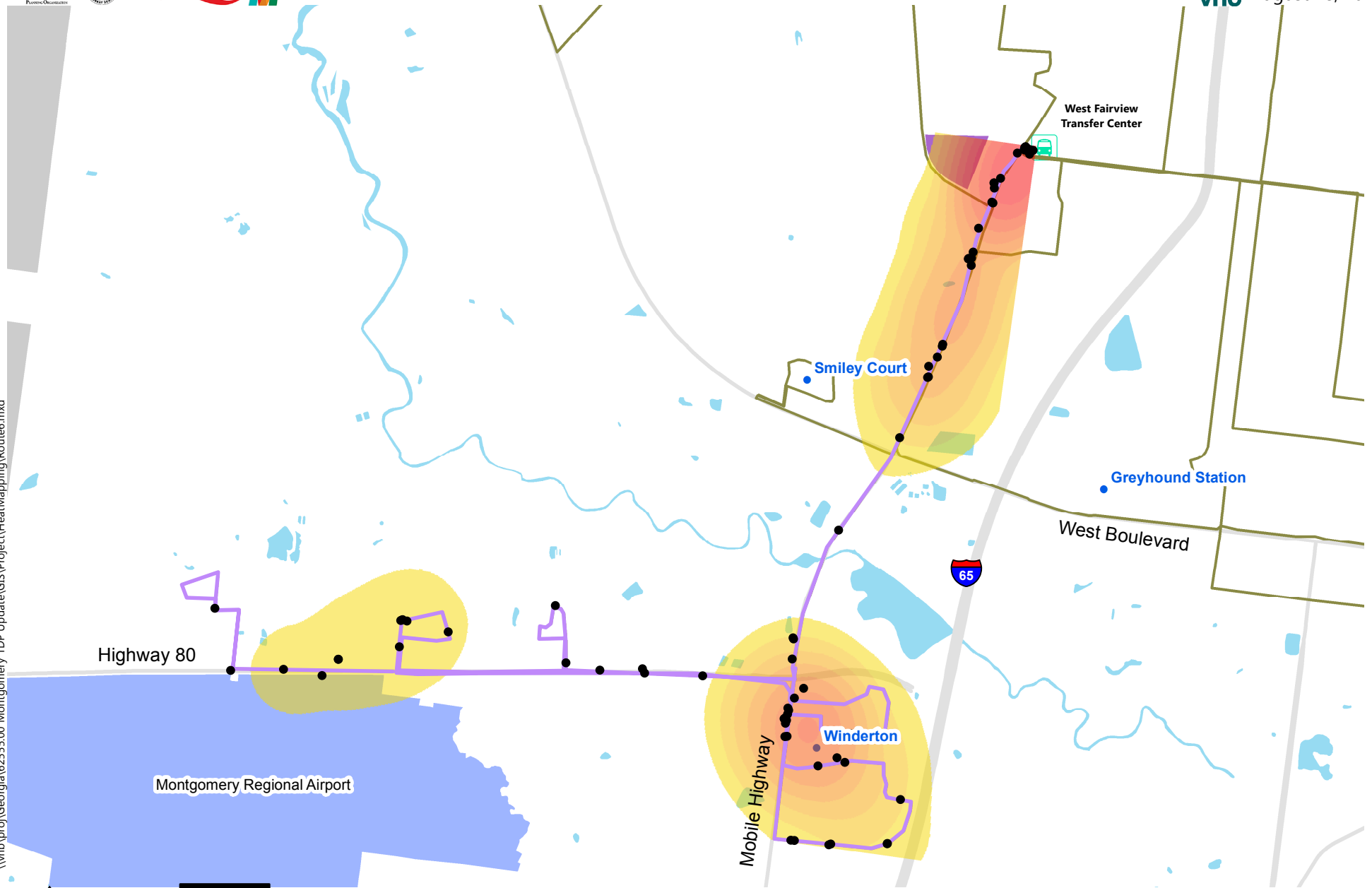
Ridership for Route 6 was lowest in the middle of the day during the 10:20 AM and 11:20 AM trips and in the evening at the 7:20 PM trip. Based on the boardings density map shown on the following page, the areas

Figure 11: Route 6 Boardings by Trip

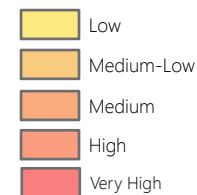


with the largest number of clustered boardings were along Mobile Highway north of West Boulevard and the neighborhood of Winderton, which produced more riders than the neighborhoods along Selma Highway near the airport.

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Boardings Density



M Transit System Heat Map Route 6: Southlawn-Twingates

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 25 riders who were traveling on Route 6 during their trip with the following transfers:

- 1 rider transferred to Route 3
- 1 rider transferred to Route 5
- 1 rider transferred to Route 15
- 3 riders transferred to Route 12
- 6 riders transferred to Route 11
- 9 riders transferred to Route 10

Note: some riders transferred more than once on a trip.

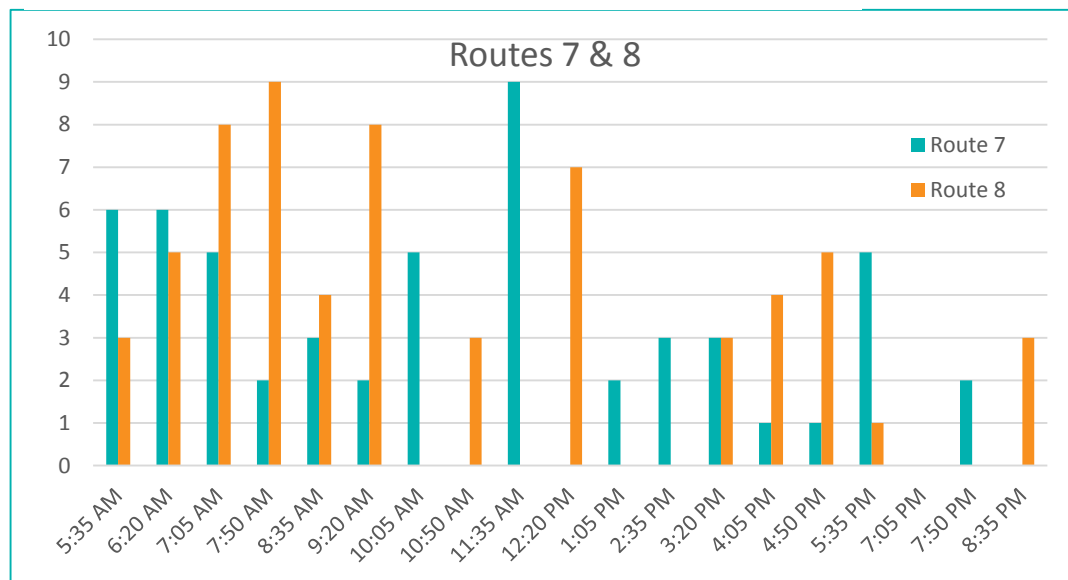
Routes 7 and 8 Profiles

Table 7: Routes 7 & 8 Statistics

Route 7 and 8 Statistics		
	Route 7	Route 8
Passengers per Day	55	63
Trips per Day	16	15
Span of Service	5:35 AM-8:35 PM	5:35 AM - 9:20 PM
Frequency	45, 90 min	45, 90 min
VRM/day	233	230
Pass/ VRM	0.24	0.27
Pass/ VRH	4.58	5.60
Pass per Trip	3.44	4.20
Boardings in Peak Trip	9	9
Peak Trip	11:35 AM	7:50 AM
Cost per Trip	\$17.99	\$14.73
% of Operating Cost	4.9%	4.6%
% of System Ridership	2.2%	2.5%

Routes 7 and 8 are profiled together because the vehicles switch providing service to each route. Some passengers do remain on board from Route 7 to Route 8 and vice versa. This counts as a free transfer at a transfer center Route 7 provides access from Hunter Station, Maxwell Air Force Base, West Blvd., and Bell St. into the Intermodal Transfer Center downtown. Route 8 provides service out to the Gunter Annex of the Air Force Base. Both of these routes had low daily ridership totals. The only route with fewer riders was Route 15 with 25. Together, these two routes provided 4.7% of

Figure 13: Routes 7 & 8 Boardings by Trip



ridership but accounted for approximately 9.5% of operation costs.

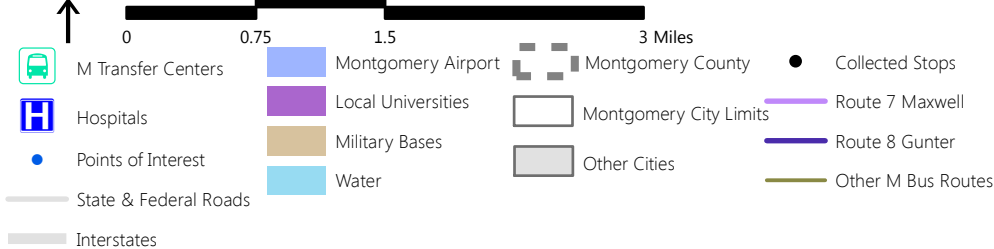
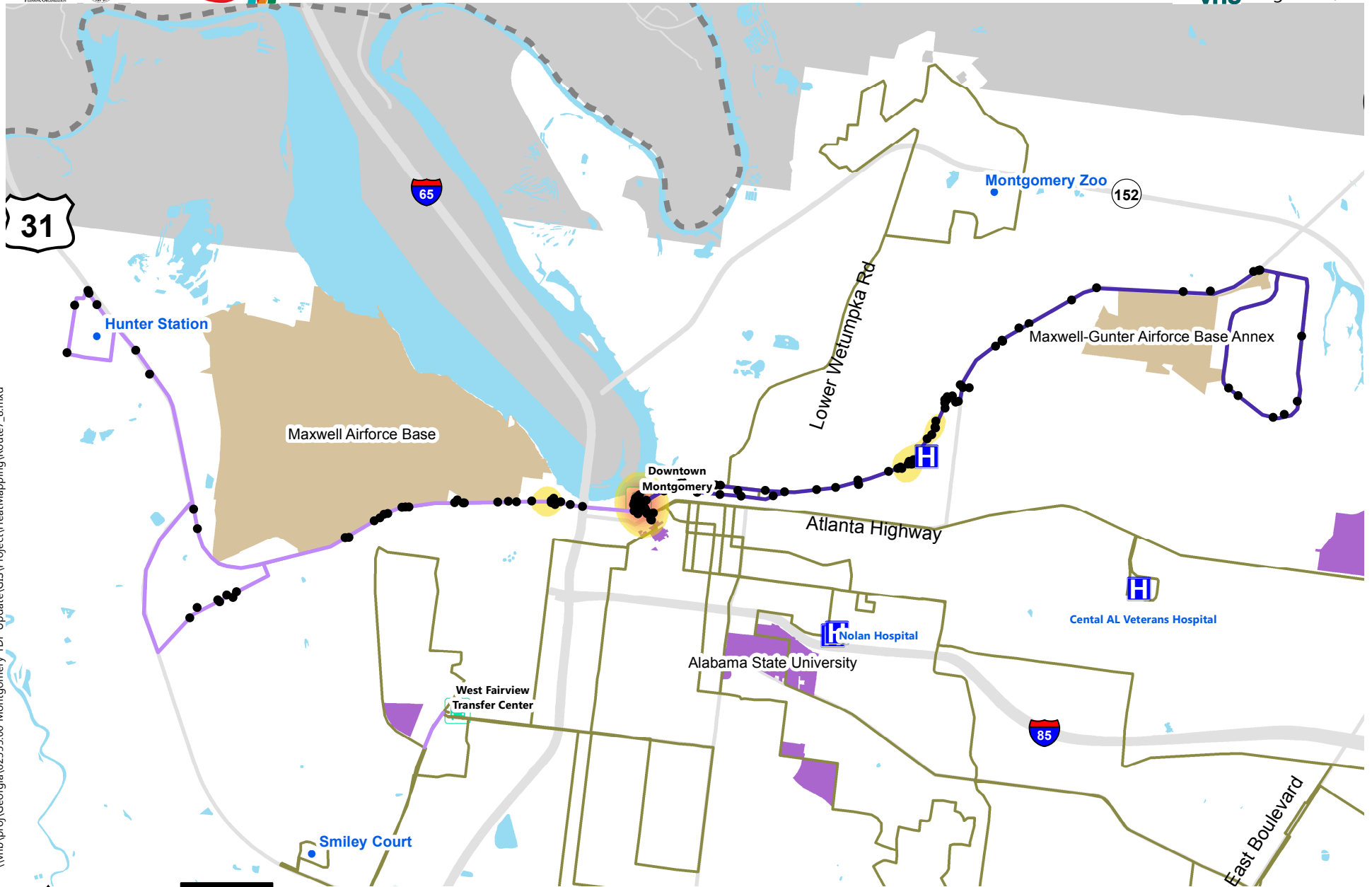
The highest boardings per trip for either route was 9 passengers. This occurred on Route 7 at 11:35 AM and on Route 8 at

7:50 AM. In the middle of the day, there is only one vehicle providing service alternating back and forth between the routes and therefore increasing the headway for both routes to 90 minutes. The only trip with zero boardings was the 7:05 trip for Route 8.



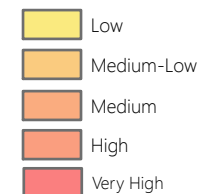
The boardings density map on the following page shows very few areas of concentrated stops. There is a small cluster at the intersection of Upper Wetumpka Road and McCarter Avenue as well as on Maxwell Boulevard just west of Interstate 65. While stops were recorded throughout these routes, there were no other places of concentration.

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M Transit TDP

Boardings Density



Montgomery, AL

M Transit System Heat Map Route 7: Maxwell Route 8: Gunter

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 5 riders who were traveling on Route 7 during their trip, with the following transfers:

- 1 riders transferred to Route 3
- 2 riders transferred to Route 8
- 3 riders transferred to Route 12

The following are the origin-destination information provided from the rider surveys. There were 5 riders who were traveling on Route 8 during their trip, with the following transfers:

- 1 rider transferred to Route 2
- 1 rider transferred to Route 16
- 1 rider transferred to Route 3
- 1 rider transferred to Route 12
- 2 riders transferred to Route 10

Note: some riders transferred more than once on a trip.

Route 9 Profile

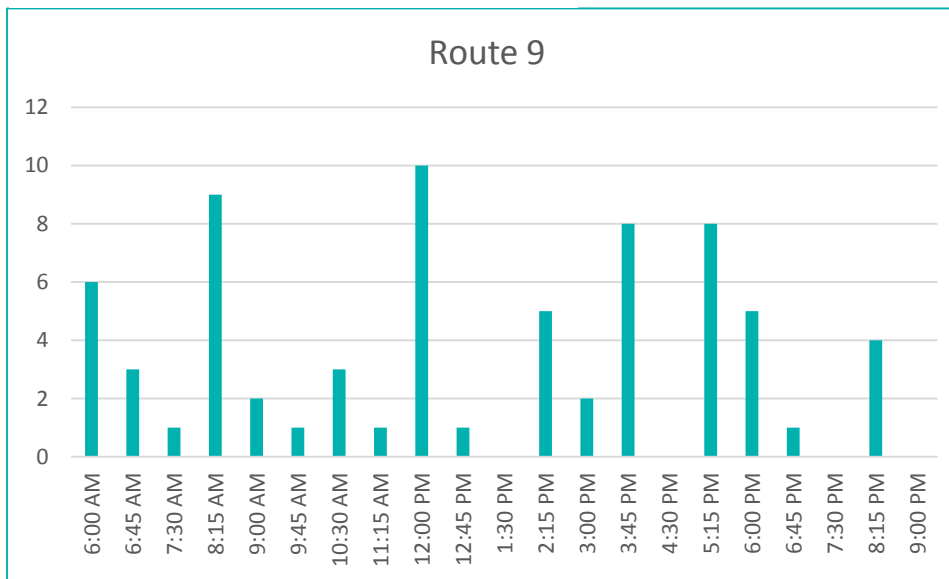
Table 8: Route 8 Statistics

Route 9 Statistics	
Passengers per Day	70
Trips per Day	21
Span of Service	6:00 AM - 9:30 PM
Frequency	45 min
VRM/day	289
Pass/ VRM	0.24
Pass/ VRH	4.52
Pass per Trip	3.33
Boardings in Peak Trip	10
Peak Trip	12:00 PM
Cost per Trip	\$18.26
% of Operating Cost	6.3%
% of System Ridership	2.8%

Route 9 is a loop route that provides service along a one-way loop around Virginia Loop Road, Woodley Road, and South Boulevard. This Route connects to Routes 3 and 5 at the One Center so that riders have an opportunity to either transfer to a route that will take them to the Intermodal Center or the West Fairview Transfer Center.

This route deviates in to the Regency Park neighborhood as well as along Eagerton Road and Spring Valley Road. In the afternoon during the 3:00 PM and 3:45 PM trips, it deviates to the McKee Jr. High School. Route 9 provides service every 45 minutes but only carried 70 passengers a day. The peak trip was at 12:00 PM when it carried 10 passengers. Trips with 8 or 9 boardings were the 8:15 AM, 3:45 PM, and 5:15 PM trips. The 1:30 PM, 4:30 PM, and 7:30 PM trips had no one board the bus.

Figure 15: Route 9 Boardings by Trip

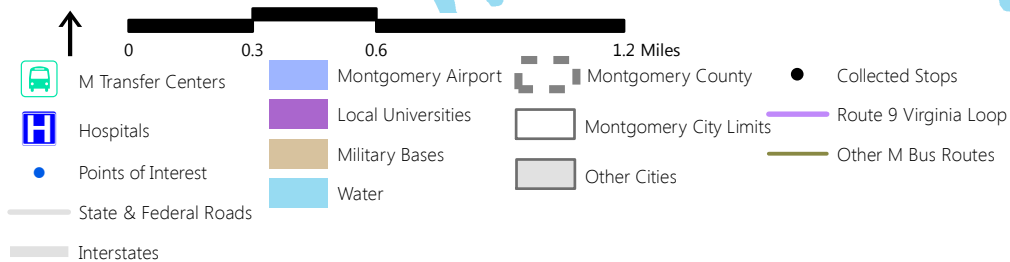
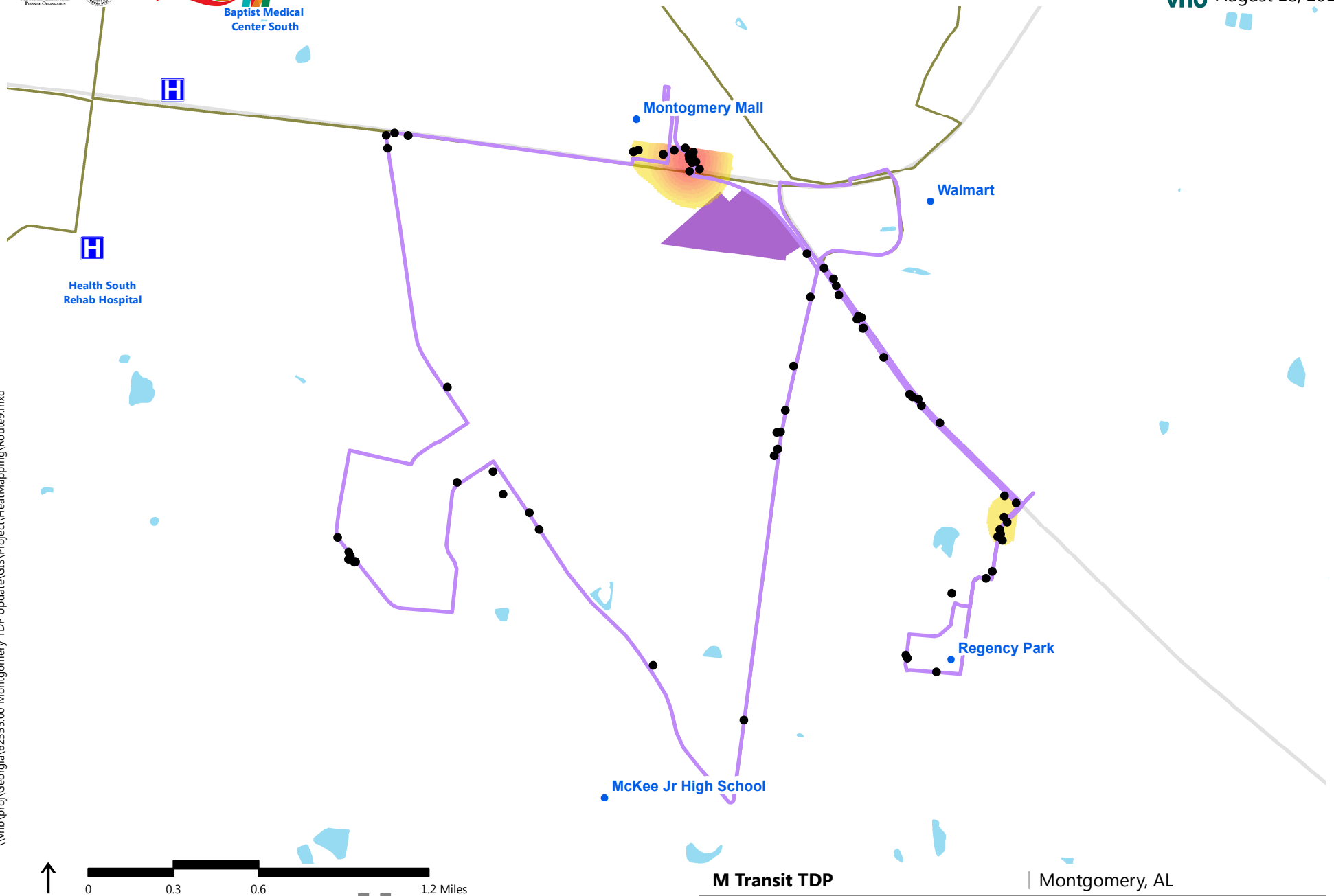


The average cost per trip on Route 9 was \$18.26. The Route cost approximately 6.3% of operating costs while only carrying 2.8% of system riders.

Based on the boardings density map shown on the following page, the only portion of the route with concentrations of boardings, besides

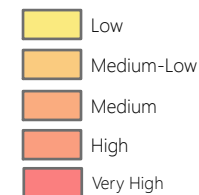
One Center, is along the entrance to Regency Park

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M Transit TDP

Boardings Density



Montgomery, AL

M Transit System Heat Map Route 9: Virginia Loop

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 9 riders who were traveling on Route 9 during their trip with the following transfers:

- 1 rider transferred to Route 1
- 1 rider transferred to Route 2
- 2 riders transferred to Route 5
- 2 riders transferred to Route 10
- 4 riders transferred to Route 3

Note: some riders transferred more than once on a trip.

Route 10 Profile

Table 9: Route 10 Statistics

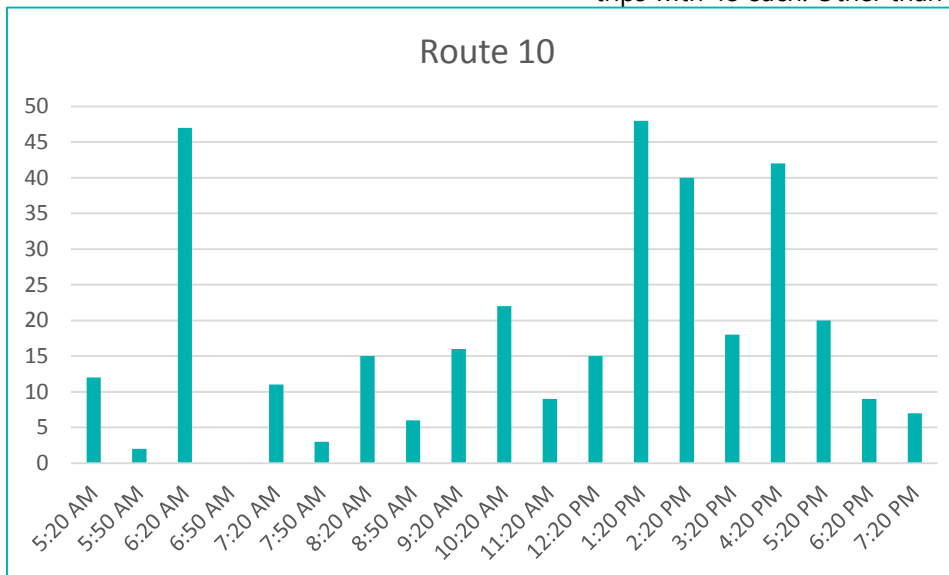
Route 10 Statistics	
Passengers per Day	342
Trips per Day	19
Span of Service	5:20 AM - 8:20 PM
Frequency	30, 60 min
VRM/day	202
Pass/ VRM	1.69
Pass/ VRH	18.00
Pass per Trip	18.00
Boardings in Peak Trip	48
Peak Trip	1:20 PM
Cost per Trip	\$4.58
% of Operating Cost	7.7%
% of System Ridership	13.6%

Route 10 provides a connection between the West Fairview Transfer Center and the Intermodal Center downtown. It also completes a loop around Fairview Avenue, Norman Bridge Road, and Court Street between transfer centers. This route serves one of the more dense areas within the city.

Route 10 carried 342 daily passengers, the most of all routes in the system. Service on Route 10 is provided at 30 and 60 minute headways throughout the day. This accounted for 13.6% of the ridership, but because this is one of the shorter routes, it had a lower cost, accounting for only 7.7% of operation costs. With the high ridership, the cost per trip averaged to \$4.58.

While this route provided the highest ridership, it was not evenly spread throughout the day. The two trips with the most boardings were the 6:20 AM and 1:20 PM trips with 48 each. Other than the 6:20 AM trip, all other

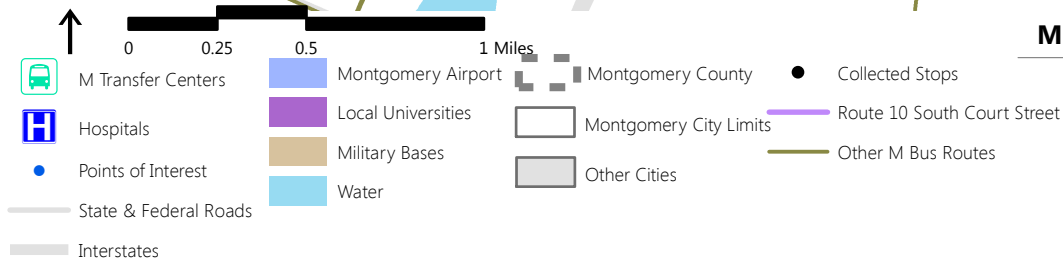
Figure 17: Route 10 Boardings by Trip



trips between 5:20 AM and 9:20 AM had 15 or fewer riders, with trip 6:50 AM picking up no passengers. Of note, the low boardings occurred when the service was provided at 30 minute headways. In the afternoon the ridership was highest with three trips having 40 or more boardings.

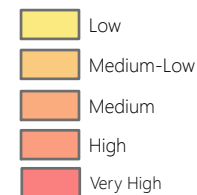
In the boardings density map on the following page, the areas with the highest boardings are the two transfer centers. This was expected because riders use Route 10 to connect between other routes that do not access both transfer centers. Additionally there is a cluster of boardings along Fairview Avenue between Rosa Parks Avenue and Court Street.

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M Transit TDP

Boardings Density



Montgomery, AL

M Transit System Heat Map Route 10: South Court Street

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 55 riders who were traveling on Route 10 during their trip with the following transfers:

- 1 rider transferred to Route 1
- 2 riders transferred to Route 4
- 2 riders transferred to Route 9
- 4 riders transferred to Route 8
- 4 riders transferred to Route 2
- 6 riders transferred to Route 6
- 9 riders transferred to Route 3
- 10 riders transferred to Route 11
- 10 riders transferred to Route 12

Note: some riders transferred more than once on a trip.

Route 12 Profile

Table 10: Route 12 Statistics

Route 12 Statistics	
Passengers per Day	281
Trips per Day	18
Span of Service	5:25 AM - 8:20 PM
Frequency	30, 60, min
VRM/day	293
Pass/ VRM	0.96
Pass/ VRH	10.81
Pass per Trip	15.61
Boardings in Peak Trip	30
Peak Trip	5:25 AM
Cost per Trip	\$7.63
% of Operating Cost	10.5%
% of System Ridership	11.2%

Route 12 provides service to both transfer centers as well as to the Smiley Court neighborhood, Edgemont Drive, and Day Street. This route links these residential areas to both Fairview Avenue and downtown Montgomery. The headway for Route 12 was 30 minutes at some portions of the morning and afternoon and 60 or 90 minutes in the middle of the day and late evening.

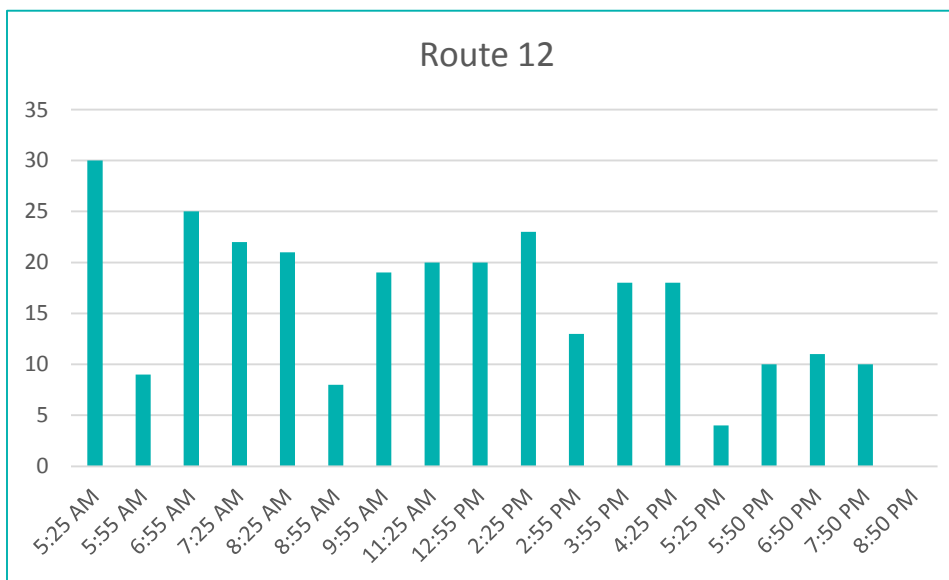
Route 12 had the second most boardings in the system with 281, accounting for 11.2% of the system ridership. This amounted to an average cost per trip of \$7.63 and 10.5% of the overall operating costs.

The 5:25 AM trip had the most passenger boardings with 30. Ridership throughout the morning and afternoon was steady around 20 with the exception of the 5:55 AM and 8:55 AM trips that had 9 and 8 boardings respectively. Similar to other routes in the

system, the number of boardings was lower in the evening, justifying the larger headway from 5:50 PM onward.

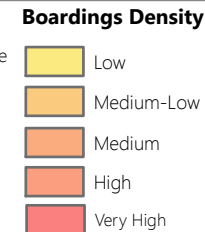
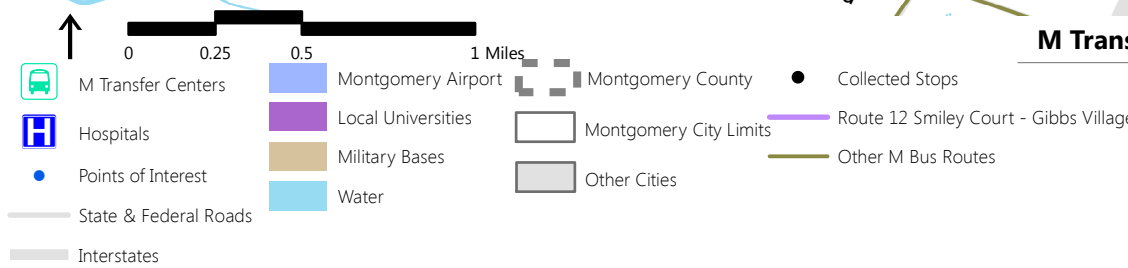
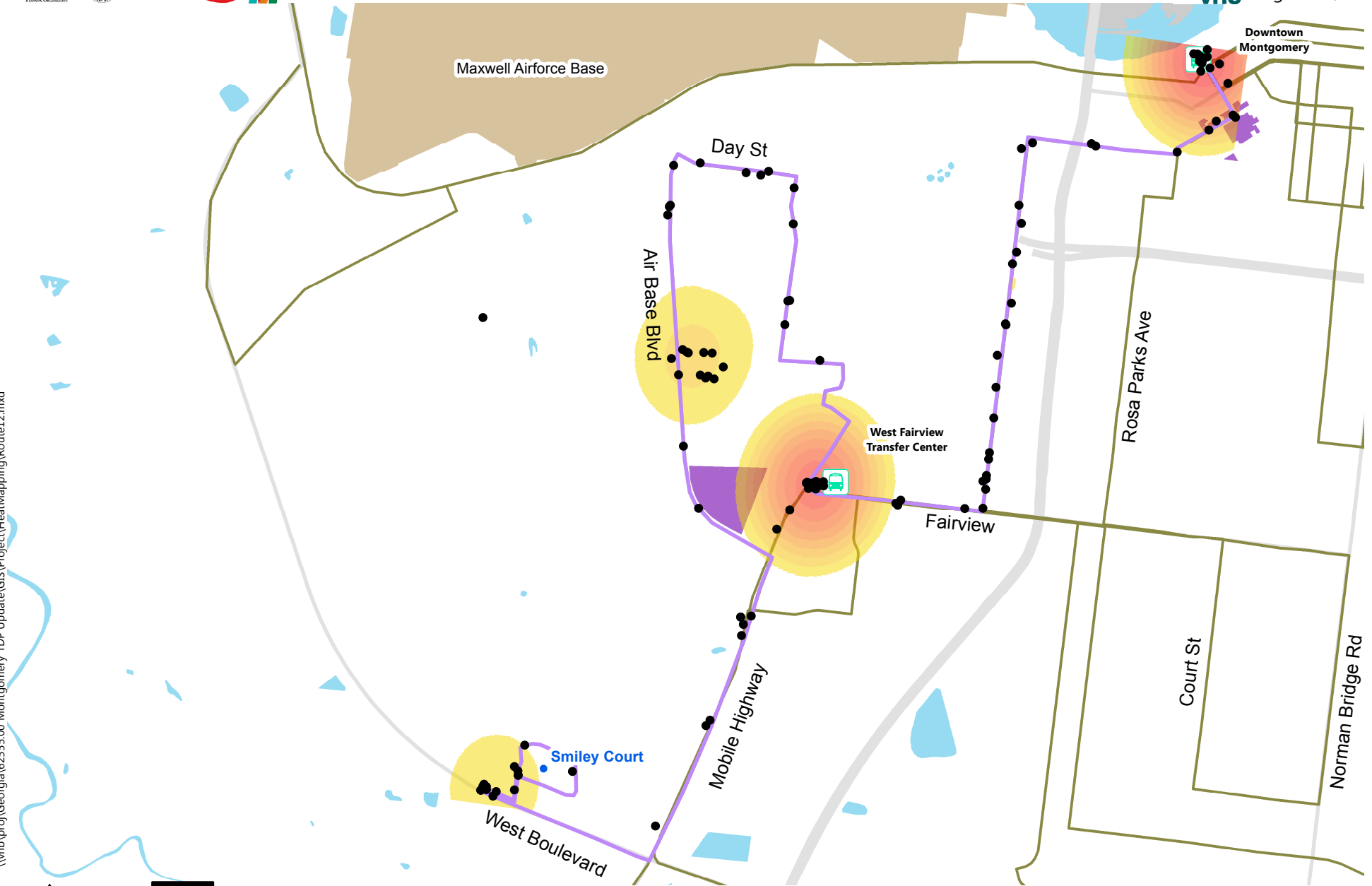
In the boarding density map on the following page, aside from the transfer centers, the areas with the most clustered boardings were the Smiley Court neighborhood and

Figure 19: Route 12 Statistics



along Air Base Boulevard at Terminal Road. There are also scattered boardings along Day Street and Oak Street.

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M Transit System Heat Map Route 12: Smiley Court - Gibbs Village

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 59 riders who were traveling on Route 12 during their trip with the following transfers:

- 1 rider transferred to Route 1
- 1 rider transferred to Route 15
- 3 riders transferred to Route 2
- 3 riders transferred to Route 4
- 3 riders transferred to Route 5
- 3 riders transferred to Route 6
- 3 riders transferred to Route 7
- 3 riders transferred to Route 8
- 3 riders transferred to Route 16
- 6 riders transferred to Route 10
- 9 riders transferred to Route 11
- 10 riders transferred to Route 3

Note: some riders transferred more than once on a trip.

Route 15 Profile

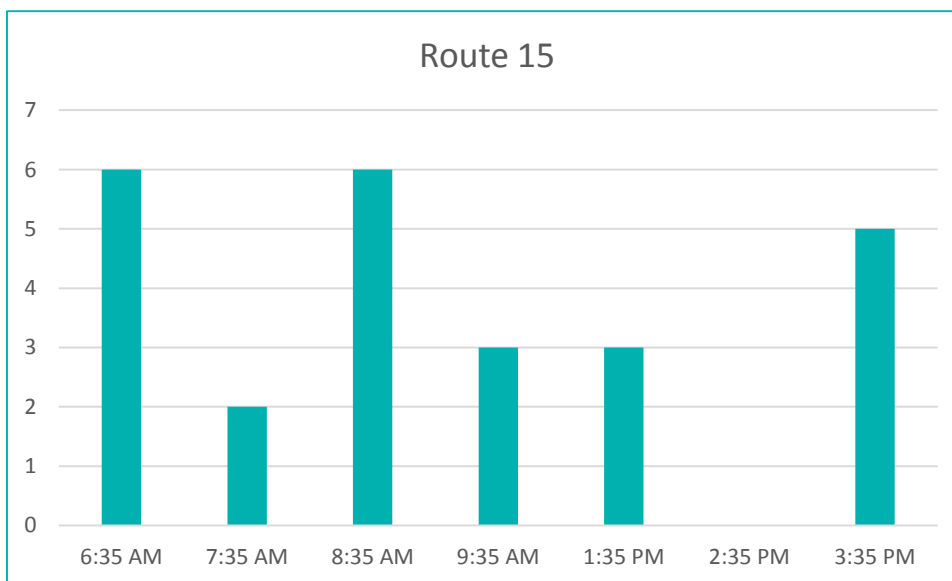
Table 11: Route 15 Statistics

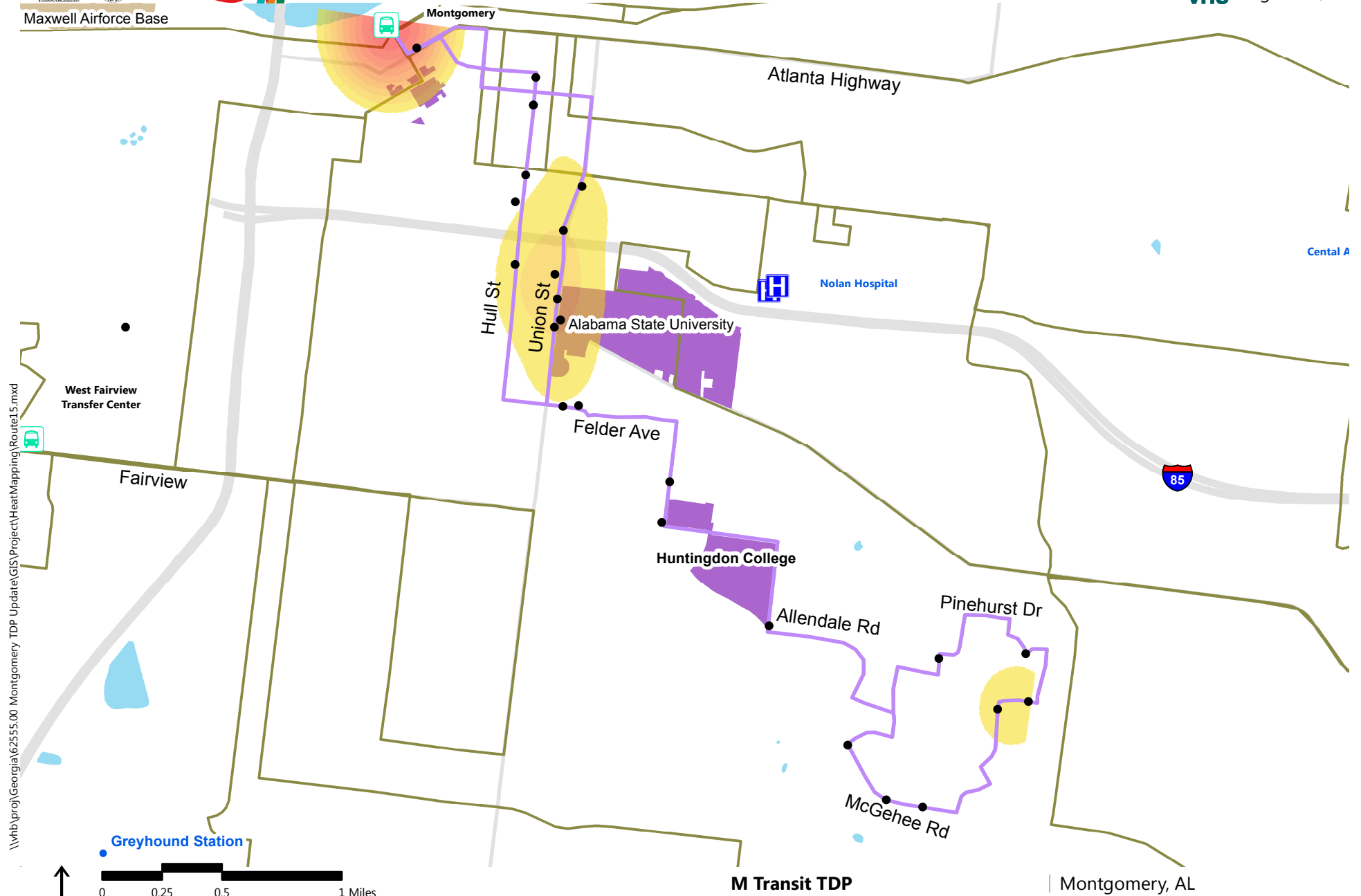
Route 15 Statistics	
Passengers per Day	25
Trips per Day	7
Span of Service	6:35 AM - 4:35 PM
Frequency	60 min
VRM/day	88
Pass/ VRM	0.29
Pass/ VRH	3.57
Pass per Trip	3.57
Boardings in Peak Trip	6
Peak Trip	6:35 AM, 8:35 AM
Cost per Trip	\$23.09
% of Operating Cost	2.8%
% of System Ridership	1.0%

Route 15 provides hourly service from 6:35 AM until 10:35 AM and then again from 1:35 PM until 4:35 PM. This route recorded the fewest number of daily riders with 25. The highest number of boardings was in the morning with 6 on both the 6:35 AM and 8:35 AM trips. There were no riders on the 2:35 PM trip. This route accounts for only 1.0% of system ridership. Because there are a limited number of trips, it only accounts for 2.8% of overall operating costs. The low number of boardings amounts to an average cost per trip of \$23.09.

The largest cluster of boardings was along Union Street, as shown in the boardings density map on the following page. While there were a few boardings along the loop through the residential neighborhood, these were mainly scattered throughout the one-way loop at the southeast end of the route.

Figure 21: Route 15 Boardings by Trip





- M Transfer Centers
- Hospitals
- Points of Interest
- State & Federal Roads
- Interstates
- Montgomery Airport
- Local Universities
- Military Bases
- Water
- Montgomery County
- Montgomery City Limits
- Other Cities
- Collected Stops
- Route 15 Allendale Road
- Other M Bus Routes

M Transit TDP

Montgomery, AL

Boardings Density

- Low
- Medium-Low
- Medium
- High
- Very High

M Transit System Heat Map Route 15: Allendale Road

Sources: Montgomery MPO, U.S. Census, VHB

The following are the origin-destination information provided from the rider surveys. There were 2 riders who were traveling on Route 15 during their trip with the following transfers:

- 2 riders transferred to Route 10

Note: some riders transferred more than once on a trip.

Route 16 Profile

Table 12 Route 16 Statistics:

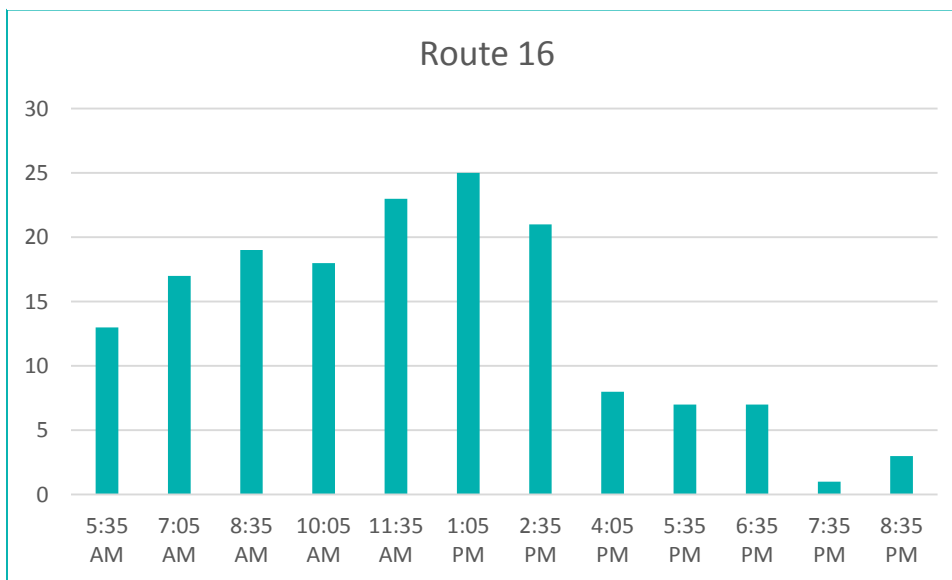
Route 16 Statistics	
Passengers per Day	162
Trips per Day	12
Span of Service	5:35 AM - 9:00 PM
Frequency	60, 90 min
VRM/day	256
Pass/ VRM	0.63
Pass/ VRH	10.45
Pass per Trip	13.50
Boardings in Peak Trip	25
Peak Trip	1:05 PM
Cost per Trip	\$7.89
% of Operating Cost	6.3%
% of System Ridership	6.4%

Route 16 provides service from the Intermodal Center east along Highland Avenue, Harrison Road, and Carmichael Road to Woodmere Boulevard neighborhoods. This route provides access to the Walmart on Ann Road as well as the Perry Hill Road Shopping Center. A total of 162 boardings were counted on Route 1, accounting for 6.4% of system ridership and had the seventh most ridership.

There was an average of 13.5 boardings per trip, with the 1:05 PM trip boarding the most passengers with 25. Ridership grew each trip from 5:35 AM to 1:05 PM and then drastically was reduced in the afternoon. All morning trips had at least 13 boardings while the trips from 4:05 PM on carried 8 riders or fewer.

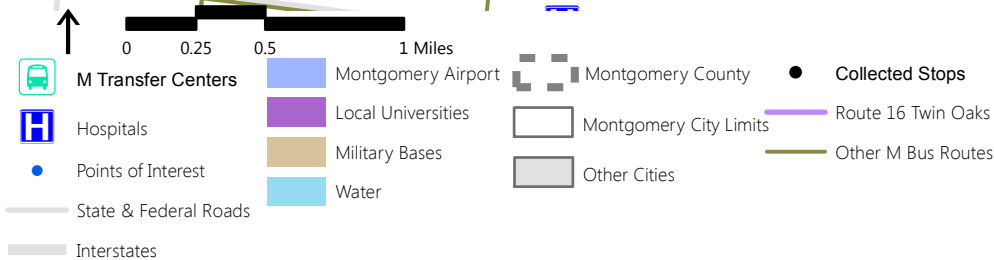
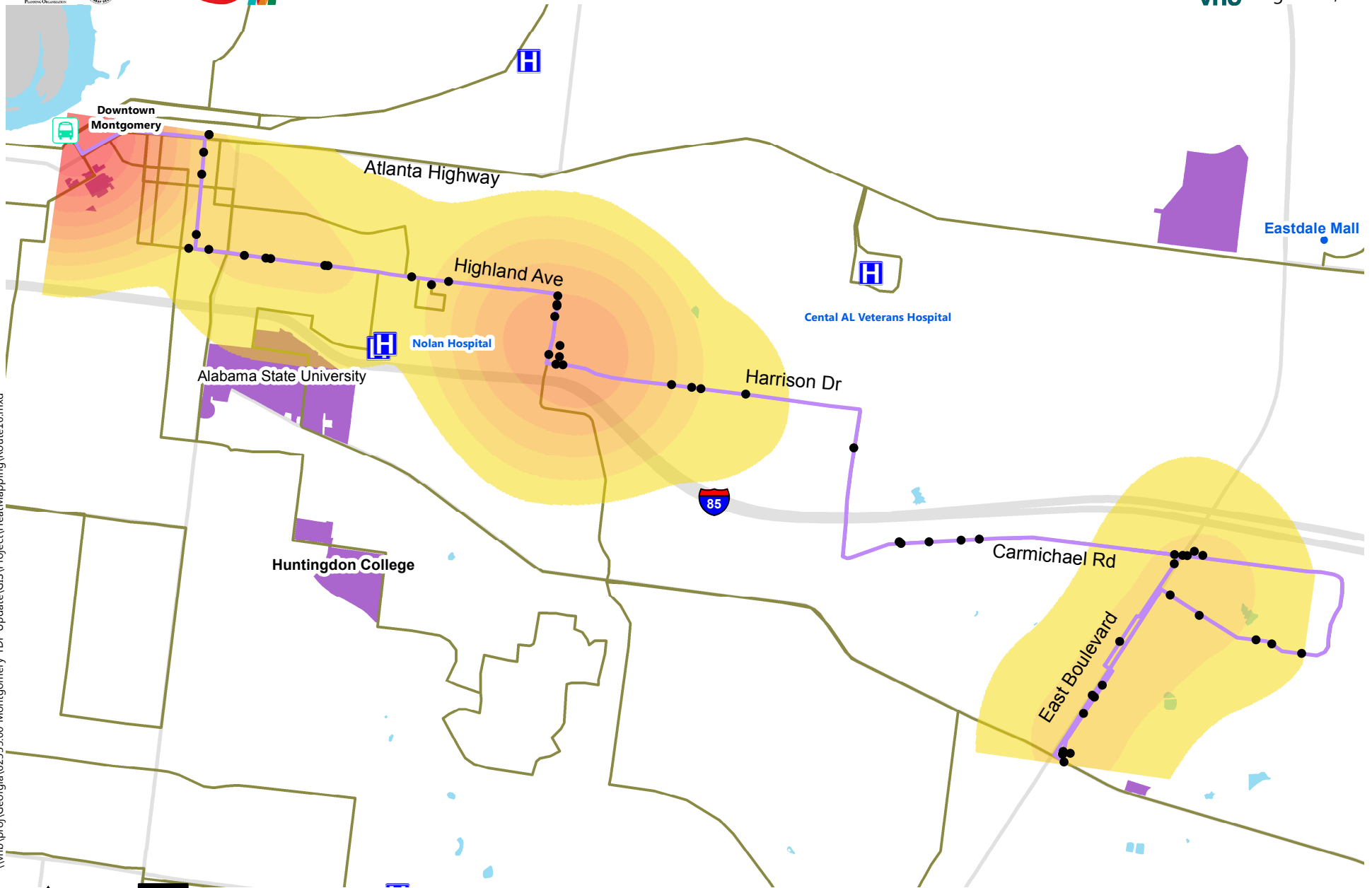
Overall, Route 16 accounted for 6.3% of operating costs and had an average cost per trip of \$7.89.

Figure 23: Route 16 Boardings by Trip



On the boardings density map on the following page, the largest cluster aside from the transfer center was the Walmart, followed by boardings along East Boulevard.

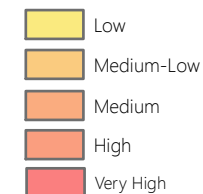
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M Transit TDP

Montgomery, AL

Boardings Density



M Transit System Heat Map Route 16: Twin Oaks

Sources: Montgomery MPO, U.S. Census, VHB

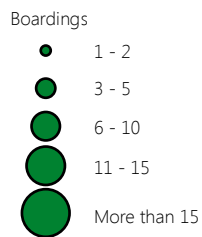
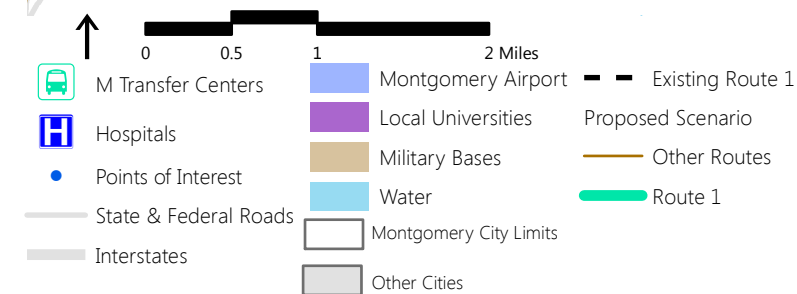
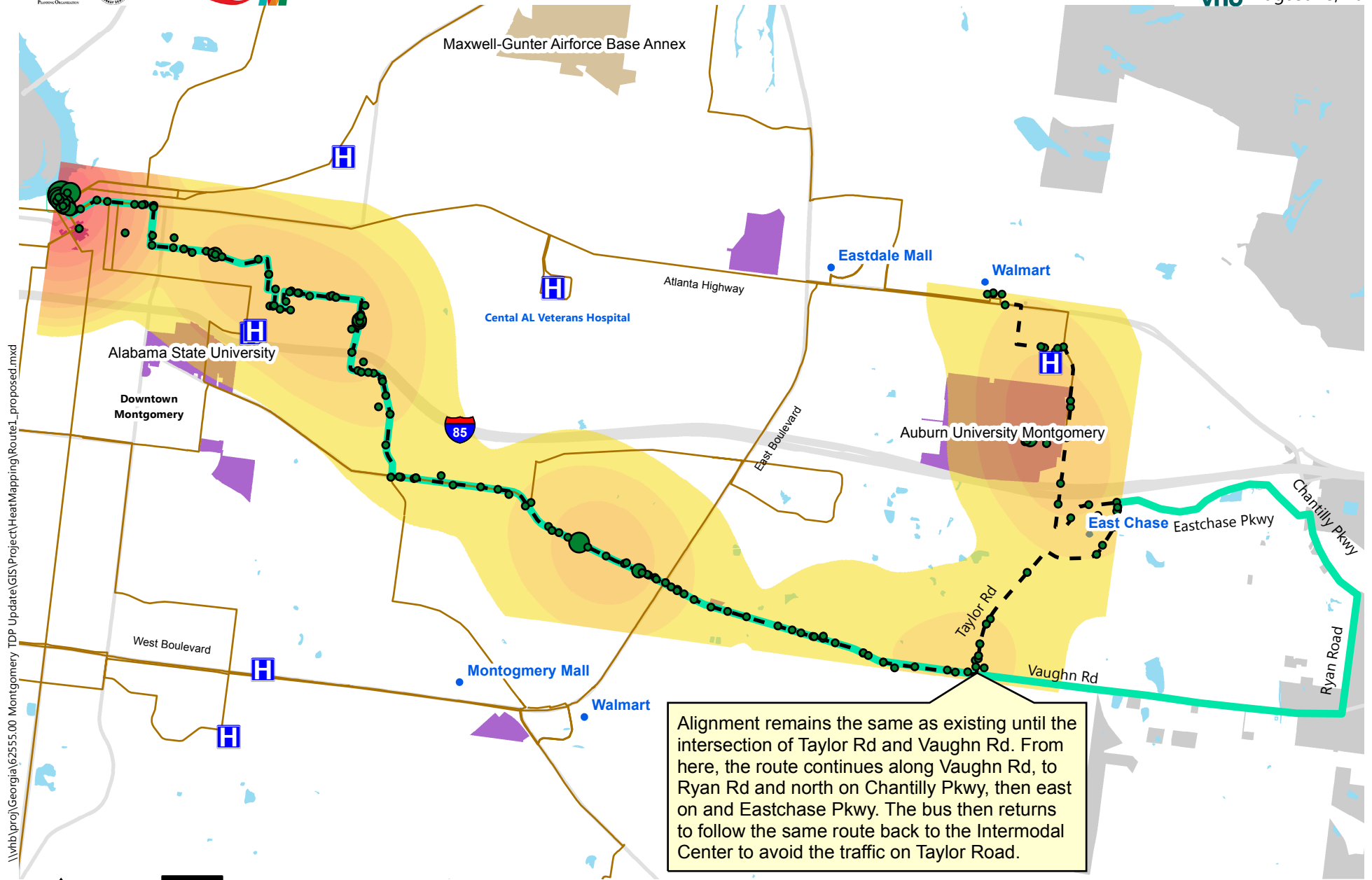
The following are the origin-destination information provided from the rider surveys. There were 14 riders who were traveling on Route 16 during their trip with the following transfers:

- 1 rider transferred to Route 4
- 1 rider transferred to Route 8
- 1 rider transferred to Route 15
- 2 riders transferred to Route 1
- 2 riders transferred to Route 5
- 3 riders transferred to Route 2
- 3 riders transferred to Route 3
- 4 riders transferred to Route 10
- 4 riders transferred to Route 12

Note: some riders transferred more than once on a trip.

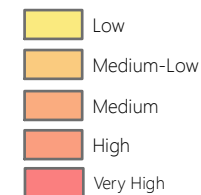
Appendix C

Individual Route Recommendations



M Transit TDP

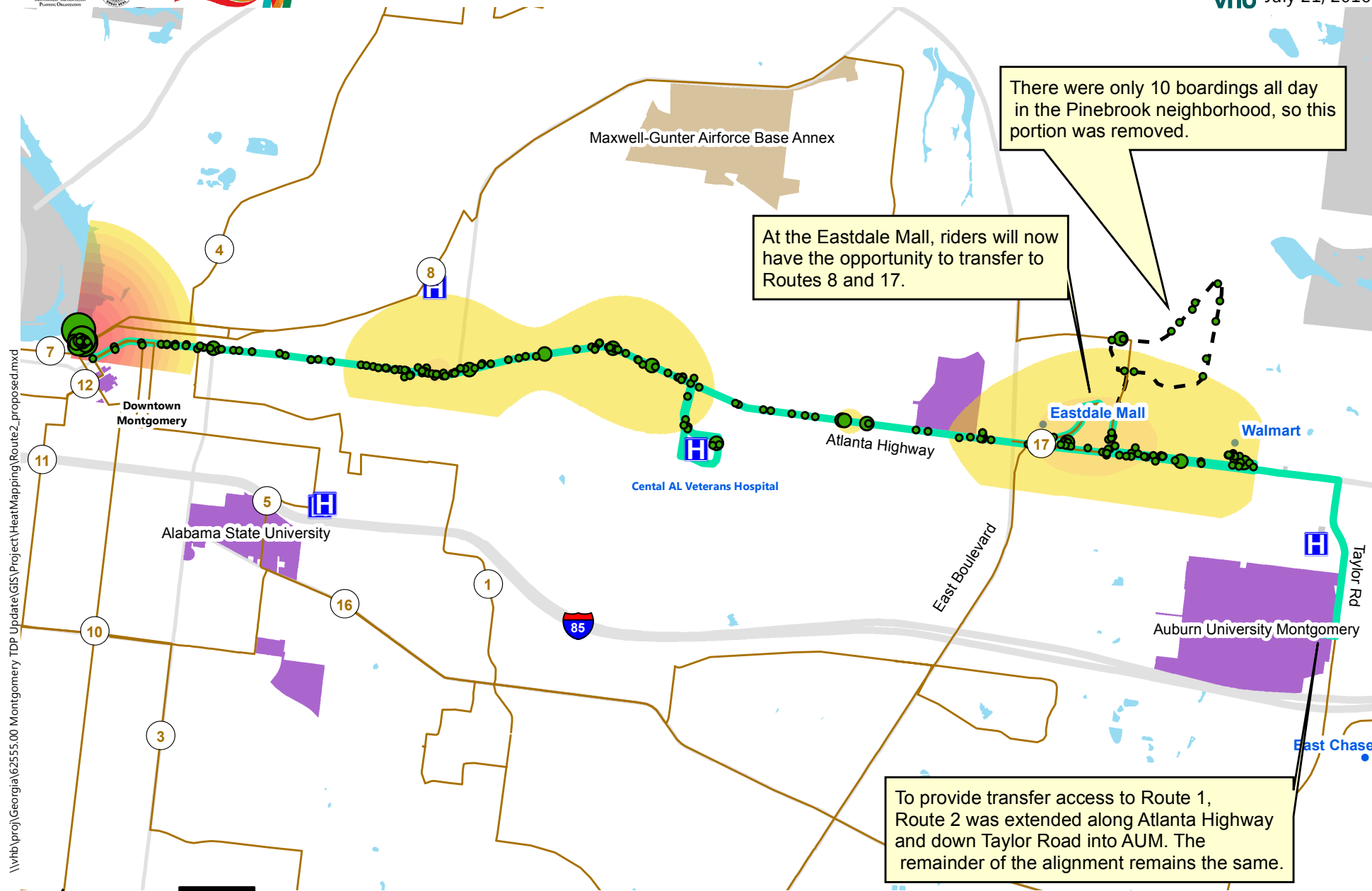
Boardings Density



Montgomery, AL

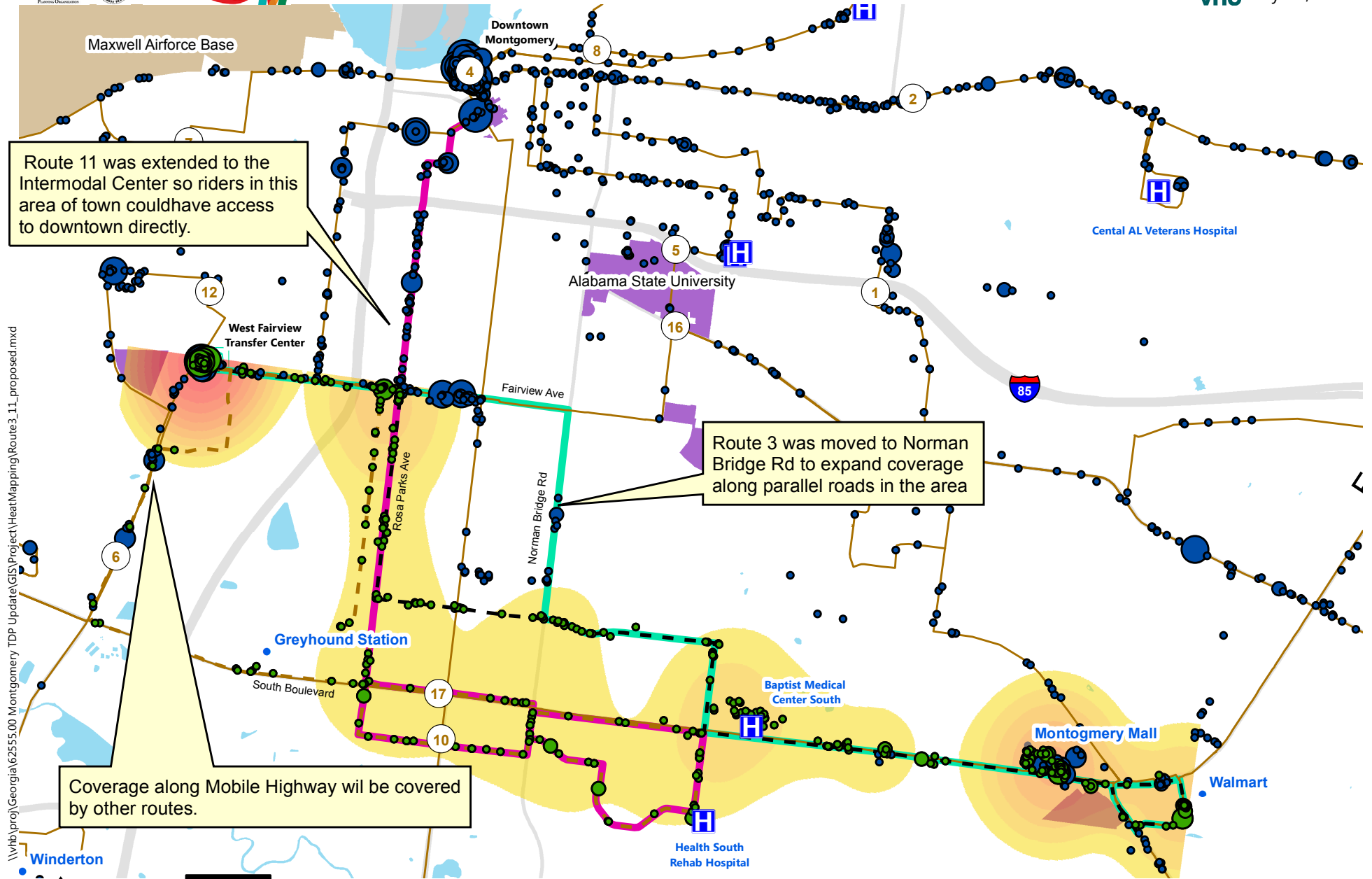
Proposed Route 1: East Chase

Sources: Montgomery MPO, U.S. Census, VHB



Proposed Route 2: Eastdale Mall

Sources: Montgomery MPO, U.S. Census, VHB



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- M Transfer Centers
- Hospitals
- Points of Interest
- State & Federal Roads
- Interstates

- Montgomery Airport
- Local Universities
- Military Bases
- Water
- Montgomery City Limits
- Other Cities

- Route 3 Montgomery Commons
- Route 11 Ridgecrest
- Other Routes
- Route 3
- Route 11

Proposed Scenario

M Transit TDP

- | Routes 3, 11 Boardings | Other Boardings |
|------------------------|-----------------|
| 0 - 2 | 0 - 2 |
| 3 - 4 | 3 - 4 |
| 5 - 7 | 5 - 7 |
| 8 - 10 | 8 - 10 |
| More than 15 | More than 15 |

Boardings Density

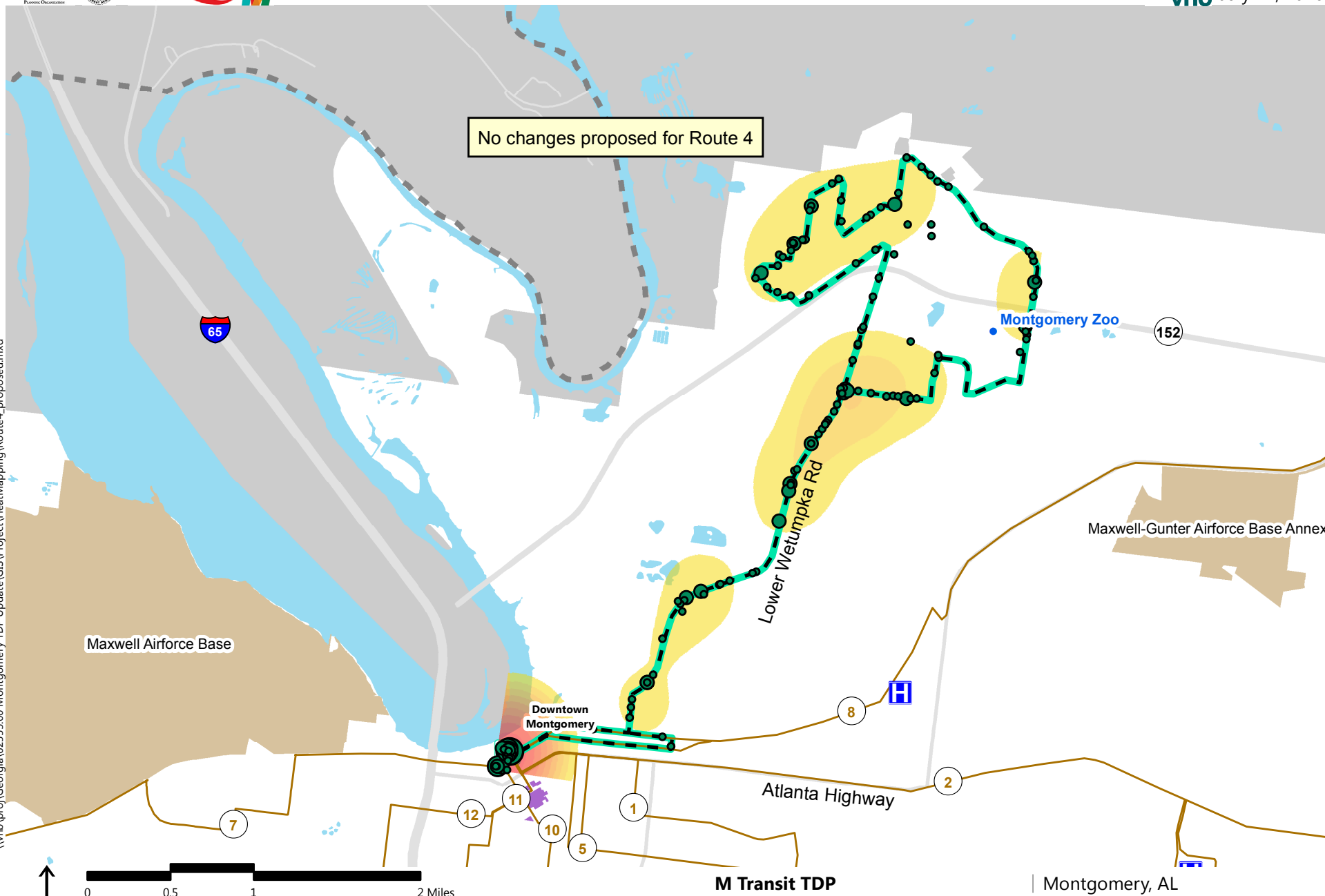
- Low
- Medium-Low
- Medium
- High
- Very High

Montgomery, AL

Proposed Routes 3 & 11

Sources: Montgomery MPO, U.S. Census, VHB

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- | | | |
|---|---|---|
| M Transfer Centers
Hospitals
Points of Interest
State & Federal Roads
Interstates | Montgomery Airport
Local Universities
Military Bases
Water
Montgomery City Limits
Other Cities | Route 4 Boylston
Other Routes
Route 4 |
|---|---|---|

- Boardings
- 1 - 2
 - 3 - 5
 - 6 - 10
 - 11 - 15
 - More than 15

M Transit TDP

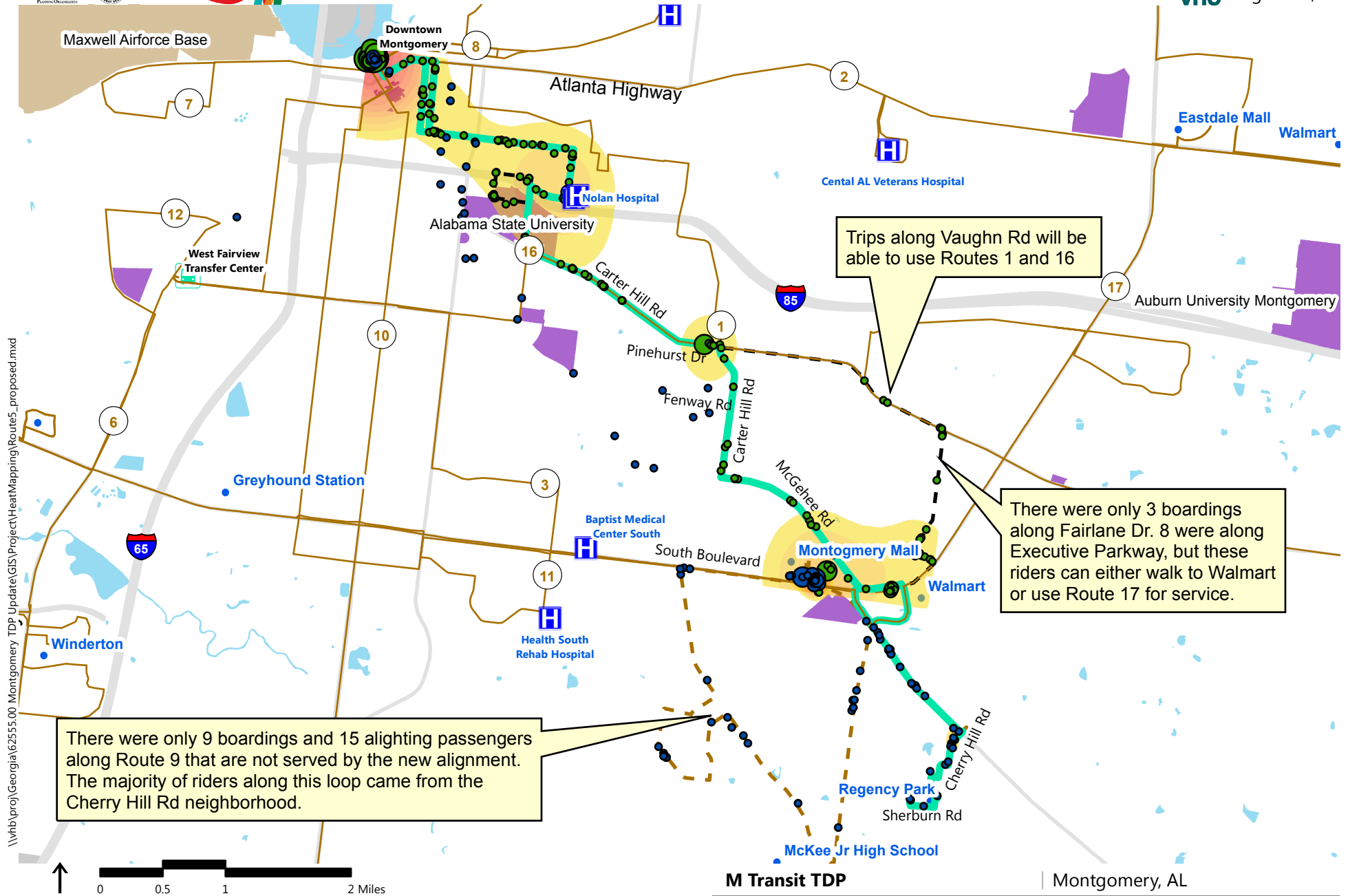
Boardings Density

- Low
- Medium-Low
- Medium
- High
- Very High

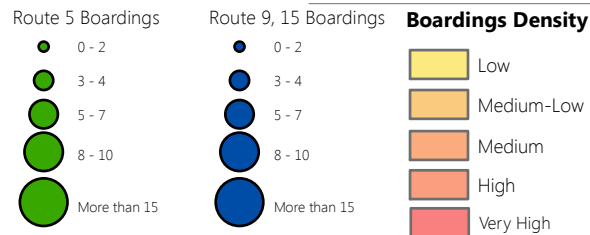
Montgomery, AL

Proposed Route 4

Sources: Montgomery MPO, U.S. Census, VHB



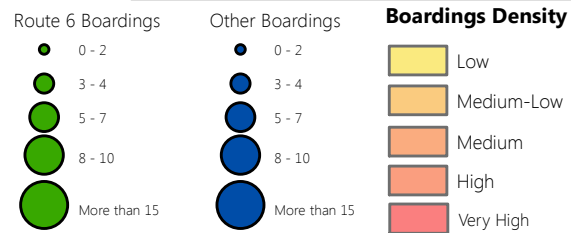
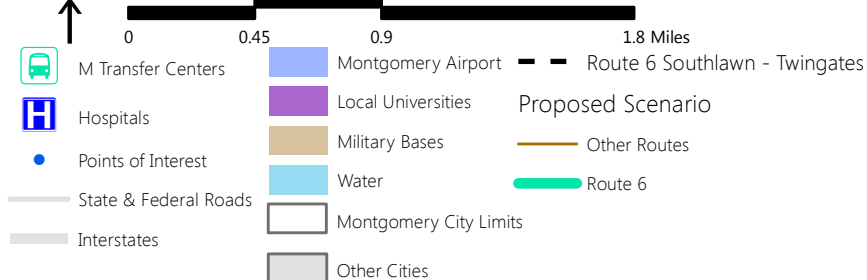
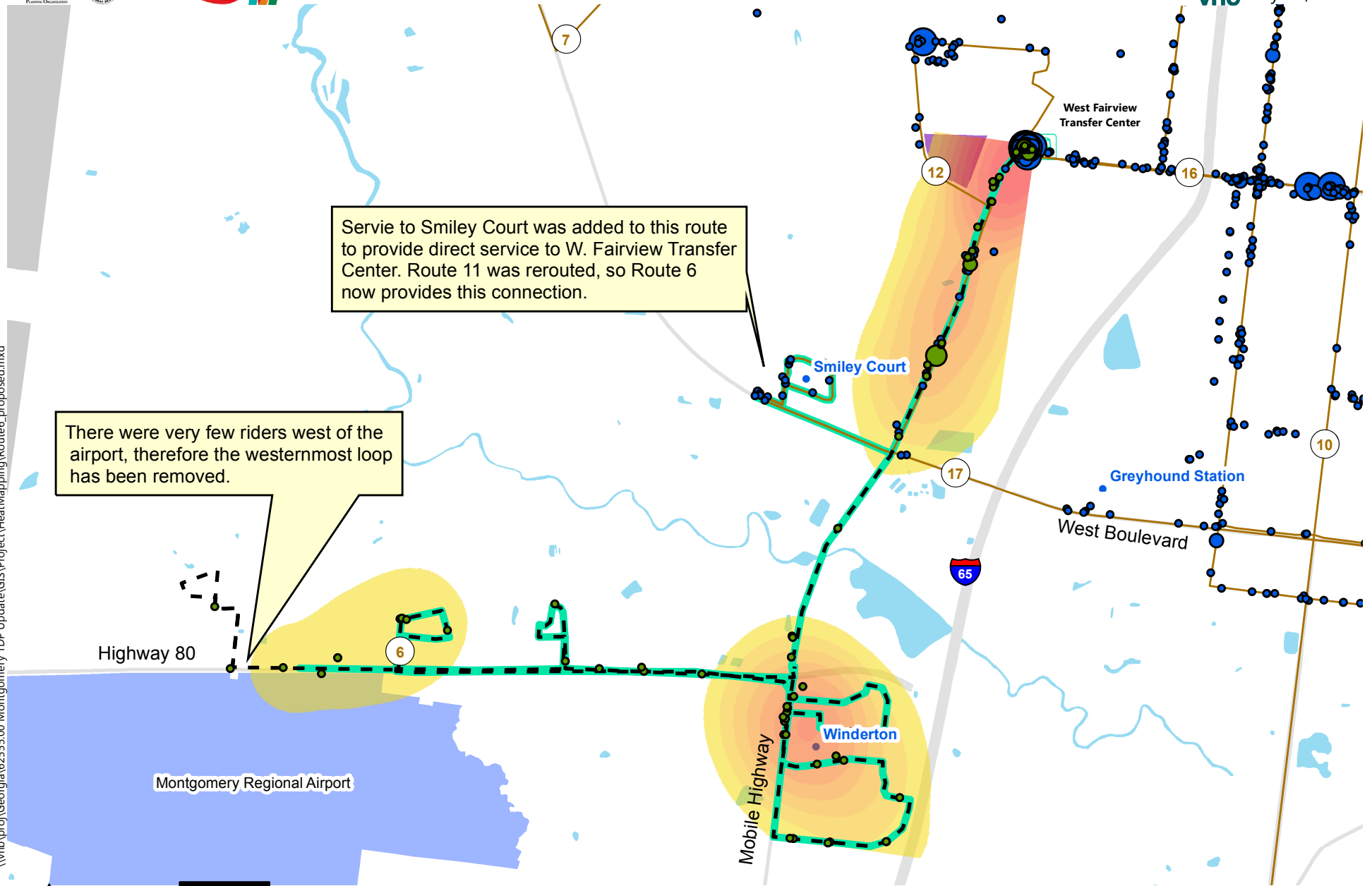
- M Transfer Centers
- Hospitals
- Points of Interest
- State & Federal Roads
- Interstates
- Montgomery Airport
- Local Universities
- Military Bases
- Water
- Montgomery City Limits
- Other Cities
- Existing Routes
- Route 5 One Center
- Route 9 Virginia Loop
- Other Routes
- Proposed Scenario
- Route 5



Proposed Route 5

Sources: Montgomery MPO, U.S. Census, VHB

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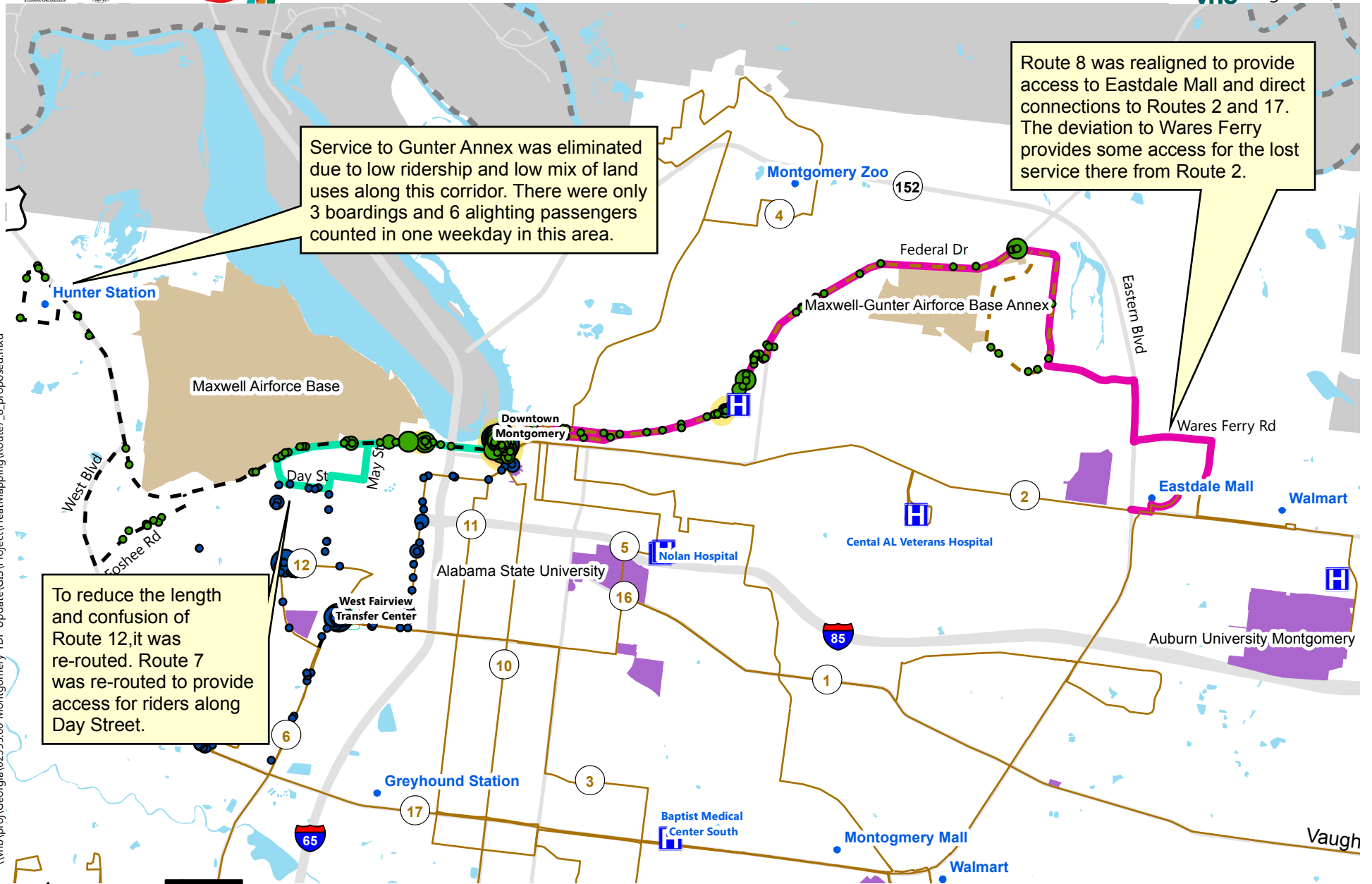


M Transit TDP | Montgomery, AL

Proposed Route 6

Sources: Montgomery MPO, U.S. Census, VHB

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- M Transfer Centers
- Hospitals
- Points of Interest
- State & Federal Roads
- Interstates
- Montgomery Airport
- Local Universities
- Military Bases
- Water
- Montgomery City Limits
- Other Cities
- Route 7 Maxwell
- Route 8 Gunter
- Other Routes
- Route 7
- Route 8

- Proposed Scenario**
- Routes 7, 8 Boardings**
- 0 - 2
 - 3 - 4
 - 5 - 7
 - 8 - 10
 - More than 15
- Route 12 Boardings**
- 0 - 2
 - 3 - 4
 - 5 - 7
 - 8 - 10
 - More than 15

- Boardings Density**
- Low
 - Medium-Low
 - Medium
 - High
 - Very High

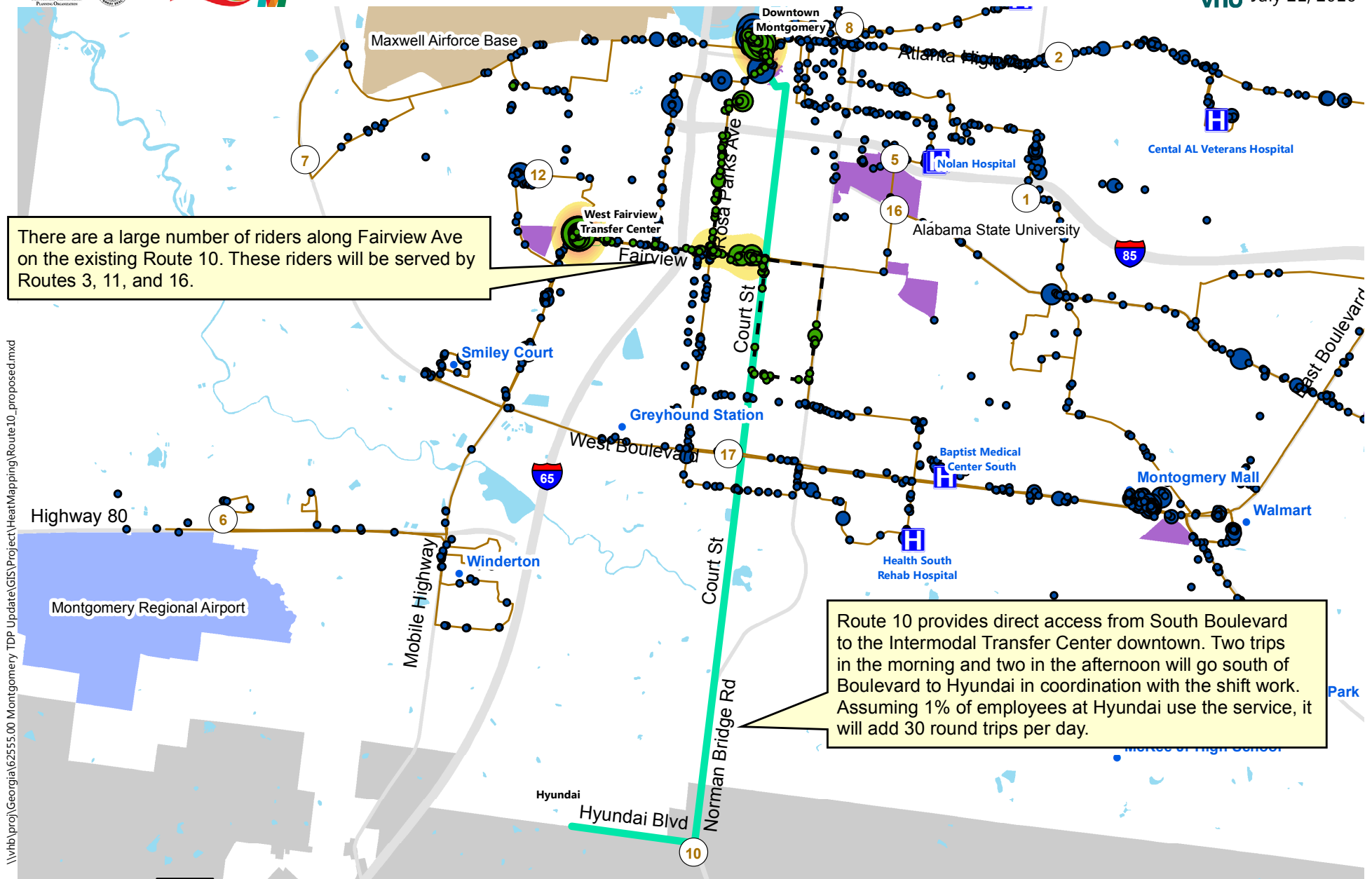
M Transit TDP

Montgomery, AL

Proposed Routes 7 & 8

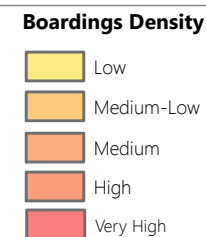
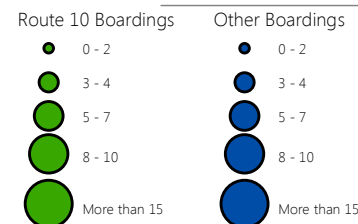
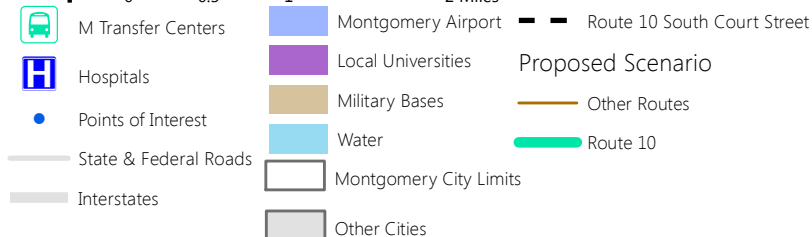
Sources: Montgomery MPO, U.S. Census, VHB

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There are a large number of riders along Fairview Ave on the existing Route 10. These riders will be served by Routes 3, 11, and 16.

Route 10 provides direct access from South Boulevard to the Intermodal Transfer Center downtown. Two trips in the morning and two in the afternoon will go south of Boulevard to Hyundai in coordination with the shift work. Assuming 1% of employees at Hyundai use the service, it will add 30 round trips per day.



Montgomery, AL

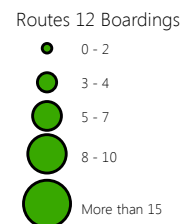
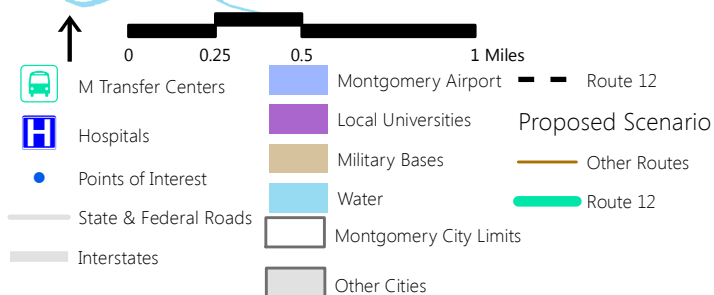
Proposed Route 10

Sources: Montgomery MPO, U.S. Census, VHB

This route provides direct service from Mobile Highway to downtown.

Service to Day Street was removed to shorten the route and provide more direct service to the transfer centers. Riders along Day Street will be served by the new Route 7.

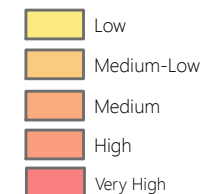
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M Transit TDP

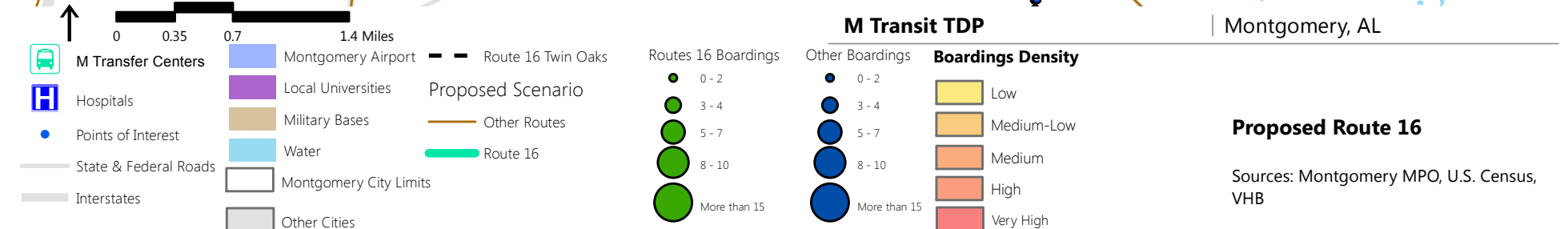
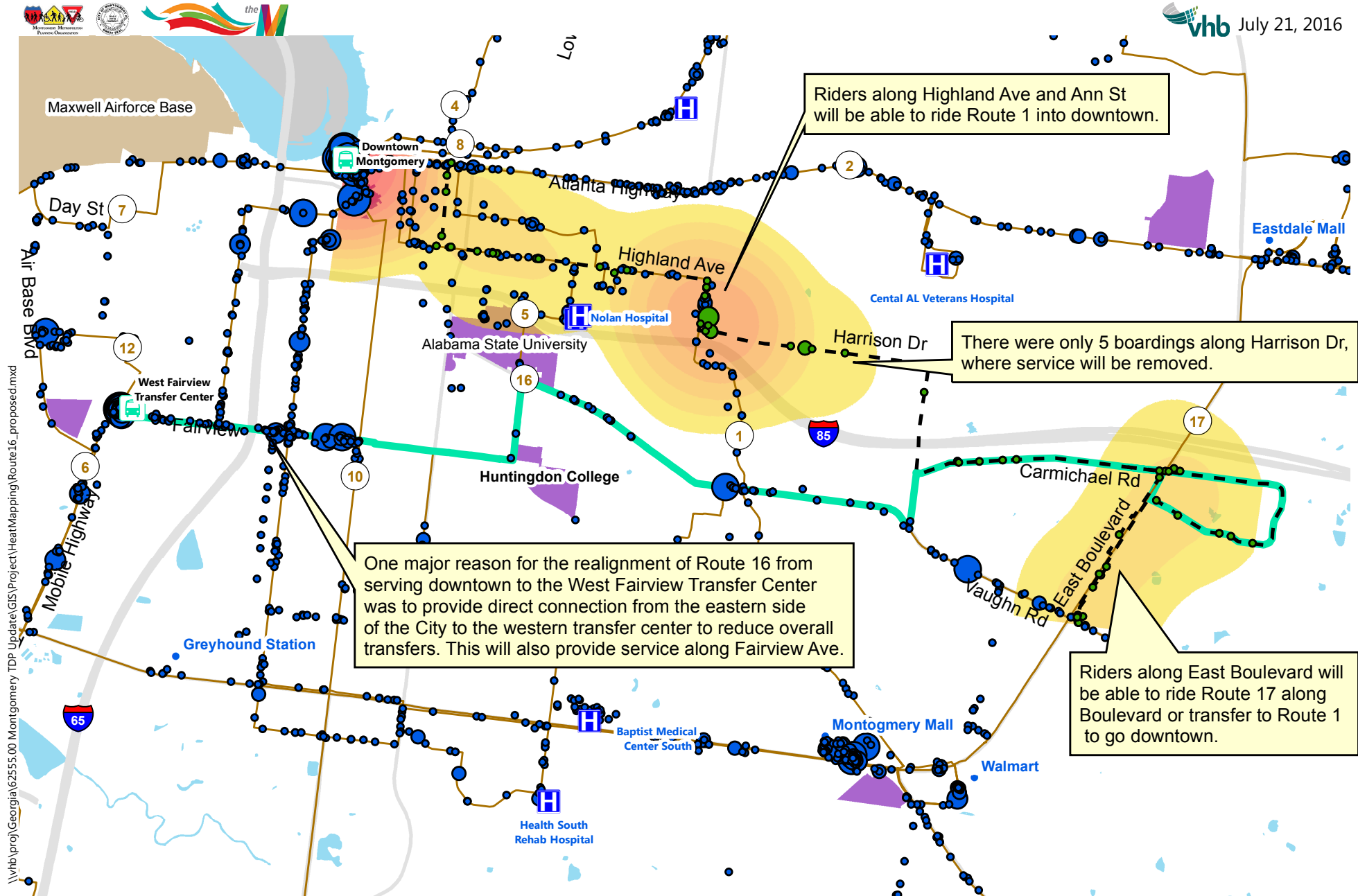
Montgomery, AL

Boardings Density

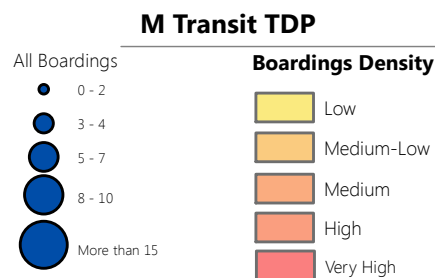
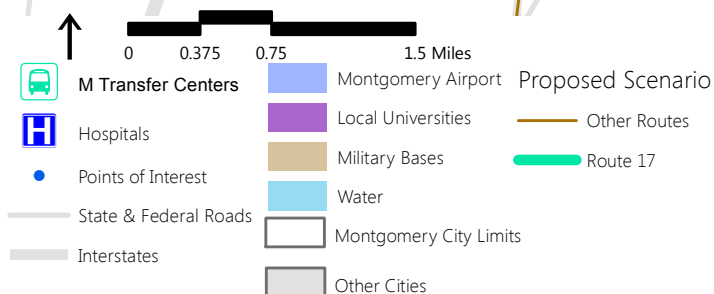
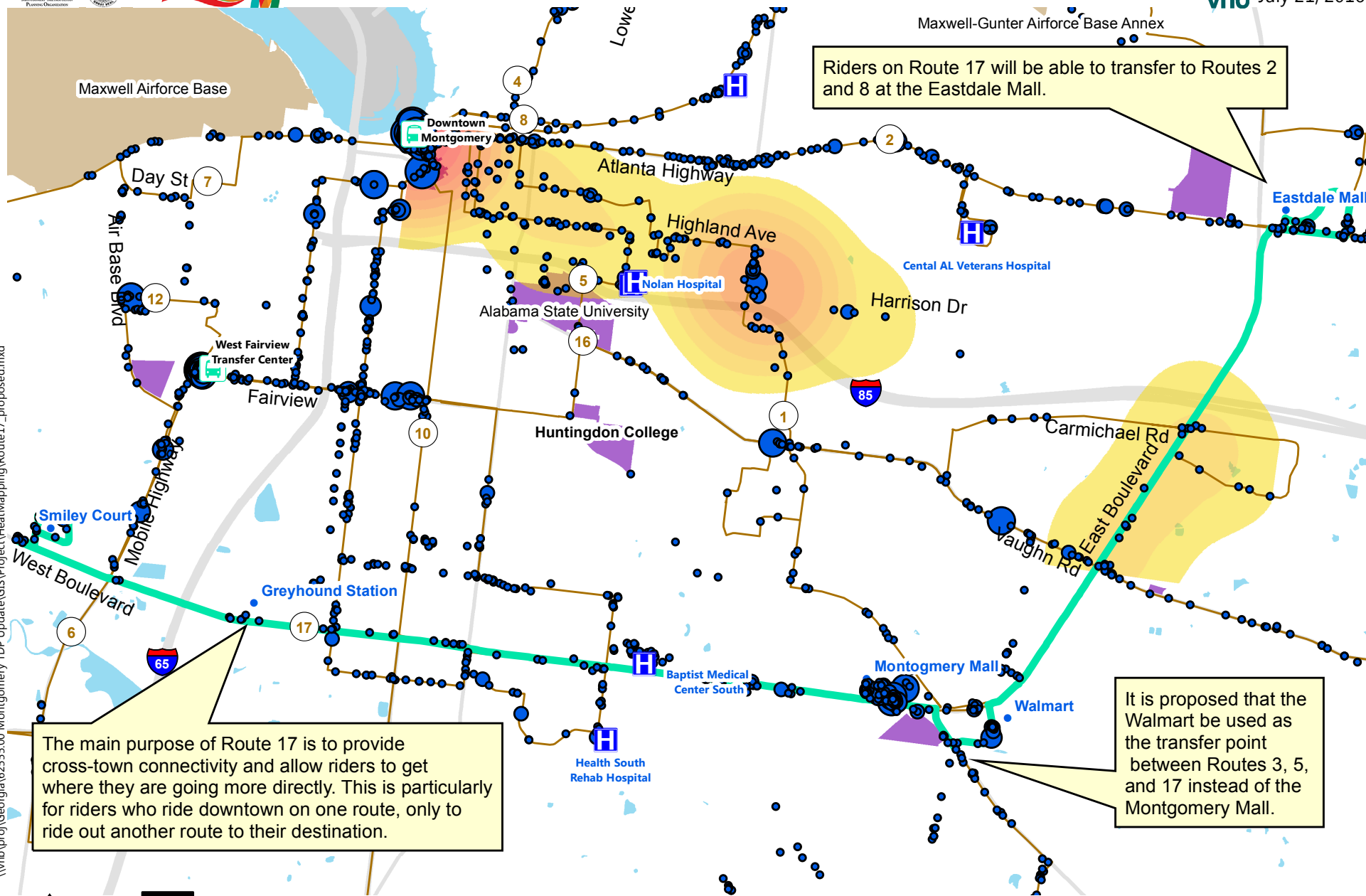


Proposed Route 12

Sources: Montgomery MPO, U.S. Census, VHB



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Proposed Route 17

Sources: Montgomery MPO, U.S. Census, VHB