Regional Models of Cooperation

Bicycle/Pedestrian and Transit Connections

Efficiency through technology and collaboration
Purpose & Background

Promote cooperation and coordination across MPO and State boundaries to develop a regional approach to transportation planning

Supported by:
• Planning Emphasis Area (PEA) Fiscal Year 2016
• Every Day Counts (EDC-3)
Why is Enhanced Coordination Needed?

Recognize mutual needs, goals, and objectives of the geographic region as a whole.
Regional Models of Cooperation Webinar Series

1. Regional Models of Cooperation Overview (Jan 27, 2015)
3. Regional Transit Planning (October 16, 2015)
5. Congestion Management (February 11, 2016)
6. Data Sharing Systems and Tools (April 28, 2016)
7. Joint Planning Products (June 9, 2016)
8. Freight Planning (October 19, 2016)
9. Bike/Ped and Transit Connections (November 30, 2016)
RMOC Bike/Ped and Transit Connections Workshop

• Held in Salt Lake City UT on October 24, 2016
  – Host Agency: Utah Transit Authority

• Workshop Goals
  – Share best practices for working across jurisdictions to connect bike/ped and transit networks
  – Brainstorm how to address challenges to planning and implementing integrated networks
  – Identify key considerations and recommendations for peer agencies
Key Takeaways from RMOC Bike/Ped and Transit Connections Workshop

1. Recognize improvement is everyone’s job
2. Lead from the top
3. Remember what gets measured gets done
4. Promote diverse benefits
5. Prioritize equity
6. Redefine transit
Key Takeaways (continued)

7. Account for incubation periods
8. Bundle needs and broaden focus
9. Identify project champions
10. Tap into local priorities
Today’s Speakers

• **Martin Rivarola**
  Mid-America Regional Council

• **Jen McGrath**
  Utah Transit Authority

• **Laura Cornejo**
  LA Metro

• **Aaron Ritz**
  City of Philadelphia
Regional Models of Cooperation in Transportation Planning - Webinar
November 30, 2016
Martin Rivarola, AICP
Kansas City Region

- 8 Counties (in MPO region)
- 2 States
- 119 Cities
- 5 Transit Providers
- Approx. 2 million
Kansas City Region

Challenges: Sprawled out region & Jobs Access and Equity

[Map of Kansas City Region with population change data]
“Mobility” Challenges

- Low per capita investment in transit
- Limited transportation options
- High transportation costs with gasoline prices that can be volatile
- Environmental concerns
- Continuing suburbanization of the region
  - Suburbanization of poverty
  - Poor non-auto access to employment centers

Transit Operating Revenue Per Capita
Kansas City Region Compared to Peer Regions

<table>
<thead>
<tr>
<th>City</th>
<th>Transit Operating Revenue Per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt Lake City</td>
<td>$295.61</td>
</tr>
<tr>
<td>Minneapolis/St.</td>
<td>$188.35</td>
</tr>
<tr>
<td>St. Louis</td>
<td>$155.15</td>
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<tr>
<td>Louisville</td>
<td>$139.64</td>
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<tr>
<td>Indianapolis</td>
<td>$130.30</td>
</tr>
<tr>
<td>Peer Average</td>
<td>$122.88</td>
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</tbody>
</table>
Kansas City Region

Recent renewed energy and re-investment

VIBRANT  CONNECTED  GREEN
RideKC Regional Transit Plan

10-YEAR JOB ACCESS PLAN

**Goal:** Double the number of jobs accessible by transit in 10 years.

LONG-RANGE TRANSIT PLAN

**Goal:** Develop long-term service strategies and priorities for transit in the 8-county region.

*Planning effort recognizes “new” paradigm of mobility*
Building on ongoing efforts

How do we improve mobility, gain better jobs access and better integrate transit to MetroGreen, Regional Bikeway Plan, and local plans?
System Recommendations

• **Fixed Route Transit Services** (increased frequency and coverage)

• **Mobility Services** (Non-fixed Route)
  • Connections to bikeway system, bike/car share, vanpool, microtransit, sidewalk improvements, etc.

• **Mobility Hubs** (where fixed route and mobility services come together)

• **App-based technology** to Plan, Pay and Track

• **Transit Oriented/Supportive Development** (the more dense, the more options)

• **Housing options** (focus along system spine)

• **Economic Development** (incentives targeting infill and concentrated mixed-use development)
Mobility Hubs

- Connects fixed route and non-fixed route mobility services seamlessly
- Enables more user control through “Plan, Pay, Track” technology
- Facilitates focused investment in TSD/TOD & Placemaking
Mobility Hub Example – KU Med

15-Min Bus
Mobility Hub Example – KU Med
Mobility Hub Example – KU Med

- Bike Lanes
- Bike/Car Share
- Cycle Track
- 15-Min Bus
Mobility Hub Example – KU Med

- Cycle Track
- Priority Parking for Vanpool and Carpools
- Bike Lanes
- Bike/Car Share
- 15-Min Bus

Mobility Features Include:
- Bike Lanes
- Bike/Car Share
- Priority Parking for Vanpool and Carpools
- 15-Min Bus
30-Minute Service Network (L) & Express Service Network (B)
AM Peak Job Access, Present

Late Evening Job Access, Present
Fixed Route Recommendations

- Modeling Results from Working Session

<table>
<thead>
<tr>
<th></th>
<th>Percent Increase</th>
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<tbody>
<tr>
<td>AM Peak Job Access Improvement</td>
<td>45%</td>
</tr>
<tr>
<td>Late Evening Job Access Improvement</td>
<td>112%</td>
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</tbody>
</table>

*Does not yet include future changes in land use*
Implementation Strategies

- **KCATA/partners** will implement transit and mobility strategies
  - Plan provides menu of services (both fixed- and non-fixed route) that local governments can purchase
  - Some “mobility” strategies would be implemented by private groups, not-for-profit partnerships and other organizations
- **MARC** will support with RideShare, TOD, etc.
  - Along with KCATA, MARC will engage with the general public and local stakeholders
- **Local governments** will implement Bike/Ped, Land Use, Housing and EcoDevo strategies
- **Funding** and **phasing** strategies will be identified.
Regional Models of Cooperation Peer Exchange Workshop: Bicycle, Pedestrian and Transit Connections
November 30, 2016 - Webinar
Jennifer McGrath, Utah Transit Authority
General Information about Utah and the Wasatch Front

Reasons for Cooperation and Collaboration

3 Examples of Regional Cooperation
  - Utah’s Unified Plan
  - Wasatch Front Central Corridor Study
  - TIGER: Improving Access to Regional Opportunities
Utah is Growing - Fast

- Population
  - 6th fastest growing state in 2015 (1.7%)
  - 6.1% over the last five years
- Economy
  - 7th fastest growing GDP in 2015 (3.1%)
  - 4th lowest unemployment in 2015 (3.5%)
- More people = more trips
- More trips = infrastructure wear and tear
Why collaborate?

- Transportation problems are ubiquitous
- Short term fixes are not the best solution
- Diminishing funding sources
- To make sure everyone is on the same page
- Great friendships
Utah’s Solution

• Improve Air Quality
• Improve Economic Vitality
• Improve Mobility and Accessibility
• Preserve Infrastructure
• Provide a Safer Transportation System
Purpose

• Multi-Agency Study – FHWA, UDOT, UTA, WFRC & MAG
• Project was awarded a TIGER grant for $820,000
• Increased utilization of existing transportation infrastructure investments, including state-of-good-repair recommendations
• Solutions will be evaluated as part of the 2019-2050 Long Range Regional transportation plans of WFRC and MAG.
Wasatch Front Central Corridor Study

Multiple Scenarios
- Heavy TDM Strategies (small footprint)
- Heavy capital strategies (large footprint)
- Balanced capital & TDM strategies

Potential Solutions
- Double-tracking and electrification of commuter rail line
- Transit fare strategies
- Cycle super-highway
- Carpool lanes on arterials
- Double-decking I-15
- Variable congestion pricing
Remind me again why I should **collaborate**?
2016 Transportation Investment Generating Economic Recovery (TIGER) Proposed Project

Project Goal:
Reduce and remove barriers to transit access and transportation corridors in order to connect communities, employment centers, educational institutions, public services, and other community resources. This project will improve safety for pedestrians and cyclists, with an emphasis on developing mobility for transportation-disadvantaged communities and the creation of ladders of opportunity.
2016 Transportation Investment Generating Economic Recovery (TIGER) Proposed Project

Project Goal
Reduce and remove barriers to transit access and transportation corridors in order to connect communities, employment centers, educational institutions, public services, and other community resources. This project will improve safety for pedestrians and cyclists, with an emphasis on developing mobility for transportation disadvantaged communities and the creation of ladders of opportunity.
TIGER 2016 Goals

- Safety
- Ladders of Opportunity
  - Ethnic Minorities
  - Disabled Populations
  - Low Income
- Access Improvements via Transit
  - Education
  - Jobs
  - Human Services
Making the Case: Bicycles + Transit = Success

Within Walking Distance:
- 163,000 Jobs
- 61,000 people

Within Biking Distance:
- 573,000 Jobs
- 597,000 people
REGIONAL Impact

- 2 MPOs
- 6 Counties
- 26 Cities

<table>
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<tr>
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<th>Total Projects</th>
<th>Estimated Costs</th>
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<tr>
<td>Weber County</td>
<td>28</td>
<td>$5,047,900</td>
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<tr>
<td>Davis County</td>
<td>117</td>
<td>$3,617,489</td>
</tr>
<tr>
<td>Salt Lake County</td>
<td>162</td>
<td>$28,422,234</td>
</tr>
<tr>
<td>Utah County</td>
<td>30</td>
<td>$47,891,492</td>
</tr>
<tr>
<td>Summit County</td>
<td>2</td>
<td>$2,100,000</td>
</tr>
<tr>
<td>Tooele County</td>
<td>2</td>
<td>$515,000</td>
</tr>
<tr>
<td>Jordan River Commission</td>
<td>2</td>
<td>$213,227</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>343</strong></td>
<td><strong>$87,807,342</strong></td>
</tr>
</tbody>
</table>
NATIONAL TIGER 2016 Overview

• 585 Applications

• Project totals of over $9.3 Billion

• Available Funding: $500 Million

• 2/3 of Awarded Applications - Not First-Time Submissions

• UTA Award – 4% of Total Awarded Funds

• 2nd Highest National Award Amount
NEXT STEPS

• Meet with partners to refine the project(s) list
• Project Management Team
  • UTA
  • Steering/Oversight Team
• Develop each project budget, scope, and schedule
• Define project delivery
• Work with partners to complete projects and measure results.
THANK YOU!!!

Jennifer K McGrath
Utah Transit Authority
jmcgrath@rideuta.com
801.237.1998
Active Transportation Network
Regional Transportation System
A New Way to See DTLA
Metro Board Motion
January 2014

MOTION BY:
MAYOR ERIC GARCETTI & DIRECTORS ZEV YAROSLAWSKY & MIKE BONIN

Item 58 — Bicycle Share Program Implementation Plan

In October 2013, the MTA Board adopted, as policy, bicycle use as a formal transportation mode.

Staff was asked to: a) conduct an industry review on procuring a regional bike share vendor; b) prepare a business case analysis and recommendations on proceeding with a Request for Proposals to implement a regional bicycle share program; 3) make recommendations on a phased approach for implementing this program.

Bicycle share offers an alternative means of transportation for short trips that might otherwise have been made by vehicles.

A recent study named "The Bike-Sharing Planning Guide" (Institute for Transportation & Development Policy, December 2013) said "bike-share, more than any other form of urban transport, has the ability to improve and transform our cities."

This means a robust and regional bicycle share program needs to be adopted to address first-mile and last-mile transportation challenges.

An MTA bicycle share program will help connect and expand its transportation coverage to multiple jurisdictions along its transit system.

This is why MTA needs to be the lead agency in the county that will manage and procure a robust bicycle share program.

A single-point agency will also ensure inter-operability among the different jurisdictions and can also provide a multi-modal transportation system through the use of the Transit Access Program ("TAP") smart card.

MTA can also simplify the management of the program by having one agency provide proper accountability and proper management.
Plan it Like it’s Transit
Bike Share Business Model

• Regional Lead
• Metro owns and manages equipment
• Metro manages contract
• Metro financial commitment
  • Up to 50% capital
  • Up to 35% net O&M
• MOU
Metro Countywide Bike Share

- Technical Assistance
- Conduct Feasibility Studies
- Station Siting
- Grant Support
- Marketing, & Education
- Environmental Clearances & More

[Images of people with bikes and a bike in the background]
Metro Countywide Bike Share

- Local Outreach and Education
- Demonstrations
- Final Station Siting
- Facilitate Permit Process
Bike Share as a Transportation Mode: Transit Integration

- First/Last Mile
- Extension of Transit System
Station Siting Process

• Proximity to employment, population density and access to transit and bicycle facilities
• Online crowdsourcing feedback
• Local law enforcement input
• BID, CD and other stakeholder input.
• Demonstrations
Bike Share as a Transportation Mode: Fare Integration

- Fare Structure Mimics Transit
- No Memberships → Passes
- Leverage existing transit programs

### Monthly Pass
- 30-Day Pass: **$20**
- Unlimited FREE trips up to 30 minutes each

### Flex Pass
- Annual fee: **$40**
- $1.75 per trip up to 30 minutes each

### WalkUp
- Pass Charge: **None**
- $3.50 per trip up to 30 minutes each

- $1.75 per extra half hour
- $1.75 per extra half hour
- $3.50 per extra half hour
Bike Share as a Transportation Mode: Fare Media Integration
Immediate (DTLA Pilot)

Rider Relief (40K Coupons)

BBSP with LACBC & MCM

Free Rides Coupons & Other Promos

Locations

Long Term

TAP Card Integration

Transfer Fares

Student, Low-Income, Senior, Disabled passes

Cash Payment
Education & Encouragement

- Instructional messaging on bicycles, kiosks, and other materials
- Working with local businesses to promote helmet sales
- Bicycle skills classes
- BBSP Grant funded partnership with LACBC and MCM on targeted outreach and education
What’s Next...

- Expand to 3 communities
- Feasibility Studies
- TAP Integration
Thank you

Laura Cornejo
Deputy Executive Officer
cornejol@metro.net
213-922-2885
www.Metro.net/Bike

@bikemetro
@metrolosangeles

App: “Go Metro”
App: “iNext Bus”
Station Siting – Community Engagement

Aaron Ritz
City of Philadelphia
Office of Transportation & Infrastructure Systems
The Basics

- City of Philadelphia Owned
- PPP—Operated by Bicycle Transit Systems
- Sponsored by Independence Blue Cross
- 105 Stations, 1000 bikes
- Launched April 23, 2015 with 60 Stations, 500 bikes
- 1,025,000+ trips to date

Service Area Stats

Population—433,000
Employment/Jobs—403,000
Average Income—$39,000

Center City --$51,000
Other areas $31,000
Recipe for Pretty Good Site Planning

Toward Ownership

1. Understand local context;
2. Build relationships;
3. Seek to understand community needs, and where bike share fits in;
4. Gather input on station locations, including through site visits with community leaders and community meetings;
5. Follow up and communicate.

Lesson Learned:
Can’t rely solely on outreach efforts that assume value of bike share is a given
<table>
<thead>
<tr>
<th>Potential Pitfalls</th>
<th>Opportunities</th>
</tr>
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<tbody>
<tr>
<td>Why bike share? Why isn’t the City addressing the other needs our community has?</td>
<td></td>
</tr>
<tr>
<td>“This isn’t for me” – concerns about gentrification and displacement pressures.</td>
<td></td>
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<tr>
<td>Locations not locally useful.</td>
<td></td>
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<tr>
<td>Community leaders don’t feel respected or included during process.</td>
<td></td>
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Potential Pitfalls

Why bike share? Why isn’t the City addressing the other needs our community has?

“This isn’t for me” – concerns about gentrification and displacement pressures.

Locations not locally useful.

Community leaders don’t feel respected or included during process.

Opportunities

Ownership – this is “our” station!

Locally-valuable locations, e.g., supplementing critical transit lines, accessing beloved community spaces.

Using process to meet other needs or connect residents to other City resources (e.g., traffic calming opportunities)

Recruiting local champions;

Building a base of support as a foundation for ongoing marketing and engagement efforts!
Step 1 - Do Your Research (starting at least 6 months before install)

Ask those who have experience working in the neighborhoods about:

- Community organizations and their composition
- Who should you talk to first? Who should you talk to second, etc?
- Community dynamics and concerns
- Trusted leaders
- Neighborhood landmarks (pronounce them right...)
- Neighborhood events to attend early on
- Where do people congregate, where do they go?
Step 2 - Establish Relationships

- Reach out (or better yet, get introduced to) community leaders and organizations;
- Person-to-person meetings required;
- Share bike share info, make clear expectations for expansion (timing, scope, etc);
- Ask how the program could be of value;
- Seek invitations to upcoming meetings/events

Fall 2015, prior to spring 2016 install
**Step 2 - Establish Relationships**

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- Ask how the program could be of value;
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**Step 3 - Community Meetings and Events**

- Share information about bike share, enable folks to give you the most valuable feedback possible;
- May need to ask first, “is this program of interest to you?” Then ask, where would you like to see stations? Ask why. Gather as many ideas as possible.
- Follow up on areas of community concern – e.g., jobs or educational programming.
Step 4 - Site Visits

- Conduct site visits, ideally with community representatives!
Step 4 - Site Visits

- Conduct site visits, ideally with community representatives!

Step 5 - Follow-Up Community Meetings

- Recap previous meetings “this is what we’ve heard”
- Share findings from site visits - ask residents to choose between options, as applicable, or simply to confirm locations.
- Confirm locations prior to installation with community leaders.
Engage your local champions, let them be ambassadors for the program.
Lessons from the Road

The process is not always linear.

The process takes significant time and energy.

Be prepared for uncomfortable conversations.

You’re setting a foundation for future engagement and outreach efforts.
Meet Market Expectations

Pay Monthly

$180 per year?    WTF?!?!?

$15 per month?    NBD.
Meet Market Expectations

Pay Monthly

$180 per year?  WTF?!?!?

$15 per month?  NBD.

What if that’s too much?

![Indego30](image)

- Unlimited 1 hour trips
- $4 / hour for trips over 1 hour
- Cash payment available

![BUY A PASS](image)

![Indego30 Access](image)

- Unlimited 1 hour trips
- $2 / hour for trips over 1 hour
- Cash payment available

![BUY A PASS](image)
Reduce Barriers

Indego

Pay with Cash at 7-Eleven

Pay Near Me

Indego30

$15 / month

Unlimited 1 hour trips

$4 / hour for trips over 1 hour

Cash payment available

BUY A PASS

Indego30 Access

$5 / month for PA ACCESS card holders

Unlimited 1 hour trips

$2 / hour for trips over 1 hour

Cash payment available

BUY A PASS
Does It work?

Total Access Sign-ups As of Oct 24 = 895

- Access Cash = 164 (18.3%)
- Access = 731 (81.7%)

<table>
<thead>
<tr>
<th>% of monthly Passholders</th>
<th>Cumulative sign-ups 2015</th>
<th>Signed up 2016 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>who are Black</td>
<td>8%</td>
<td>19%</td>
</tr>
<tr>
<td>who are Latino</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>who are low income</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>(household below $35,000)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>with income below 200%</td>
<td>19%</td>
<td>39%</td>
</tr>
<tr>
<td>of Federal Poverty level</td>
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Race by Indego30 and Access YTD Sep 30 2016

- White
- Asian
- Black
- Latino
- Other
THANKS!
Questions?

• Please enter your questions into the Chat Pod on your screen
  
  • The moderator will direct your question to the appropriate presenter.

  • Slides from today’s presentation are available in the download pod

• For more information on the Regional Models of Cooperation initiative, please visit: http://www.fhwa.dot.gov/planning/regional_models/
Thank You!

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