

# METRO RTA

## Driving METRO Forward



# METRO's Mission

METRO Regional Transit Authority enhances the quality of life for our community by providing **innovative** transportation solutions that are safe, **dependable**, **cost-effective** and **customer-focused** ...now and into the **future**.

The goal of this process is to hear from **you** how we can build a better system while being good stewards of your tax dollars.



# Guiding Principles



**Match Service to Modern Travel Patterns**



**Strengthen Network Structure**



**Simplify the Routes**



**Foster a Transit-First Lifestyle**



**Build Financial Stability**





## Match Service to Modern Travel Patterns

**Problem:** The current bus system was designed around the commuting patterns of the past and must be updated to reflect *where* and *when* jobs and services are located now.

**Goal:** Place bus service where it will benefit the largest number of likely transit users.

**METRO's Thoughts:** We need to adjust routes and schedules to reflect where people and jobs have moved since the last major change in the late 1990s.

In 2013, only 53% of METRO trips were work trips. This is significantly less than most transit agencies. Therefore, we need to tailor our service to more than just work. METRO provides basic mobility for school, shopping, medical, and many other trip purposes.





# Match Service to Modern Travel Patterns

## Population Density

2000 Census

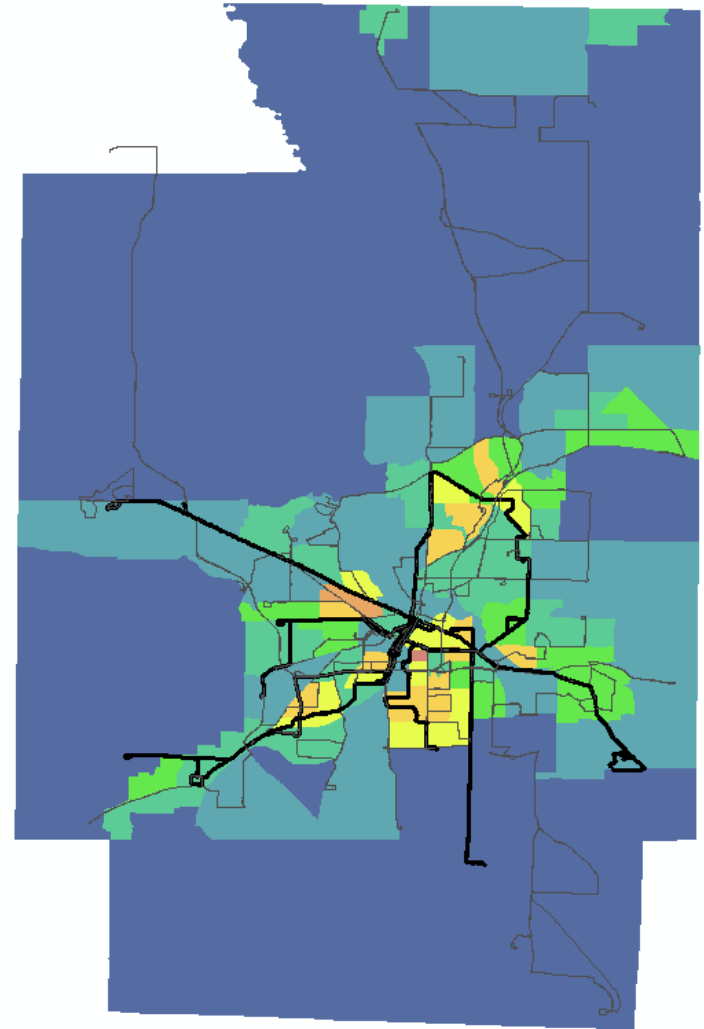
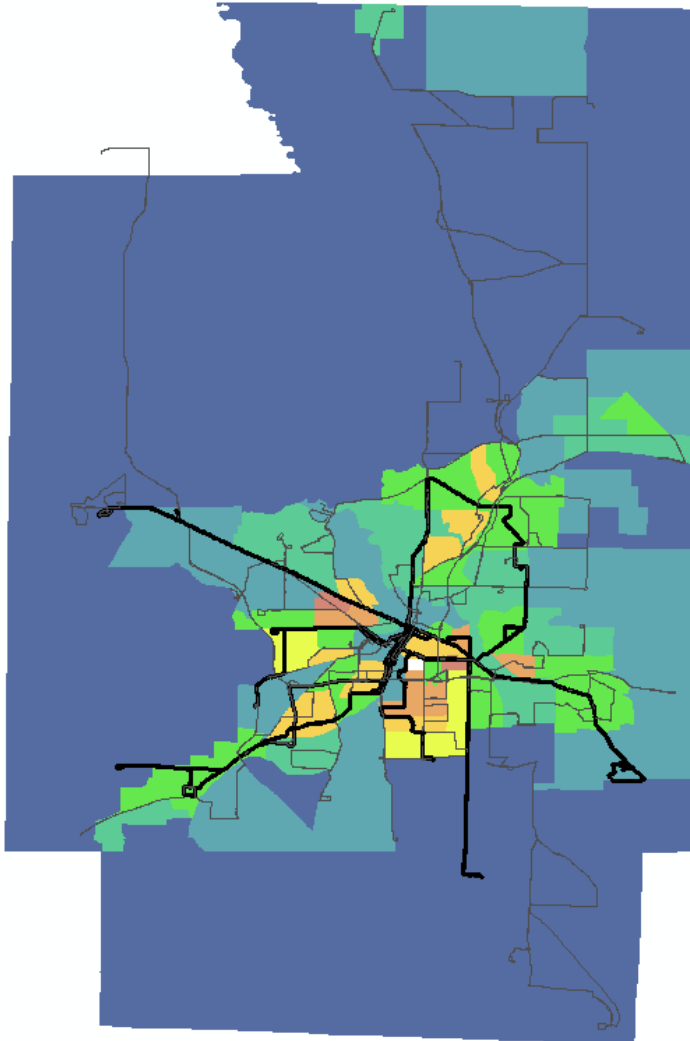
2010 Census

- Major Route
- Other Line Service

### Population Density

#### People per Acre

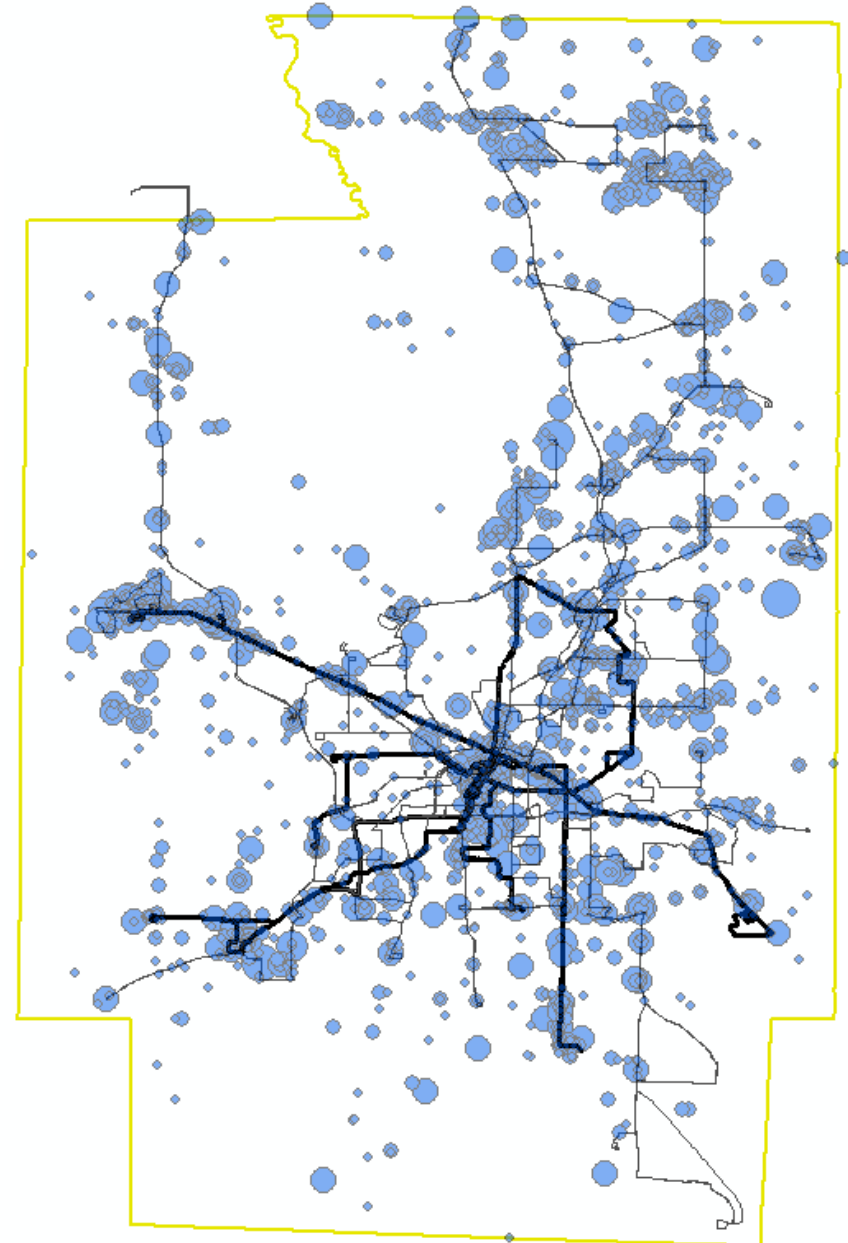
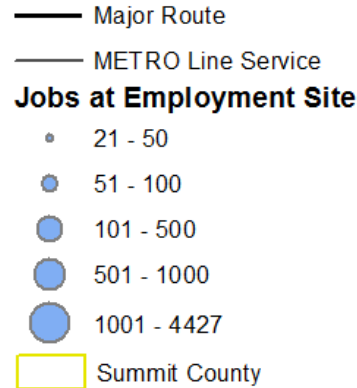
- < 2
- 2 - 4
- 4 - 6
- 6 - 8
- 8 - 10
- 10 - 12
- 12 - 15
- 15+



Population Density is one of the best predictors of transit usage.



# Match Service to Modern Travel Patterns



76% of businesses with greater than 20 employees are within ¼ mile of METRO line service.



## Strengthen Network Structure

**Problem:** METRO's radial network, traditionally focused on Downtown Akron, makes cross-county or even neighborhood-to-neighborhood trips slow and difficult.

**Goal:** Design routes so that connections are possible outside of downtown. Adopt an *everywhere to everywhere* model in the urban core.

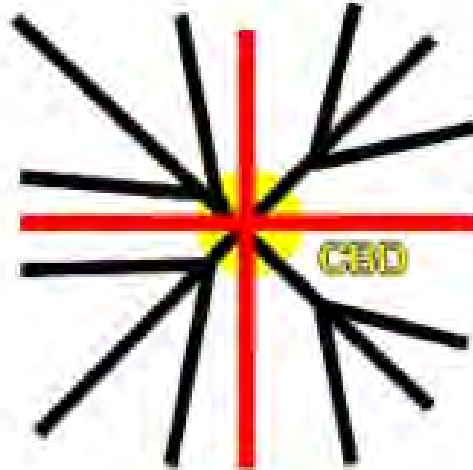
**METRO's Thoughts:** Many mid-size transit systems have moved from a downtown-focused radial system to a grid-based system. Grid based systems generally require more transferring (which passengers do not like), but are more frequent and have faster travel times (which passengers love).





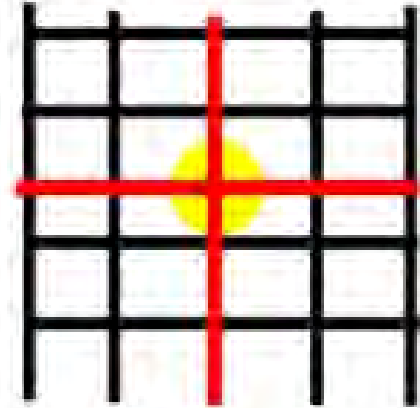
# Strengthen Network Structure

Radial Network



- One-seat rides
- No cross-town trips
- Duplication of service near downtown

Grid Network



- More transfers
- Anywhere to anywhere on 2 buses
- Less focus on downtown







## Simplify the Routes

**Problem:** METRO's current routing and schedule is highly customized. Our system is very difficult for first-time or casual users to learn.

**Goal:** Simplify the system map with more direct routing so that it is obvious where the bus is going. Simplify the schedule with clockface headways. For example "This bus comes every half hour."

**METRO's Thoughts:** Currently, we have several "lineups" or "pulses" during peak commuting times. Lineups should be regular and consistent throughout the day, for example every two hours, in order to make transfers more uniform and predictable.





# Simplify the Routes

## Clockface Headways

Weekdays										Entre Semana									
22nd & Cumming	11th & Dodge	24th & Dodge	Turner Blvd & Dodge	40th & Dodge	50th & Dodge	62nd & Dodge UNO	72nd & Dodge	84th & Dodge	Westroads TC	22nd & Cumming	11th & Dodge	24th & Dodge	Turner Blvd & Dodge	40th & Dodge	50th & Dodge	62nd & Dodge UNO	72nd & Dodge	84th & Dodge	Westroads TC
4:25a	4:30	4:35	4:38	4:41	4:45	4:48	4:52	4:58	5:04	4:25a	4:30	4:35	4:38	4:41	4:45	4:48	4:52	4:58	5:04
4:55	5:00	5:05	5:08	5:11	5:15	5:18	5:22	5:28	5:34	4:55	5:00	5:05	5:08	5:11	5:15	5:18	5:22	5:28	5:34
5:10	5:15	5:20	5:23	5:26	5:30	5:33	5:37	5:43	5:49	5:10	5:15	5:20	5:23	5:26	5:30	5:33	5:37	5:43	5:49
5:25	5:30	5:35	5:38	5:41	5:45	5:48	5:52	5:58	6:04	5:25	5:30	5:35	5:38	5:41	5:45	5:48	5:52	5:58	6:04
5:55	6:00	6:05	6:08	6:11	6:15	6:18	6:22	6:28	6:34	5:55	6:00	6:05	6:08	6:11	6:15	6:18	6:22	6:28	6:34
Continuing every 15 minutes at times shown below																			
<i>Continúa cada 15 minutos en los siguientes tiempos</i>																			
	:15	:20	:23	:26	:30	:33	:37	:43	:49		:15	:20	:23	:26	:30	:33	:37	:43	:49
	:30	:35	:38	:41	:45	:48	:52	:58	:04		:30	:35	:38	:41	:45	:48	:52	:58	:04
	:45	:50	:53	:56	:00	:03	:07	:13	:19		:45	:50	:53	:56	:00	:03	:07	:13	:19
	:00	:05	:08	:11	:15	:18	:22	:28	:34		:00	:05	:08	:11	:15	:18	:22	:28	:34
	3:30p	3:35	3:38	3:41	3:45	3:48	3:52	3:58	4:04		3:30p	3:35	3:38	3:41	3:45	3:48	3:52	3:58	4:04
	3:45	3:50	3:53	3:56	4:00	4:03	4:07	4:13	4:19		3:45	3:50	3:53	3:56	4:00	4:03	4:07	4:13	4:19
	4:00	4:05	4:08	4:11	4:15	4:18	4:22	4:28	4:34		4:00	4:05	4:08	4:11	4:15	4:18	4:22	4:28	4:34
	4:15	4:20	4:23	4:26	4:30	4:33	4:37	4:43	4:49		4:15	4:20	4:23	4:26	4:30	4:33	4:37	4:43	4:49
	4:30	4:35	4:38	4:41	4:45	4:48	4:52	4:58	5:04		4:30	4:35	4:38	4:41	4:45	4:48	4:52	4:58	5:04
4:40	4:45	4:50	4:53	4:56	5:00	5:03	5:07	5:13	5:19	4:40	4:45	4:50	4:53	4:56	5:00	5:03	5:07	5:13	5:19
	5:00	5:05	5:08	5:11	5:15	5:18	5:22	5:28	5:34		5:00	5:05	5:08	5:11	5:15	5:18	5:22	5:28	5:34
	5:15	5:20	5:23	5:26	5:30	5:33	5:37	5:43	5:49		5:15	5:20	5:23	5:26	5:30	5:33	5:37	5:43	5:49
	5:30	5:35	5:38	5:41	5:45	5:48	5:52	5:58	6:04		5:30	5:35	5:38	5:41	5:45	5:48	5:52	5:58	6:04
	5:45p	5:50	5:53	5:56	6:00	6:03	6:07	6:13	6:19		5:45p	5:50	5:53	5:56	6:00	6:03	6:07	6:13	6:19
	6:00	6:05	6:08	6:11	6:15	6:18	6:22	6:28	6:34		6:00	6:05	6:08	6:11	6:15	6:18	6:22	6:28	6:34
	6:15	6:20	6:23	6:26	6:30	6:33	6:37	6:43	6:49		6:15	6:20	6:23	6:26	6:30	6:33	6:37	6:43	6:49
	6:30	6:35	6:38	6:41	6:45	6:48	6:52	6:58	7:04		6:30	6:35	6:38	6:41	6:45	6:48	6:52	6:58	7:04
	6:45	6:50	6:53	6:56	7:00	7:03	7:07	7:13	7:19		6:45	6:50	6:53	6:56	7:00	7:03	7:07	7:13	7:19
	7:15	7:17	7:19	7:21	7:24	7:27	7:31	7:36	7:42		7:15	7:17	7:19	7:21	7:24	7:27	7:31	7:36	7:42
	7:45	7:47	7:49	7:51	7:54	7:57	8:01	8:06	8:12		7:45	7:47	7:49	7:51	7:54	7:57	8:01	8:06	8:12
Continuing every 30 minutes at times shown below																			
<i>Continúa cada 30 minutos en los siguientes tiempos</i>																			
	:15	:17	:19	:21	:24	:27	:31	:36	:42		:15	:17	:19	:21	:24	:27	:31	:36	:42
	:45	:47	:49	:51	:54	:57	:01	:06	:12		:45	:47	:49	:51	:54	:57	:01	:06	:12
	11:45p	11:47	11:49	11:51	11:54	11:57	12:01	12:06	12:12		11:45p	11:47	11:49	11:51	11:54	11:57	12:01	12:06	12:12
	12:15	12:17	12:19	12:21	12:24	12:27	12:31a				12:15	12:17	12:19	12:21	12:24	12:27	12:31a		

## Custom Scheduling

(Times shown below are departure times)  
**Monday – Friday**

1 RKP Transit Center Eastside	2 E. Exchange & Brown	3 7th & Arlington	4 Derbydale & Arlington	5 Arlington-WalMart	6 Interstate Parkway
5:30	5:35	5:42	5:50	5:55	6:05
6:15	6:20	6:29	6:39	6:44	6:49
6:30	6:35	6:42	6:52	6:57	7:02
7:00	7:05	7:13	7:23	7:28	7:33
7:20	7:25	7:33	7:43	7:48	7:53
7:40	7:45	7:55	8:05	8:10	8:15
8:10	8:15	8:23	8:33	8:37	8:41
8:30	8:35	8:43	8:53	8:57	9:03
8:50	8:57	9:03	9:13	9:17	9:22
9:10	9:15	9:22	9:31	9:35	9:39
9:30	9:35	9:44	9:53	10:00	10:04
9:50	9:55	10:05	10:15	10:23	10:30
10:20	10:25	10:34	10:41	10:46	10:50
10:40	10:45	10:54	11:04	11:09	11:14
11:00	11:05	11:14	11:23	11:31	11:35
11:20	11:25	11:32	11:39	11:47	11:56
11:40	11:45	11:53	12:02	12:12	12:17
<b>12:00</b>	<b>12:05</b>	<b>12:14</b>	<b>12:24</b>	<b>12:34</b>	<b>12:39</b>
<b>12:20</b>	<b>12:27</b>	<b>12:36</b>	<b>12:46</b>	<b>12:51</b>	<b>12:57</b>
<b>12:40</b>	<b>12:47</b>	<b>12:55</b>	<b>1:04</b>	<b>1:12</b>	<b>1:17</b>
1:00	1:07	1:17	1:26	1:32	1:37
1:20	1:27	1:35	1:44	1:52	1:57
1:40	1:45	1:53	2:02	2:07	2:12
2:00	2:07	2:17	2:27	2:32	2:37
2:20	2:25	2:34	2:43	2:48	2:53
2:40	2:45	2:53	3:02	3:07	3:10
3:00	3:07	3:17	3:27	3:37	3:47
3:20	3:27	3:37	3:47	3:57	4:10
3:40	3:47	3:57	4:07	4:17	....
3:55	4:02	4:12	4:22	4:27	4:32
4:20	4:27	4:35	4:45	4:50	....
4:40	4:47	4:55	5:05	5:10	5:15
5:00	5:07	5:15	5:25	5:30	5:35
5:20	5:27	5:37	5:47	5:52	5:57
5:50	5:57	6:07	6:17	6:21	6:26
6:20	6:27	6:37	6:47	6:57	7:07
7:30	7:37	7:45	7:55	8:00	8:05
8:40	8:45	8:53	9:02	9:07	9:12
9:50	9:55	10:03	10:12	10:16	10:20
11:00	11:05	11:13	11:23	11:28	11:33

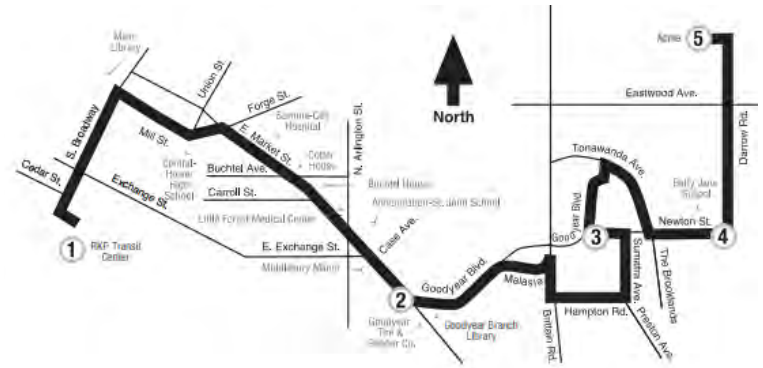
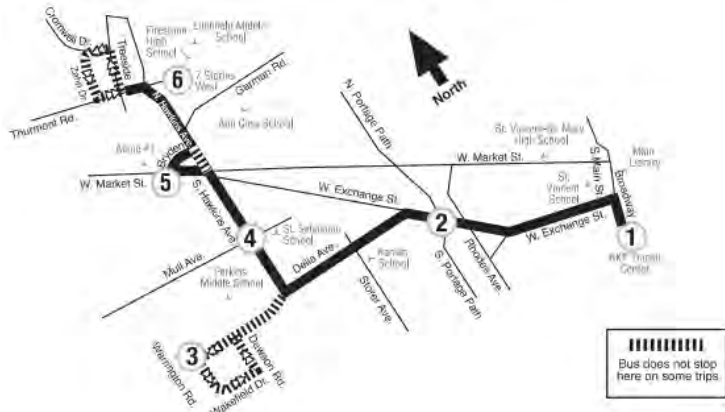
Monday – Friday Notes: .... Bus does not stop PM times are in B



# Simplify the Routes

#4 has five different "patterns"

#30 takes the same path every trip



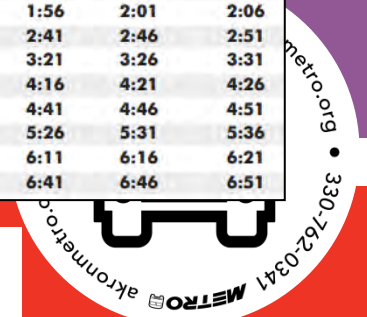
(Times shown below are departure times)  
**Monday – Friday**

1 RXP Transit Center West side	2 West Exchange & S. Forrage Path	3 Mull & Warrington	4 Mull & S. Hawkins	5 W. Market & Bryden	6 7 Stories West
6:15	6:25	....	6:35	6:37	6:45
7:00	7:08	....	7:20	....	....
7:20	7:28	7:35	7:39	....	7:53
7:50	7:58	8:05	8:09	8:11	8:25
8:22	8:30	....	8:38	8:40	8:53
8:57	9:05	....	9:13	9:15	9:28
9:47	9:55	....	10:03	10:05	10:18
10:32	10:40	....	10:48	10:50	11:03
11:27	11:35	....	11:43	11:45	11:58
<b>12:12</b>	<b>12:20</b>	....	<b>12:28</b>	<b>12:30</b>	<b>12:43</b>
1:20	1:28	....	1:36	1:38	1:53
2:30	2:38	....	2:46	2:48	2:58
3:37	3:45	....	3:53	3:55	4:05
3:55	4:03	4:10	4:14	....	4:23
4:20	4:28	4:35	4:39	4:41	4:53
5:00	5:08	5:15	5:19	5:21	5:36
5:50	5:58	....	6:06	....	6:14
6:20	6:28	....	6:36	....	6:48

(Times shown below are departure times)  
**Monday – Friday**

1 RXP Transit Center Westside	2 Goodyear & E. Market	3 Newton & Goodyear	4 Newton & Darrow	5 Acme
6:15	6:27	6:33	6:38	6:43
7:20	7:35	7:41	7:46	7:51
7:50	8:05	8:11	8:16	8:21
8:30	8:45	8:51	8:56	9:01
9:00	9:15	9:21	9:26	9:31
9:50	10:05	10:11	10:16	10:21
10:30	10:45	10:51	10:56	11:01
11:05	11:20	11:26	11:31	11:36
11:40	11:55	<b>12:01</b>	<b>12:06</b>	<b>12:21</b>
<b>12:20</b>	<b>12:35</b>	<b>12:41</b>	<b>12:46</b>	<b>12:51</b>
1:00	1:15	1:21	1:26	1:31
1:35	1:50	1:56	2:01	2:06
2:20	2:35	2:41	2:46	2:51
3:00	3:15	3:21	3:26	3:31
3:55	4:10	4:16	4:21	4:26
4:20	4:35	4:41	4:46	4:51
5:05	5:20	5:26	5:31	5:36
5:50	6:05	6:11	6:16	6:21
6:20	6:35	6:41	6:46	6:51

In which neighborhood is it easier to learn to ride the bus?





## Enable a Transit First Lifestyle

**Problem:** Currently, there is nowhere in Summit County with frequent transit service throughout the day 7 days a week.

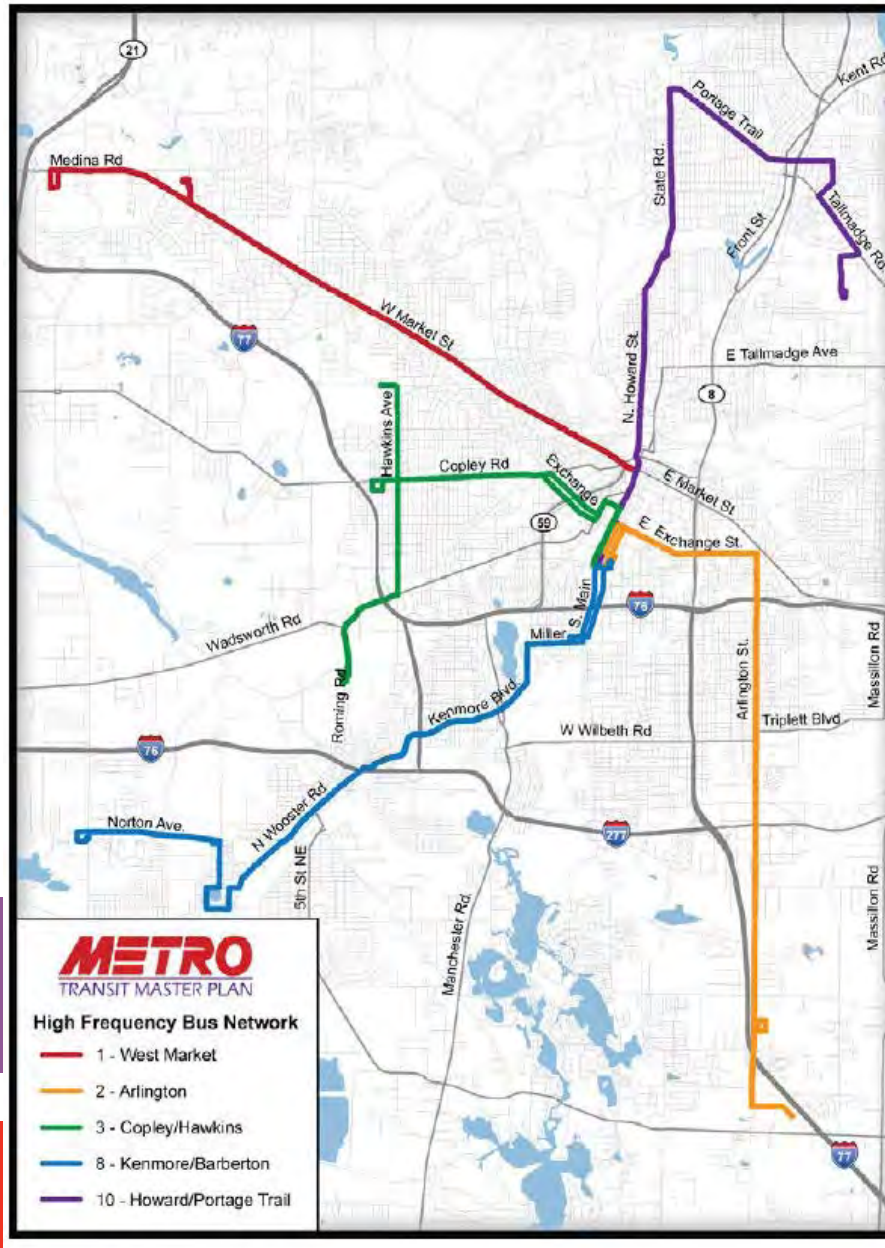
**Goal:** Increase the frequency and service span on routes in transit-supportive (dense, walkable, mixed use) areas to allow greater flexibility in trip planning, shorter wait times, and ultimately the ability to live without a car.

**METRO's Thoughts:** Core neighborhoods along the #1 and #2 approach this standard, but we can do much better. The 2012 *Master Plan* outlined priority corridors for high-frequency bus service. Committing additional service in these corridors should increase ridership and could promote neighborhood revitalization.





# Enable a Transit First Lifestyle



This high-frequency network was proposed in METRO's 2012 Master Plan.

It consists of METRO's five most productive routes at that time.

Does this network still make sense? Has anything changed?



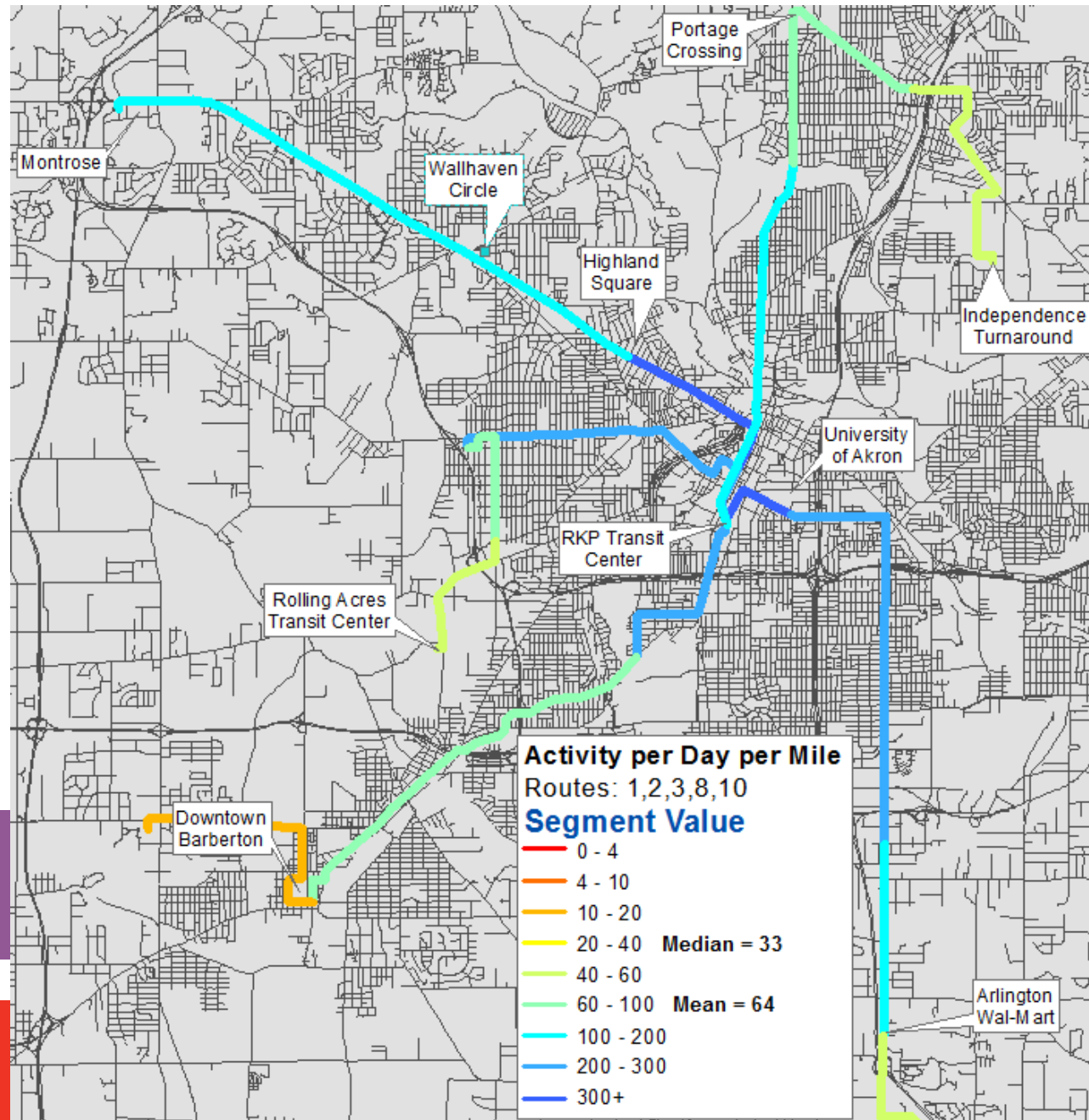


# Enable a Transit First Lifestyle

This map shows productivity by segment on METRO's most productive routes.

Most of these route segments are already very productive, and would likely generate additional ridership if buses were available more frequently.

Most of these segments match those identified for high-frequency service in 2012.





## Build Financial Stability

**Problem:** METRO's farebox recovery ratio (percent of operating cost covered by fares) was 11.1%. METRO's peer systems averaged 19.4% in 2012.

**Goal:** Provide more service to more riders for the same amount of money. Although METRO is financially strong due to the Summit County sales tax voters passed in 2008, we can do better to put our resources where they benefit the most people.

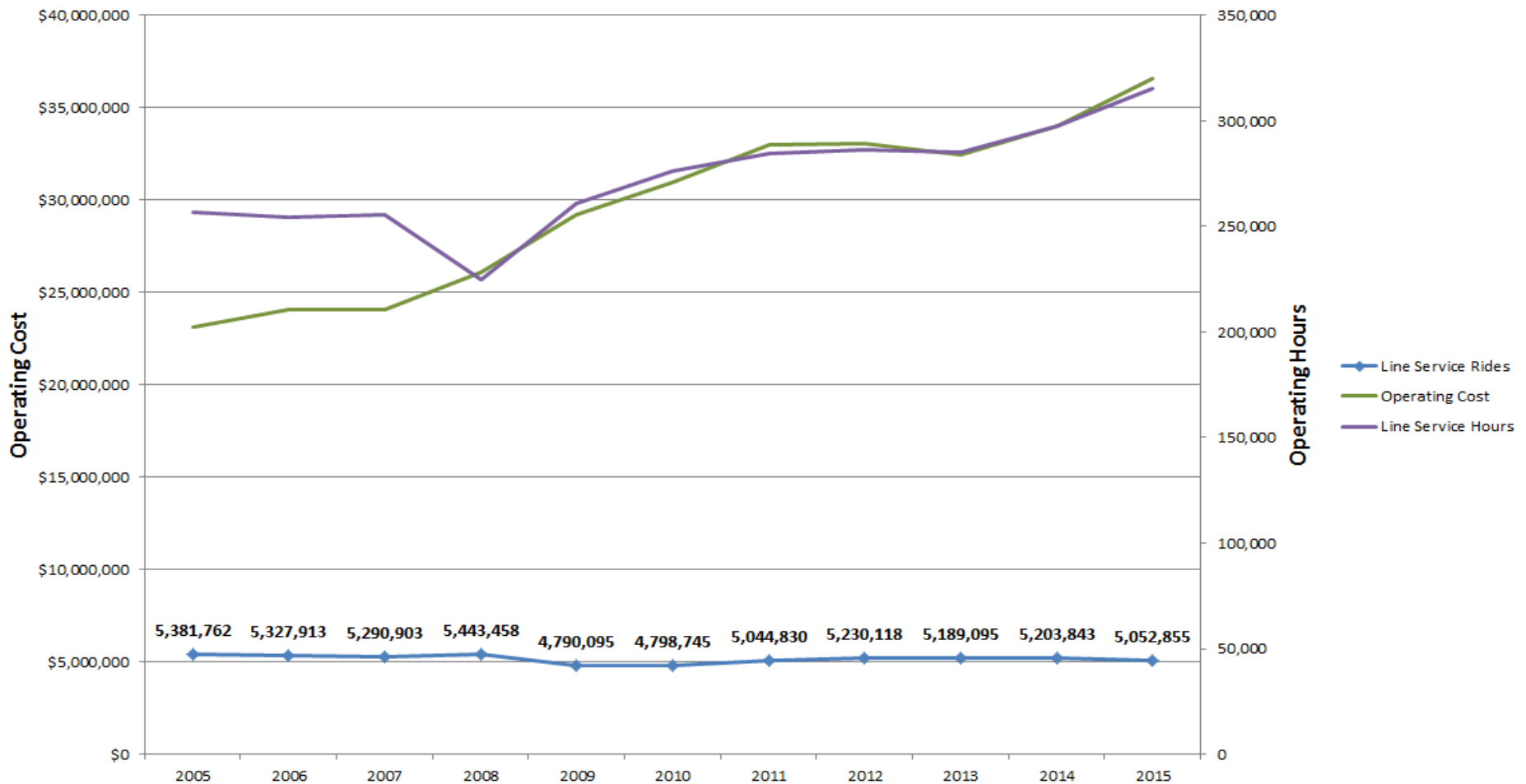
**METRO's Thoughts:** Other systems have been able to add additional service miles without additional cost by going through a similar process. Omaha METRO was able to offer 3% more service for no extra operating cost.





# Build Financial Stability

- Since 2005, METRO has increased service hours on line service buses 22%.
- In 2015, buses ran over 58,000 more hours than in 2005.
- Operating costs directly follow service hours.
- Ridership has not responded to the increase in service hours
- Although it has rebounded since service cuts in 2008-2009, ridership in 2015 was nearly 400,000 rides lower in 2015 than in 2008

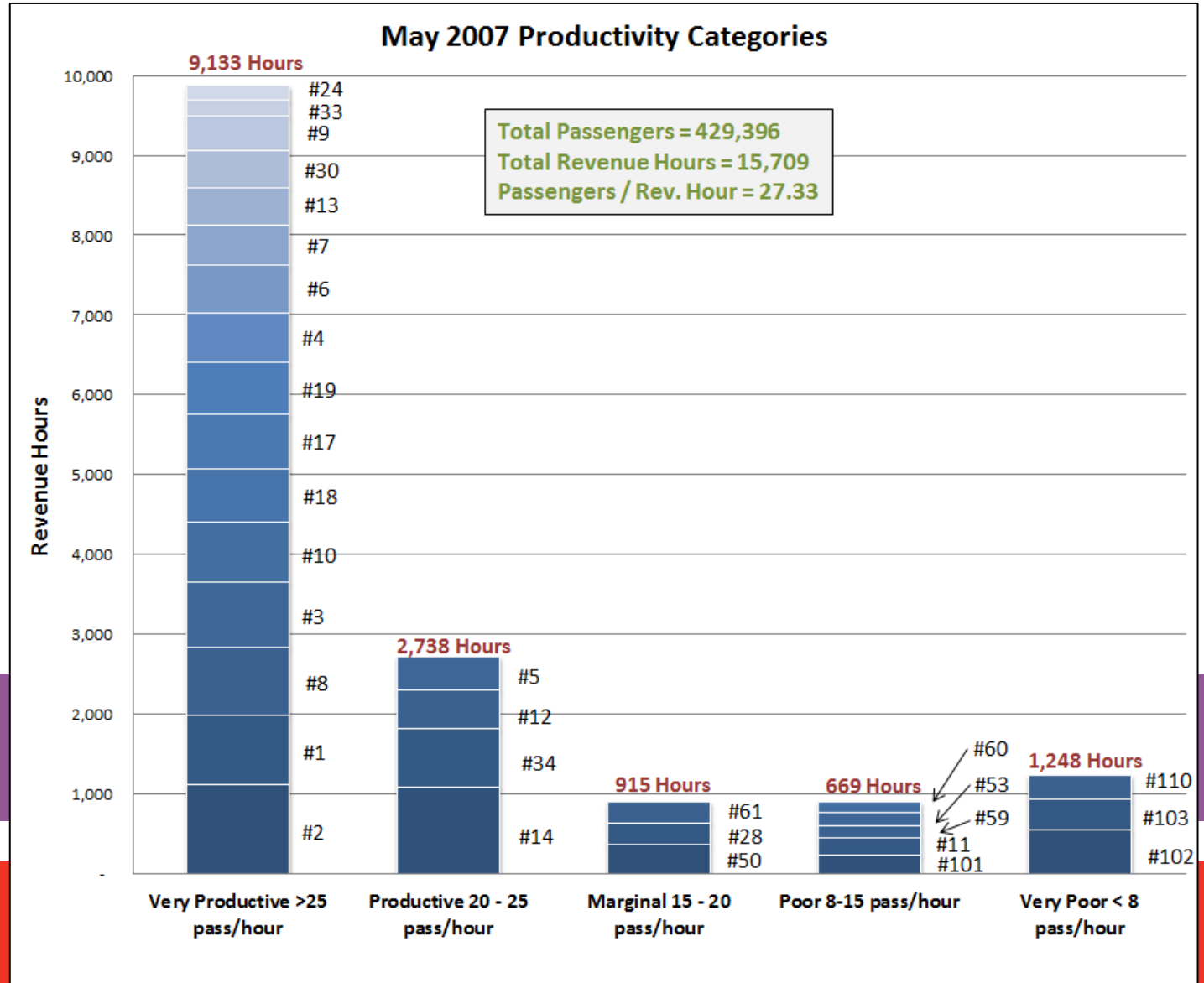






# Build Financial Stability

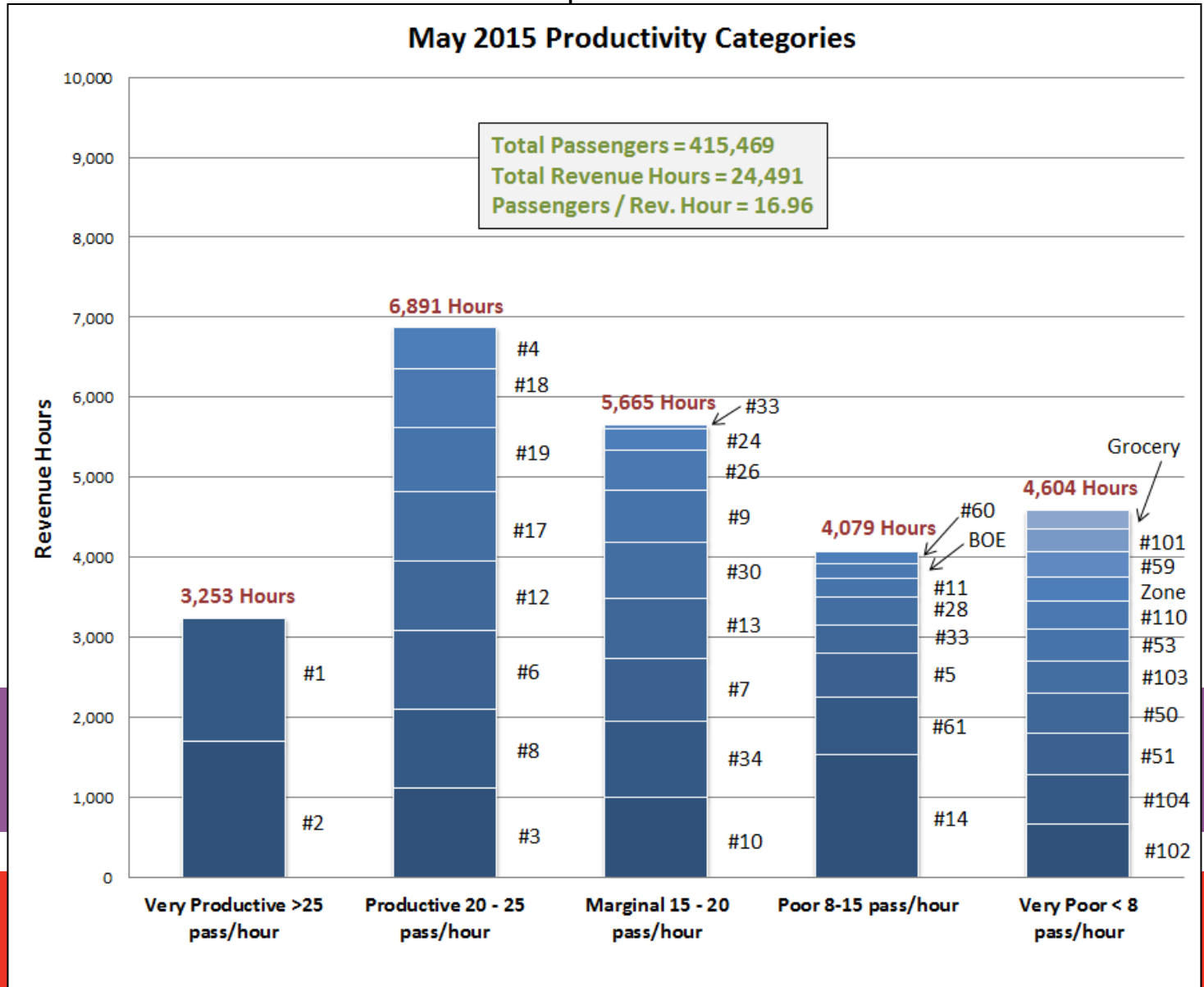
- In 2007, most of METRO's routes could be considered "Most Productive" or "Productive"





# Build Financial Stability

- Problem:** Many routes have become less productive. Also, the hours we have added have not resulted in additional ridership.



# What's Next?

- Many other large and mid-sized transit systems have found themselves in a similar place recently.

## Omaha Just Designed a Way Better Transit System for Zero Cost

### columbus: a new transit network plan



High-frequency network before

High-frequency network after



### Ridership on the Upswing After Houston's Bus Network Redesign

by Angie Schmitt

High-frequency network before

High-frequency network after



Houston's bus map before and after a thorough system overhaul.

#### The Hi-Frequency Promise

- > Service every 15 minutes (or better)
- > Weekdays: 6 a.m. to 7 p.m.
- > Saturdays: 9 a.m. to 6 p.m.



# What do you think of our guiding principles?



**Match Service to Modern Travel Patterns**



**Strengthen Network Structure**



**Simplify the Routes**



**Foster a Transit-First Lifestyle**



**Build Financial Stability**

How can we reach these goals?

What would success look like?

