



## MEETING SYNOPSIS

**August 11, 2021**

The following is a summary of the fourth meeting of the Elevate Advisory Council Connectivity Subcommittee. The attendance sheet follows this summary. The agenda and other meeting materials can be found on the website under Advisory Council > Meetings.

### **Project Updates**

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Brendan Moore (City of Tuscaloosa) provided updates about ongoing projects.

The Tuscaloosa National Airport runway reconstruction was completed ahead of schedule and under budget. Dave Pass (subcommittee member) added that the project was built as environmentally sustainably as possible, and was fully funded by federal grants. Under federal regulations, leftover grant funds cannot be repurposed to other airport projects. The recent airport master plan open house event was extremely well attended. In the future, the airport terminal discussion and this subcommittee's feedback about it will be very important.

The Northern Riverwalk should be complete around November and a ribbon-cutting will be held. Record rainfall has caused project delays. The parking lot, curbs, pavilion, and grand lawn areas are all well underway. Overall, the project is around 40 percent complete.

Early work is underway on the Western Riverwalk, including environmental assessments, preliminary design, and coordination efforts. Updates will continue as they become available.

### **Tuscaloosa Transit Study**

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Mr. Moore introduced Kimley-Horn, the professional consulting firm responsible for the development of the transit study. Project managers who presented included Jessica Choi, AICP, and Chelsey Hendrickson, AICP. A copy of their presentation follows this synopsis.

Ms. Choi noted that this transit study is the first of its kind for Tuscaloosa. The plan recommendations take two forms. The first set of recommendations assumes Tuscaloosa County Parking and Transit Authority's (PATA) current funding will remain level over the next five years. This category includes changes that can improve services and operations. The second set of recommendations recognizes that additional local funding is required for implementation. This category identifies opportunities to expand services and ridership.

Ms. Choi highlighted a couple of PATA's key performance indicators in her presentation but noted that the full Existing Services report, which will be included in the final study document as an appendix, will expound at length upon each of the different indicators listed in her slides. Route-by-route, Kimley-Horn analyzed passengers per revenue mile,



which indicates an average number of passengers riding each route as it travels one mile. This metric accounts for both how long each route is and how many riders use each route. In addition, Ms. Choi discussed the cost per trip. This metric takes into account the number of trips and the cost to operate each route, on average. The Shelton State Community College route stands out among PATA's current routes due to the greater length (in miles) of the route.

The next item discussed was the Transit Market Analysis. Car ownership data can illuminate geographic areas where more households may need an alternative type of transportation, such as public transit. Mr. Pass asked if the areas shown are exclusively residential areas. Ms. Choi explained that they are not; the map is based upon census blocks. However, the underlying data indicate percentages of residential households without vehicles.

Understanding workforce patterns and traits is a critical part of public transit analysis. Tuscaloosa is a regional employment center. Average commuting time for this area is around 20 minutes, which is a relatively short period. The analysis in the presentation reflects data within the corporate limits of the City of Tuscaloosa. Tuscaloosa residents work in areas of concentration in Downtown Tuscaloosa, along US Highway 82, and the Skyland Boulevard corridor. Employees who work within Tuscaloosa city limits travel from all over the general area and throughout Tuscaloosa County to arrive at work each day.

Public engagement during the transit study was robust, in spite of adaptations required due to the pandemic. Rather than engaging in large group public settings, online and targeted in-person engagement were necessary. A full list of groups and organizations that provided input, along with their feedback, will be included in an appendix of the final study document.

Several budget-neutral recommendations are included in the transit study. More direct routes would help riders better understand where each route generally travels. This is achieved by having routes focus more on main travel corridors than on winding, neighborhood roads. Introducing bidirectional service would eliminate the need for a passenger to travel significantly away from their ultimate destination in order to arrive there later in the route.

Ms. Hendrickson discussed the following budget-neutral proposed changes to each route:

For Route 1 (Holt/Alberta), the service works well today, but there are options available if additional funding becomes available.

Route 2 (McKenzie Court/Stillman College) is not proposed to change unless new funding becomes available. The existing design of the route and its stops acknowledges the fact that getting pedestrians safely to bus stops is a challenge in the area, primarily due to a lack of sidewalks. The current route makes many stops and takes a winding path through



West Tuscaloosa in order to serve residents who cannot easily walk to a bus stop. There are opportunities to simplify the route, while also layering in new services and amenities to help passengers arrive safely at bus stops. With greater funding, a more direct route could extend all the way to Skyland Boulevard in the east, allowing West Tuscaloosa passengers to avoid traveling to the downtown Intermodal Facility in order to access Skyland.

Route 3 (Hargrove Road) is proposed to be a new bidirectional route designed to serve major corridors – Greensboro Avenue, Hargrove Road, and the east end of Skyland Boulevard. The new route also introduces a transfer opportunity to Route 7, which serves the rest of Skyland Boulevard and several other major commercial corridors in Tuscaloosa.

Route 4 (Medical/VA Route) as proposed would offer bidirectional service and would similarly focus on major roadways – Bryant Drive, McFarland Boulevard, and Veterans Memorial Parkway. From Kicker Road to the east, the route does not stop again until arriving at the VA Medical Center. The redesigned route also offers a transfer opportunity to the University of Alabama Shuttle (Route 6).

Route 5 (Shelton State) currently travels a very long, looped path. The proposed update would change it to a bidirectional route that would help passengers get to and from their destinations more quickly and conveniently.

Route 6 (University of Alabama Shuttle) is not proposed to change but would offer a new transfer opportunity to Route 4 (Medical/VA).

Route 7 (Skyland Blvd/10<sup>th</sup> Avenue/McFarland Blvd) is proposed to focus on serving 15<sup>th</sup> Street, McFarland Boulevard, James I. Harrison Parkway, Skyland Boulevard, the south end of Greensboro Avenue, and 10<sup>th</sup> Avenue. A transfer opportunity to Route 3 (Hargrove Road) also exists along Skyland. With additional funding, this route could be split into two bidirectional routes that would also offer a transfer opportunity between each other.

Ms. Hendrickson also discussed the capital improvement and financial plans for PATA. This aspect of the transit study examines existing capital assets and projects into the future the replacement needs and their timing. It also looks at funding that is available and projects over the next five years how it will be used. Mr. Moore noted that the City of Tuscaloosa currently is the only agency that funds PATA, in spite of PATA being able to serve an urbanized area that expands well beyond the city limits. Recommendations that extend service beyond City of Tuscaloosa limits will need to consider funding partnerships with other agencies in order to implement them.

Kimley-Horn also reviewed PATA's current fare charges and researched other communities in order to make recommendations for improving the fare structure. Because of this review, PATA has already eliminated the fee charged for transfers between routes. Russell Lawrence (subcommittee member and Director of PATA) noted that this change has had a very positive impact on operations. Since the change, the buses do not struggle as much to



stay on time. Discounting bulk pass purchases incentivizes passengers to buy more fares, eases the passenger experience, and reduces PATA staff time to process a greater number of one-time only fares. Passes could also be sold at other locations in the community to make purchases more convenient for passengers.

Ms. Hendrickson presented a variety of other improvements that will require additional local funding in order to implement. In the final plan document, these ideas will be roughly categorized into levels of priority, from high to low.

Although PATA already offers a mobile application to smartphone users, feedback indicates that a lot of passengers and potential passengers are not aware of the app or the information available in it. Marketing/promoting the app and educating riders about it are recommended. In addition, bus stops need to be improved with information about travel times, the different routes that will stop there, and where each route travels. Other requested amenities at stops included benches, shelters, and lighting.

Pedestrian access to bus stops is critical in any public transit system and many improvements are needed to provide a more thorough network of sidewalks and crosswalks between stops and from points of origin to stops.

Numerous stakeholders and members of the public requested different operating hours during the engagement process. These requests included extending hours later on weekdays, but also providing service more frequently than once per hour. These requests will assist more people with getting to and from employment opportunities.

A new opportunity to improve service in West Tuscaloosa is to provide a microtransit service, along with a more direct and simpler fixed bus route. Microtransit would establish a geographic zone in which public transit vehicles operate on-demand. The service aims not only to serve passengers traveling to and from points inside the zone, but also to connect them with other fixed routes outside the zone. For example, based on a submitted passenger request, a vehicle could pick up a rider or riders at any point of origin within the zone and drop them off either at their ultimate destination (if inside the zone) or at the closest fixed route bus stop (so that they could transfer to a different route outside the zone). In areas where pedestrian amenities, such as sidewalks, are in short supply, this service could greatly supplement fixed route transit service. The local transit agency can update microtransit zones at will, with very few bureaucratic processes involved. This flexibility makes them a very appealing choice. Other locations that could benefit from microtransit include the area south of Skyland Boulevard and the Holt/Alberta area.

A new rapid downtown route could be added to PATA's service. In the public survey, respondents expressed interest in this opportunity, and indicated a willingness to wait 10 to 15 minutes on the bus within this area. Kimley-Horn recommends using a smaller vehicle with a different bus wrap (design) that distinguishes the service from PATA's regular fixed route service. The first phase of this route could serve the general area between



downtown Tuscaloosa and the University of Alabama campus, with a westward expansion in a future phase as development continues to expand west of downtown.

Ms. Hendrickson discussed another workforce transit opportunity known as a vanpool. These services work well with a variety of shift schedules. Employees who live near each other can use such a service to share a vehicle to get to work in a very flexible way. Passengers do contribute financially, but the fees charged can generally be lower than each passenger would pay to have individual transportation to work. This service provides opportunities for public-private partnerships with employers and other stakeholders. Another benefit is that vanpools can be used to test markets in order to gauge passenger demand. Linda Parsons (subcommittee member) asked if this type of service could travel as far as Birmingham. Kimley-Horn responded that this is possible.

Mr. Pass asked how the Tuscaloosa transit system could be added to Google Maps and other map developers as a transportation option. Kimley-Horn responded that PATA can provide route information to these developers, but a key consideration is to provide timely updates when routes or stops change.

Mr. Pass also asked if PATA might charge a higher fare during peak travel times, to help offset operating costs. He cited University of Alabama football game days as an example. Dr. Parsons echoed the question later, asking if residents outside the City of Tuscaloosa could be charged more to use the service since there are no agencies outside the city that contribute financially to PATA. Kimley-Horn responded that the Federal Transit Agency prohibits this. Public transit agencies cannot charge different fares to different classes of passengers (such as one-time game day riders versus daily workforce passengers or City of Tuscaloosa residents versus City of Northport residents).

Dr. Parsons asked about advertising on transit buses. Mr. Lawrence responded that PATA already receives advertising revenue for ads inside the buses. She also asked if Kimley-Horn projected how much ridership could increase in the future with these recommendations. They responded that such projections fell outside the scope of their work for this study.

The group in attendance generally expressed consensus that PATA offers a service with regional benefits that extend far beyond City of Tuscaloosa limits. As a result, regional funding of PATA is desirable and would be advantageous in expanding services and ridership. In addition, grant opportunities should be actively explored.

### **Next Steps**

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The final transit study document will be distributed to the Advisory Council and posted on the Elevate website when it is finalized in the near future.

**Subcommittee Meeting Attendance**  
**August 11, 2021**

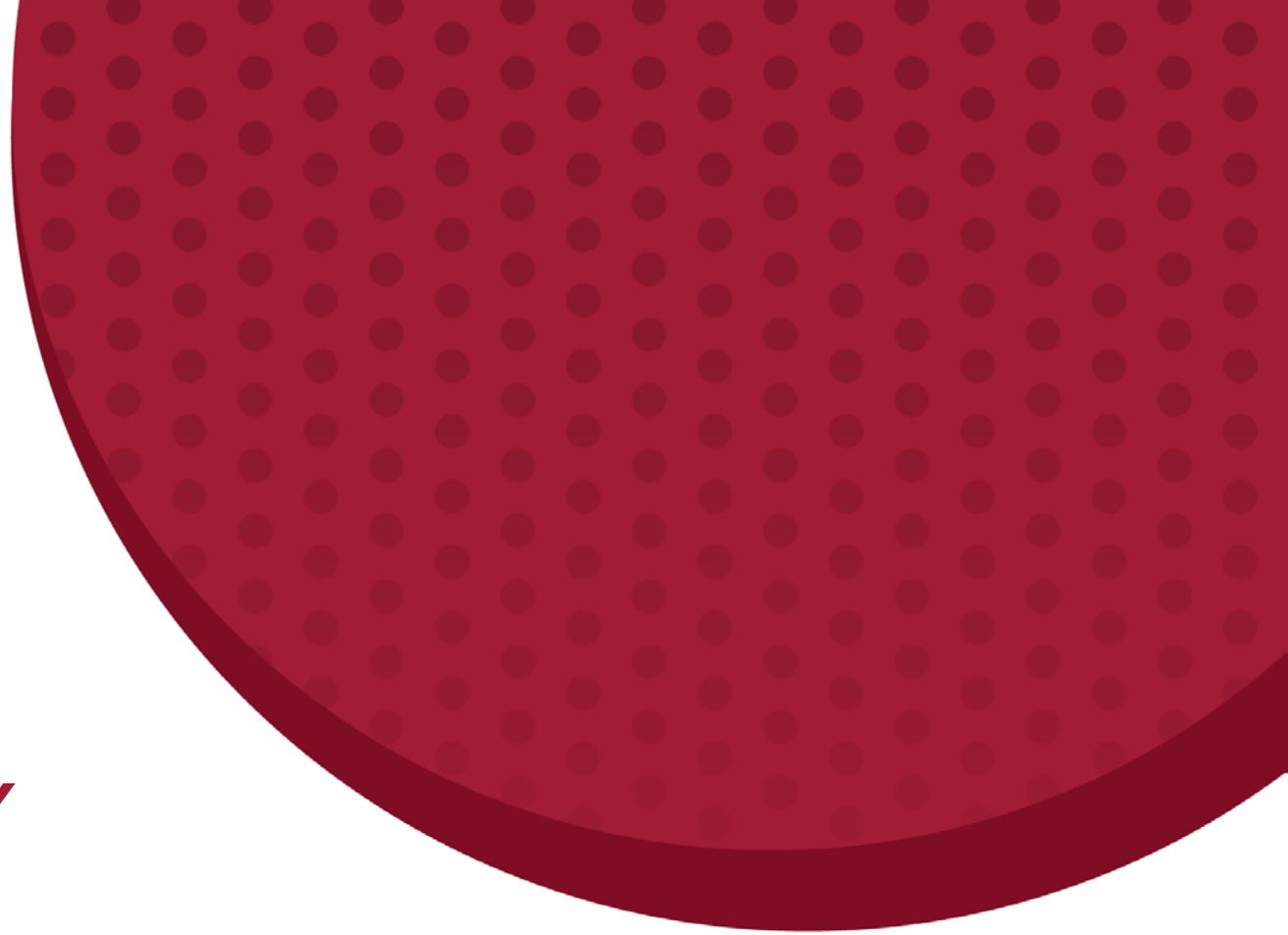
Name	In Attendance
Alexander, Tamika	NO
Blakeney, William	NO
Coley, Michele	NO
Lawrence, Russell	YES
Moore, Wilson	NO
Mumper, Russell	NO
Newman, Brad	YES
Parsons, Linda	YES
Pass, David	YES
Prewitt, Nicole	YES
Brooks, Karen (EAC co-chair)	NO
England, Chris (EAC co-chair)	NO
Wilson, Matthew (City Council District 1)	NO
Howard, Raevan (City Council District 2)	NO
Crow, Norman (City Council District 3)	NO
Busby, Lee (City Council District 4)	NO
Tyner, Kip (City Council District 5)	NO
Faile, John (City Council District 6)	NO
Lanier, Cassius (City Council District 7)	NO

**TUSCALOOSA**  
TRANSIT PLAN

# TRANSIT STUDY PRESENTATION

ELEVATE CONNECTIVITY SUBCOMMITTEE

August 11, 2021



## Plan's Purpose

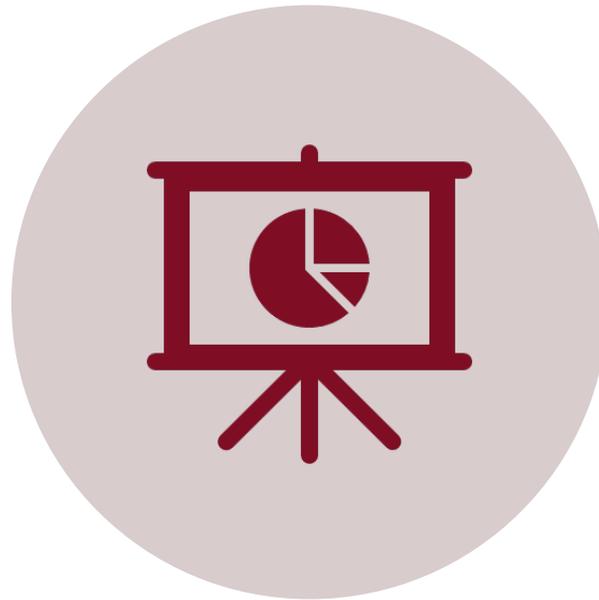
- Understand existing services and who Tuscaloosa serves today
    - Be informed by other City efforts: Framework, West Tuscaloosa Community Inventory, among others
  - Identify a short-range, budget neutral set of recommendations
  - Recommend additional services and improvements that would require additional funding
  - Other components – Capital Plan, Fare Analysis, Financial Plan
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# WHAT DID WE LEARN?

# Understanding Tuscaloosa Transit



Existing Transit Analysis



Transit Market Analysis

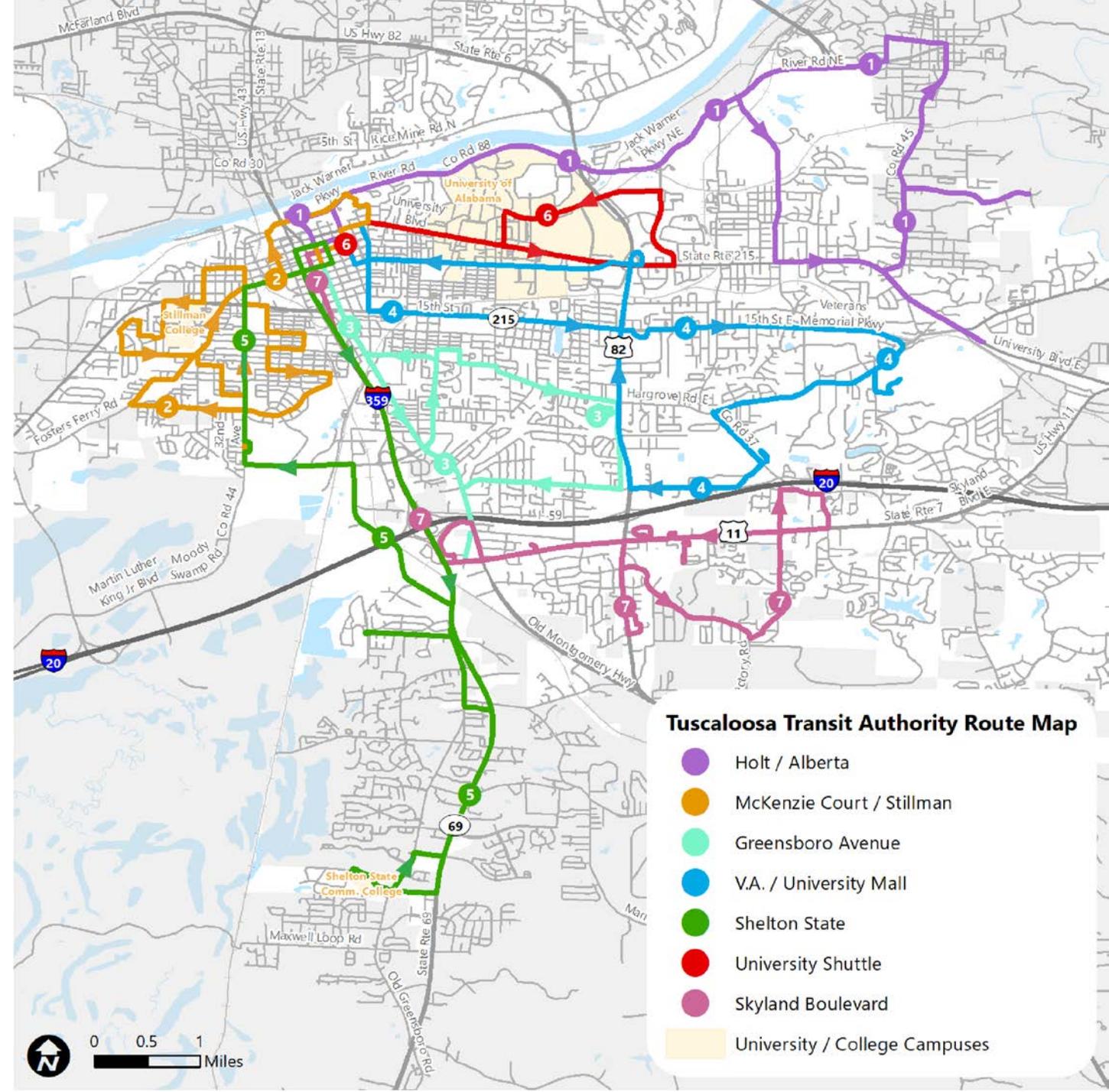


Public Involvement



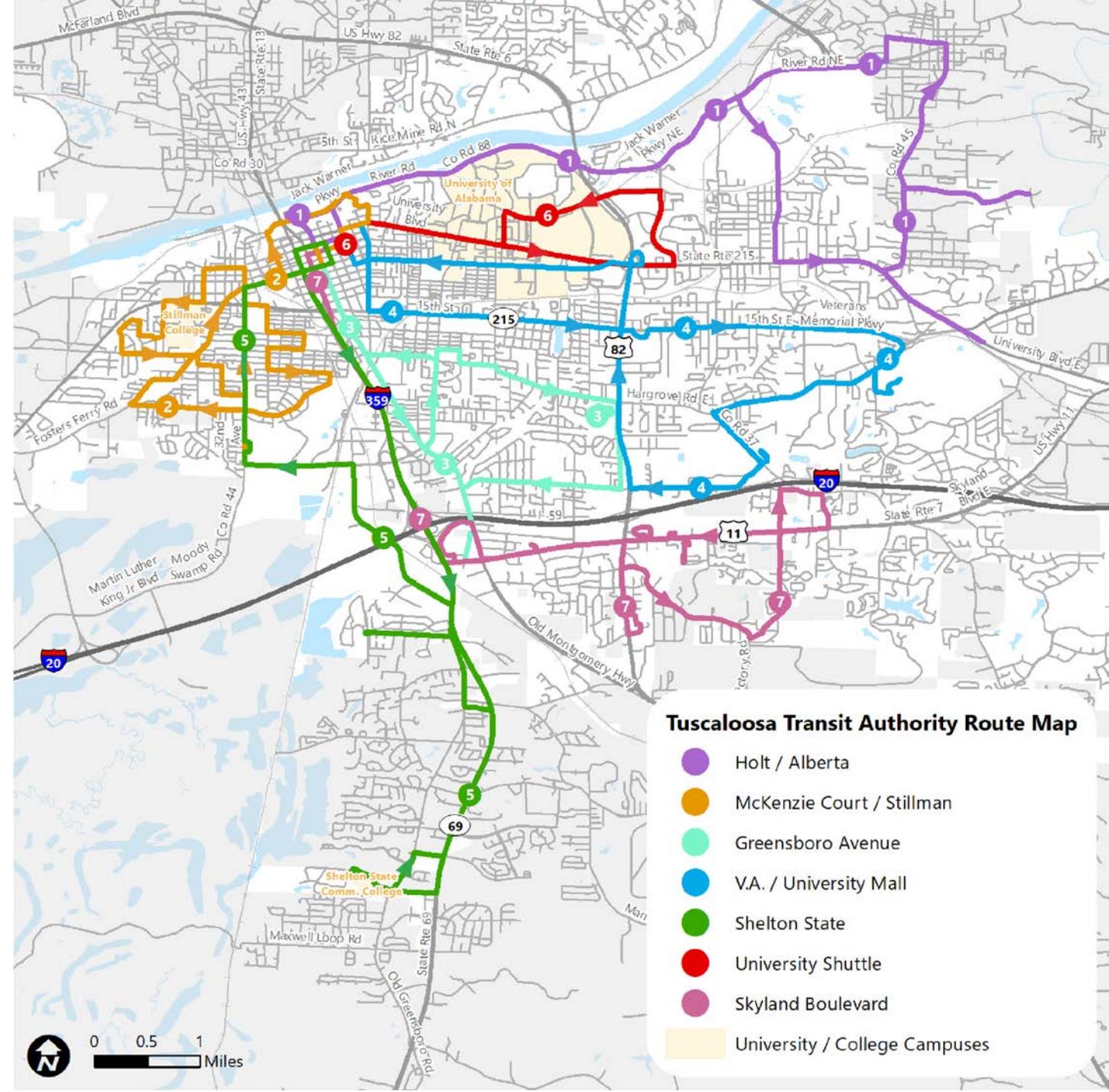
# Existing Service

- 7 fixed routes
- Paratransit (3/4 mi. of fixed route)
- Saturday Gameday Service
- McDonald Hughes Community Center Senior Shuttle
- \$1 cash to ride (reduced fares for K-12 students and senior citizens)
- Hours of Operation:
  - Weekdays: 5AM – 6PM



# Existing Service

- Key observations:
  - One-way loops
  - Routes are indirect and winding
  - Bus comes by once an hour (except for UA)
  - Service ends at 6PM, last guaranteed transfer is at 4PM

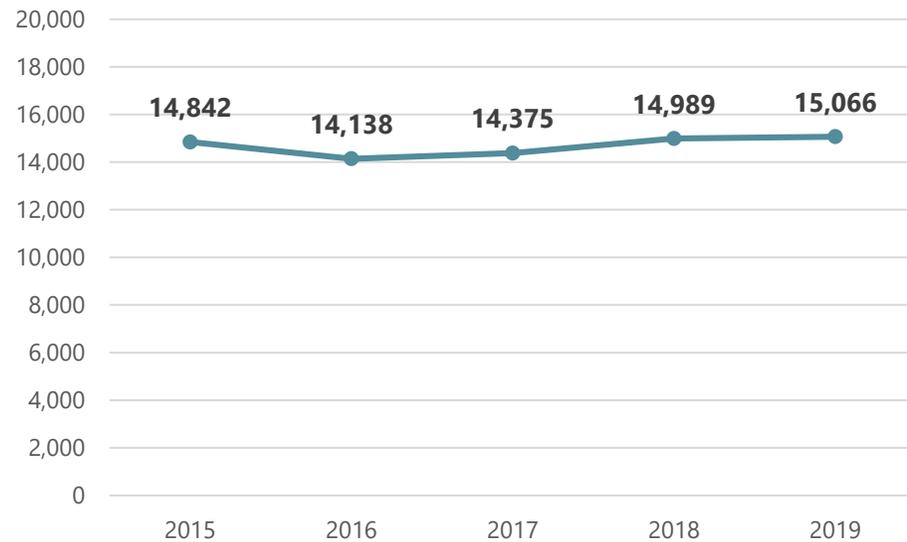


## Existing Service Analysis

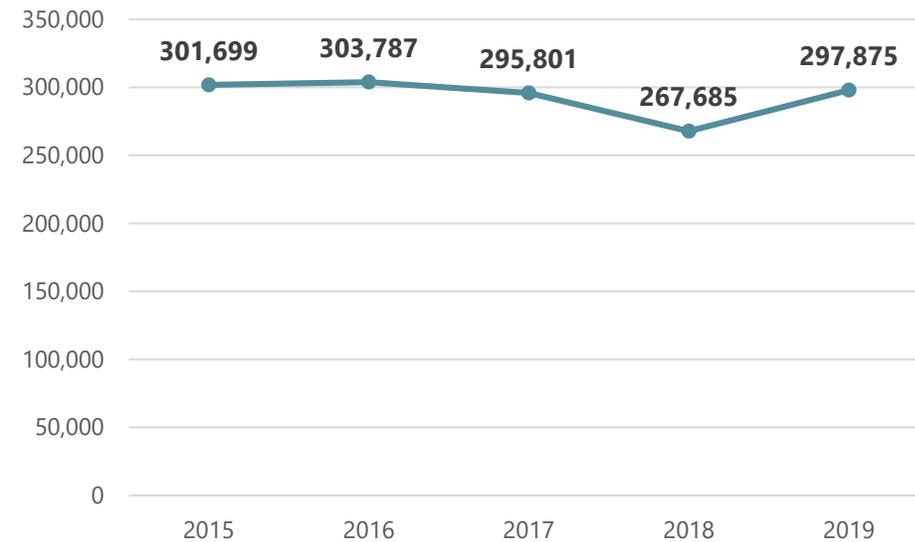
- Several performance indicators were examined to understand existing transit services
  - Revenue Miles per Capita
  - Passengers per Revenue Mile
  - Cost per Revenue Mile
  - Cost per Trip
  - Farebox Recovery

# Existing Service Analysis - Trips

## Paratransit Trips



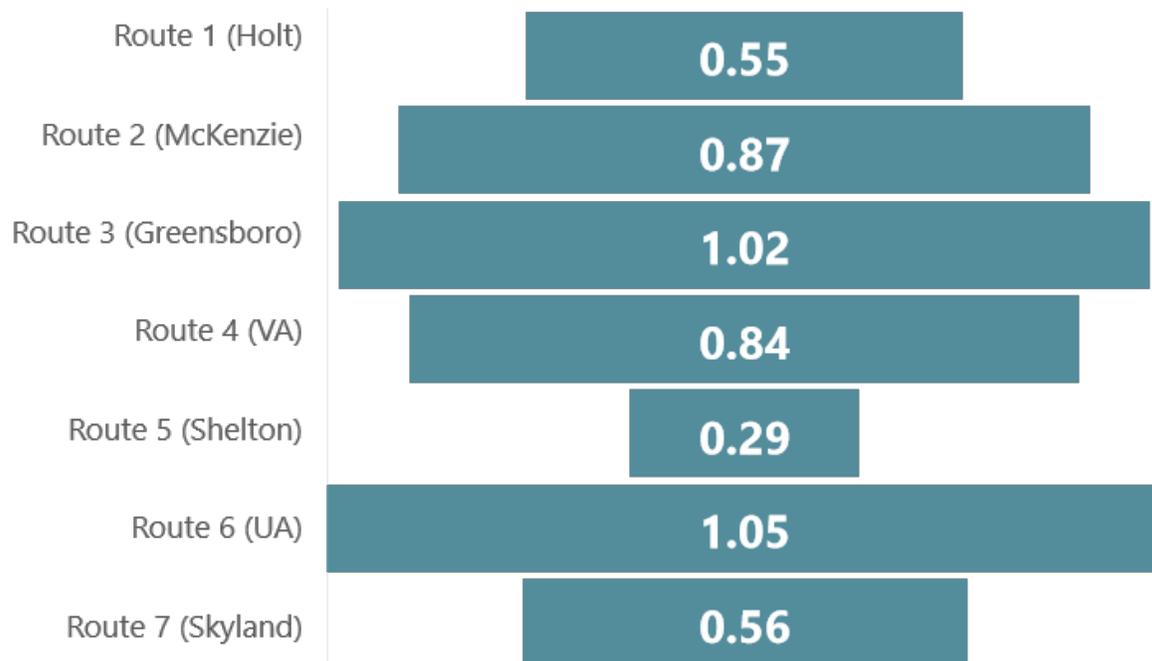
## Fixed Route Bus Trips



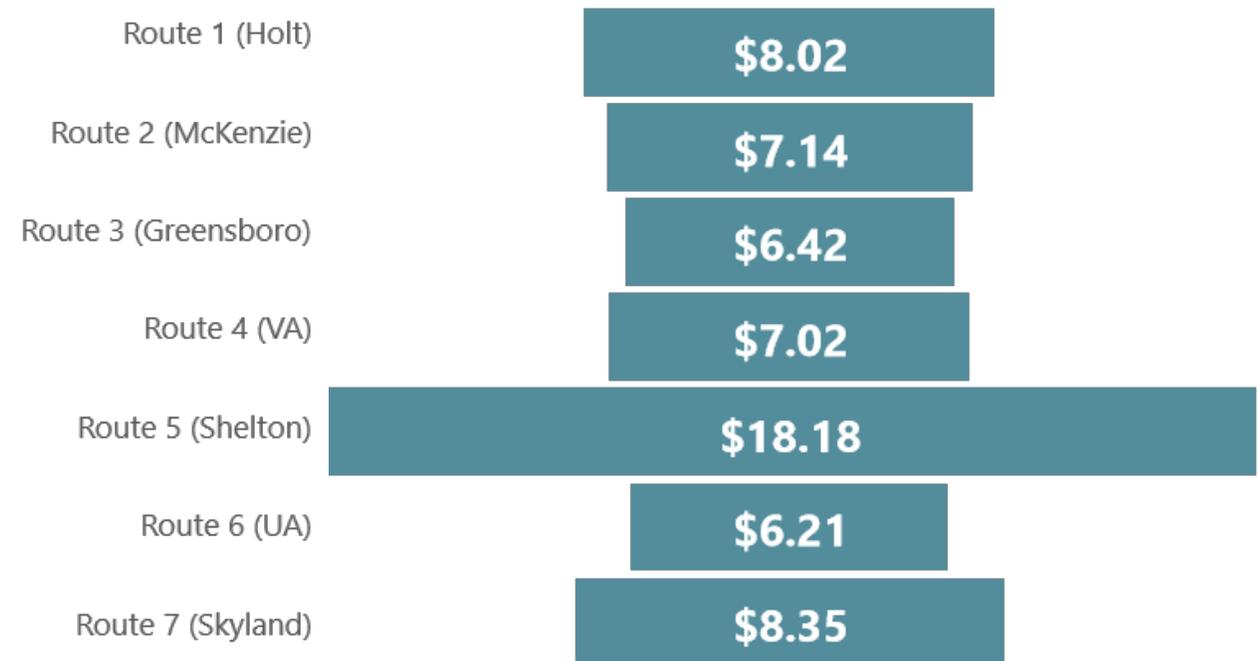
\*Source: PATA data (2015-2019)

# Existing Service Analysis

**Passengers  
Per Revenue Mile**



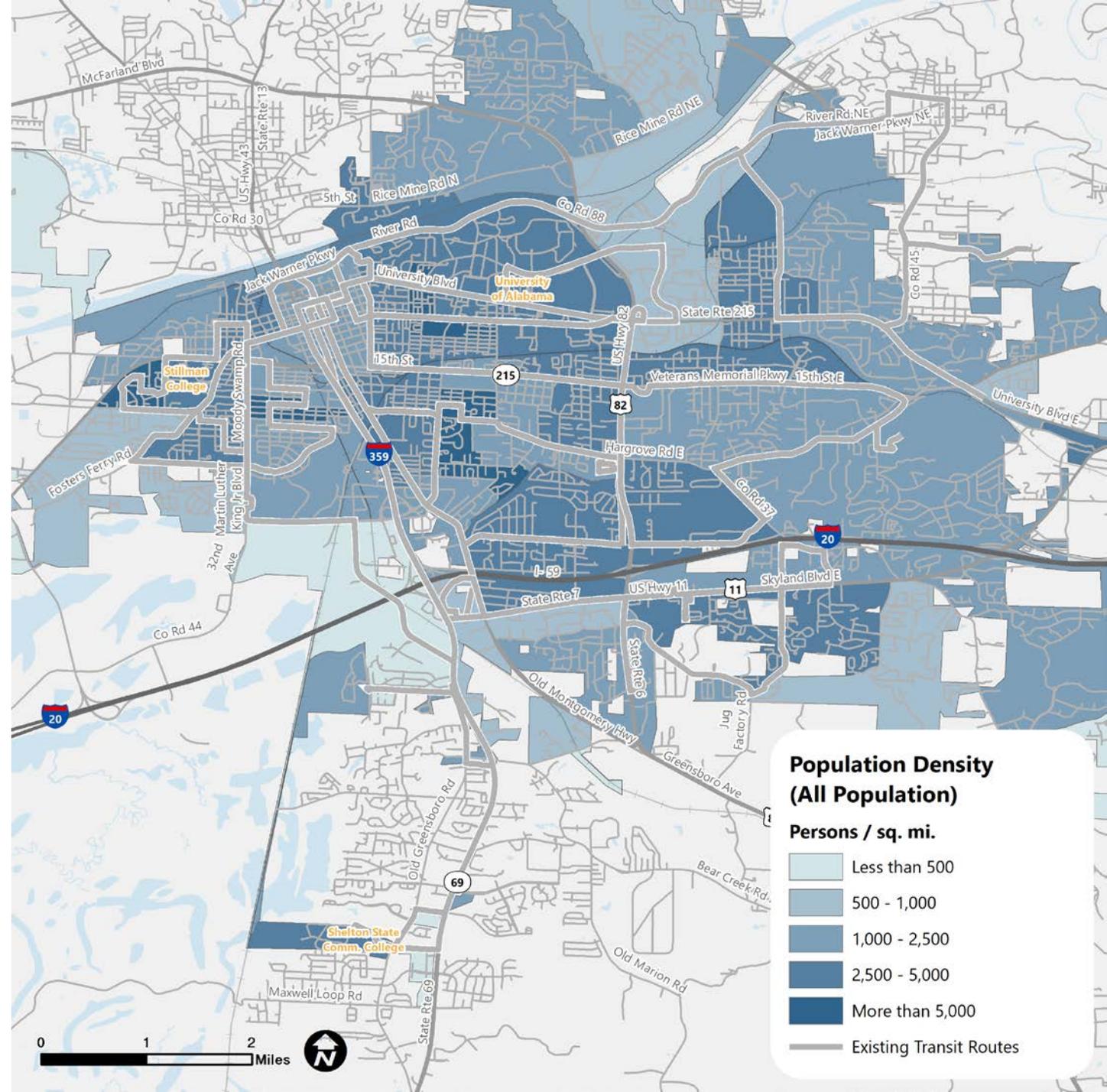
**Cost Per Trip**



# Transit Market Analysis

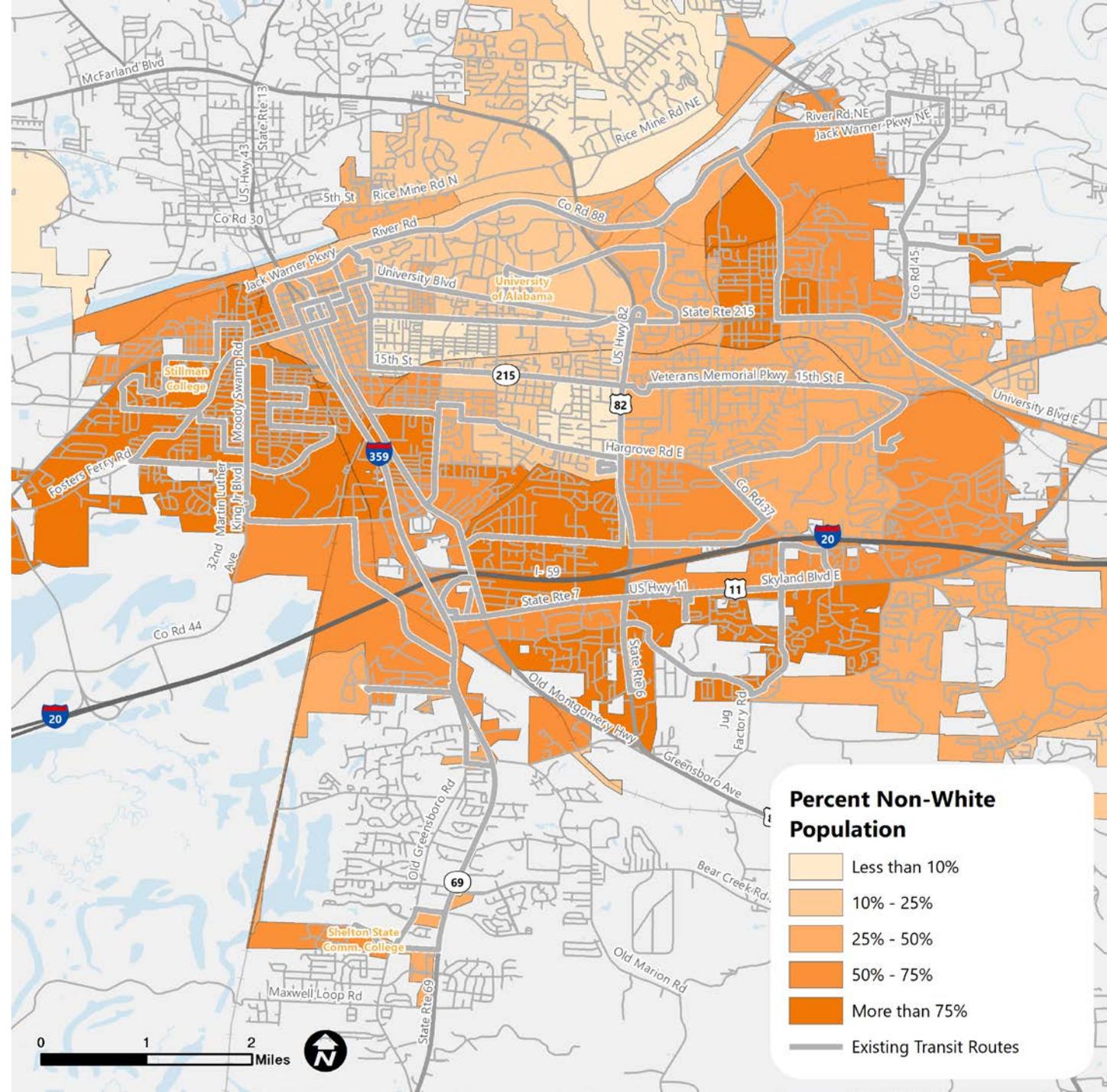
- Transit demand is influenced by a variety of demographic, socioeconomic, and employment-related factors
  - Examples of data analysis includes:
    - Population Density
    - Minority Populations\*
    - Car Ownership
    - Income
    - Employment

# Population Density: Total Population

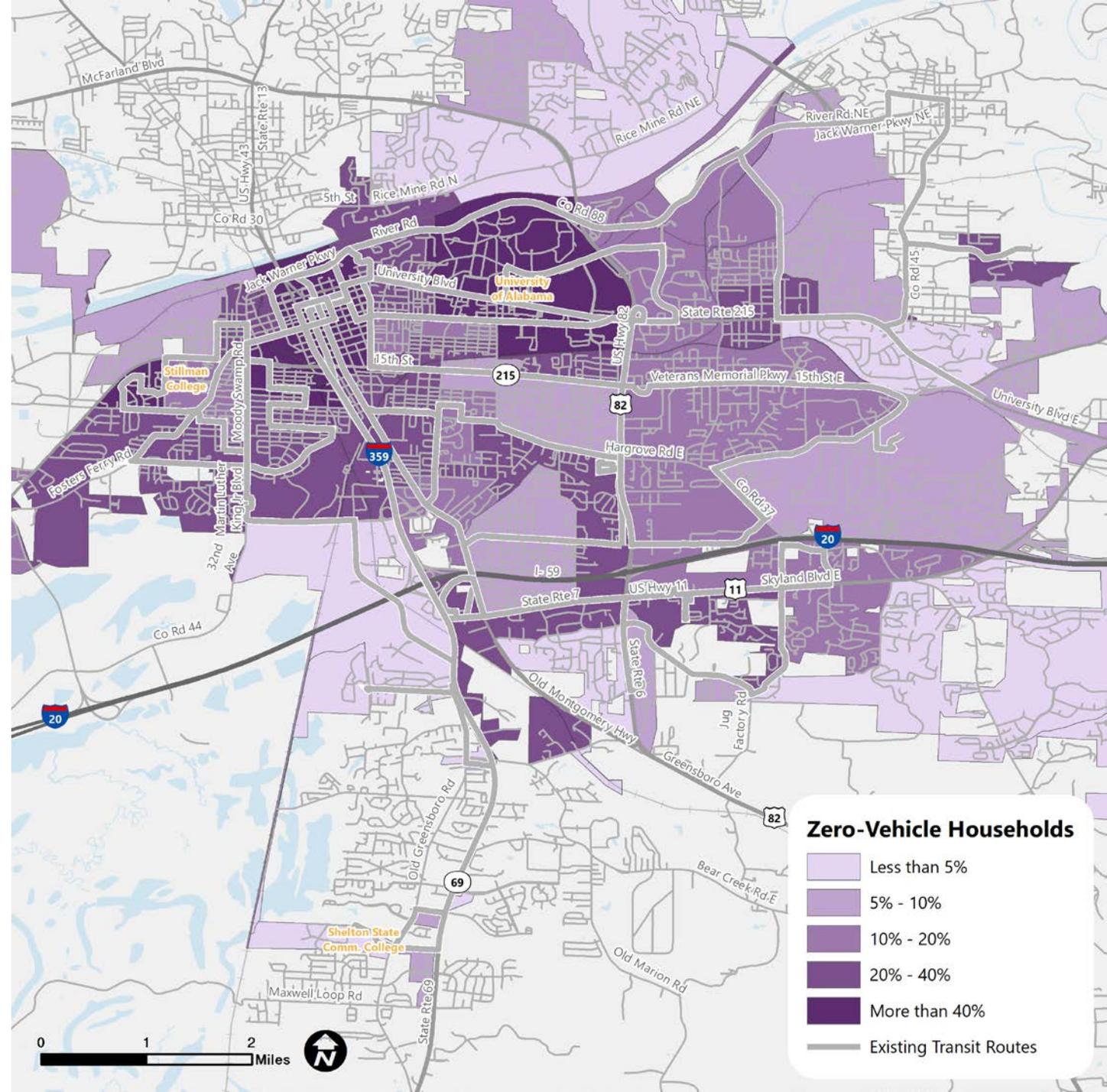


# Minority Populations

Defined by the Federal Transit Administration as people who self identify as any of the following races and/or ethnicities: American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian and Other Pacific Islander

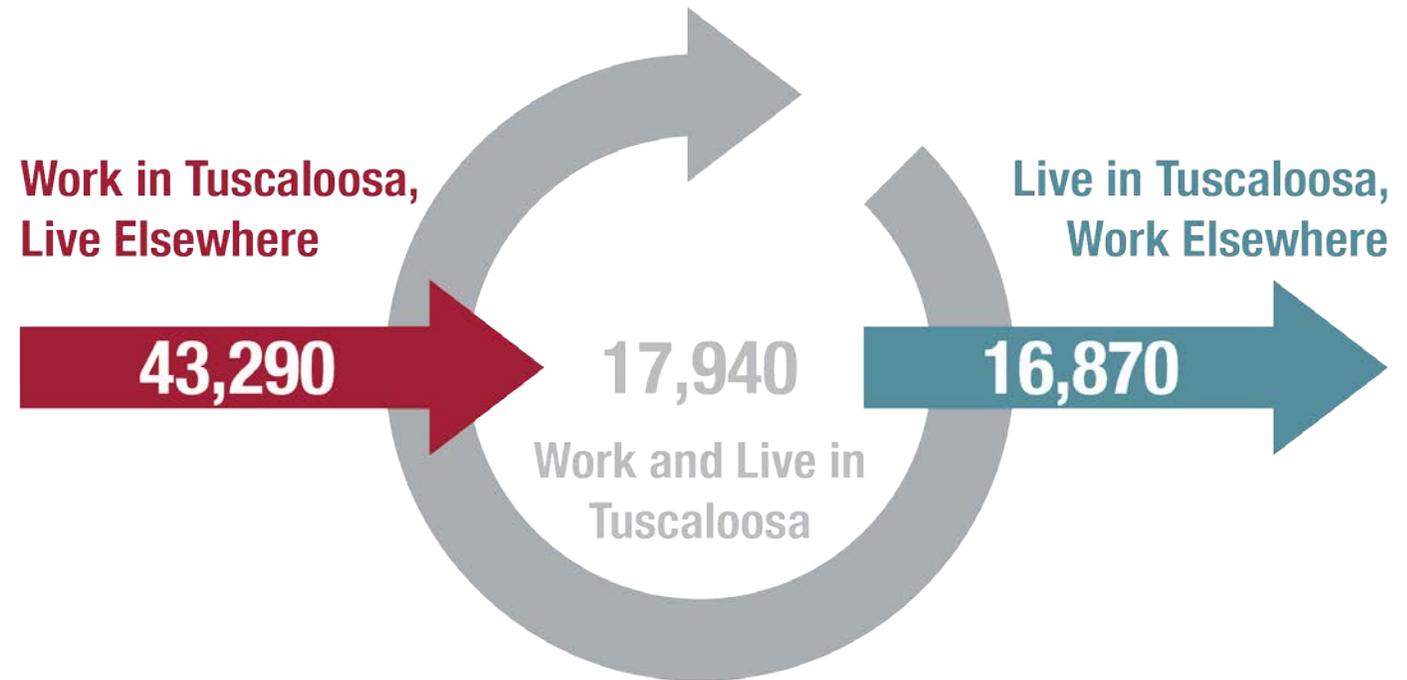


# Car Ownership



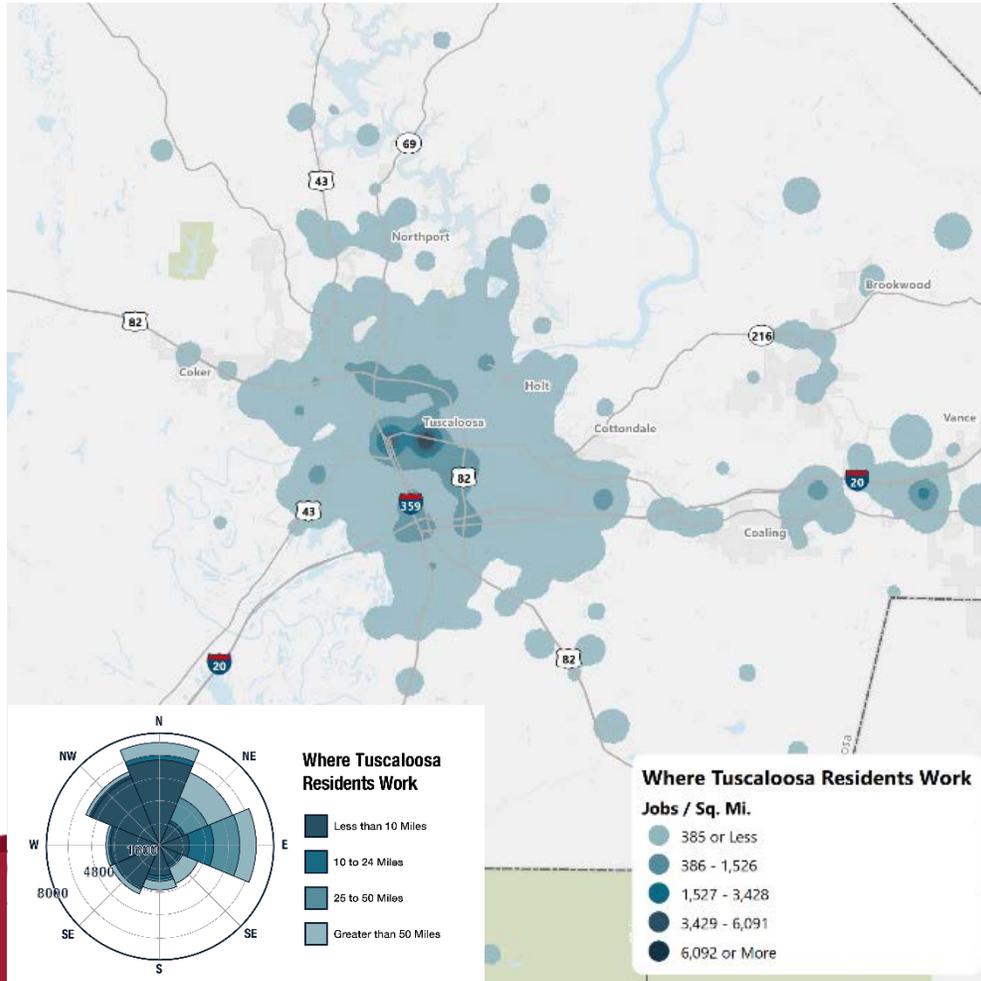
# Transit Market Analysis - Employment

- Tuscaloosa is a regional employment center.
- More Tuscaloosa residents work in the City than anywhere outside City boundaries combined. This leads to relatively low average commute distances and times.
- Some residents commute to jobs in the Birmingham metro area.

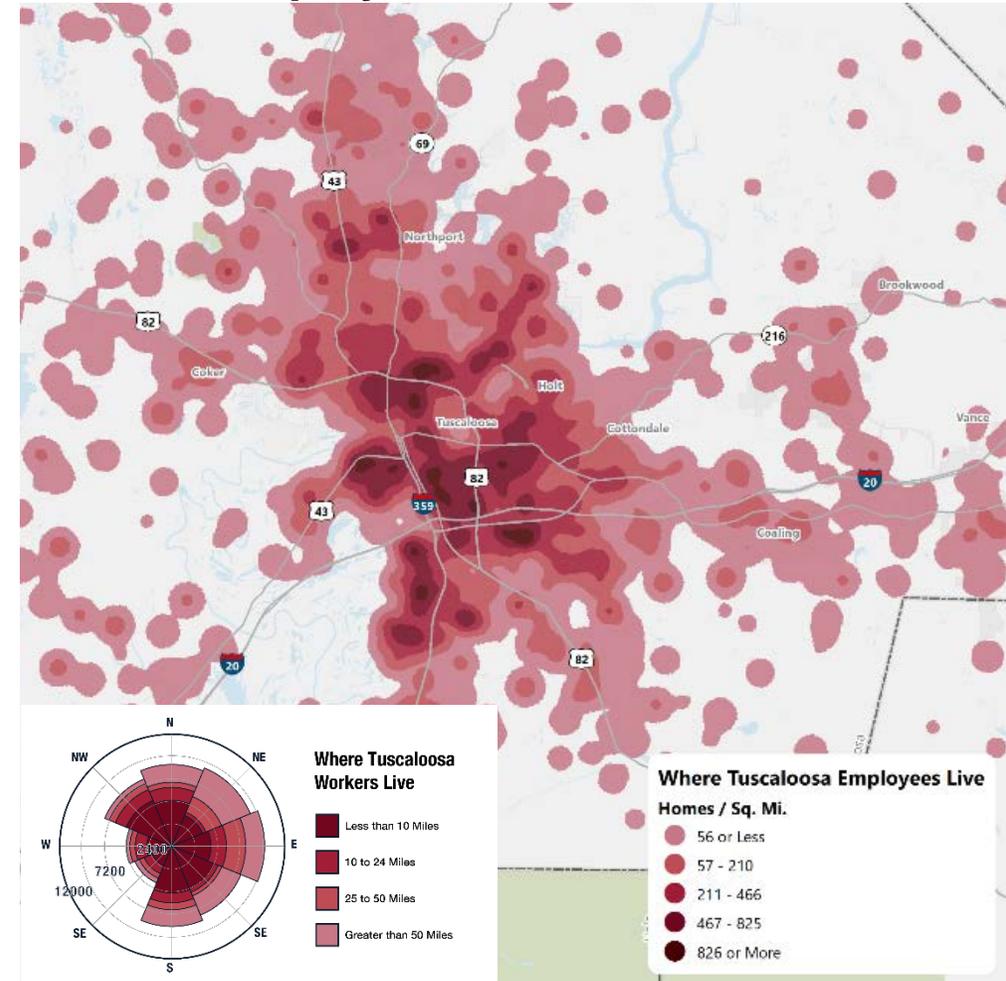


# Transit Market Analysis - Employment

## Where Tuscaloosa Residents Work



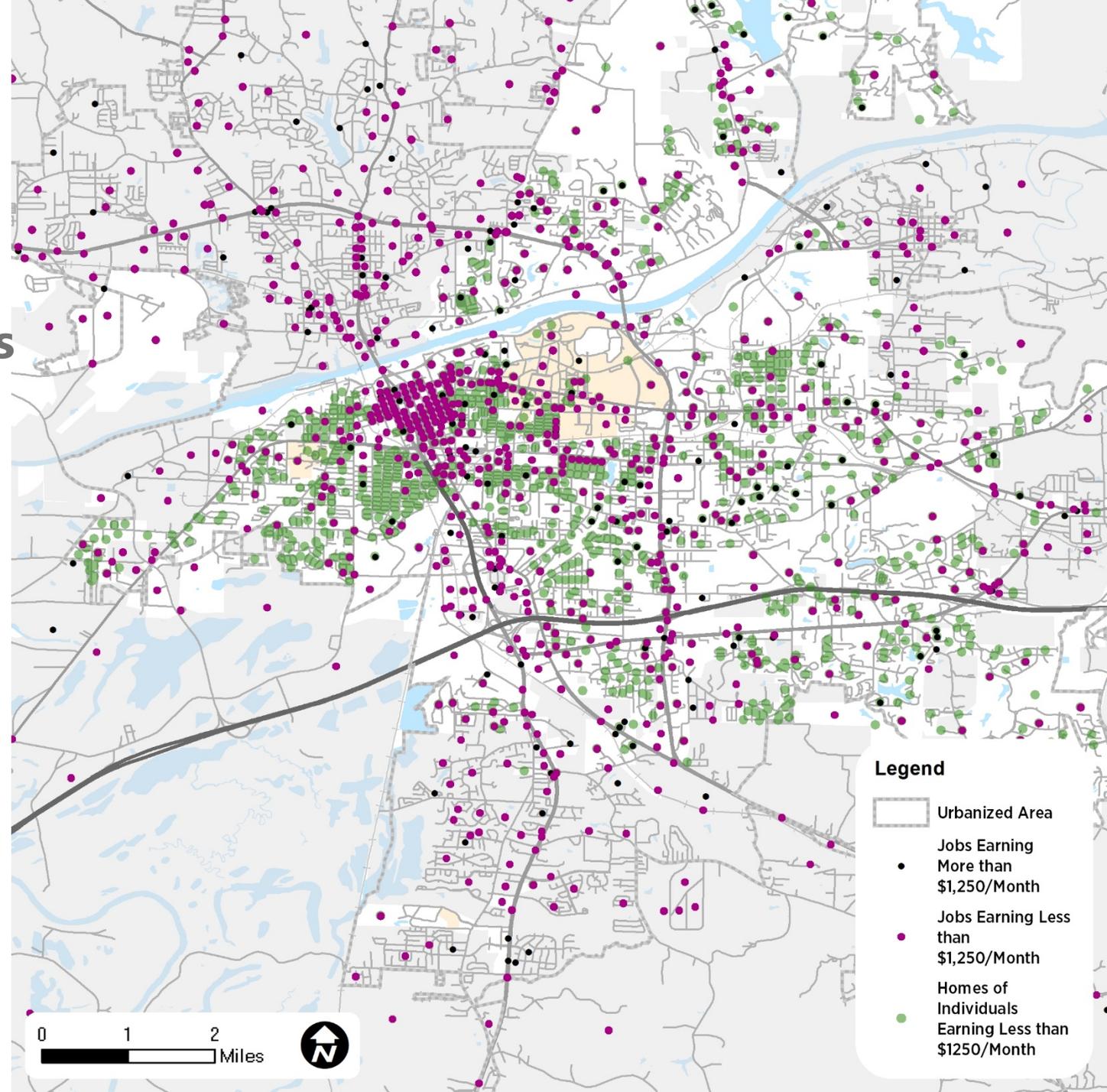
## Where Employees in Tuscaloosa Live



# Where Residents Work

## Breakdown of Jobs and Earnings

- **Purple** – jobs earning less than \$1,250/month
- **Green** – households earning less than \$1,250/month



# Public Involvement

- Engaging the community in COVID-19
  - Surveys (~ 1,000 responses)
    - Operator Survey – aimed towards feedback from bus operators
    - Online and Paper Survey – aimed towards feedback from current and potential bus riders
  - Stakeholder Meetings (15+ meetings)
    - Examples - Project Unity, Elevate committee members, social organizations, Young Tuscaloosa, University of Alabama, etc.

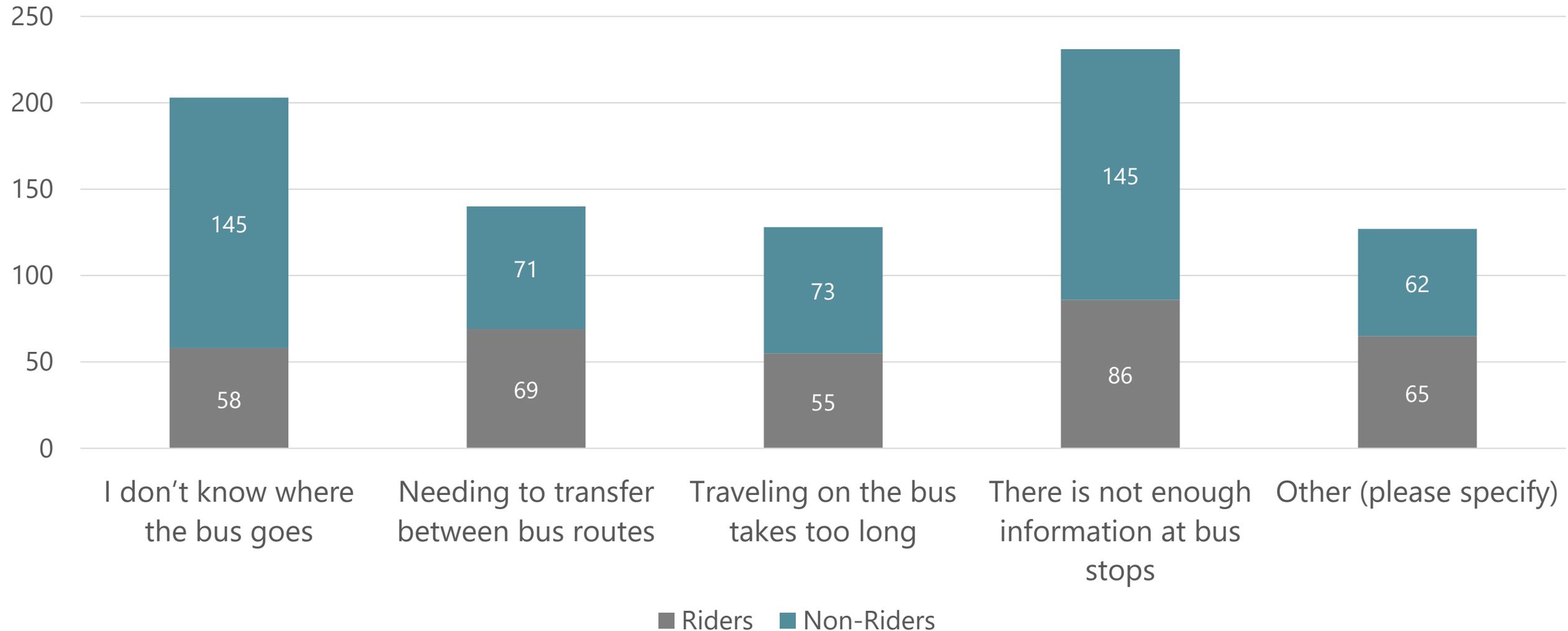
## Operator Surveys

- Operators noted key operational challenges for routes:
  - Crossing the active rail tracks
  - Routing in residential areas or private property due to lack of sidewalk infrastructure
  - Transfers in areas outside of the passenger terminal
- Operators noted passenger suggestions for new/more frequent service:
  - Northport, West Tuscaloosa to VA, Lowe's, Cottondale, Skyland, McFarland, Hargrove

## Public Surveys

- Nearly 1,000 survey responses received (online and paper)
- Half of the responses were current transit riders
- Nearly half of the survey respondents said that the bus is confusing or difficult

## What is confusing or difficult about riding?



# What would make the bus more appealing?

## Top responses

- Riders:
  - Adding weekend bus service
  - More frequent service
- Non-riders:
  - Serve more locations
  - More frequent service
  - Less time to destination

## Top other locations to add service

- Grocery stores, movie theaters, shopping centers
- Areas around UA
- Northport
- Cottondale
- Holt
- Areas north of the river (specifically medical facilities)

# Key Takeaways - Issues and Opportunities

## Issues

- Operational Challenges
  - Route challenges
  - Transfers
- Rider Experience
  - Lack of information
  - Confusing transfers
- Service Frequency and Routes
  - Not direct to employment centers
  - Additional locations / routes needed

## Opportunities

- Service Span and Frequency
  - Expanded service on weekdays
  - Adding service on weekends
- New Service Routes
  - Downtown, Northport, West Tuscaloosa, Skyland Boulevard, areas outside of the City
- First and Last Mile
- Technology
- Fare Modifications

# BUDGET NEUTRAL RECOMMENDATIONS

## Budget Neutral Service Recommendations



**Make routes more direct**



**Introduce bidirectionality**

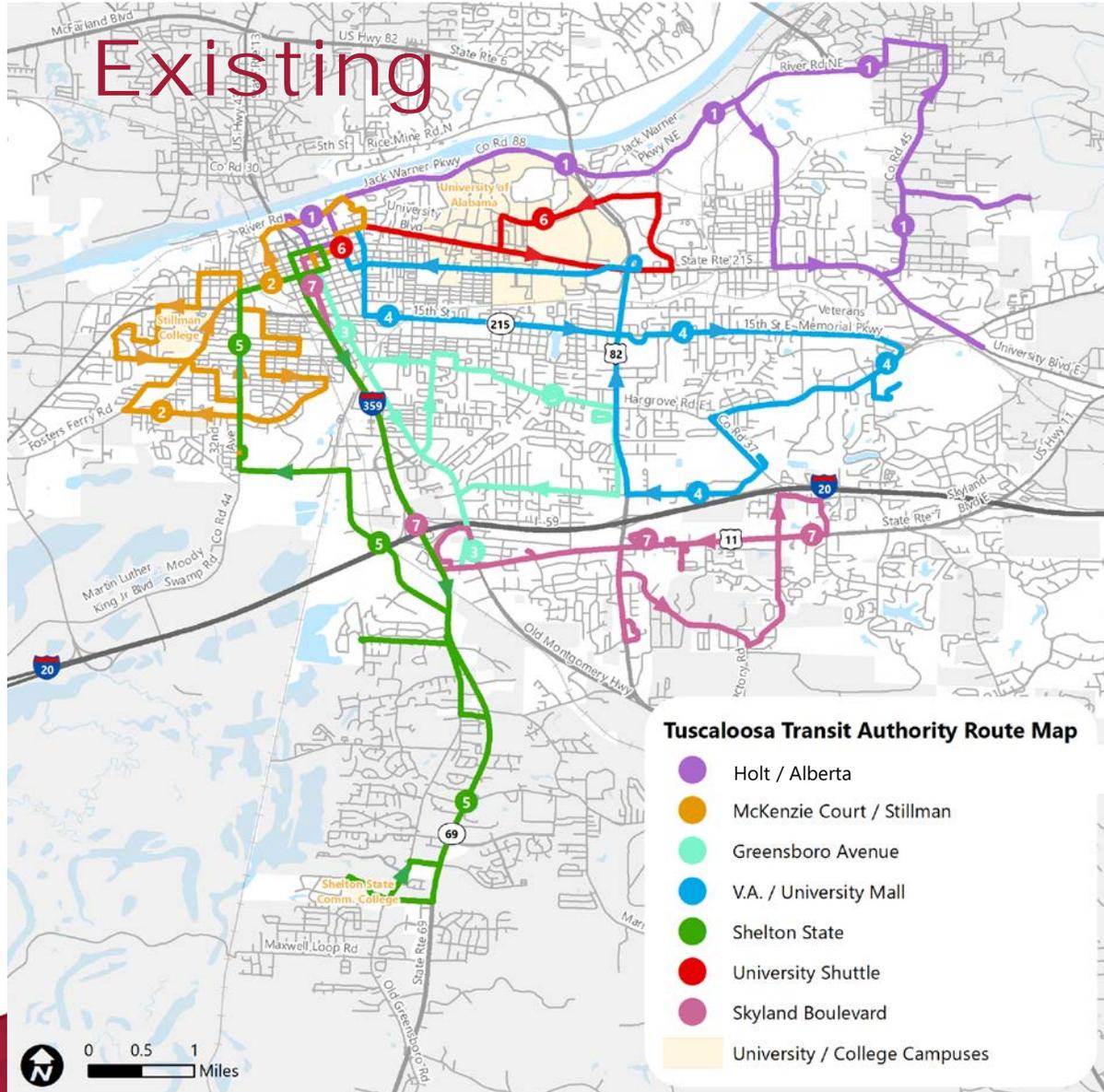


**Introduce transfer opportunities outside of IMF**

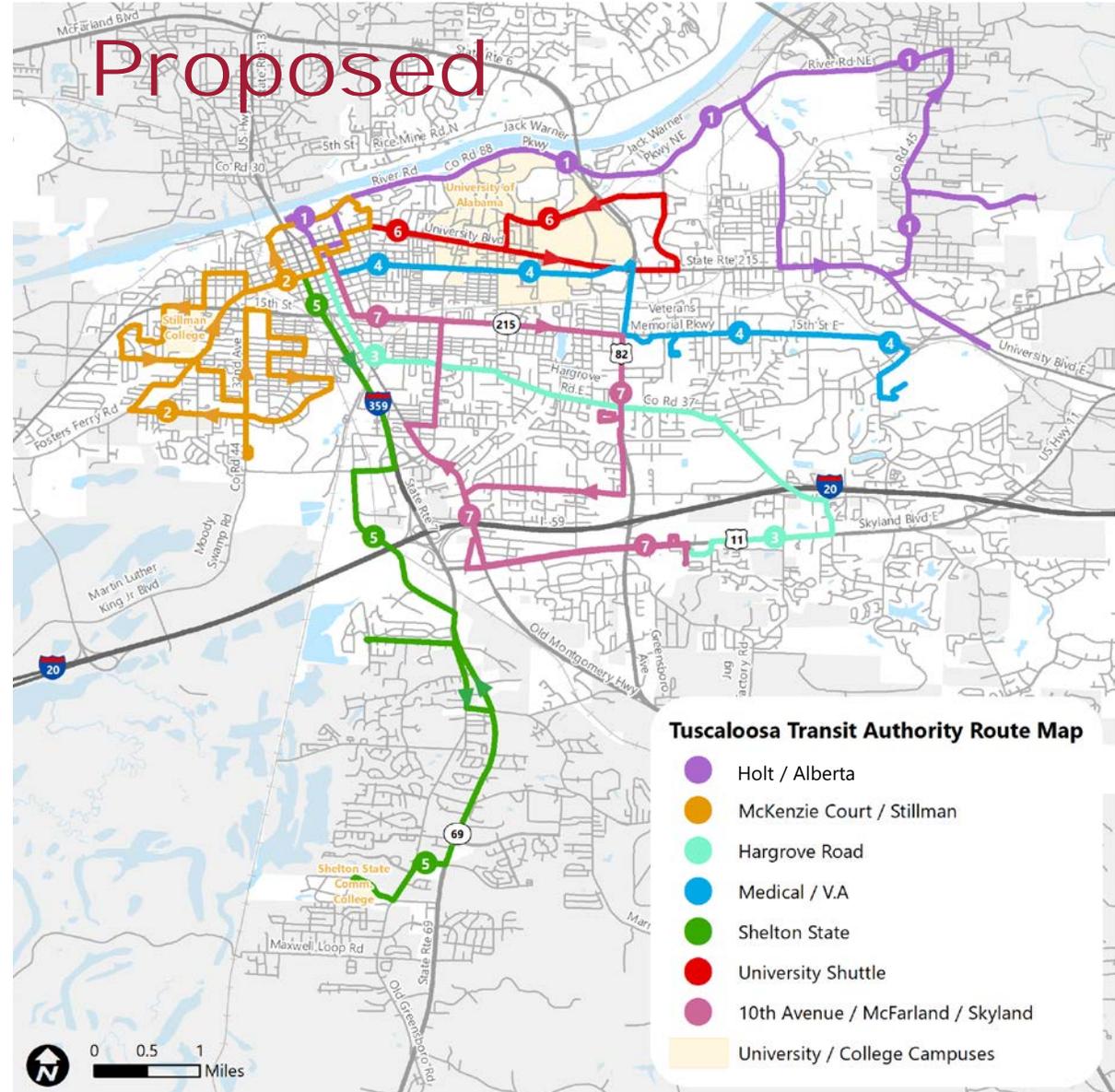
*Note: Other improvements to the system would require additional funding but will be discussed in a later section.*

# TUSCALOOSA TRANSIT PLAN

## Existing

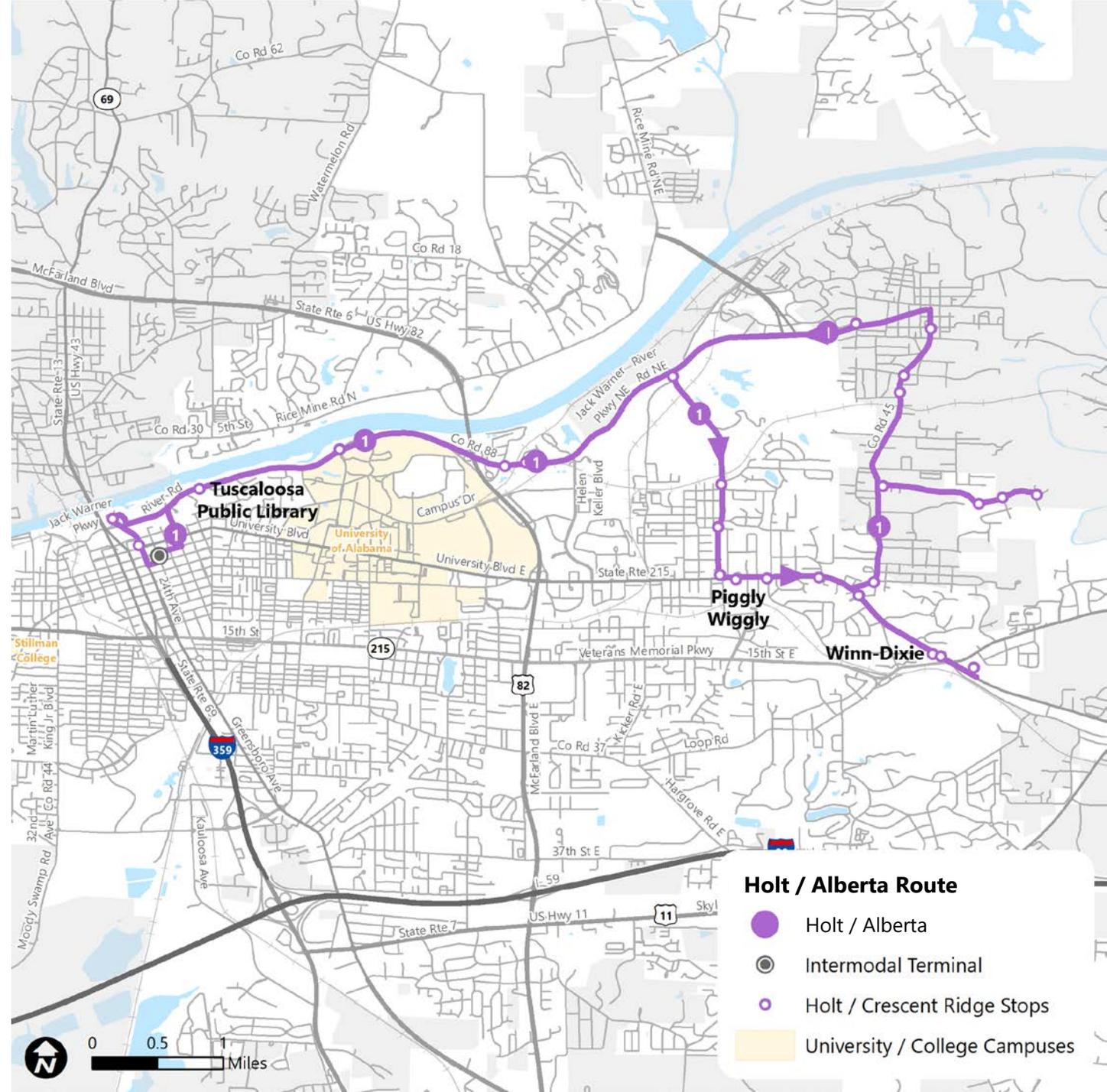


## Proposed



## Route 1: Holt / Alberta

Route 1 is planned to remain largely the same as the existing route, which currently runs in one-direction.

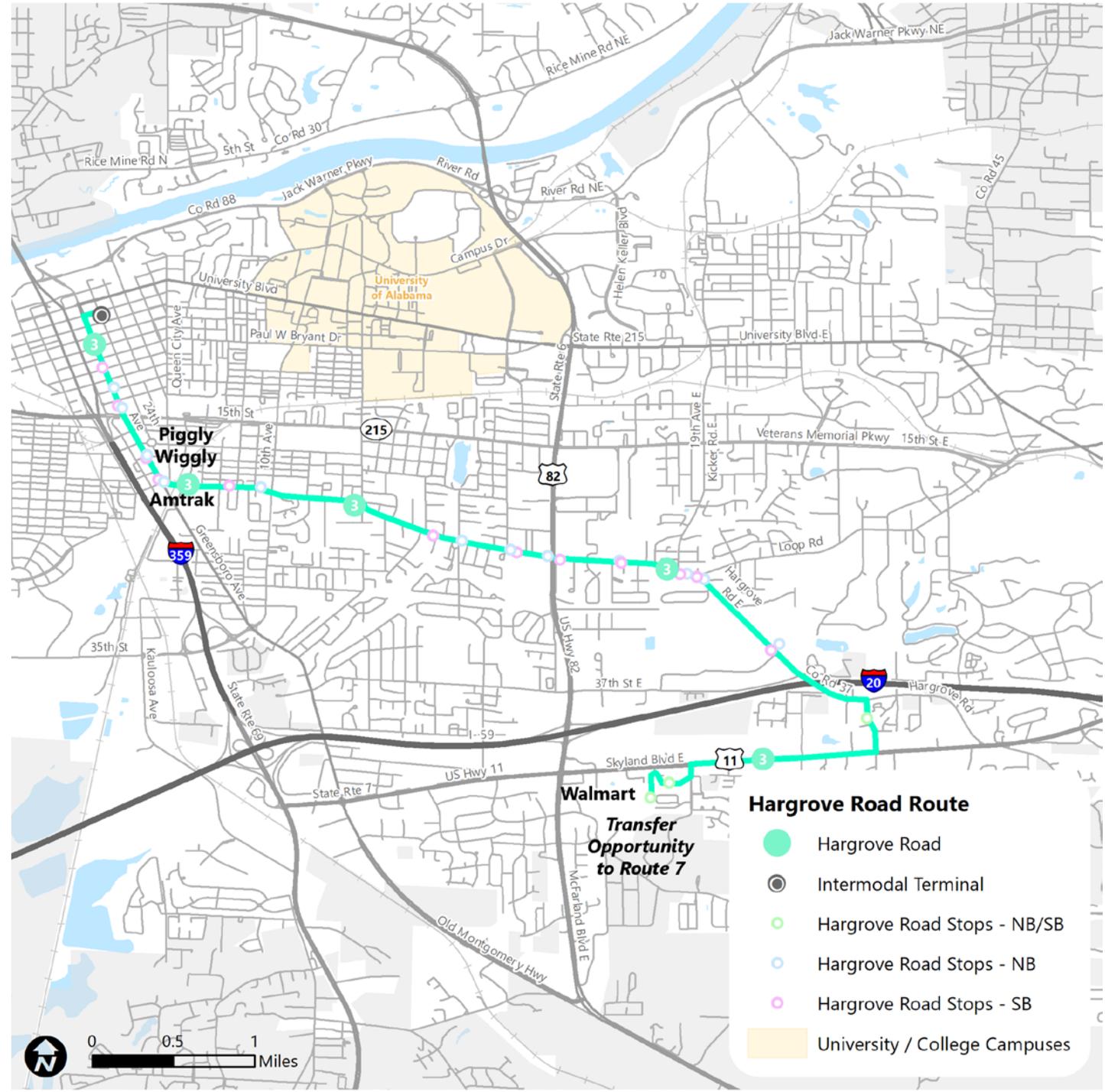




# Route 3: Hargrove Road

Route 3 is a new, bidirectional route connecting the IMF, Greensboro Avenue, Hargrove Road, and Skyland Boulevard.

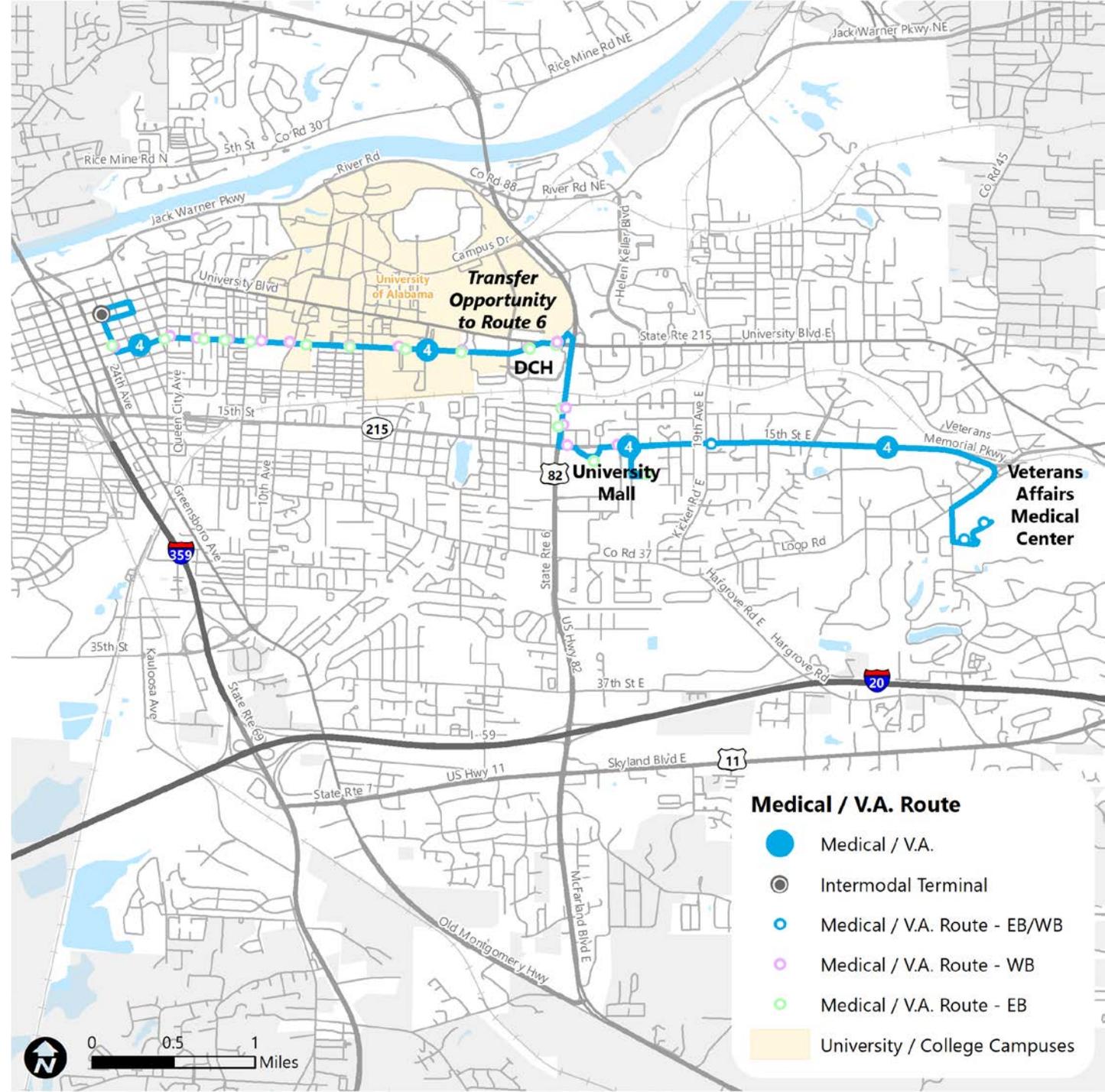
- The route provides a more direct connection to destinations along Greensboro Avenue/Hargrove Road and connects to a transfer opportunity with Route 7 along Skyland Boulevard.



## Route 4: Medical/V.A. Route

Route 4 is a modified bidirectional route connecting the Intermodal Facility to DCH Regional Medical Center, University Mall, and the Tuscaloosa Veterans Affairs Medical Center (V.A.)

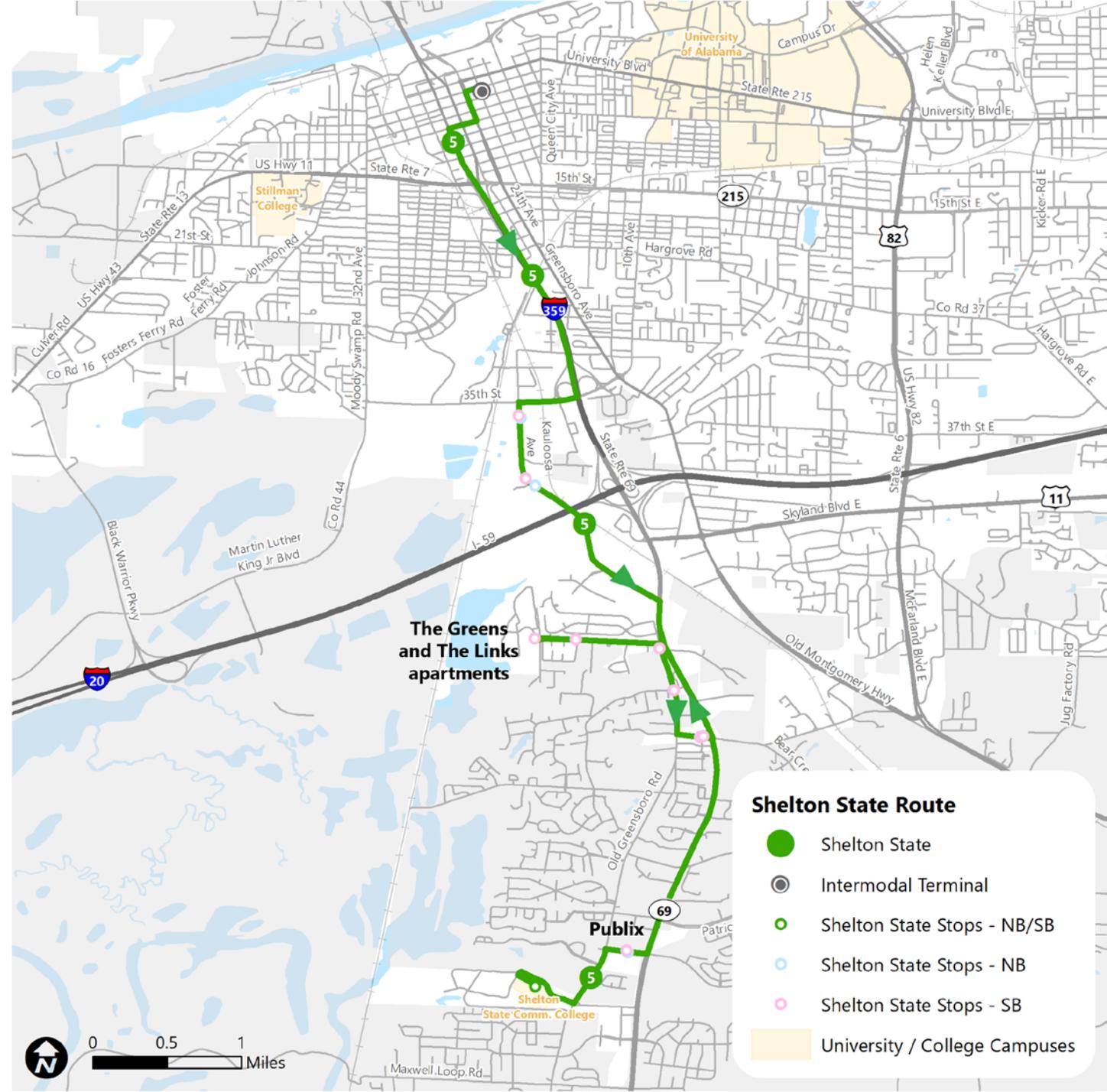
- This route provides more direct connections to two major medical facilities and offers both a non-stop ride to the V.A. east of Kicker Road and a transfer opportunity to Route 6



# Route 5: Shelton State Route

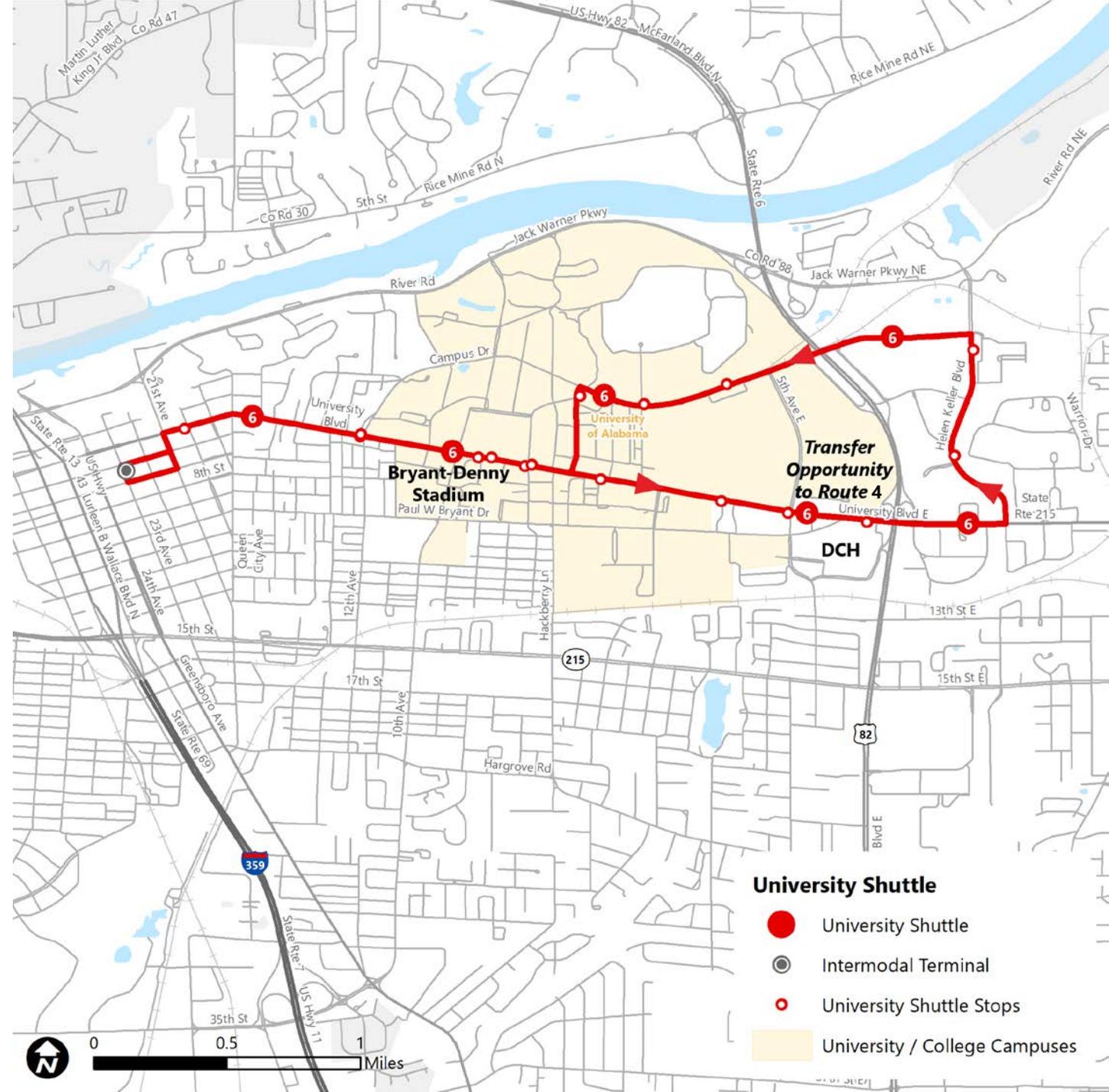
Route 5 will operate with limited stops, connecting the IMF to Shelton State Community College's main campus near Highway 69.

- The route is modified from the existing, one-directional route to provide more direct service as a bidirectional bus route. The Fredd Campus, although not a stop for Route 5, is still connected to TTA through Route 2.



# Route 6: University of Alabama Shuttle

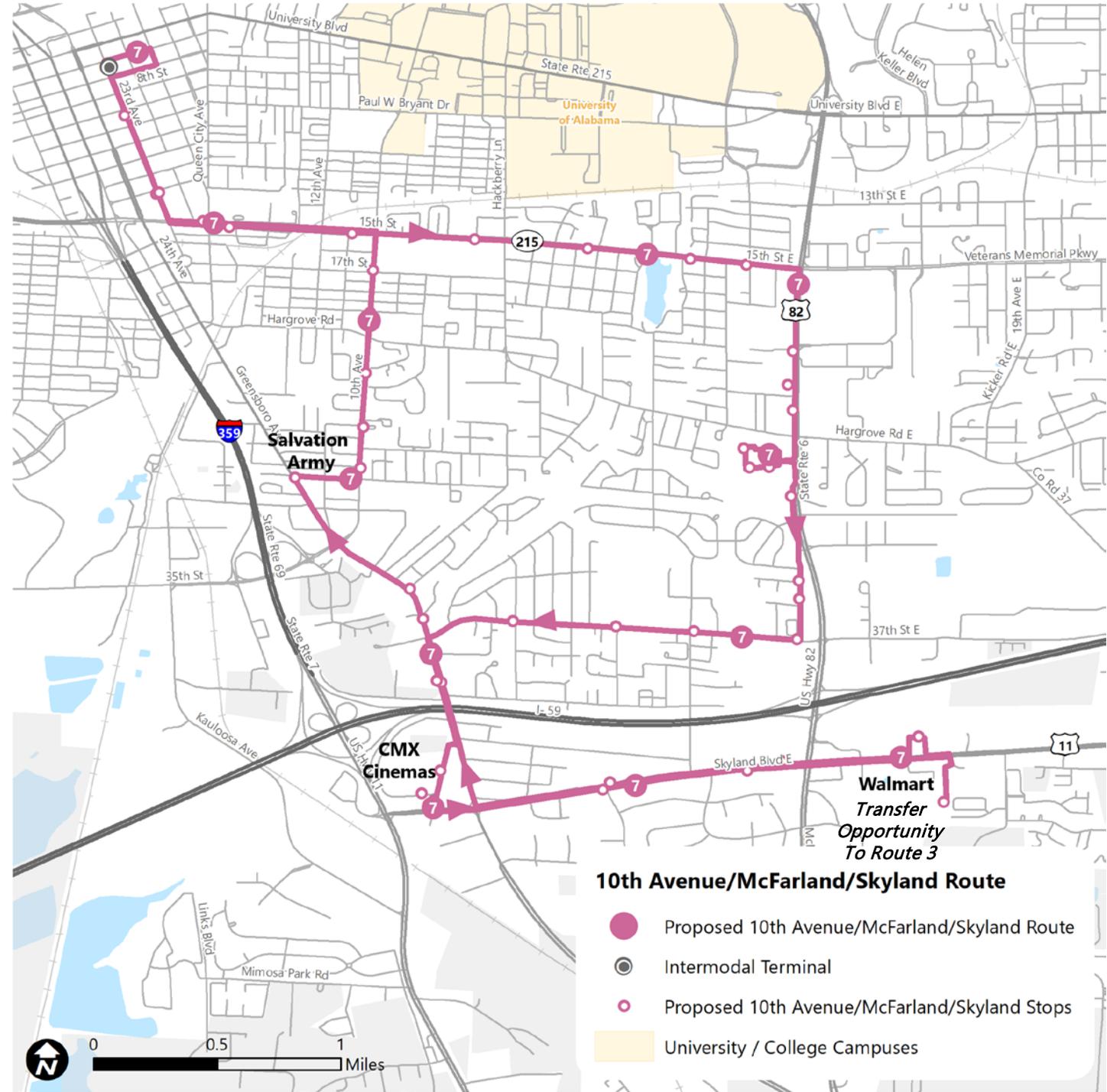
Route 6 is planned to remain the same as the existing route but provides a transfer opportunity to Route 4



## Route 7: 10th Avenue / McFarland / Skyland

Route 7 is a new, one directional route connecting the IMF, 10<sup>th</sup> Avenue, 15<sup>th</sup> Street, McFarland Boulevard, and Skyland Boulevard.

- In the Budget Neutral Recommendations, this route operates as a clockwise loop. Splitting this route is discussed as a future option in the Additional Transit Improvement Opportunities section.
- Transfer opportunity to Route 3



**TUSCALOOSA**  
TRANSIT PLAN

# CAPITAL IMPROVEMENT PLAN

# Capital Improvement Plan

- Purpose - Identify capital assets and their replacement needs and recommend capital investments needed to accommodate transit system growth.
- Three categories of assets:
  - Vehicles
  - Facilities
  - Other infrastructure

## Capital Improvement Plan: Replacement Needs

- **Vehicles** beyond useful life:
  - 3 fixed-route buses, 3 paratransit vehicles, and all non-revenue vehicles
- **Facilities** (Maintenance Shop & Intermodal Facility):
  - Continue to maintain both facilities as buildings age
  - Keep an eye on capacity at both facilities (both facilities have capacity to accommodate growth in the short-range)
- **Other Infrastructure:**
  - Fareboxes, security cameras, passenger amenities (benches, shelters)

# FINANCIAL PLAN

## Financial Plan

- Purpose – build a budget neutral financial plan around the system as it stands today
- Align revenues and expenses for FY 2022 to FY 2026
  - \*CARES funding provided \$5.7M; most of the funding is anticipated to be used within this year and was not included in the forecast for this short-range plan.

# Financial Plan - Sources

- Funding
  - Federal funding (Federal Transit Administration)
  - Local funding (City of Tuscaloosa, University of Alabama, Fares)

# Financial Plan – Cost Drivers

Cost Driver Categories	Cost (2021\$)	Unit
<b>Operating *</b>		
<b>Fixed Route</b>	\$105.08	Per revenue hour
<b>Paratransit</b>	\$93.65	Per revenue hour
<b>Systemwide Average</b>	\$101.15	Per revenue hour
<b>Capital</b>		
Vehicles (Bus)**	\$405,000	Per Vehicle
Vehicles (Van)**	\$90,000	Per Vehicle
Vehicle (Non-Revenue)	\$30,000-\$40,000	Per Vehicle
Bus Shelter (includes roof, bench, ADA area)***	\$4,800	Per Unit
Bench***	\$700	Per Unit
Concrete Pad for Shelter***	\$250	Per Unit
Concrete Pad for Bench***	\$150	Per Unit
Security Cameras (Bus)	\$4,000	Per Unit/Bus
Farebox Upgrade (Bus)	\$2,500	Per Unit/Bus

# FARE ANALYSIS

## Fare Analysis

- Purpose – review current fare policies and pricing structures to recommend changes in fare policy
- Identified peer agencies - Athens-Clarke County Transit, Ozark Regional Transit, Huntsville Transit

# Fare Analysis – Key Recommendations

- Remove transfer fee
- Expand pass options to include a monthly pass
- Provide a discount at a rate of 0.8 for bulk pass purchases
- Partner to expand pass purchase options to government buildings, hotels, grocery and/or convenience stores

Fare Type	Existing Fare	Proposed Fare for Weekday-Only Service	Proposed Fare for Expanded Weekend Service
<b>Adults</b>	\$1.00	\$1.00	\$1.00
<b>10-Single Rides</b>	\$10.00	\$8.00	\$8.00
<b>Monthly Pass</b>	-	\$32.00	\$48.00
<b>Transfer</b>	\$0.20	Free	Free
<b>Children 12 and Under</b>	Free	Free	Free
<b>UA Students</b>	University Shuttle Free with Valid UA ID	University Shuttle Free with Valid UA ID	University Shuttle Free with Valid UA ID
<b>Students K-12</b>	\$0.50	\$0.50	\$0.50
<b>Elderly and Handicapped</b>	\$0.50	\$0.50	\$0.50
<b>Paratransit</b>	\$2.00	\$2.00	\$2.00

ADDITIONAL  
TRANSIT  
IMPROVEMENT  
OPPORTUNITIES

## Additional Transit Improvement Opportunities

- Represent opportunities that would require additional funding to implement
  - Includes major categories of improvements:
    - New and improved routes
    - New transit modes
    - Capital improvements
    - Technology improvements
    - Marketing and communications improvements
- 

# Additional Transit Improvement Opportunities

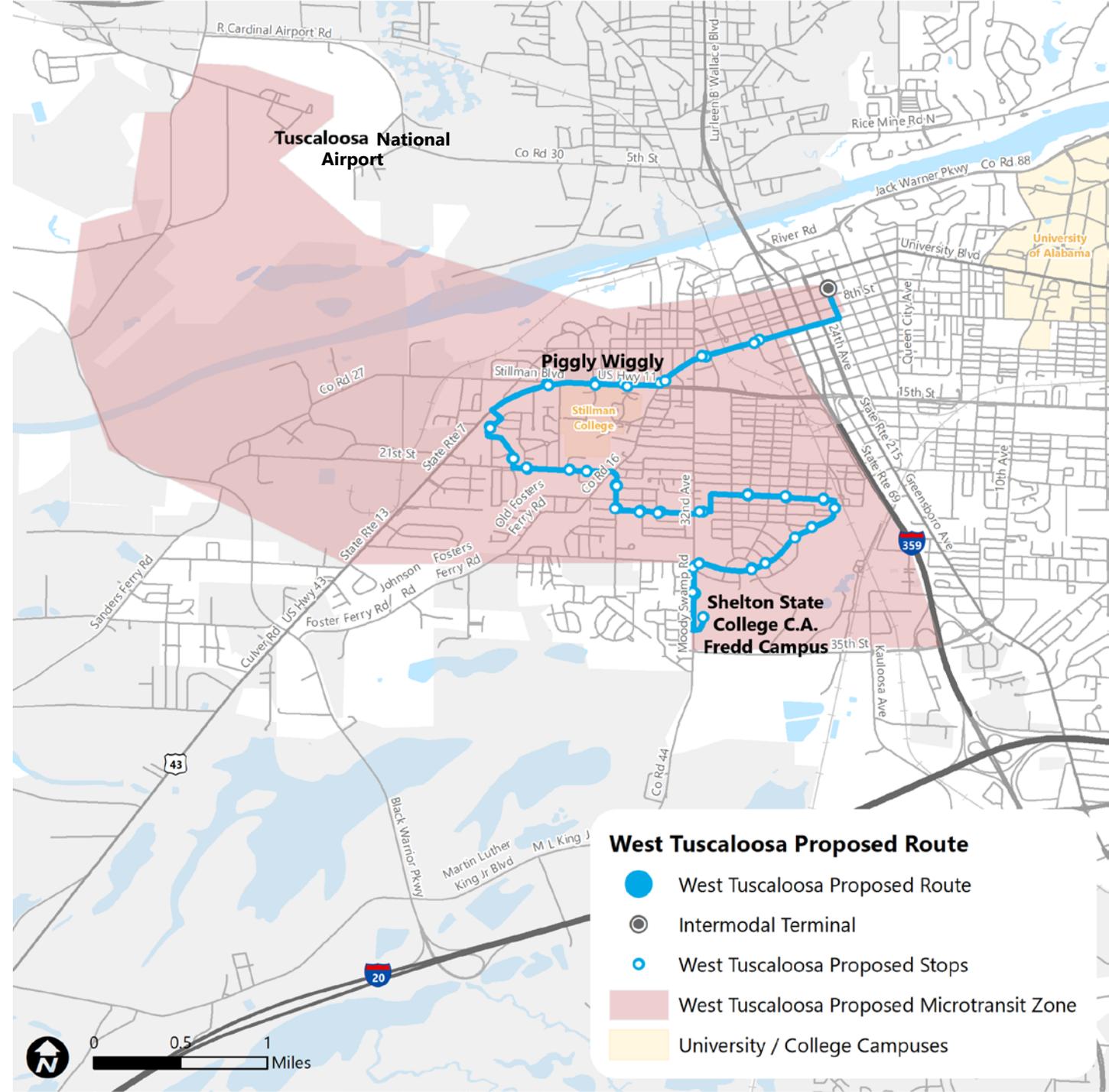
- Prioritization Categories
  - Workforce and General Transit
  - Downtown Rapid Transit
  - General Transit Improvements

## High Priority – Workforce and General Transit

- Bus locator app awareness
  - Bus stop signage improvements
  - Transit amenities (benches, shelters, lighting)
  - Crosswalks and sidewalks
  - More frequent weekday service
  - Later weekday service
  - West Tuscaloosa Direct Route (with West Tuscaloosa Microtransit)
- 

# High Priority – Workforce and General Transit

West Tuscaloosa Direct Route (with West  
Tuscaloosa Microtransit)

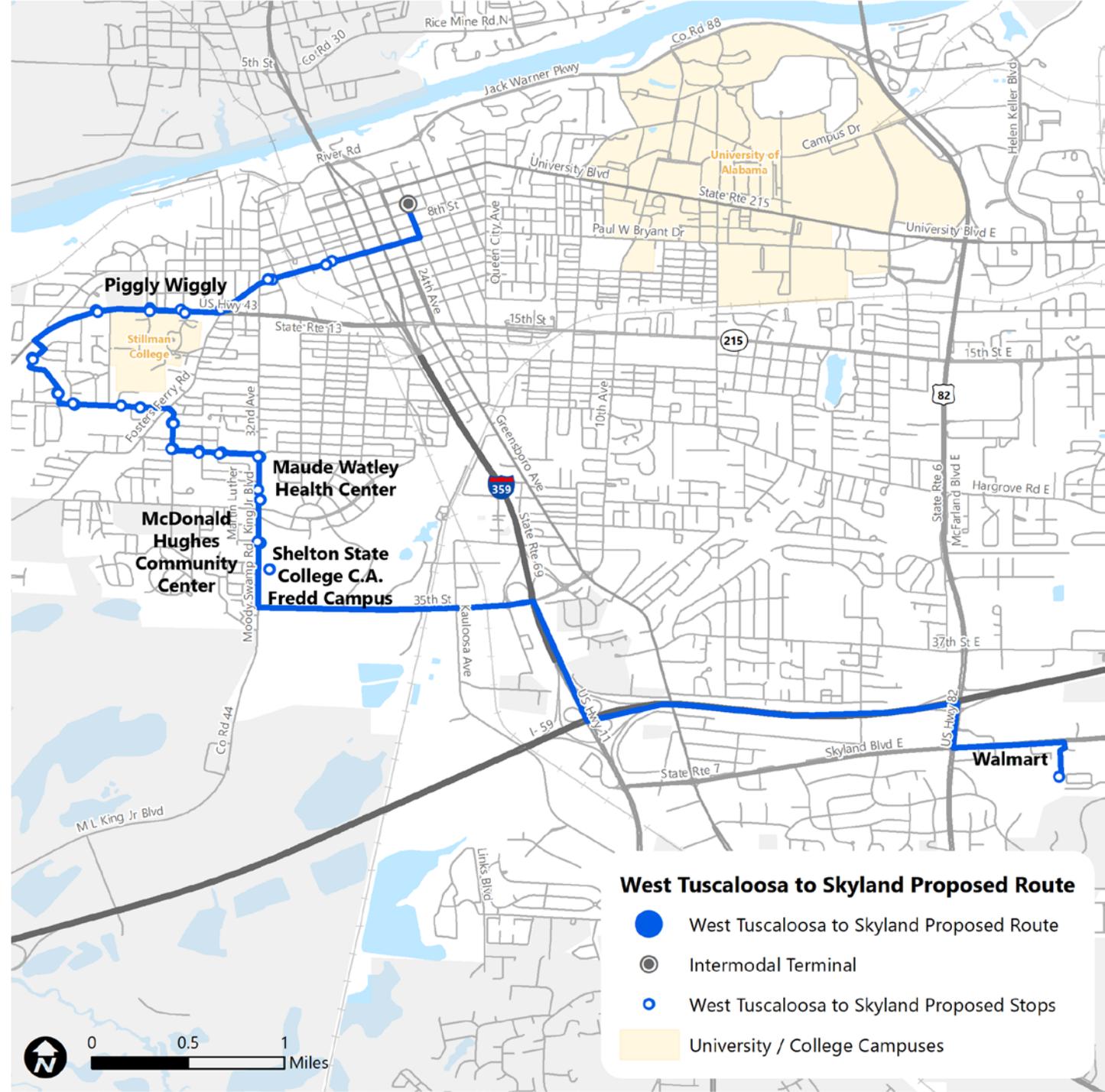


## Medium Priority – Workforce and General Transit

- West Tuscaloosa to Skyland Express Route
  - Route 7 – Split 10th Ave / McFarland / Skyland
  - Weekend service
  - Skyland Microtransit
  - Mobile ticketing
- 

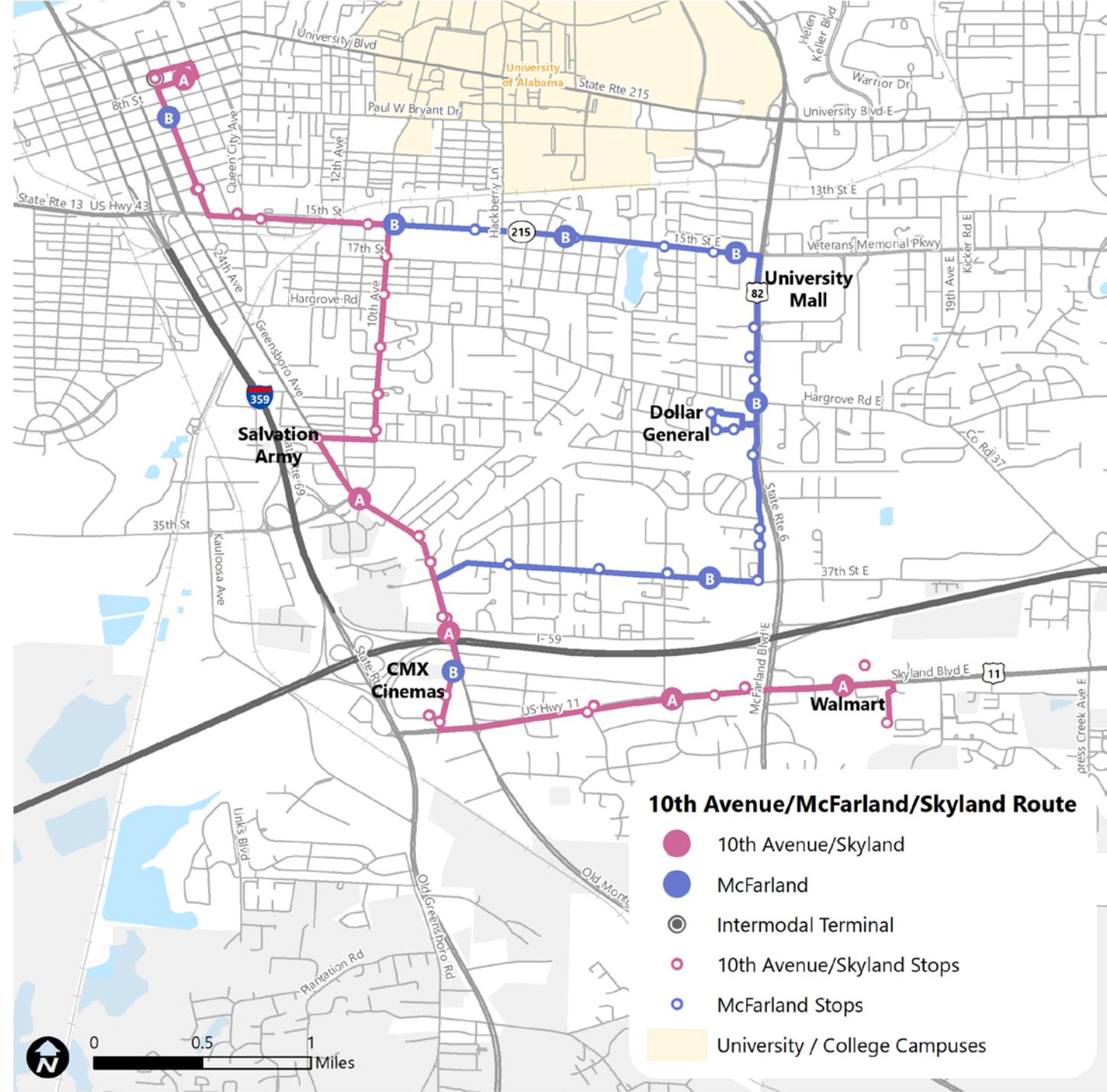
# Medium Priority – Workforce and General Transit

West Tuscaloosa to Skyland Express



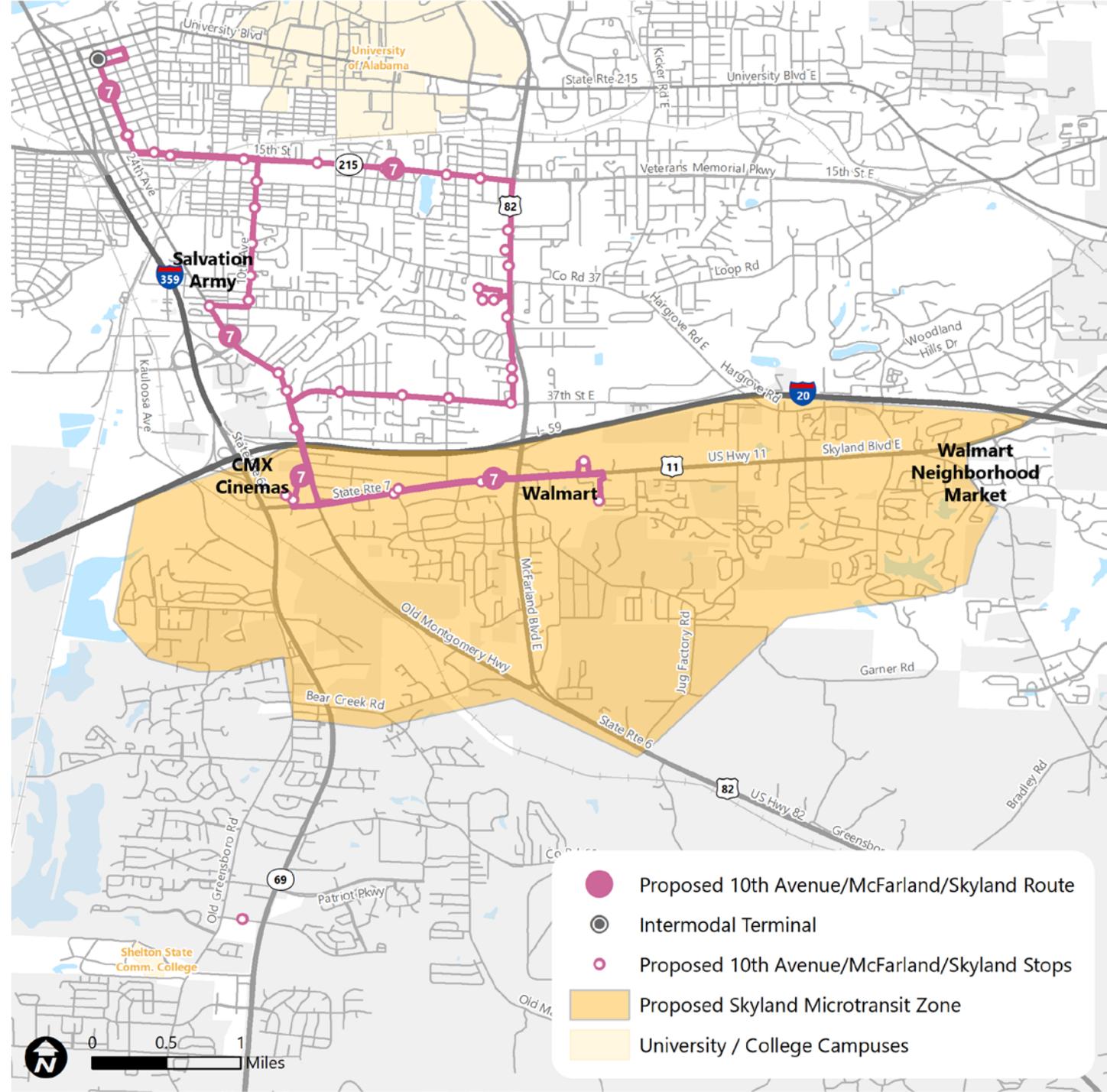
# Medium Priority – Workforce and General Transit

Route 7 – Split 10th Ave / McFarland /  
Skyland



# Medium Priority – Workforce and General Transit

Skyland Microtransit

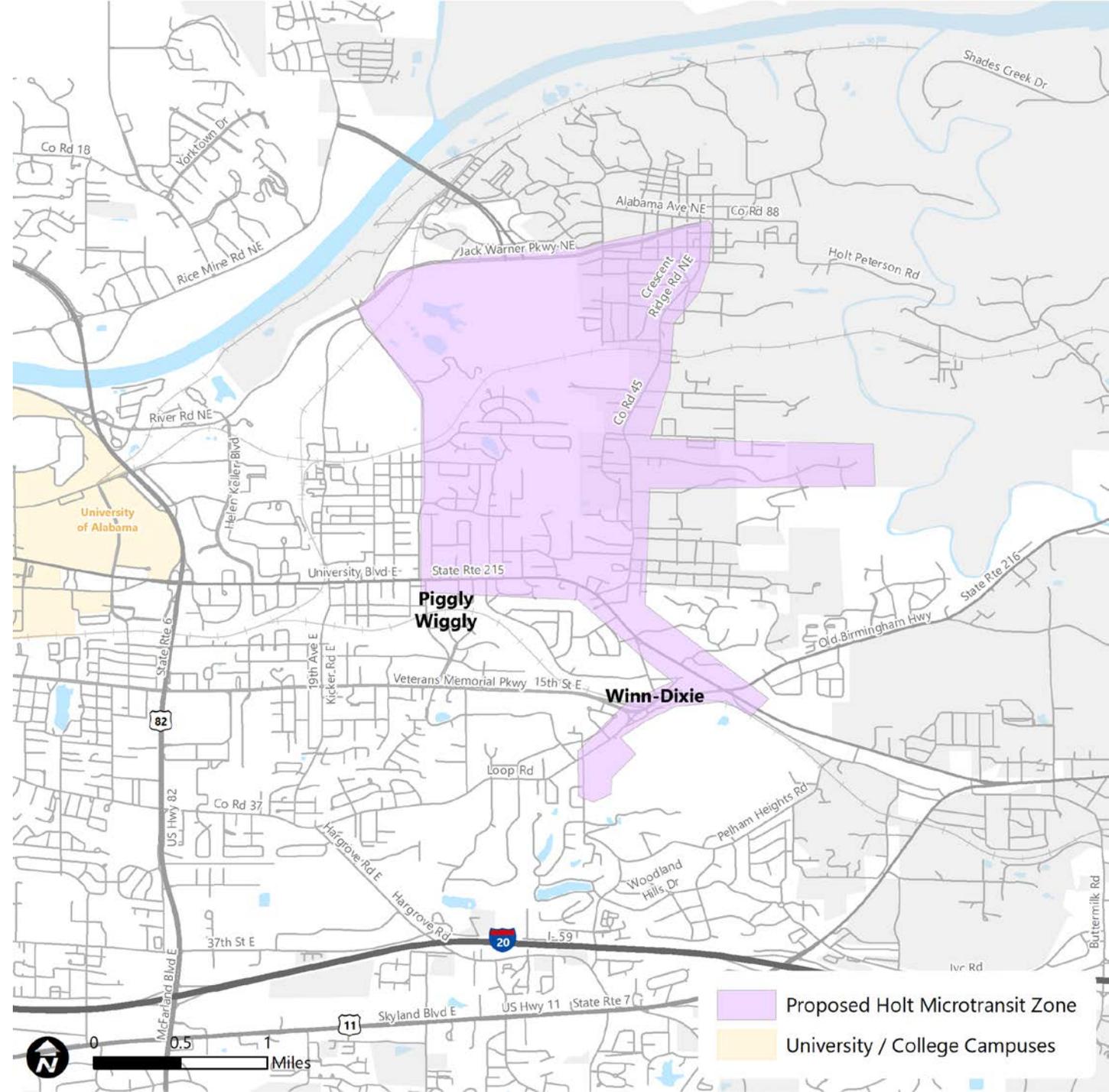


## Low Priority – Workforce and General Transit

- Automatic Passenger Counter (APC) devices
  - Demand response service
  - Holt/Alberta Microtransit
  - Trip planning tool
  - US 82 Northport Route
- 

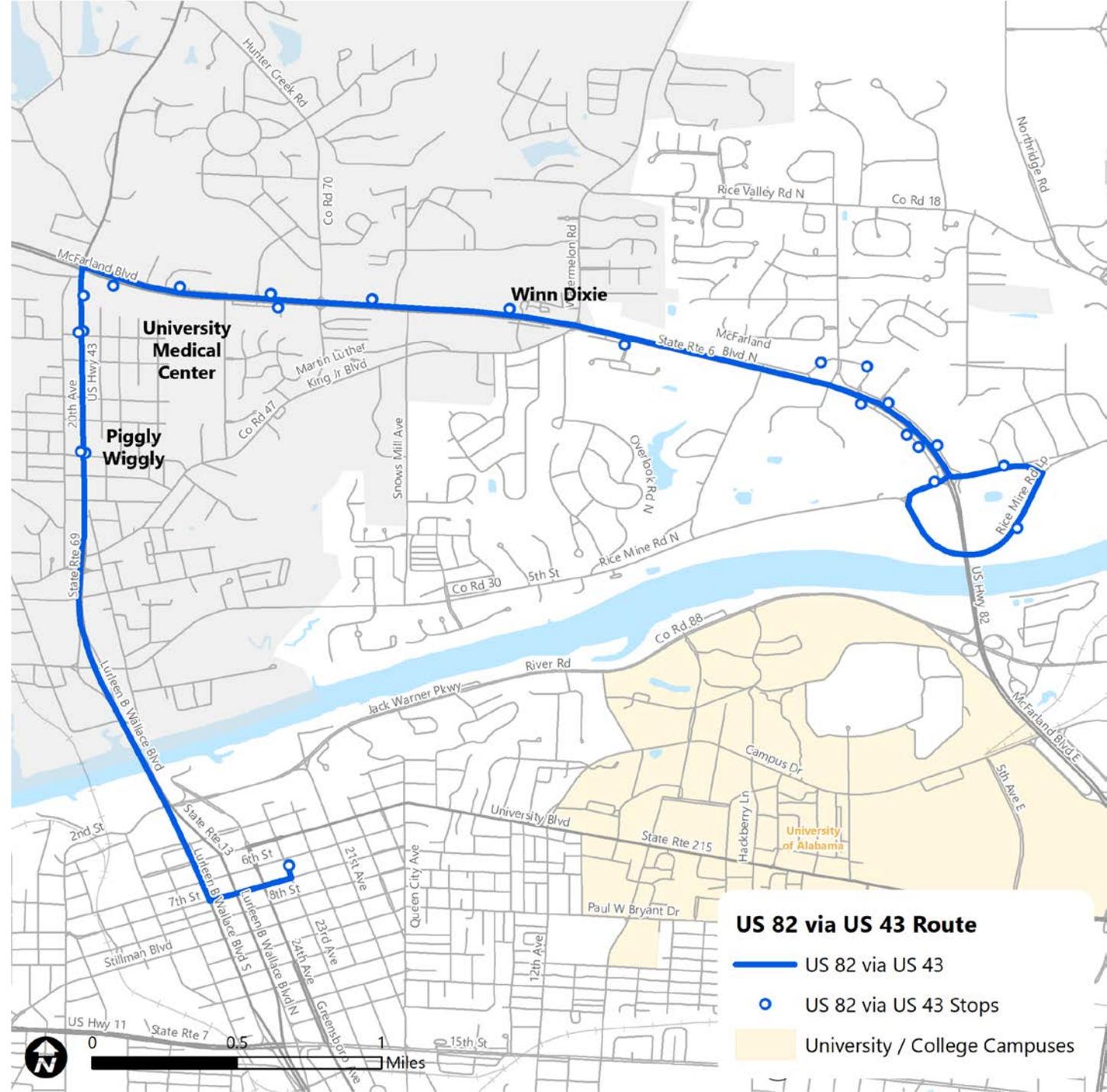
# Low Priority – Workforce and General Transit

Holt/Alberta Microtransit



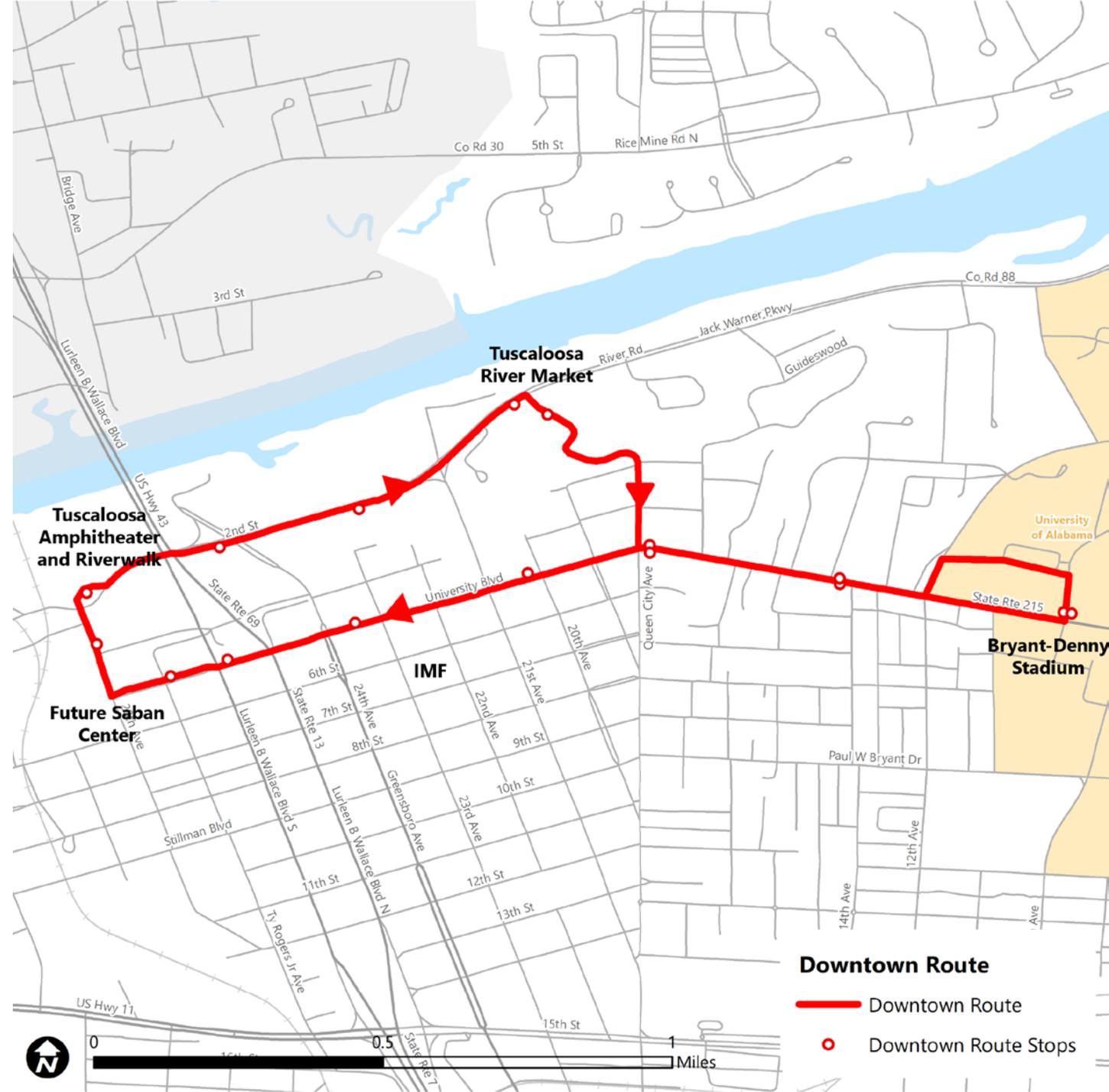
# Low Priority – Workforce and General Transit

Northport/US 82



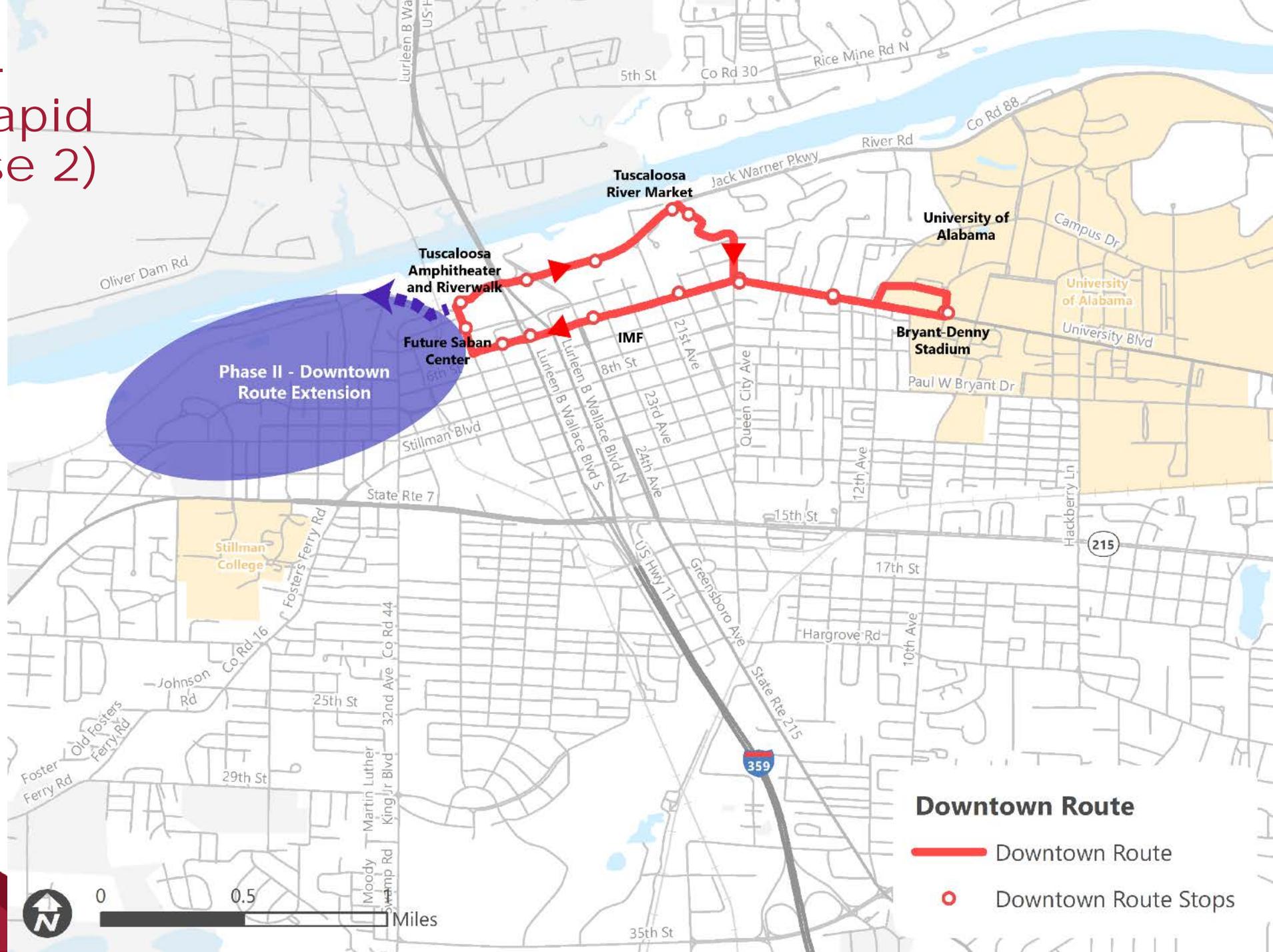
# High Priority - Downtown Rapid Transit (Phase 1)

Downtown Route Phase 1



# Low Priority - Downtown Rapid Transit (Phase 2)

Downtown Route Phase 2



# General Service Improvements

- Performance monitoring improvements
    - Ridership by stop
    - On-time performance
  - Marketing and Communications improvements
    - Print & Online Materials
    - Material Distribution and Partnership
    - Communication Feedback Channels
  - Partnerships with organizations, government agencies, and businesses
    - Vanpool
- 

# Performance Monitoring & Marketing / Communications Improvements

## Performance Monitoring

- Ridership by Stop
  - Will require installation of automatic passenger counters (APC)
- On-Time Performance
  - Reports could be generated by TransLoc

## Marketing & Communications

- Print & Online Materials
  - Paper route maps, online route maps, and translations
- Material Distribution and Partnership
- Communication Feedback Channels
  - Additional website content
  - Comment cards

**TUSCALOOSA**  
TRANSIT PLAN

THANK YOU