



RTS Mission Statement:
To provide our community with a safe,
courteous and reliable transportation alternative.



Rapid Transit Feasibility Study

**Update to the MTPO CAC,
TAC, BPAB, MTPO Board,
and Plan East Gainesville
Subcommittee**



Tindale-Oliver & Associates, Inc.
Planning and Engineering

Today's Agenda

- Study objectives
- Overview of Tasks
- Key BRT Objectives
- Public Involvement
- Evaluation Tool, Criteria and Scoring
- Initial Corridor Scores
- Next Steps

Study Objectives

- Determine the **feasibility** of Bus Rapid Transit improvements on a **locally preferred corridor** for eligibility in Federal **Small Starts** and **Very Small Starts** program
- Implement a **public involvement plan** that incorporates public involvement activities designed to **educate residents about BRT** and **obtain public opinions** and feedback.
- Assess the **potential application** of bus service enhancements, BRT transit technologies, and specific premium transit elements to the study corridors.

Small Starts Must:

- Be new corridor-based bus project with all of the following minimum elements:
 - *Substantial transit stations,*
 - *Traffic signal priority/pre-emption,*
 - *Low-floor vehicles* or level boarding,
 - *Branding* of the proposed service, and
 - *10 minute peak/15 minute off peak headways* or better while operating at least *14 hours per weekday.*

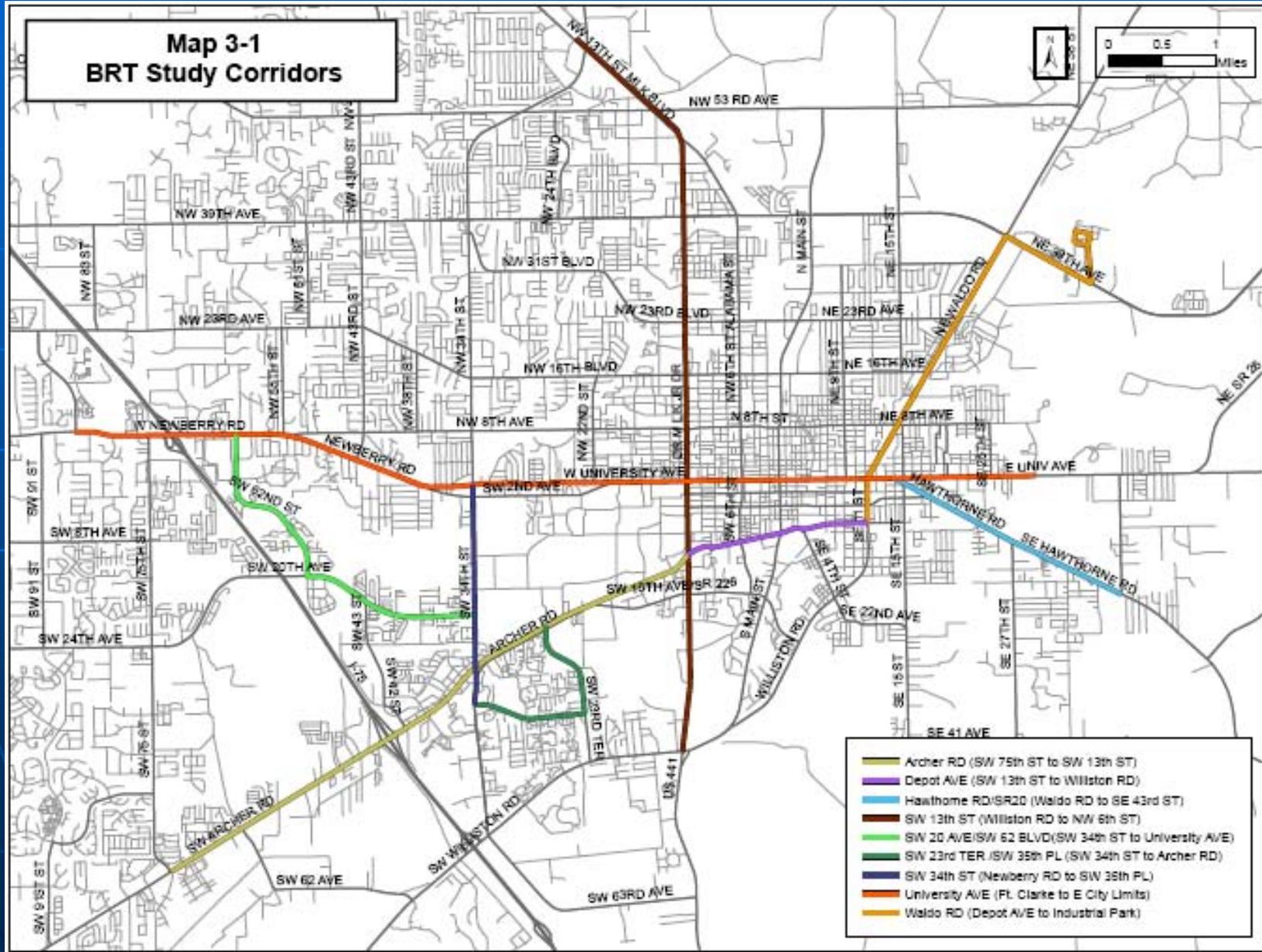
Very Small Starts Must Have:

- ***Substantial transit stations,***
- ***Traffic signal priority/pre-emption***
- ***Low-floor vehicles*** or level boarding,
- ***Branding*** of the proposed service,
- ***10 minute peak/15 minute off peak headways*** or better while operating at least ***14 hours per weekday,***
- Are in corridors with ***existing riders*** that ***exceed 3,000 per average weekday***

Study Objectives

- Conduct a ***corridor assessment and prioritization analysis*** to determine the best corridors for near term BRT application.
- Ensure ***consistency with the 2025 LRTP*** in regard to improving mobility and alleviating traffic congestion in the Gainesville area.
- Provide an ***environmentally-friendly alternative transportation choice*** for Gainesville.

Potential BRT Corridors



Overview of Tasks

- Task 1: Project Management & Coordination
- Task 2: Develop a Public Involvement Plan (PIP) and conduct public workshops
- Task 3: Collect Data and coordinate with local transportation organizations
- Task 4: Identify Potential Corridors for Rapid Transit Consideration
- Task 5: Develop Criteria Screening Process for Corridor Evaluation

Overview of Tasks

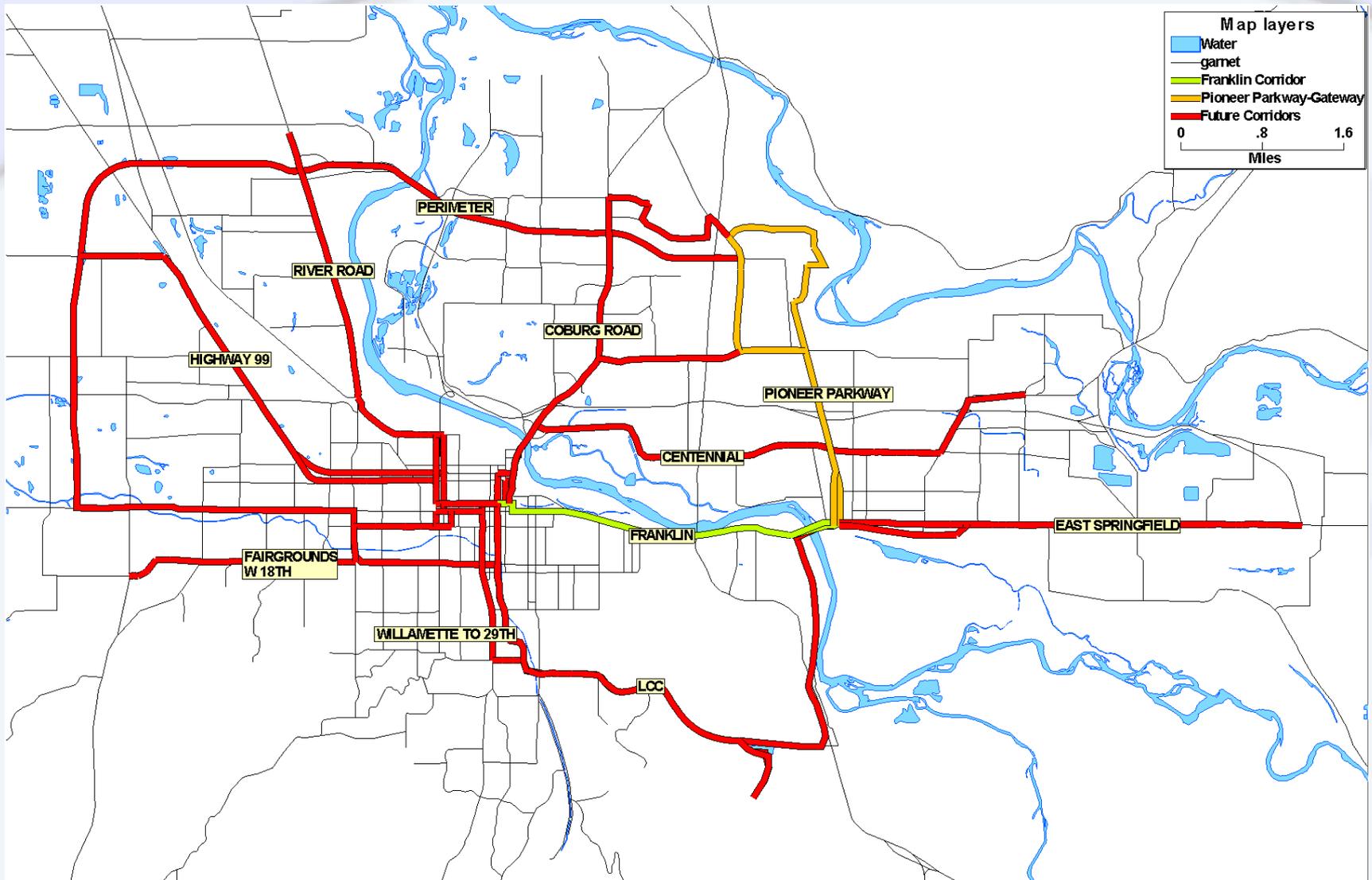
- Task 6: Conduct Technology Assessment
- Task 7: Conduct Corridor Selection and Refinement
- Task 8: Prioritize Alternative Service/Configurations
- Task 9: Select Final Priority Corridors and Prepare Implementation Plans
- Task10: Develop BRT Project Schedule and Milestones
- Task11: Prepare Draft – Final Report

BRT Key Objectives

- Improve image of transit
 - Operate like rail
 - “Stations” rather than “stops”
 - Unique identity/branding
 - Use new technology
 - Signal priority, real-time signs, stop announcements
 - Reduce travel time by 20%
 - Develop in partnership with City and community
- Increase corridor ridership



EmX System Map



Public Involvement Plan

- Direct Involvement Activities
 - Project Management Team
 - Opinion Surveys
 - Public Workshops
 - Stakeholder Interviews
 - BRT Symposium
 - Local Government Agencies
 - MTPO Board and Advisory Committees

Public Involvement Plan

- Indirect involvement activities
 - Public Involvement Plan
 - Web-blast newsletter – corresponds to workshop phases
 - Press releases/flyers – workshops
 - Technical reports posted to RTS Web site
 - Legal advertisement
 - Mailing/contact lists
 - Additional Presentation and Workshop Materials

Public Involvement Activities

- BRT Symposium
 - October 2008
- Open House Workshops
 - October 2008
- Consensus Building Workshops
 - January 2009
- Prioritization Workshop
 - Later phase



Evaluation Tool

- Purpose: Identify data and measures that could be applied to all eight corridors equitably
- Potentially weight criteria and measures to emphasize importance
- Four Parts:
 - Market Potential
 - Travel Flows/Patterns
 - Roadway/Intersection Improvements
 - Accessibility/Compatibility

Market Potential

- Current corridor ridership
- Potential BRT corridor ridership
- Density Threshold Analysis =
Employment and residential density
using 2007 and 2035 data
- Transit Dependency
- University context area and riderhip
- Public Involvement

Travel Flows/Patterns

- Existing and future Travel Demand Flows (2007 and 2035)
- Existing and Future trip lengths (2007 and 2035)

Roadway/Intersection Improvements and Accessibility

- Roadway/Intersection Improvements
 - Right-of-way availabilities
 - Intersection geometries
- Accessibility
 - Transit connectivity
 - Coordination of improvements
 - Environmental Justice

Strategy/Objective	Criteria	Measure	Weight
A. Transit Demand/Market Potential	1. Current corridor ridership - 2007	Total existing average weekday ridership per mile	3
	2. Projected future corridor ridership	Projected future average weekday ridership per mile	3
	3. Existing conditions Density Threshold Assessment (DTA) - 2007	DTA index scoring based on combined existing residential and employment density within a ½-mile buffer of proposed corridor	2
	4. Future conditions Density Threshold Assessment (DTA) - 2035	DTA index scoring based on combined future residential and employment density within a ½-mile buffer of proposed corridor	2
	5. Transit dependency	Index scoring based on Census demographics related to propensity for transit use within ½-mile buffer of proposed corridor	2
	6. University context area	Percent of proposed corridor adjacent to or within ½-mile of census tracts with residential areas consisting of > 30% student population	2
	7. University ridership	Percent of proposed corridor that overlaps existing local bus routes experiencing > 40% student and university faculty ridership	2
	8. Public Involvement	Total votes earned by analysis corridors preferred by public workshop participants	1
B. Travel Flows/Traffic Condition	1. Existing travel demand model flows - 2007	Number of person trips per mile occurring between TAZs within a ½-mile buffer of the proposed corridor	1
	2. Future travel demand model flows - 2035	Number of person trips per mile occurring between TAZs within a ½-mile buffer of the proposed corridor	1
	3. Existing trip lengths - 2007	Proportion of longer person trips occurring between TAZs within a ½-mile buffer of the proposed corridor	1
	4. Future trip lengths -2035	Proportion of longer person trips occurring between TAZs within a ½-mile buffer of the proposed corridor	1
C. Roadway/Intersection Improvements	1. Right-of-way availability	Width of available right-of-way or excess roadway capacity available for exclusive running way facilities from GIS parcel data	3
	2. Intersection geometries	Number of intersections eligible for bus preferential treatment applications per total signalized intersections	2
D. Accessibility/Compatibility	1. Transit connectivity	Number of transfer opportunities with existing non-parallel transit routes per mile	1
	2. Potential for coordinated improvements	Review of transportation system modifications to include planned and/or programmed roadway, bicycle and pedestrian facilities along the corridor	2
	3. Environmental justice	Coverage of minority and/or other underrepresented populations within ½-mile buffer of the corridor	2

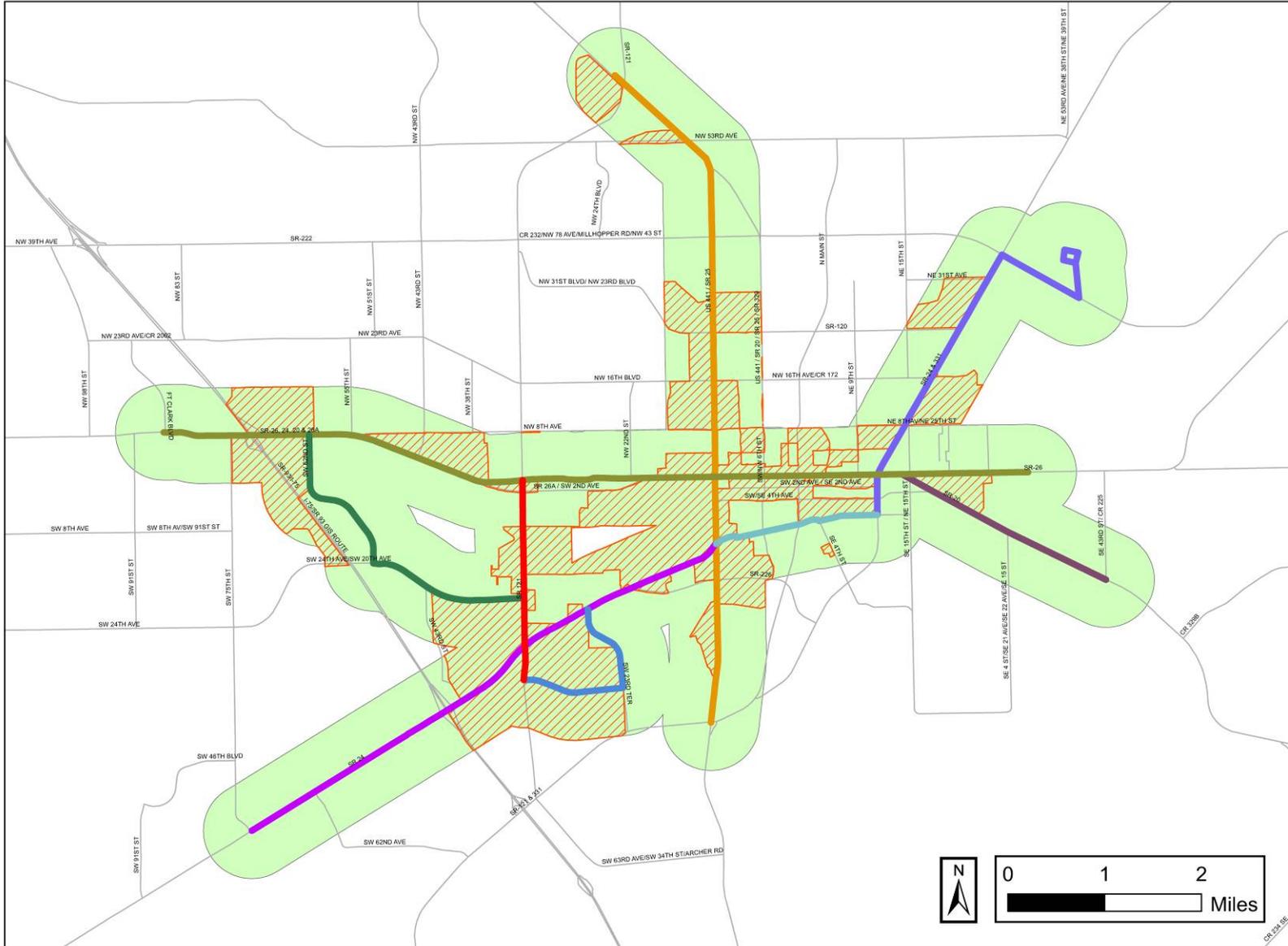
Analysis Tool with Criteria and Measures

2035 Density Threshold Analysis



RTS Rapid Transit Study

- Legend**
- BRT Study Corridors**
- Archer RD (SW 75th ST to SW 13th ST)
 - Depot AVE (SW 13th ST to Williston RD)
 - Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)
 - SW 13th ST (Williston RD to NW 6th ST)
 - SW 20 AVE/SW 62 BLVD (SW 34th ST to University AVE)
 - SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)
 - SW 34th ST (Newberry RD to SW 35th PL)
 - University AVE (Ft. Clarke to E City Limits)
 - Waldo RD (Depot AVE to Industrial Park)
- 2035 Density Thresholds Analysis**
- High Employment and/or Population Density TAZs
 - 0.5-mile Buffer
 - Roadway



2035 Density Threshold Analysis

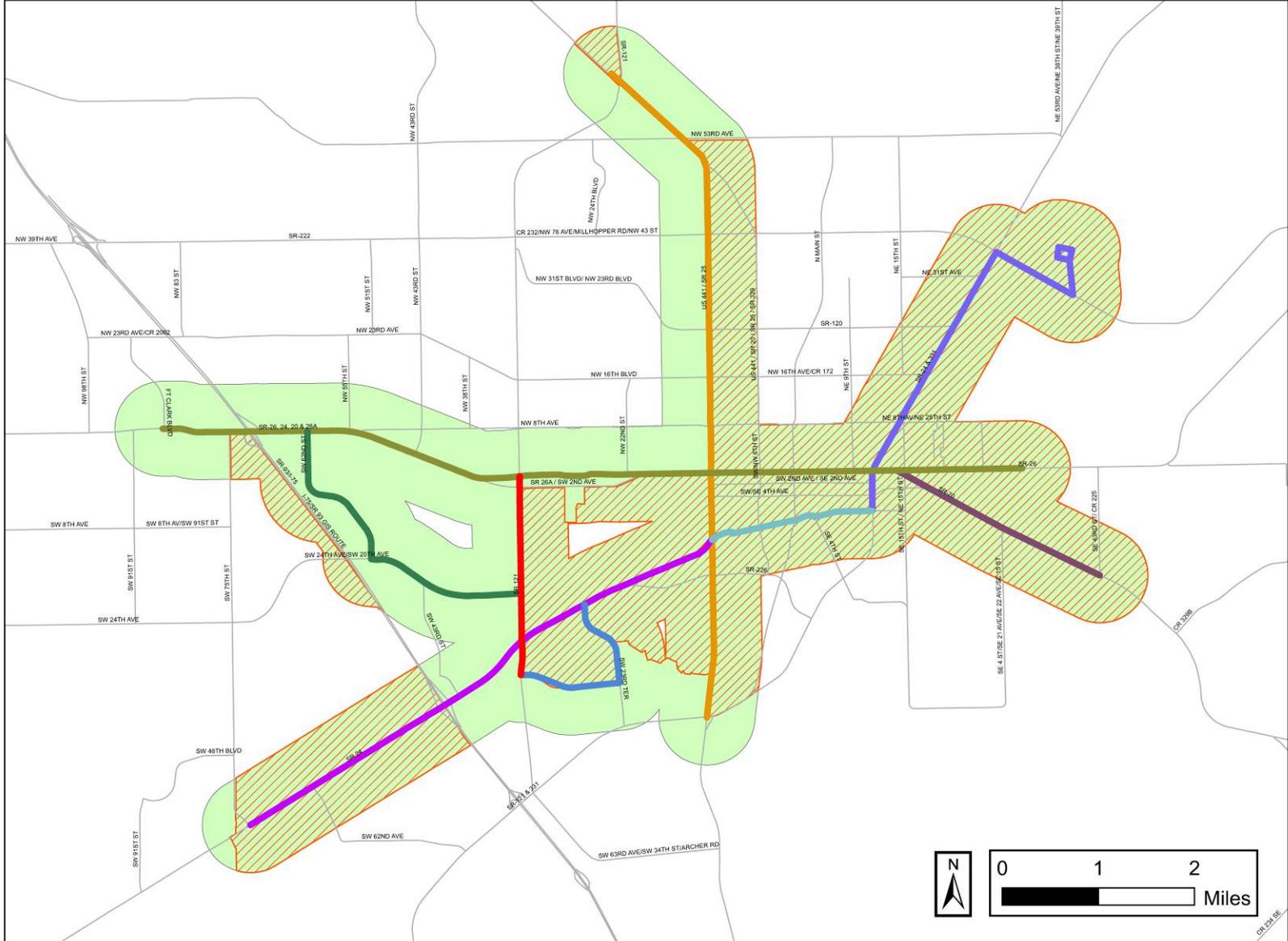
Environmental Justice



RTS Rapid Transit Study

Legend

- BRT Study Corridors**
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 - SW 13th ST (Williston RD to NW 6th ST)
 - SW 20 AVE/SW 62 BLVD/SW 34th ST to University AVE)
 - SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)
 - SW 34th ST (Newberry RD to SW 35th PL)
 - University AVE (Ft. Clarke to E City Limits)
 - Waldo RD (Depot AVE to Industrial Park)
- Minority Tracts**
- Tracts with Minority Population > 30%
 - 0.5-mile Buffer
 - Roadway



Environmental Justice

Initial Scores – With Weights

Corridor	Criteria
	Total Score
Archer RD (SW 75th ST to SW 13th ST)	89
Depot AVE (SW 13th ST to Williston RD)	77
Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)	51
SW 13th ST (Williston RD to NW 6th ST)	41
SW 20 AVE/SW 62 BLVD(SW 34th ST to University AVE)	81
SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)	95
SW 34th ST (Newberry RD to SW 35th PL)	97
University AVE (Ft. Clarke to E City Limits)	41
Waldo RD (Depot AVE to Industrial Park)	55

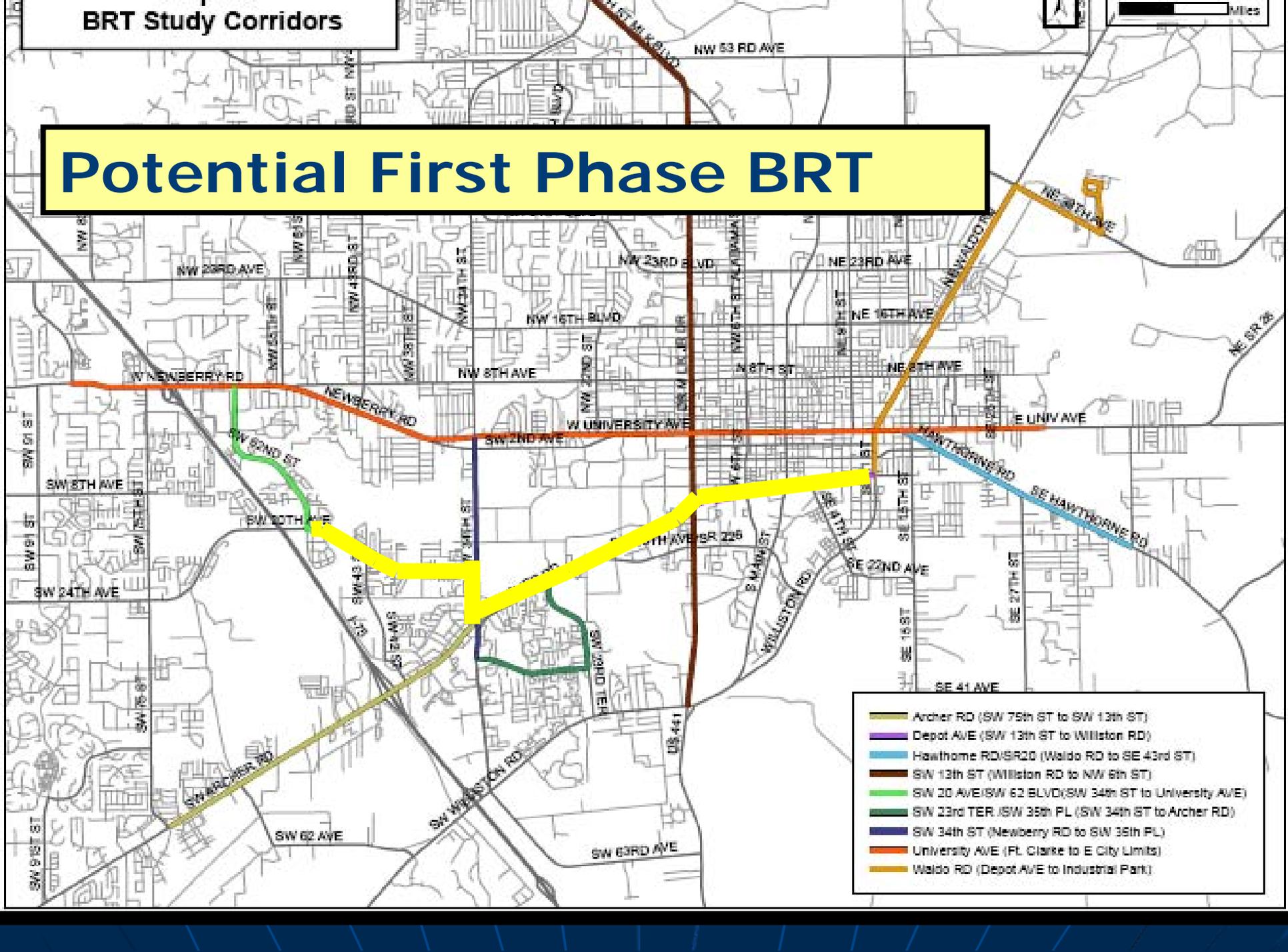
Initial Scores – No weights

Corridor	Criteria
	Total Score
Archer RD (SW 75th ST to SW 13th ST)	51
Depot AVE (SW 13th ST to Williston RD)	43
Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)	29
SW 13th ST (Williston RD to NW 6th ST)	23
SW 20 AVE/SW 62 BLVD(SW 34th ST to University AVE)	45
SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)	47
SW 34th ST (Newberry RD to SW 35th PL)	53
University AVE (Ft. Clarke to E City Limits)	27
Waldo RD (Depot AVE to Industrial Park)	33

Next Steps

- Conduct Technology Assessment
- Refine Corridors
- Develop preferred configurations
- Establish final locally preferred corridor

Potential First Phase BRT



- Archer RD (SW 75th ST to SW 13th ST)
- Depot AVE (SW 13th ST to Williston RD)
- Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)
- SW 13th ST (Williston RD to NW 6th ST)
- SW 20 AVE/SW 62 BLVD(SW 34th ST to University AVE)
- SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)
- SW 34th ST (Newberry RD to SW 35th PL)
- University AVE (Fl. Clarke to E City Limits)
- Waldo RD (Depot AVE to Industrial Park)