



Think Transit
StarMetro

StarMetro Major Update TDP and COA

February 17, 2021

N NELSON
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DESIGN

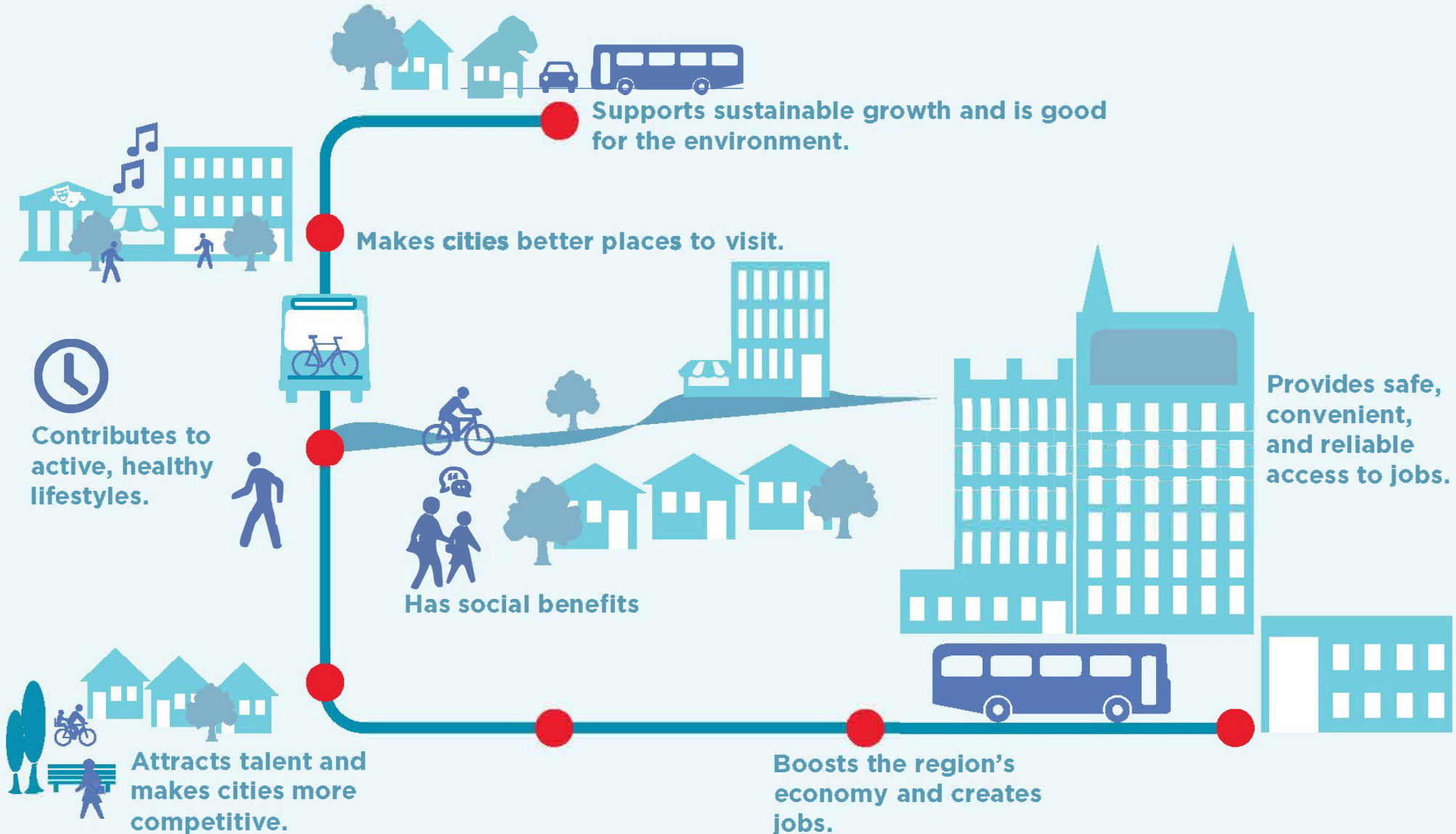


[What Are We Covering Today?]

- 1 **Benefits of Public Transportation**
- 2 **About StarMetro**
- 3 **Transit Development Plan and Comprehensive Operations Analysis Defined**
- 4 **Group Activities**
- 5 **More Ways to Get Involved**

Benefits of Public Transportation

Benefits of Transit



Quality of Life: More Livable Development

- More livable places devote more space to buildings and walking
- Less livable places devote more space to driving and parking



Quality of Life: Fewer Emissions

- Asthma hospitalizations for Leon County: **48.9/100,000 residents**
 - Black residents: **102.4/100,000**
 - Hispanic residents: **84.0/100,000**



Economic: New Development

- Premium transit can stimulate economic development:
 - **\$5.8 billion** along Cleveland's Healthline (Bus Rapid Transit)
 - **\$2.8 billion** and counting along Phoenix's Metro Light Rail



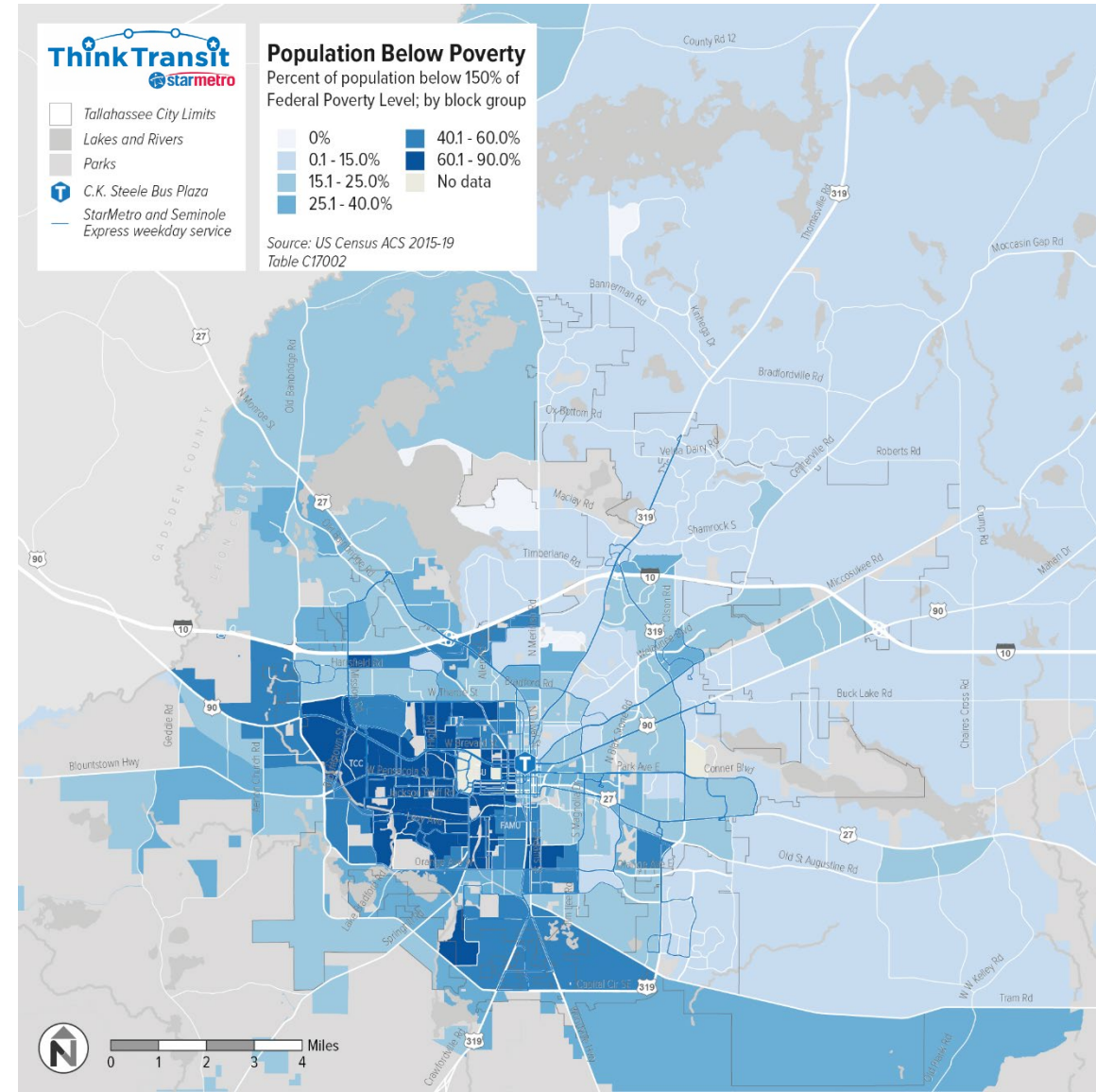
Gaines Street

Economic: Competition / Attracting Talent

- For older generations, autos meant freedom
- Younger generations want options, and are much less focused on cars:
 - **80%** of Millennials want to live where they have a variety of transportation options
 - **75%** want to live where they do not need a car
 - **66%** say that access to high quality transportation will be one of the top three criteria in deciding where to live next

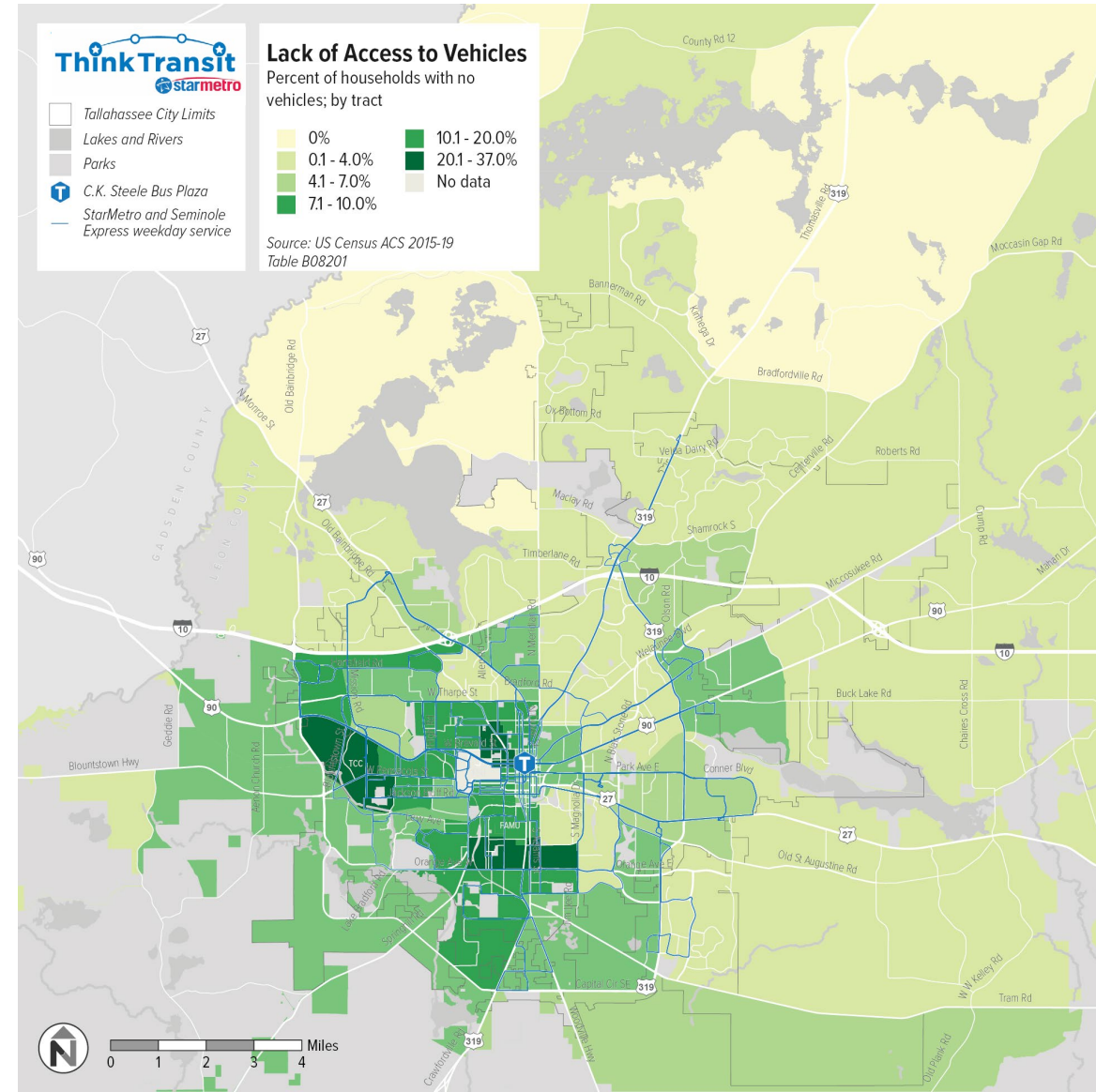
Economic: Discretionary Income

- Annual cost of owning and operating a car: **\$9,100**
- Household cost savings with public transit use: **\$8,000**
- Tallahassee Urbanized Area Poverty Rate (<150% of Federal Poverty Level): **29.2%**
- Households with no vehicles available: **6.7%**



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Mobility: More Complete Options

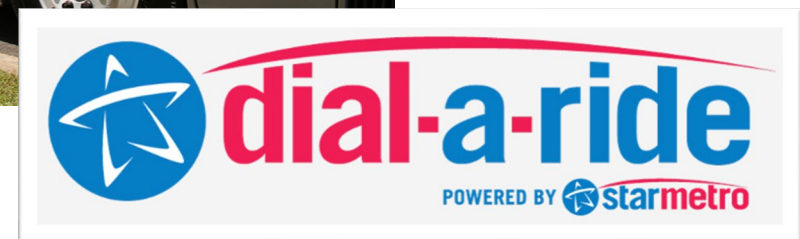
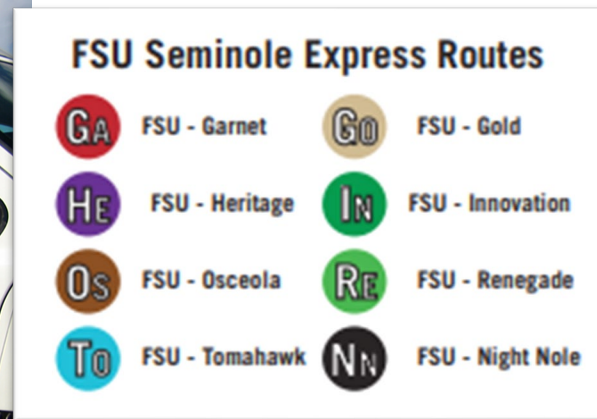
- Obesity rates higher where there is less access to alternative transportation
- Leon County adults who are inactive or insufficiently active: **50.6%**
- Leon County adult obesity rate: **30.4%**



About StarMetro

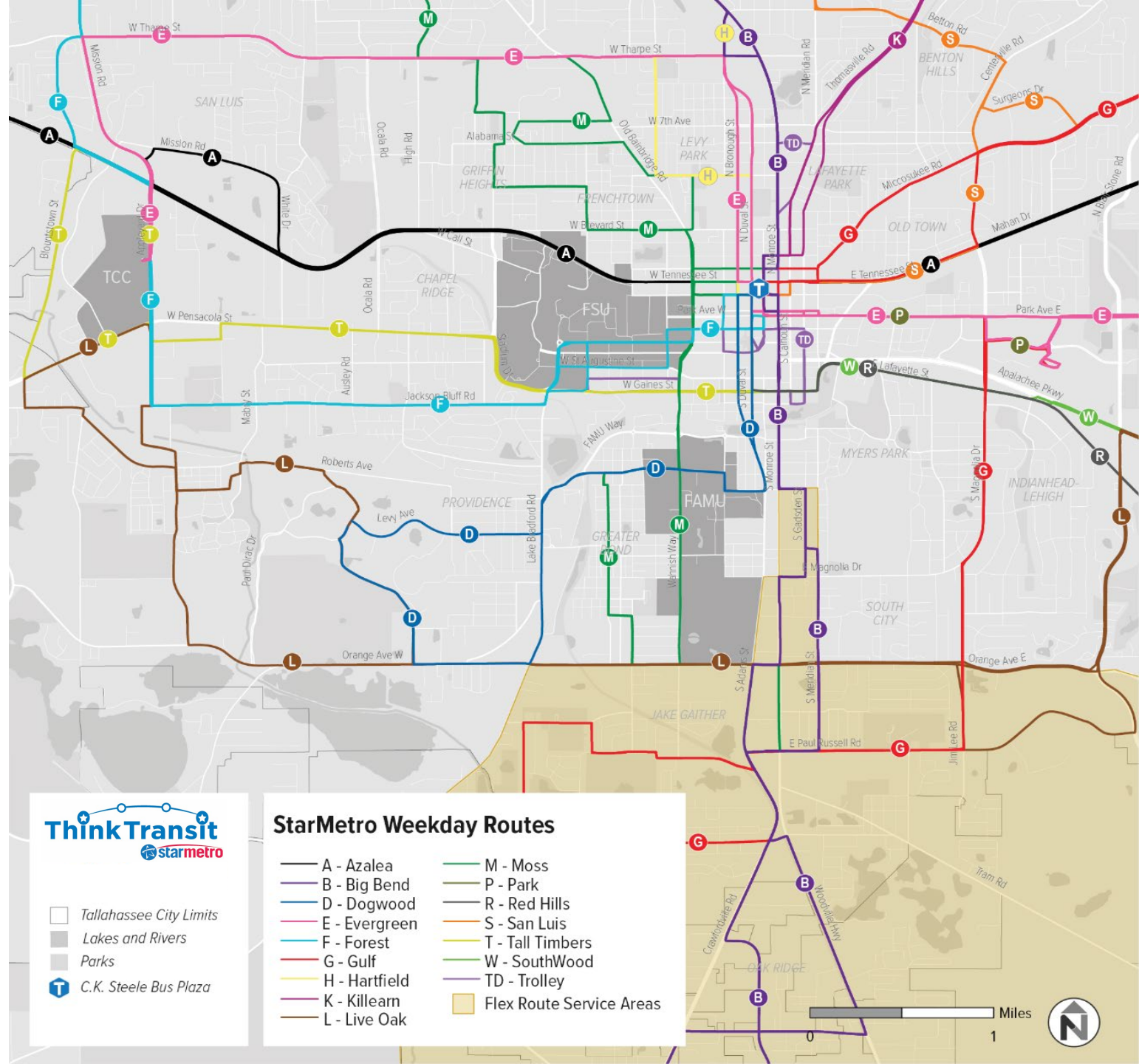
Services

- Fixed Route services
 - 15 weekday routes
 - 12 Saturday (& holiday) routes
 - 4 Sunday & night routes
 - 8 FSU campus routes (Seminole Express)
- FLEX Service
 - 2 FLEX Service Areas
- Trolley
- Dial-A-Ride Shuttle



StarMetro Services

- 7 days a week
- 30- to 60-minute headways in peak
- Service start: 6:00 am
- Service end: 11:00 pm
- \$1.25 per ride (free transfers)



StarMetro Ridership



2019

- **3.6 million** annual unlinked trips

2018

- **3.4 million** passenger trips

Weekdays: **1,922,900 riders**

Weekends: **189,400 riders**

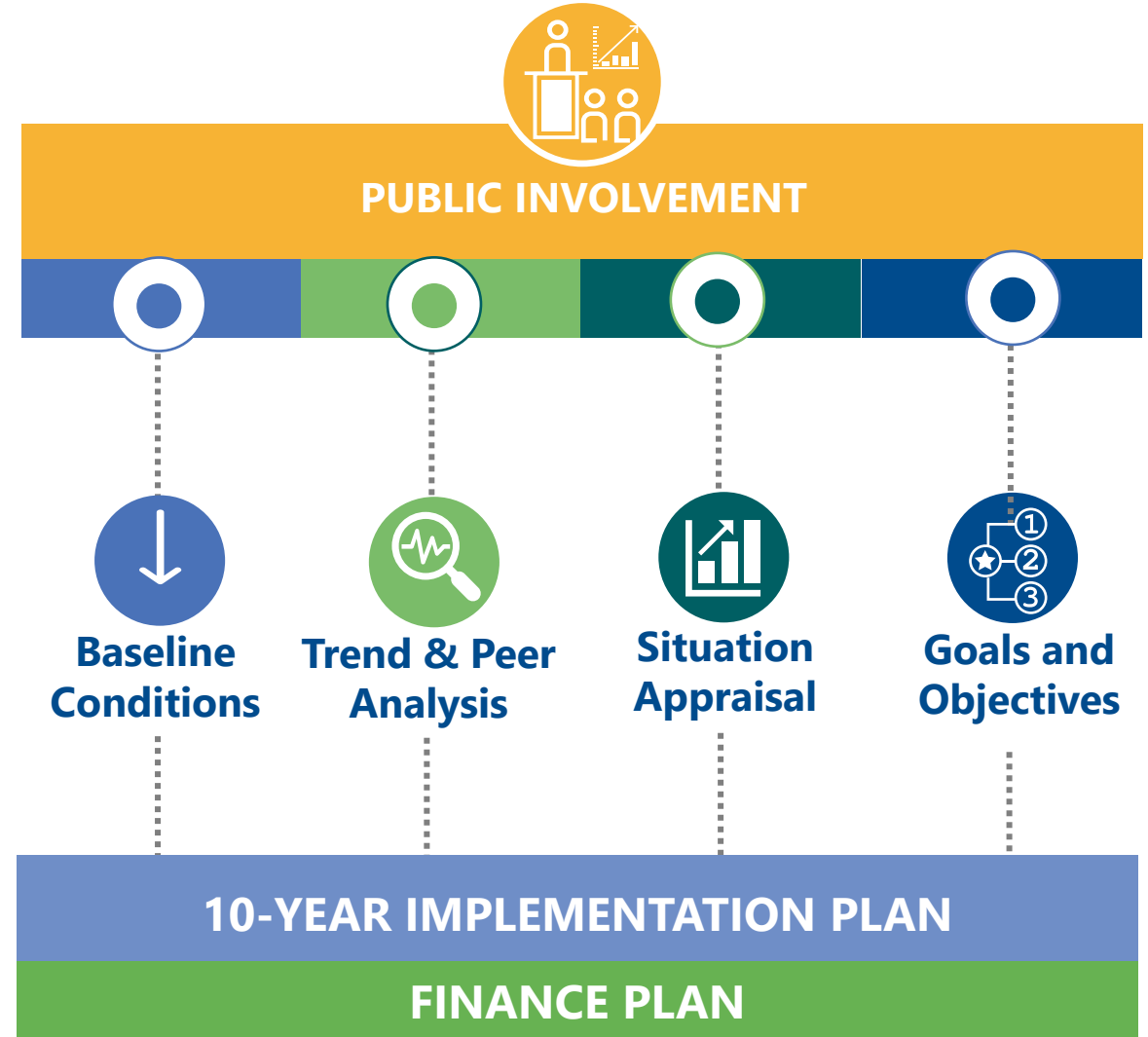
Campus: **846,300 riders**

Nights/Sundays: **67,500 riders**

TDP & COA Defined

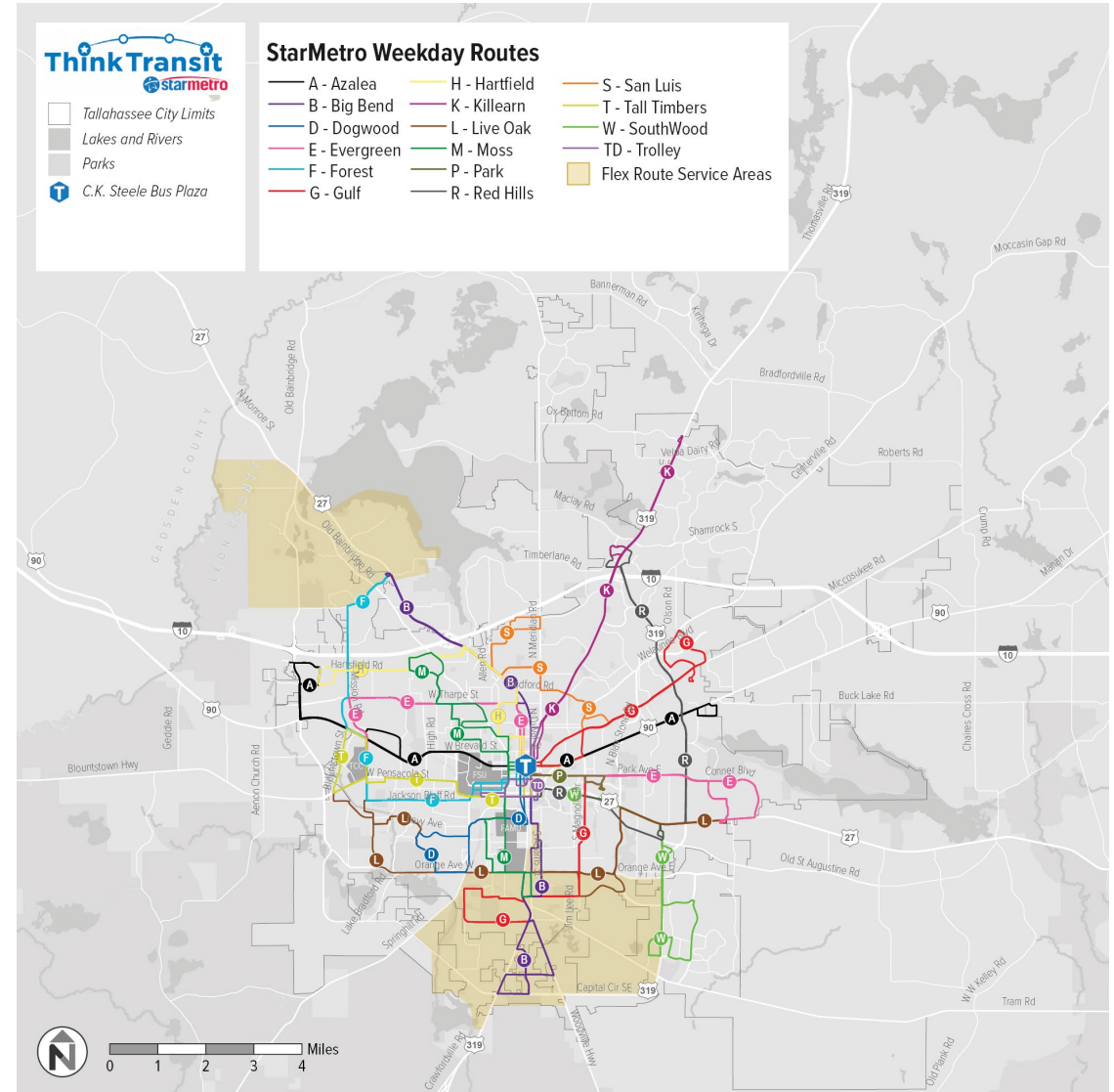
Transit Development Plan

- Focus on system
- Required for State funding
- 10-year planning horizon
- Updated every 5 years
- Due September 1



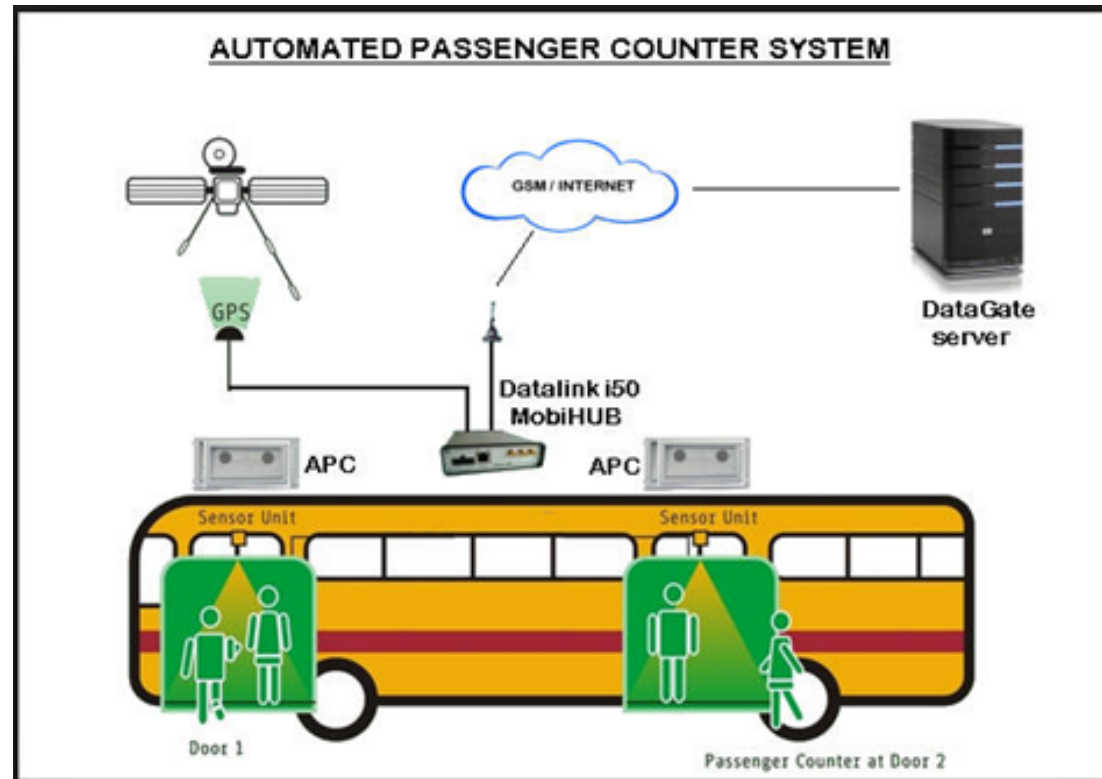
Comprehensive Operational Analysis

- Focus on services
- Provides recommendations for near-term improvements
- Looks specifically at how service can operate as efficiently and as effectively as possible
 - What's working well, less well
 - Fix what's not working
 - Strengthen areas of success
- End of year delivery



Other StarMetro Projects

- Automatic Passenger Counters
- New fareboxes
- Dial-a-Ride app
- COVID adjustments



COMPATIBLE WITH
GENFARE link



More Ways to Get Involved

Ways to Get Involved

- Have fun with the Design Your System Tool
 - <https://starmetrothinktransit.com/>
 - Open until March 12
- Stay up-to-date with the webpage
 - www.Talgov.com/ThinkTransit
- Attend community meeting
 - Next round in late spring
- Attend the City Commission meeting (~June)



Design Your System Tool

- You will receive an email with link
- <https://starmetrothinktransit.com/>
- Share with your friends and constituents!



StarMetro Transit: Design Your Transit System

How would you improve StarMetro transit?

StarMetro wants to better meet the needs of residents, employees, students, and visitors in Florida's capital region. Help us by selecting the strategies below you think would best improve transit in our region and support the community benefits you care about. We're in the information gathering phase, so your answers don't commit funds, policy, or service changes to StarMetro's existing service.

If you have questions about this survey, [email us](#).

Benefit Categories

Ridership

Increase transit ridership

Speed and Reliability

Make bus service faster and more reliable

Comfort and Safety

Make it safer and more comfortable to walk to bus stops and wait for the bus

Coverage and Access

Provide service to more areas

Design your transit system

- You have \$100 to spend.
- Scroll down to review the many methods to improve transit, their cost, and their expected benefits.
- Check the boxes to the left of each options to "select" those that are most important to you.
- Mix and match your choices to see how costs and benefits change depending on the different combinations of selected transit improvements.
- When you're done, click "Submit". You will then be asked a few follow-up questions.

Your Overall Benefits



Ridership



Speed and Reliability



Comfort and Safety



Coverage and Access

Your Costs



Total Cost (Max \$100)

Thank You!

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