

Achieve a Win-Win Outcome! How to Effectively Communicate Title VI Equity Analysis Results to Successfully Implement Service Improvements

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Bus & Paratransit Conference



Today's Presentation

- CCRTA Overview
- Title VI and Major Service Improvements
- Effectively Communicate Major Changes
- Win-Win! Achieve Successful Outcomes
- Implement Service Improvements!



CCRTA "The B" Overview

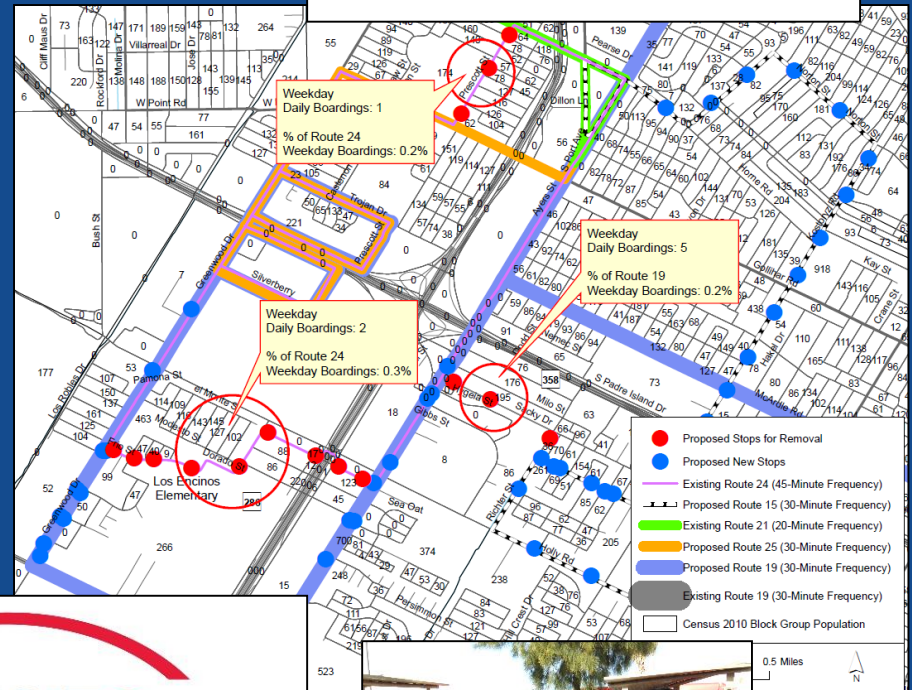
- Fixed Route, Flexible, Paratransit, Vanpool Services
- Population = 324,074+
- 841 Square Miles, 9 Communities
- 5.5 Million Passenger Trips
- 48 Fixed Routes & 1,387 stops
- 5 Transfer Stations & 3 Park and Rides



Title VI and Major Service Improvements

- Identify Potential Impacts Early
- Utilize Consultants
- Develop Alternatives
- Share Options
- Collect and Report Feedback

¡VÁMONOS!
LET'S GO



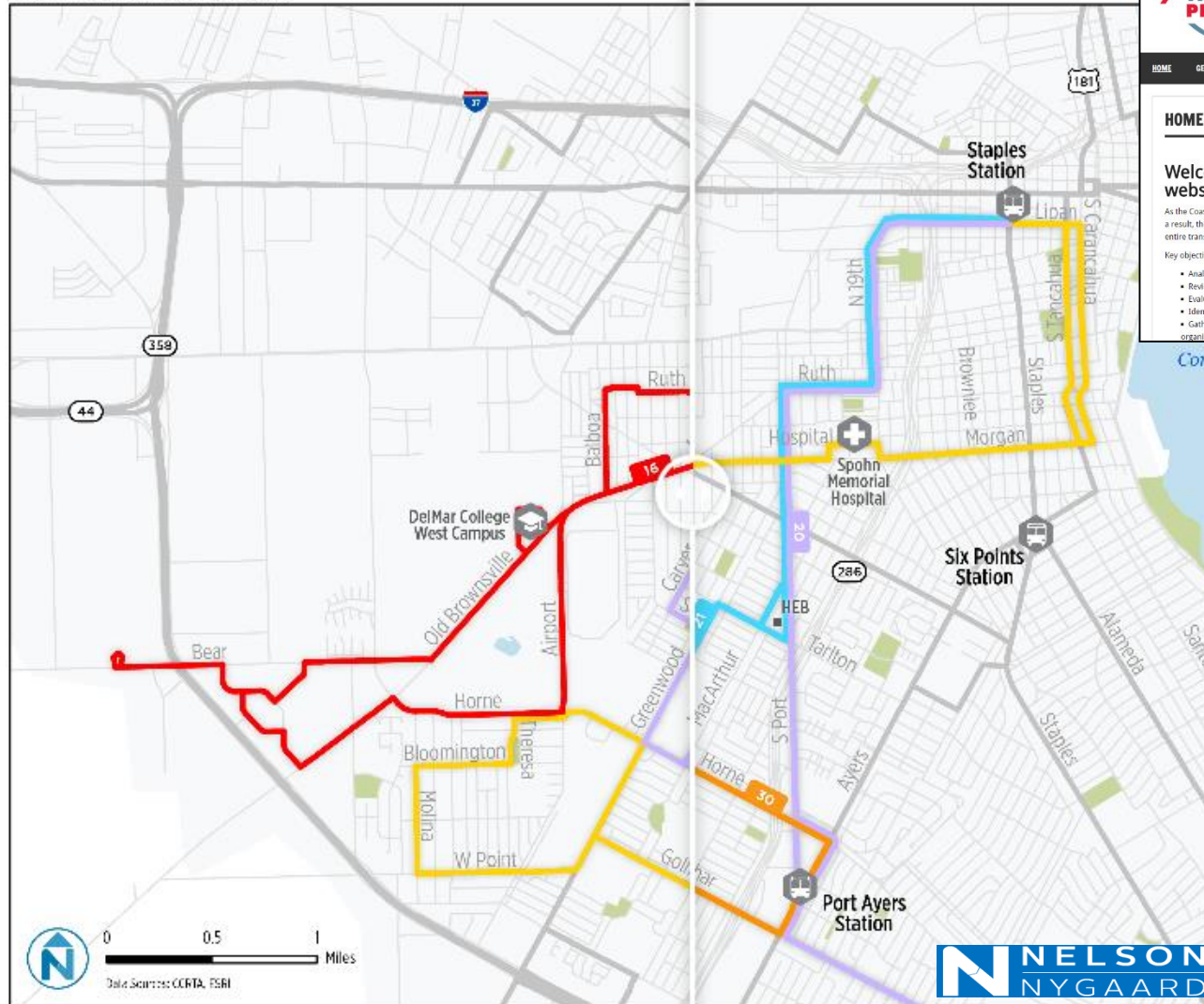
Effectively Communicate Major Changes

- Focus on Rider Benefits
 - Frequency
 - Access to More Destinations
- Important! Inform Employees
 - Bus Operators
 - Customer Service Representatives
- Old and New Methods
 - Interactive Surveys and Remix



Win-Win! Achieve Successful Outcomes

WESTSIDE EXISTING SERVICE



TRANSIT PLAN 20/20

HOME GET INVOLVED PROJECT DOCUMENTS

HOME

Welcome to the Transit Plan 20/20 project website!

As the Coastal Bend continues to grow and travel patterns change, demand for transit is evolving as well. As a result, the Corpus Christi Regional Transportation Authority is beginning a comprehensive evaluation of its entire transit system.

Key objectives of this planning effort include:

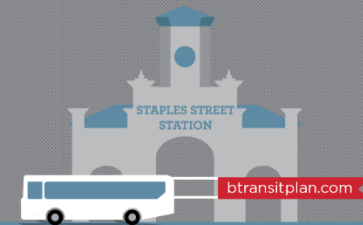
- Analyzing ridership for each route, trip, and bus stop
- Reviewing existing CCTRA practices and policies
- Evaluating population/employment characteristics and travel patterns
- Identifying service gaps, transit needs, and opportunities for service improvements
- Gathering input from existing riders, potential customers, employers, schools, and community organizations

Corpus Christi Bay

CCTRA Public Meeting Staples Street Station

Wednesday, November 30
602 N. Staples Street
(Across from Corpus Christi City Hall)
4-7 pm

- Review Transit Plan 20/20 proposed route and schedule changes including:
 - More frequent service
 - New express services
 - More direct services to key destinations including Del Mar College and HEB
 - Shortened travel times and improved connections
 - Expanded service in Robstown
 - New seasonal beach bus service to Bob Hall Pier on Padre Island
- Opportunity for public to provide feedback and comments

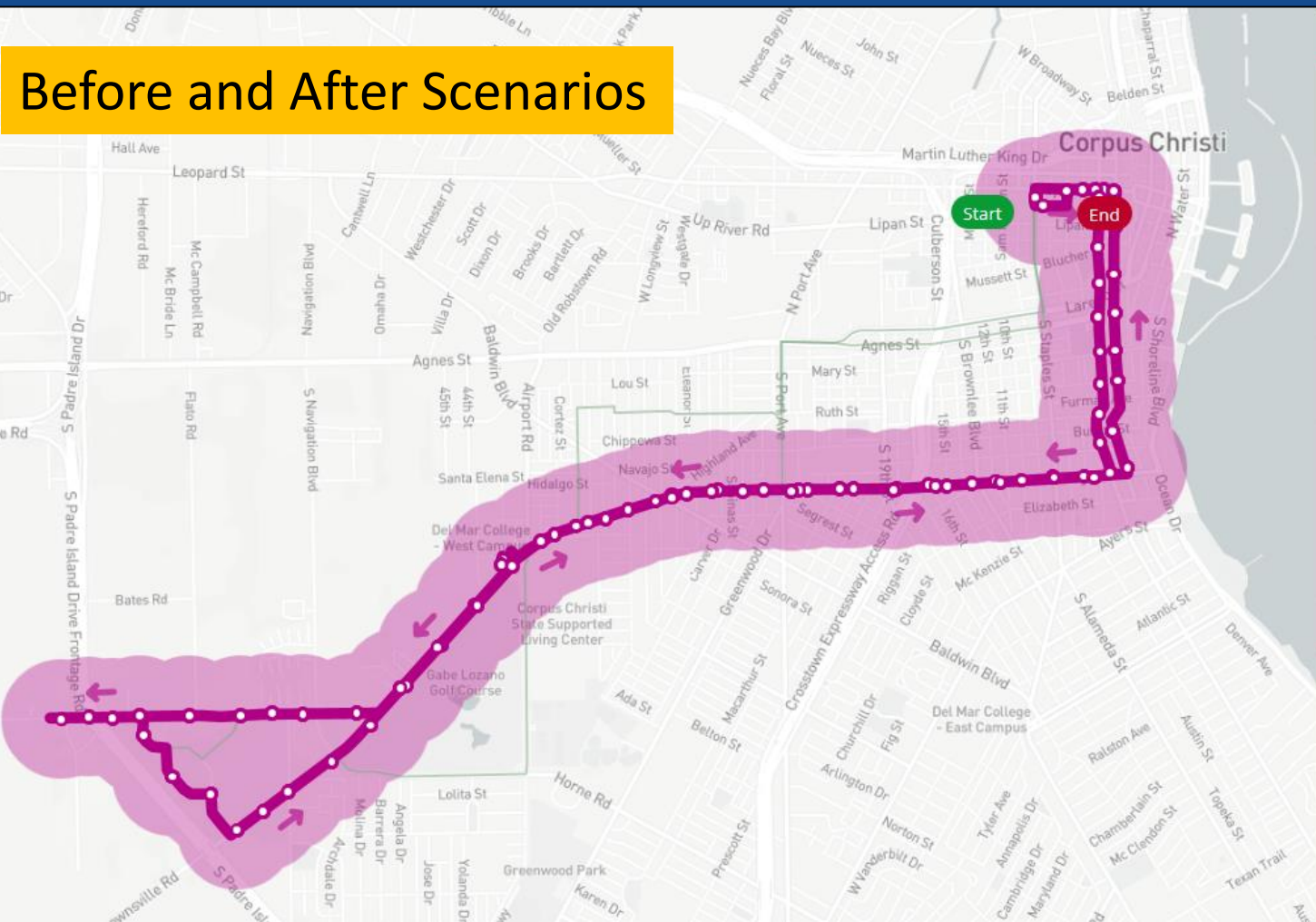


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Win-Win! Achieve Successful Outcomes

Before and After Scenarios



← Back + ↗

16 Morgan

Weekday

FROM	TO	EVERY	RUNTIME
05:15	18:45	30 min	25.0 min
18:45	21:12	60 min	25.0 min

Saturday

FROM	TO	EVERY	RUNTIME
06:15	20:12	60 min	25.0 min

Sunday

FROM	TO	EVERY	RUNTIME
—	—	—	—

13.74 miles & 2 buses
 \$508.3k / year
 within 0.25 mi of stops
 10,581 population
 26,135 jobs
 32.4% in poverty



Win-Win! Achieve Successful Outcomes

- Offer Endless Opportunities for Comments
- Continually Inform Staff, Governing Board, Stakeholders
- Diffuse Concerns with Benefits
 - Trade-offs vs. Future Growth Needs
- Consider Minor Modifications
- Implement!



Contact Information

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