



Route Optimization Initiative

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July 26, 2017





About the JTA

- Serve Duval County, FL
- 35 bus routes
- 9 Community Shuttle zones
- Downtown Skyway (APM)
- Ferry service
- Over 12 million annual passengers





Reasons for the Change

- New CEO – December 2012
- Leadership restructure – Spring 2013
- Upcoming bus rapid transit implementation
- Poor reputation of transit service
- New Vision:
Blueprint for Transportation Excellence
- Major route restructure needed



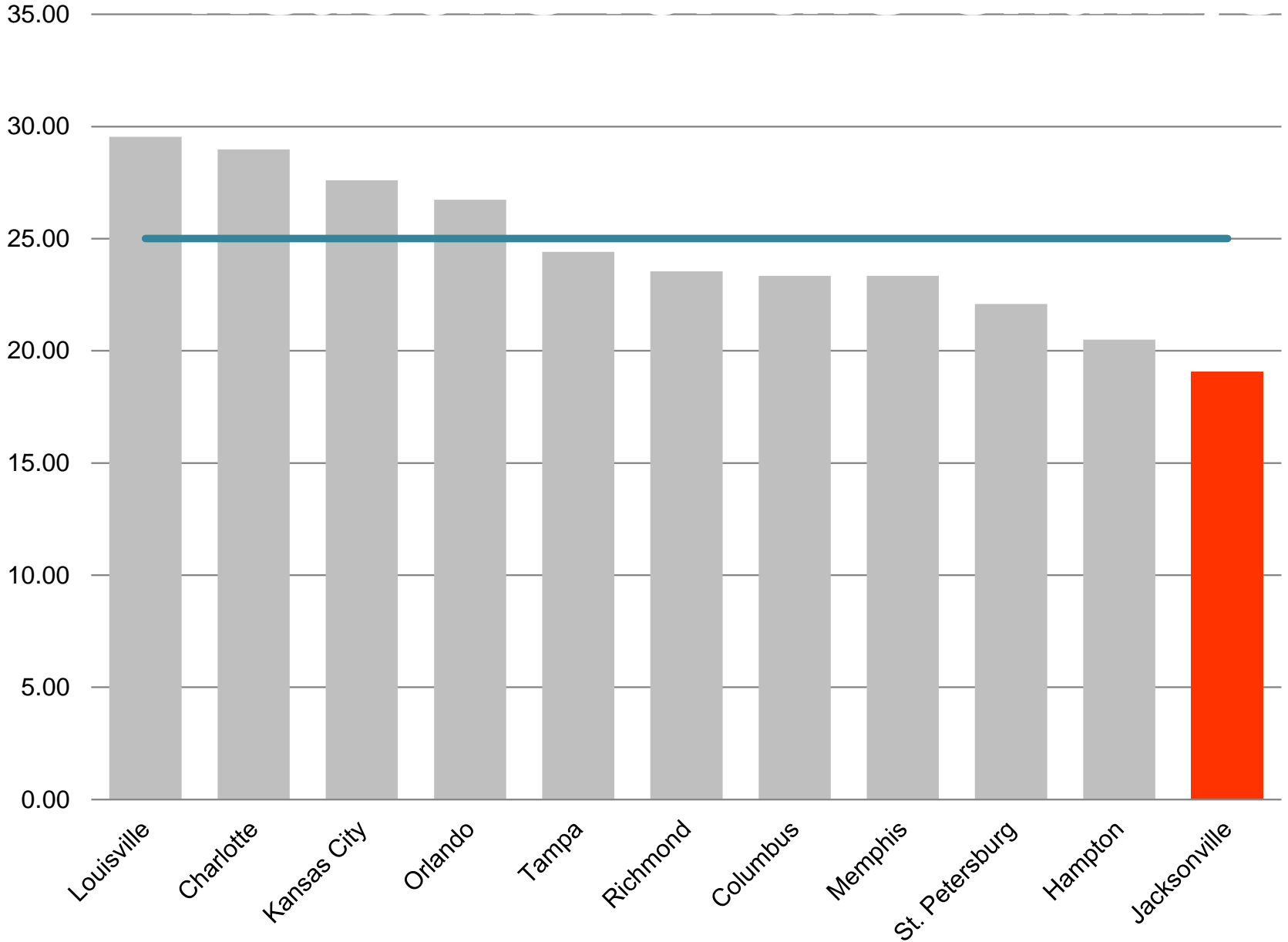
Reasons for the Change

Changes based on:

- Customer concerns
- System performance
- Stagnant ridership
- Not meeting demands of the community

Riders Per Revenue Hour

Riders Per Revenue Hour Average





Project Objectives

- Transformational change
- Create a significant amount of noticeably improved service
- Generally cover the same area; minimize existing customers left completely out
- No increased operating cost



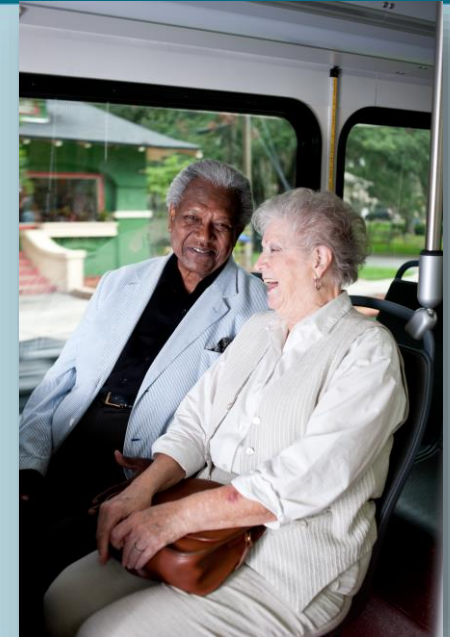
Project Objectives

- Transformational change
- Create a significant amount of noticeably improved service
- Generally cover the same area; minimize existing customers left completely out
- Do so at no increased operating cost



Project Objectives

- Service that was:
 - ≡ Direct
 - ≡ Frequent
 - ≡ Reliable
- Expanded night/weekend hours
- Increased crosstown service
- Improved technology





ROI New Service

	Pre-ROI	ROI
Downtown Circulation	Most routes run all over downtown	Fewer routes offering 5-10 minute service to all parts of downtown
15 Min Frequency	None	<ul style="list-style-type: none">• 10 routes• 60% of prior riders within ¼ mile• First in JTA history
30 Min Frequency	Two routes	<ul style="list-style-type: none">• 20 routes• 90% of prior riders within ¼ mile
Stop Spacing	Too close – often every block	Consistent Spacing (1/8 mile standard in urban area)
Route Names	Inconsistent and difficult to understand (e.g. L9, CT1, WS2)	Simple numbering system (Industry standard)
Span of Service	<ul style="list-style-type: none">• 11 routes past 11 PM• 3 routes after Midnight	<ul style="list-style-type: none">• 22 routes after 11 PM• 16 routes after Midnight
Weekends	1 route every 30 min. Saturday	10 routes every 30 min. Sat & Sun
Supervision	Zonal management	End-to-end route accountability



Community Feedback

- Ten month public involvement process
- Hundreds of staff hours at stations asking for feedback
- In 6 months, 4 complete service proposals
- Every route change proposed in first iteration changed; somewhat in final plan
- Added and deleted complete routes



Implementation

- Board approval to implementation – **94 days**
- All route collateral
- Bus stop improvements, changes
- Bus AVL database completely rebuilt, all announcements re-recorded
- Incessant communication effort with customers and operators



Implementation

Intra-Agency working group



Executive Steering Committee





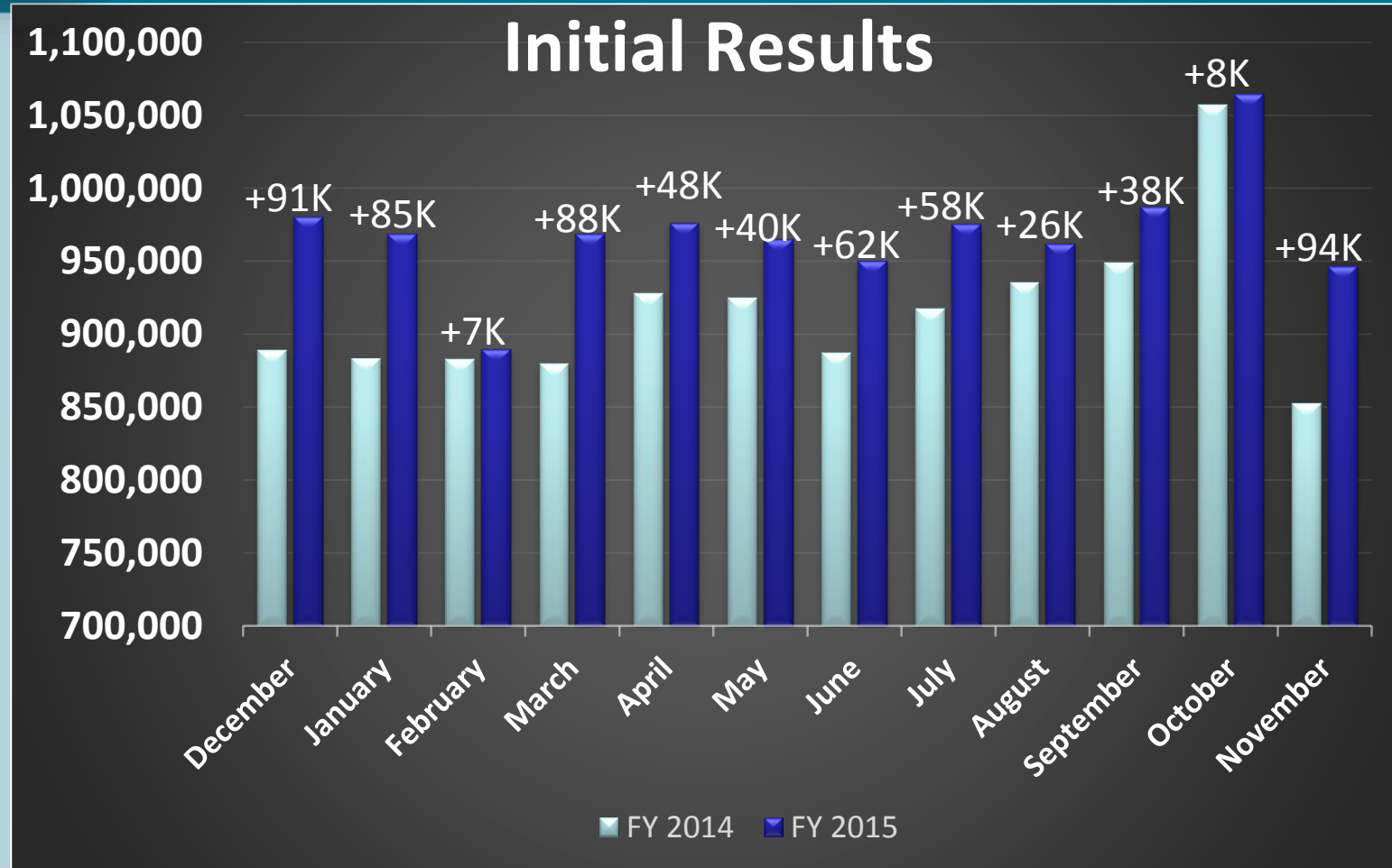
Communication

- Public meetings/hearings
- 200+ hours - transit hubs
- Trolley wrap
- Media buys (TV, radio, print)
- Operator Town Halls and Open Houses





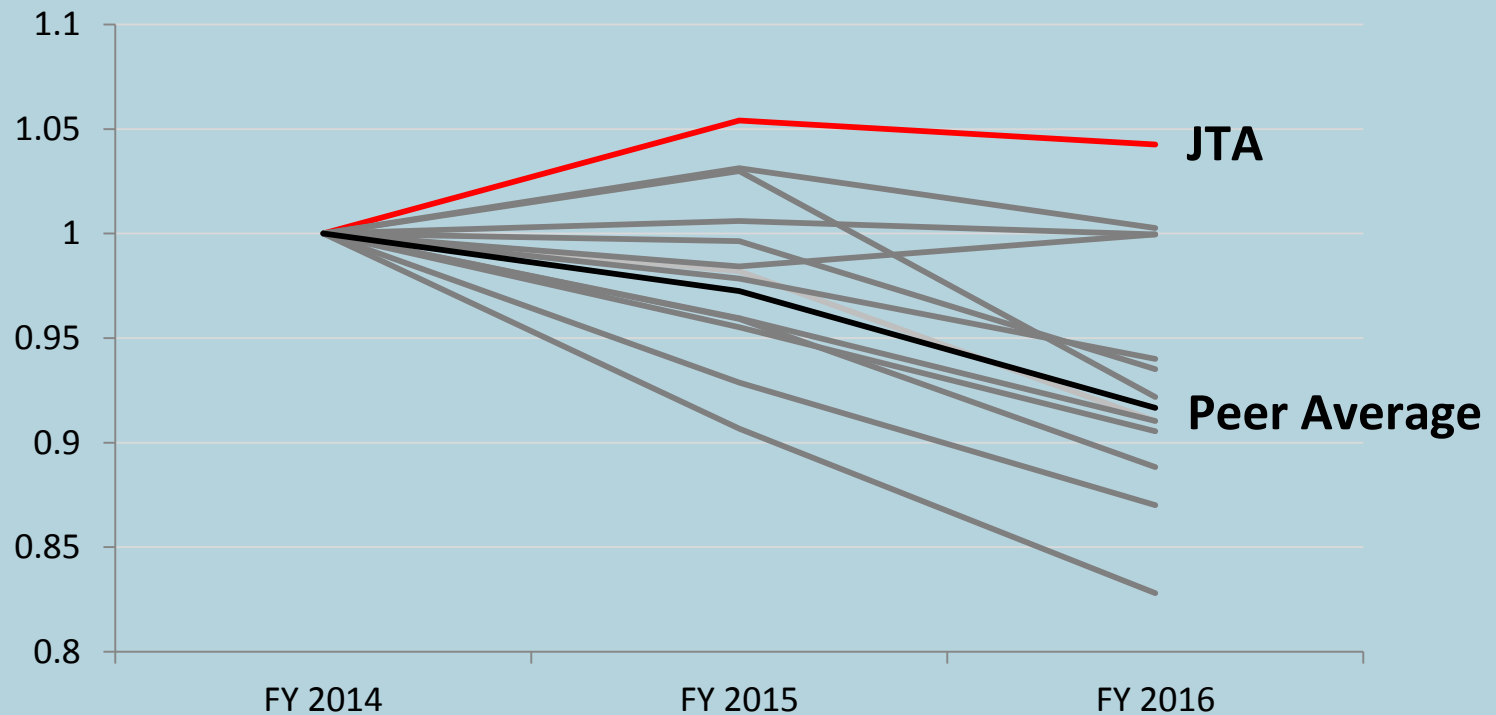
Ridership Results





Ridership Results

Bus Ridership Change Last Two Years





Other Results

- Awards
- Lessons learned
- Additional changes
- Where we are today



Summary

- Project was notable service improvement
- Clear objectives, clear benefits
- Positive results
- No additional hours

