Project Background

- Transit has evolved very quickly in Lawrence
  - City-wide fixed-route service began in 2000
  - City and KU began coordinating service in 2009
  - Routes have been tweaked incrementally over the years

- Coordination efforts and restructuring of routes have led to ridership growth
  - 157% growth between 2008-2014
  - Ridership growth has helped demonstrate the value of transit to the community

- Time is right to take a comprehensive look at transit in Lawrence for the first time in 15 years
  - 10-year funding authorization expires in 2018
  - New transit center is being considered
COA Study Goals

- Identify strengths and weaknesses of existing system
  - Review travel patterns
  - Assess system efficiency
  - Identify unmet transit needs

- Recommend service improvements
  - Serve existing riders better
  - Attract new riders
  - Improve over-all system productivity
Three main focus areas of analysis:

1. What does the market say?
   - Population and Employment density
   - Population characteristics
   - Land-use characteristics
   - Regional travel patterns

2. What do the numbers say?
   - Ridership
   - Productivity
   - On-time Performance

3. What do the people say?
   - Riders
   - Non-riders
   - Staff
   - Stakeholders
The following maps were also presented on boards at the stakeholder and public meetings. They are drafts and may show incomplete data. Please check back regularly for updates and final products.
Market Analysis
Market Analysis
Service Analysis
**Stakeholder Input**

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**TRANSIT RIDER SURVEY**

Please help the City of Lawrence and University of Kansas improve transit service by completing the survey below. If you have already taken this survey on another trip, you do not need to take it again.

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1. How often do you ride the bus (Lawrence Transit or KU on Wheels)?
   - Almost every day
   - Several times per week
   - A few times per month
   - On rare occasions only
   - This is my first time

2. Including this bus, which routes will you use to complete this one-way trip?
   - 1st Route:________
   - 2nd Route:________
   - 3rd Route:________

3. Where did you begin this one-way trip?
   - Home
   - Work
   - School
   - Store or Shopping Center
   - Hospital or Clinic
   - Other
   - Please provide an address or description of where this place is located.

4. Where is your final destination on this one-way trip?
   - Home
   - Work
   - School
   - Hospital or Clinic
   - Store or Shopping Center
   - Other
   - Please provide an address or description of where this place is located.

5. How did you pay for your fare today?
   - Cash
   - Day Pass
   - 10-Ride Punch Card
   - Monthly Pass
   - KU Card
   - Other

6. If you purchased a pass product, where did you buy it?
   - City Hall
   - DICT
   - The Mews
   - Hy-Vee
   - Other

7. If this route didn’t exist, how would you have made this trip?
   - Walk
   - Drive alone
   - Walk a ride/carpool
   - Other

8. What is your gender?
   - Male
   - Female

9. What is your age?
   - 13 or under
   - 14-17
   - 18-25
   - 26-35
   - 36-44
   - 45-54
   - 55-64
   - 65 or over

10. Which of the following best describes your employment status?
    - Full-Time
    - Part-Time
    - Unemployed
    - Student
    - Retired
    - Other

11. What is your approximate household income? (Optional)
    - Less than $10,000
    - $10,000-$19,999
    - $20,000-$29,999
    - $30,000-$49,999
    - $50,000-$74,999
    - $75,000 or more

12. Which of the following describe the reasons that you use transit in Lawrence and/or at KU? (Select all that apply)
    - I do not own a car
    - My car is temporarily out of service
    - I cannot drive for legal or health reasons
    - I prefer to spend time on activities other than driving
    - Parking is not available or is expensive at my destination
    - Taking the bus is more affordable than paying for gas and car maintenance
    - I am doing my part for the environment
    - Other

13. Based on your experience riding the buses in Lawrence and/or at KU, how strongly do you agree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service is dependable</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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</tr>
<tr>
<td>Reasonable for where I need to go</td>
<td>□</td>
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<td>Schedules meet my travel needs</td>
<td>□</td>
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<td>Fare is reasonable</td>
<td>□</td>
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<tr>
<td>Buses are comfortable and well-maintained</td>
<td>□</td>
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<tr>
<td>Staff is professional and courteous</td>
<td>□</td>
<td>□</td>
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<td>□</td>
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<tr>
<td>Maps and schedules are easy to understand</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<td>□</td>
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<tr>
<td>Website is easy to understand</td>
<td>□</td>
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</tr>
</tbody>
</table>

14. The following questions ask your preference. Please check ONE box per row only!

<table>
<thead>
<tr>
<th>Option</th>
<th>More frequent bus service</th>
<th>Longer service hours</th>
<th>More weekday service</th>
<th>More weekend service</th>
<th>Fewer bus stops for faster bus service</th>
<th>Buses running more frequently but on fewer streets</th>
<th>Buses running on more streets but less frequently</th>
<th>Improve existing service</th>
<th>Some new areas</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

If you would like to provide any additional details regarding your answers above, please use the space on the back.
Take this survey online now at www.lawrencetransitstudy.com
Stakeholder Input

- What are Lawrence Transit’s greatest successes or greatest value to the community?

- What are Lawrence Transit’s challenges and how do they impact the community?

- What are the top 2 or 3 most important goals that Lawrence Transit should focus on in coming years?
Stakeholder Input

- Are there any current routes that should be changed or eliminated?

- Are there areas that are not currently being served that really should be?

- Are there other service issues that need attention (service frequency, hours of operation, fares, etc.?)
Stakeholder Input

- Do passengers have the tools they need to navigate the system?

- Does Lawrence Transit provide an inviting passenger environment?

- Are there other transit systems that “get transit right” and could serve as a model for Lawrence Transit?
Stakeholder Input

- How has coordinating service between KU and Lawrence Transit benefitted users?

- What additional initiatives are needed to make coordination of the two systems smoother, if any?
Next Steps

- Region and System Overview
  - Existing Conditions and Market Analysis – May
  - Route Profiles – Each route reviewed with project team in June and July
  - Paratransit Performance Review - June

- Recommendations
  - Gaps Analysis and Service Alternatives – July/August
  - Preferred Service Plan – August/September
  - Fare Structure, Governance, and Financial Analysis – June through August

- Public Meetings
  - Next round to present service concepts – September

- Final Report
  - Draft – September
  - Final – October
Thank you!
Please visit www.lawrencetransitstudy.com for more information.