



LAWRENCE TRANSIT STUDY



THE UNIVERSITY OF KANSAS
CITY OF LAWRENCE



Project Kick-off May 10th-11th, 2016

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& Gretchen Johnson



Mobility | Accessibility | Sustainability

Project Background



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- 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



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- **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



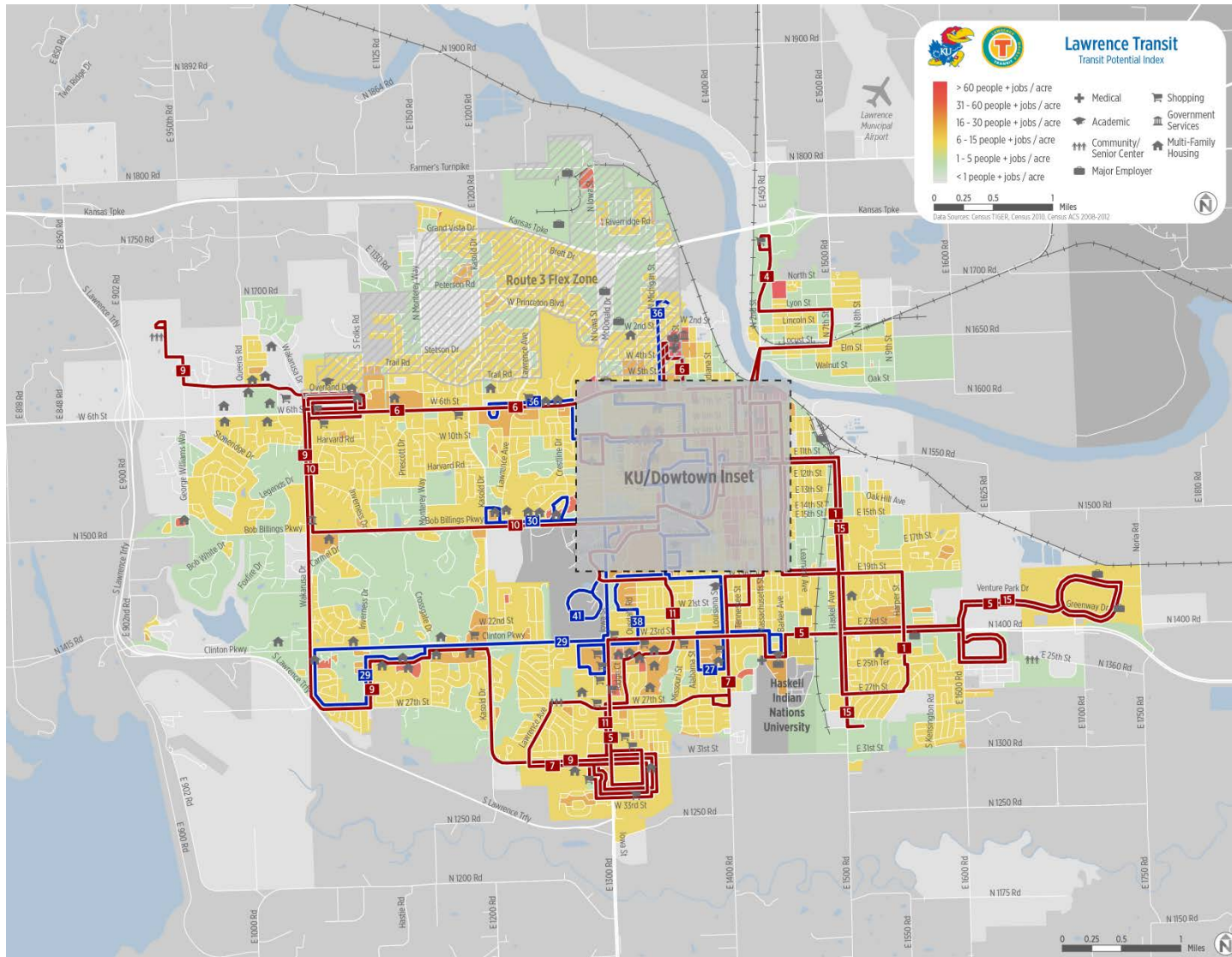
- Three main focus areas of analysis:
 1. What does the market say?
 - Population and Employment density
 - Population characteristics
 - Land-use characteristics
 - Regional travel patterns
 2. What do the numbers say?
 - Ridership
 - Productivity
 - On-time Performance
 3. What do the people say?
 - 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



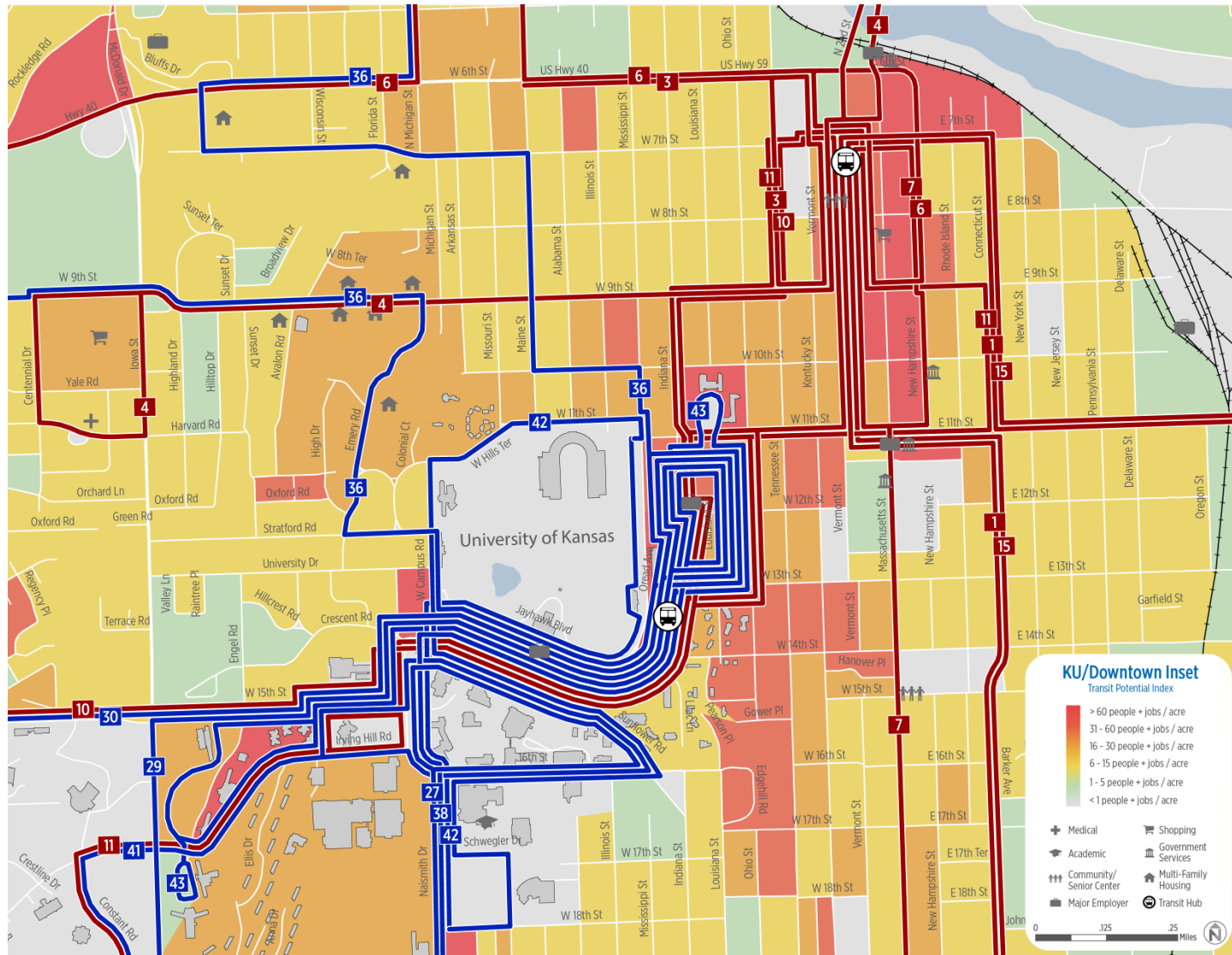
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Market Analysis



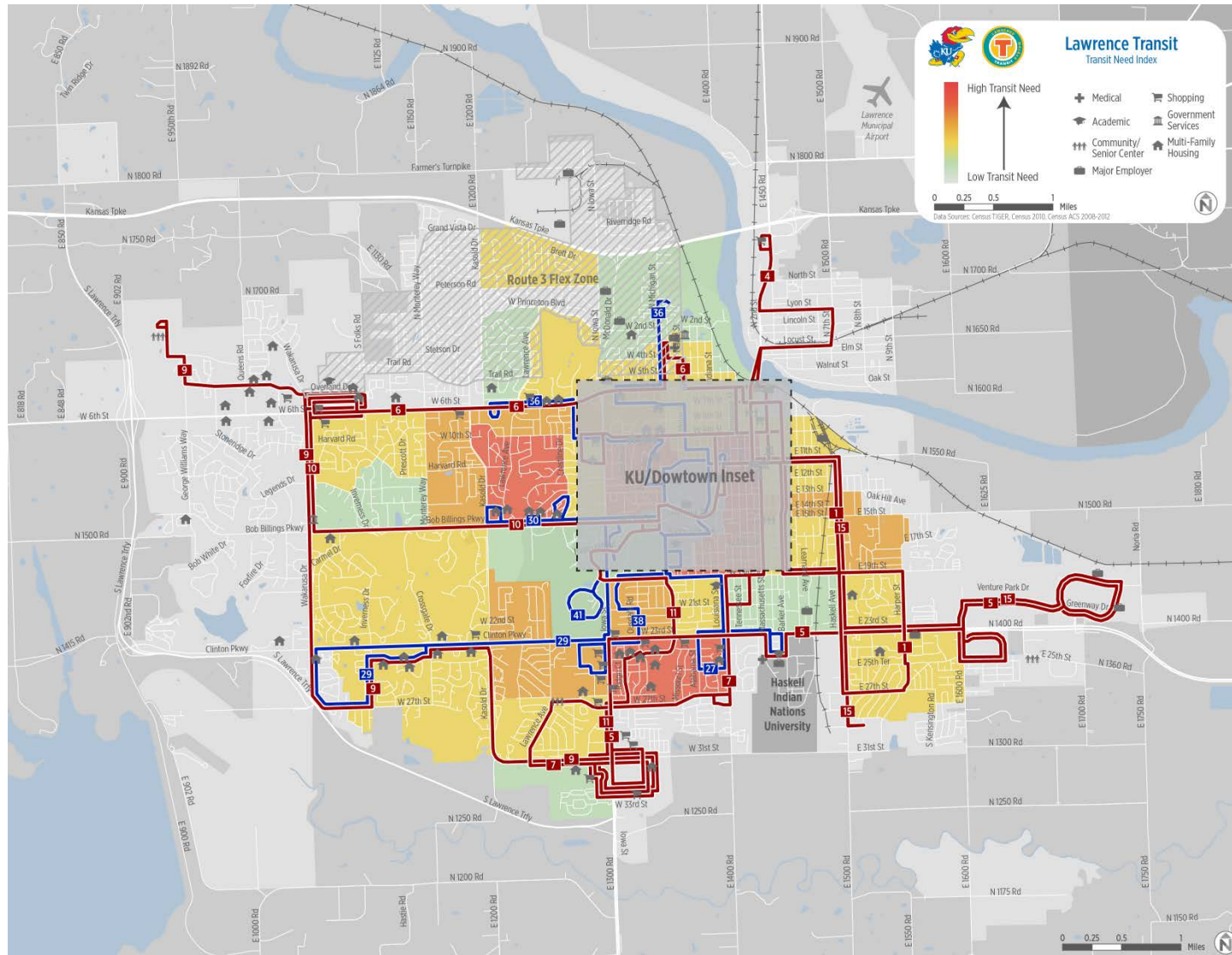
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Market Analysis



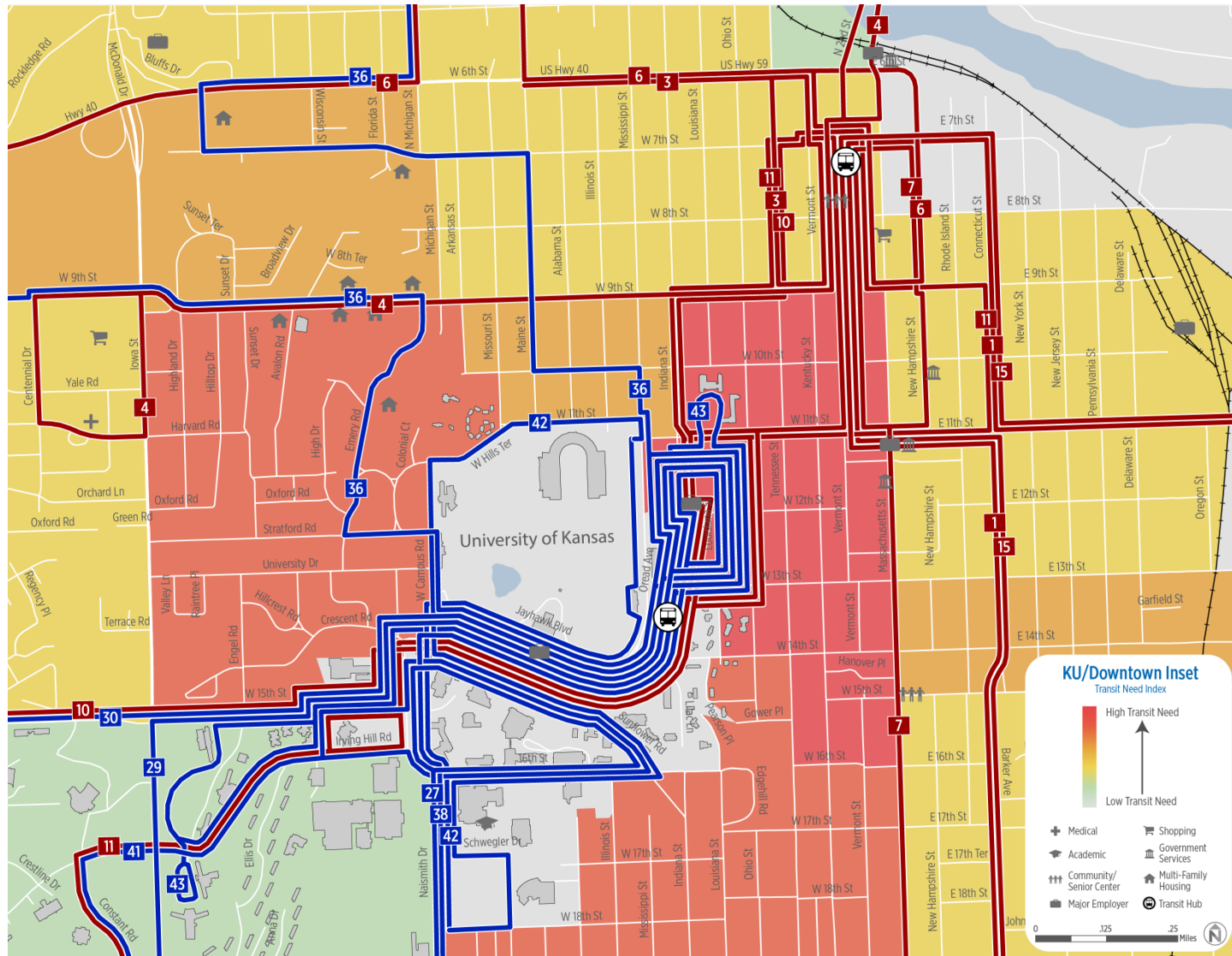
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Market Analysis



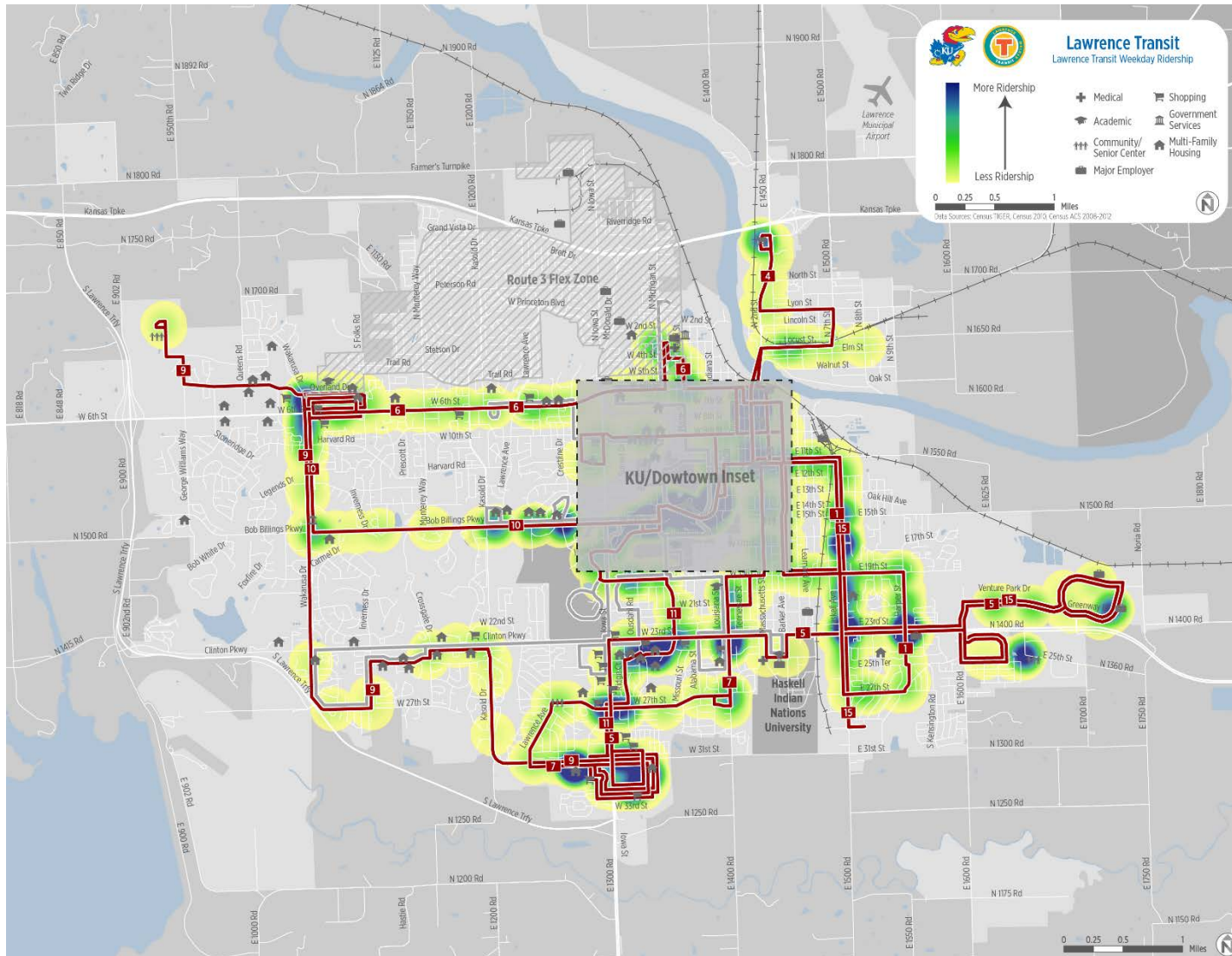
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Service Analysis



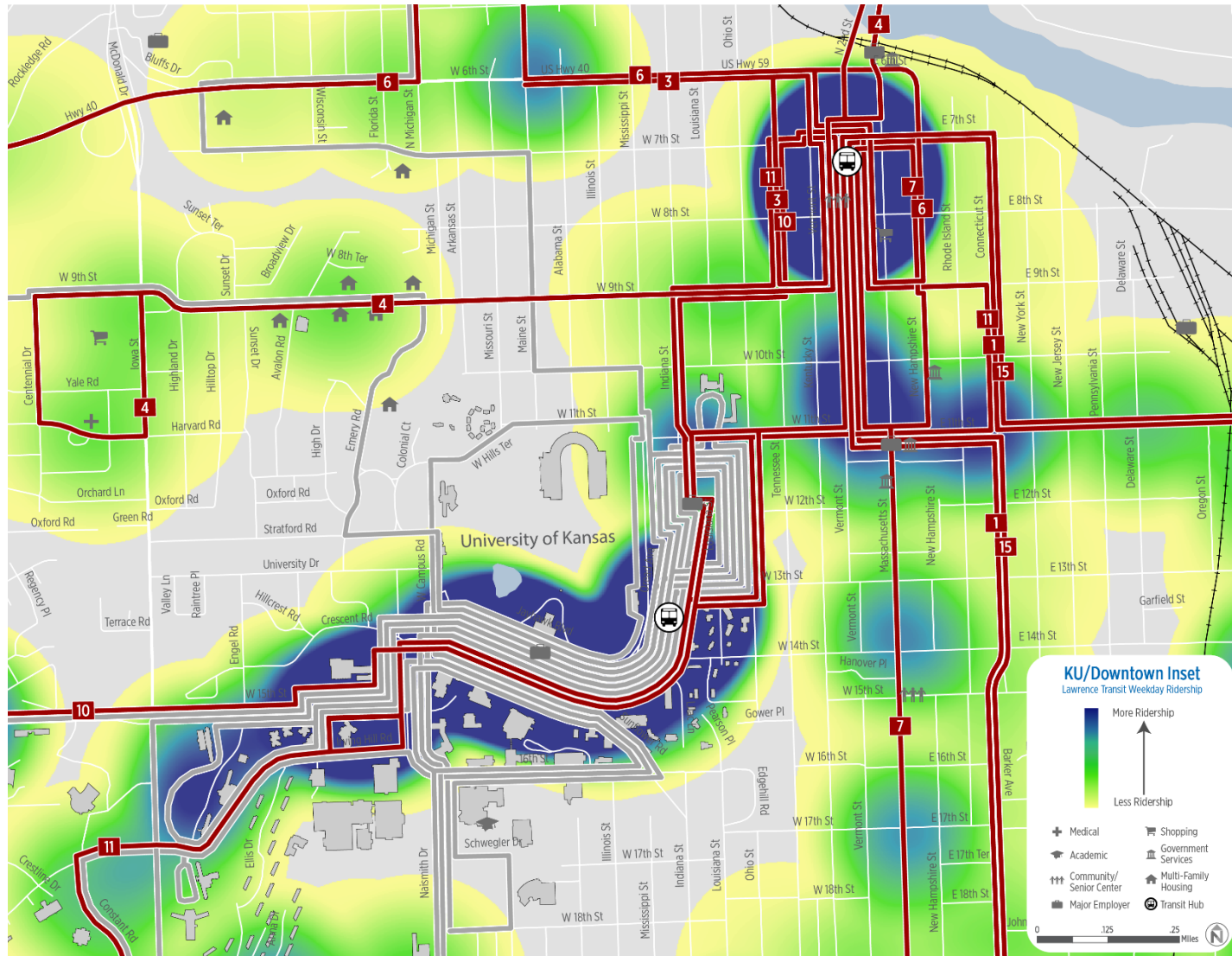
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Service Analysis



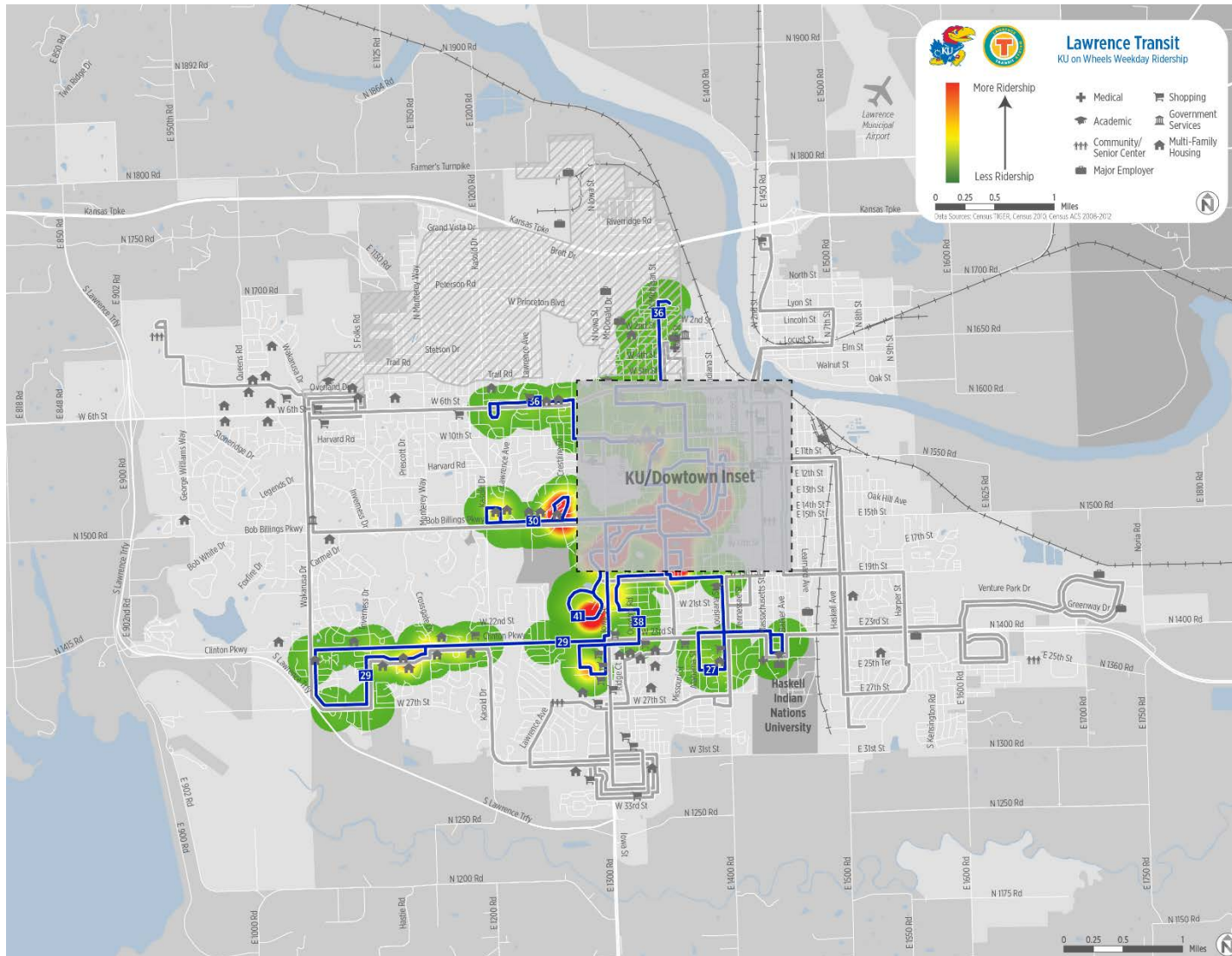
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Service Analysis



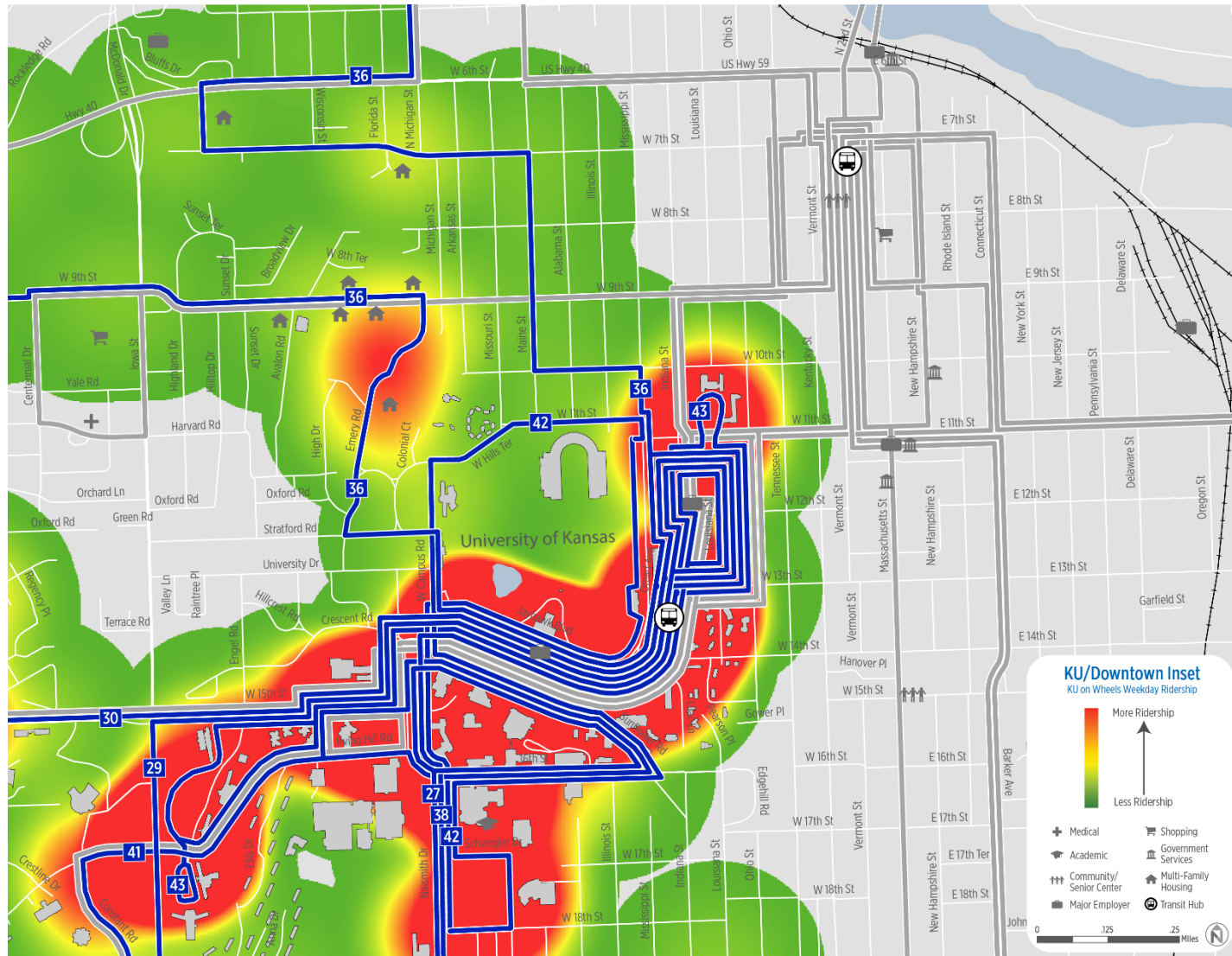
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Service Analysis



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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.

Sequence Number:

- How often do you ride the bus (Lawrence Transit or KU on Wheels)?**

Almost every day On rare occasions only
 Several times per week This is my first time
 A few times per month
- Including this bus, which routes will you use to complete this one way trip?**
 1st Route: _____ 2nd Route: _____ 3rd Route: _____
- Where did you begin this one-way trip?**

Home Store or Shopping Center
 Work Hospital or Clinic
 School Other _____

Please provide an address or description of where this place is located:
- Where is your final destination on this one-way trip?**

Home Store or Shopping Center
 Work Hospital or Clinic
 School Other _____

Please provide an address or description of where this place is located:
- How did you pay for your fare today?**

Cash..... Regular Reduced T-Lift
 Day Pass..... Regular Reduced
 10-Ride Punch Card.... Regular Reduced T-Lift
 Monthly Pass..... Regular Reduced T-Lift
 KU Card Night Line (cash)
- If you purchased a pass product, where did you buy it?**

City Hall Dillons
 The Merc Hy-Vee
 Other _____
- If this route did n't exist, how would you have made this trip?**

Another existing route Walk
 Drive alone Bike
 Get a ride/carpool Would not have made this trip
 Taxi/Uber Other _____
- What is your gender?**

Male Female
- What is your age?**

13 or under 14-17 18-25
 26-35 36-64 65 or over
- Which of the following best describes your employment status?**

Full-Time Part-Time Unemployed
 Student Retired Other _____
- What is your approximate household income? (Optional)**

Less than \$10,000 \$10,000-\$29,999 \$30,000-\$49,999
 \$50,000-\$74,999 \$75,000 or more
- 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 _____
- Based on your experience riding the buses in Lawrence and/or at KU, how strongly do you agree with the following statements?**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Service is dependable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Routes get me where I need to go	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedules meet my travel needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fares are reasonable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses are comfortable and well-kept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff is professional and courteous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maps and schedules are easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website is easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- The following questions ask your preference. Please check ONE box per row only?**

More frequent bus service	<input type="checkbox"/> OR <input type="checkbox"/>	Longer service hours
More weekday service	<input type="checkbox"/> OR <input type="checkbox"/>	More weekend service
More bus stops for shorter walk distance to/from bus stops	<input type="checkbox"/> OR <input type="checkbox"/>	Fewer bus stops for faster bus service
Buses running more frequently but on fewer streets	<input type="checkbox"/> OR <input type="checkbox"/>	Buses running on more streets but less frequently
Improve existing service	<input type="checkbox"/> OR <input type="checkbox"/>	Serve new areas

If you would like to provide any additional details regarding your answers above, please use the space on the back.

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.

Sequence Number:

- 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
- Including this bus, which routes will you use to complete this one-way trip?
1st Route: _____ 2nd Route: _____ 3rd Route: _____
- Where did you begin this one-way trip?
 - Home
 - Work
 - School
 - Store or Shopping Center
 - Hospital or Clinic
 - Other _____
- What is your age?
 - 13 or under
 - 14-17
 - 18-25
 - 26-35
 - 36-64
 - 65 or over
- Which of the following best describes your employment status?
 - Full-Time
 - Student
 - Part-Time
 - Retired
 - Unemployed
 - Other _____
- What is your approximate household income? (Optional)
 - Less than \$10,000
 - \$50,000-\$74,999
 - \$10,000-\$29,999
 - \$75,000 or more
 - \$30,000-\$49,999
- Which of the following describe the reasons that you use transit in Lawrence and/or at KU? (Select all that apply)

**Take this survey online now at
www.lawrencetransitstudy.com**

- If you purchased a pass product, where did you buy it?
 - City Hall
 - The Merc
 - Other _____
 - Dillons
 - Hy-Vee
 - If this route did n't exist, how would you have made this trip?
 - Another existing route
 - Drive alone
 - Get a ride/carpool
 - Taxi/Uber
 - Walk
 - Bike
 - Would not have made this trip
 - Other _____
 - What is your gender?
 - Male
 - Female
- | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Routes get me where I need to go | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Schedules meet my travel needs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fares are reasonable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Buses are comfortable and well-kept | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Staff is professional and courteous | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Maps and schedules are easy to understand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Website is easy to understand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
14. The following questions ask your preference. Please check **ONE** box per row only?
- | | | |
|--|--|---|
| More frequent bus service | ◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶ | Longer service hours |
| More weekday service | ◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶ | More weekend service |
| More bus stops for shorter walk distance to/from bus stops | ◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶ | Fewer bus stops for faster bus service |
| Buses running more frequently but on fewer streets | ◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶ | Buses running on more streets but less frequently |
| Improve existing service | ◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶ | Serve new areas |

If you would like to provide any additional details regarding your answers above, please use the space on the back.

Stakeholder Input



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- 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



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- 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.)?



- 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



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- 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



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- **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



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Thank you!
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Presented by: Boris Palchik &
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