

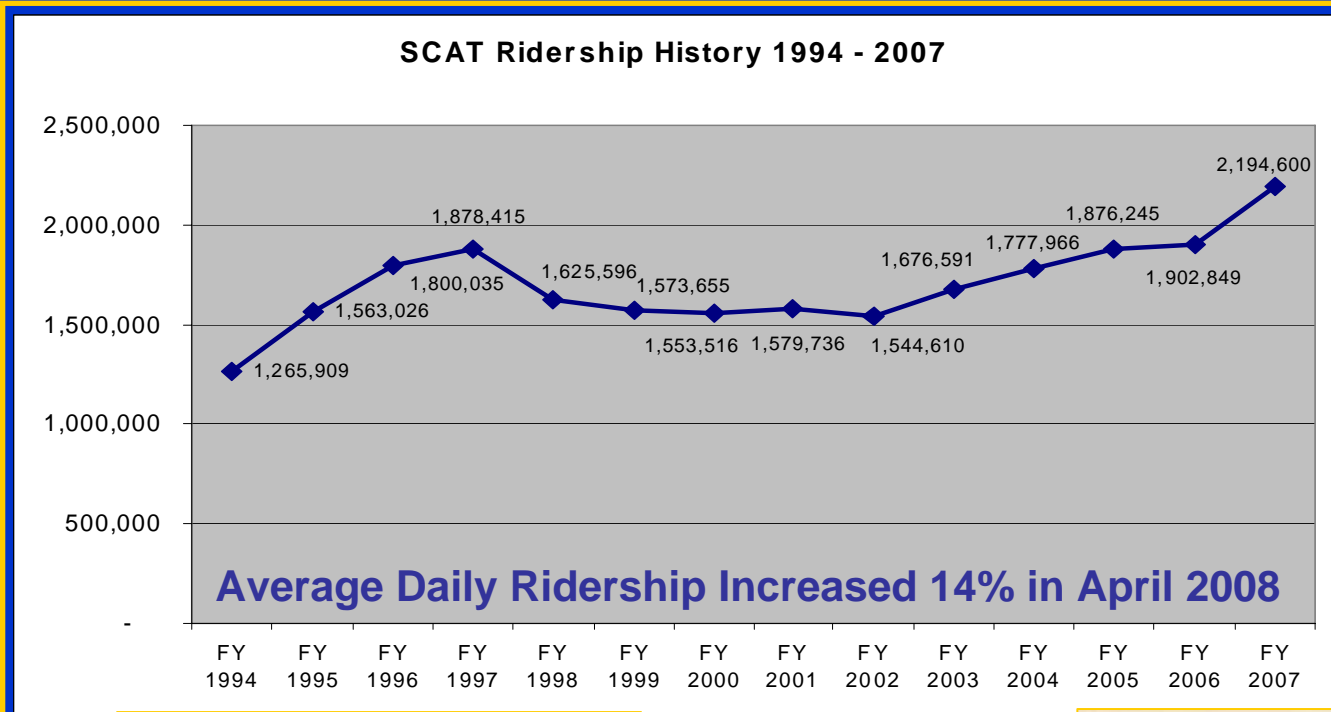


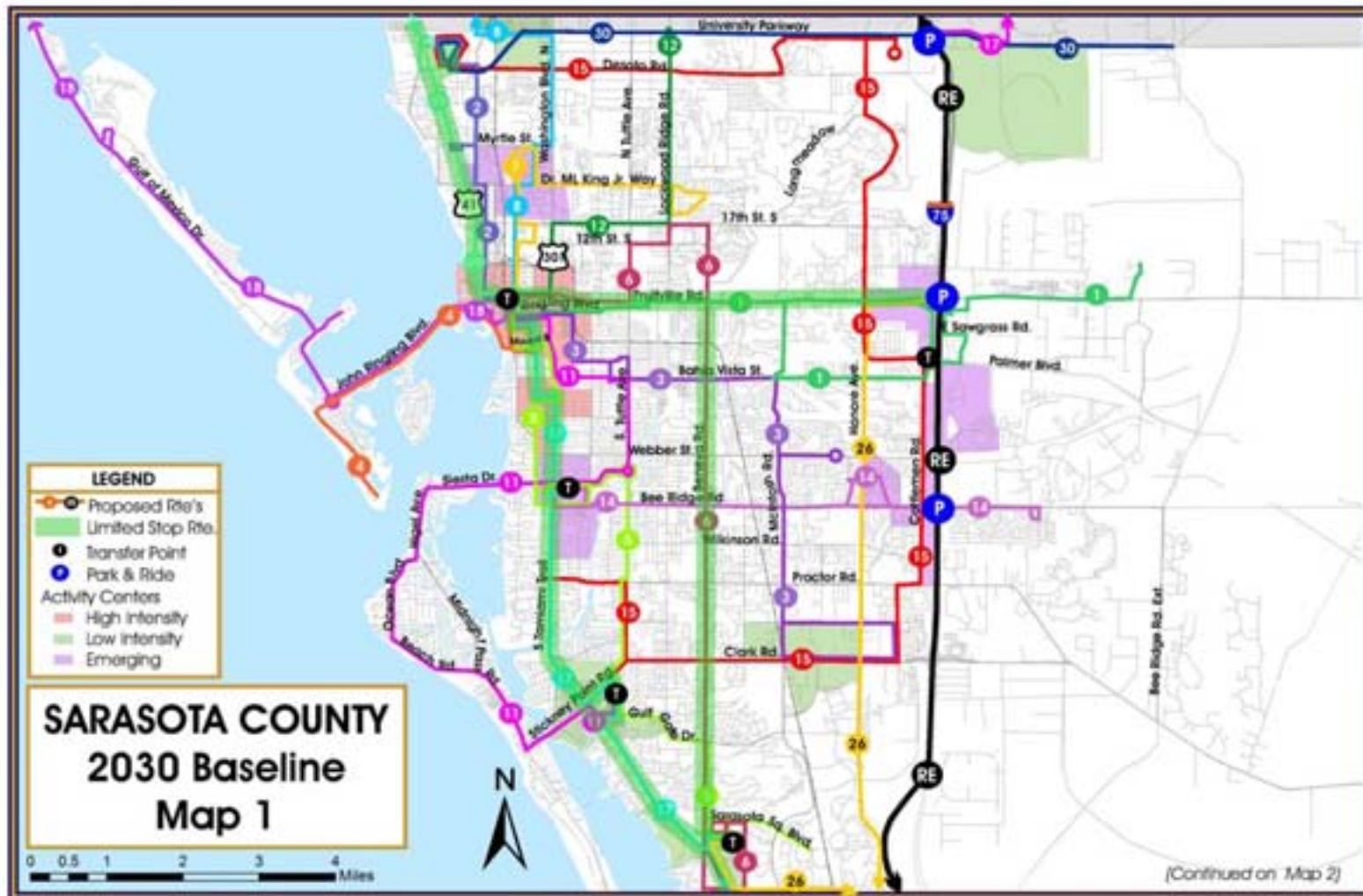
Sarasota County Area Transit



**Sarasota County Board Presentation to
Tampa Bay Area Regional Transportation Authority
“Supporting the Spine”**

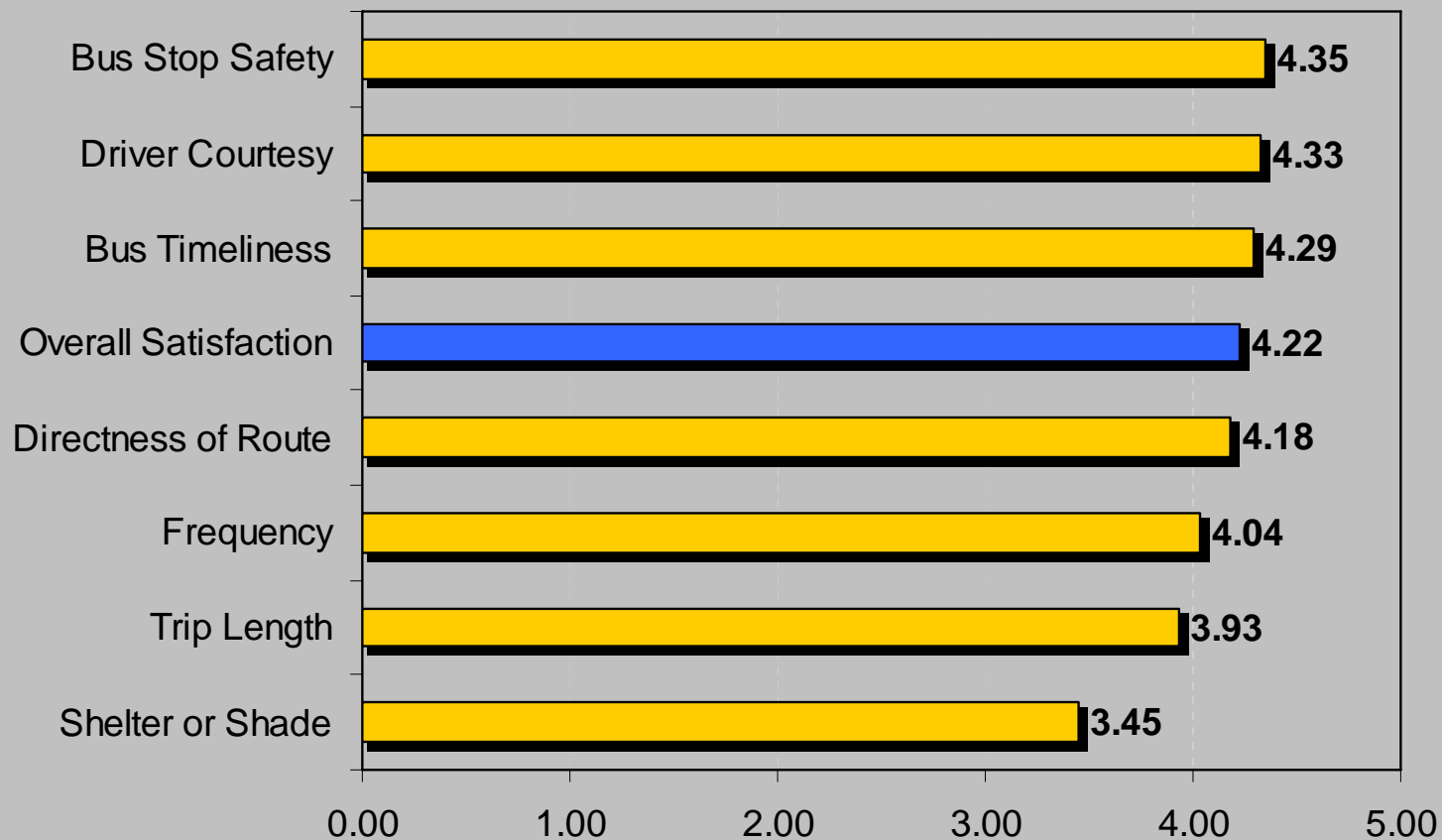
June 9, 2008





Customer Service & Satisfaction

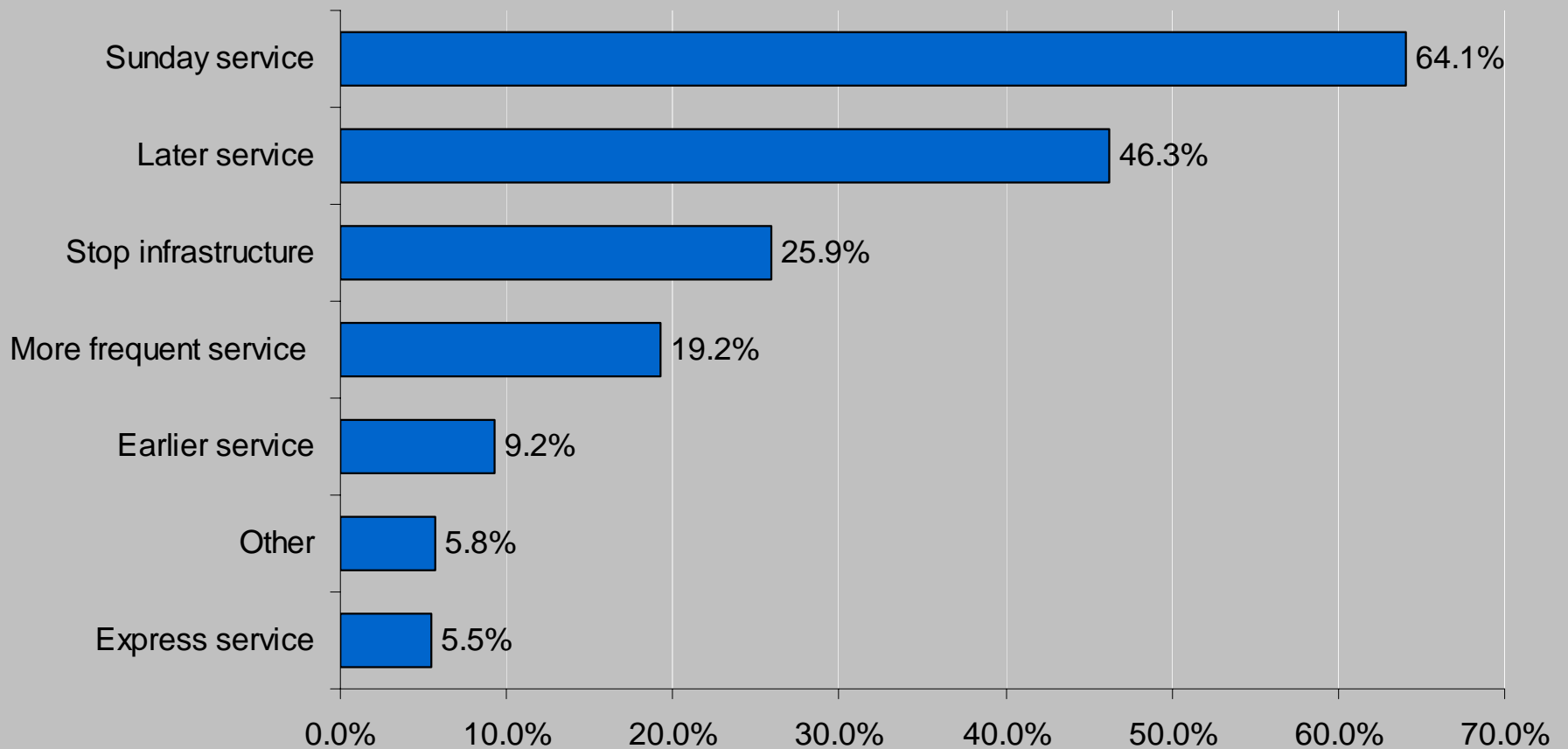
Ridership Satisfaction Rating (5.0 Scale)





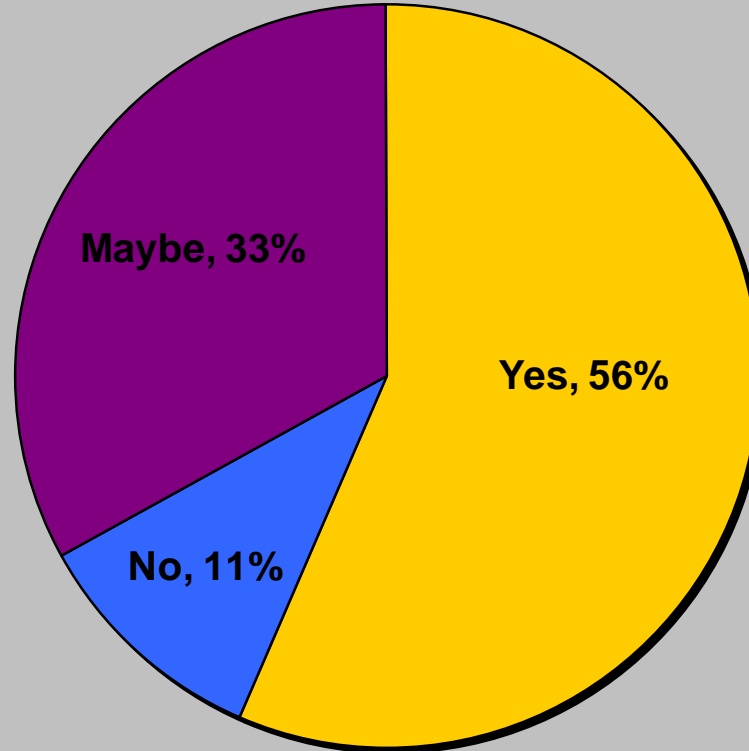
2008 On-Board Survey Results

Customer Service & Satisfaction Service Improvements



Customer Service & Satisfaction - BRT

If SCAT provided "premium" express (limited stop) bus service along US 41, would you use that service?





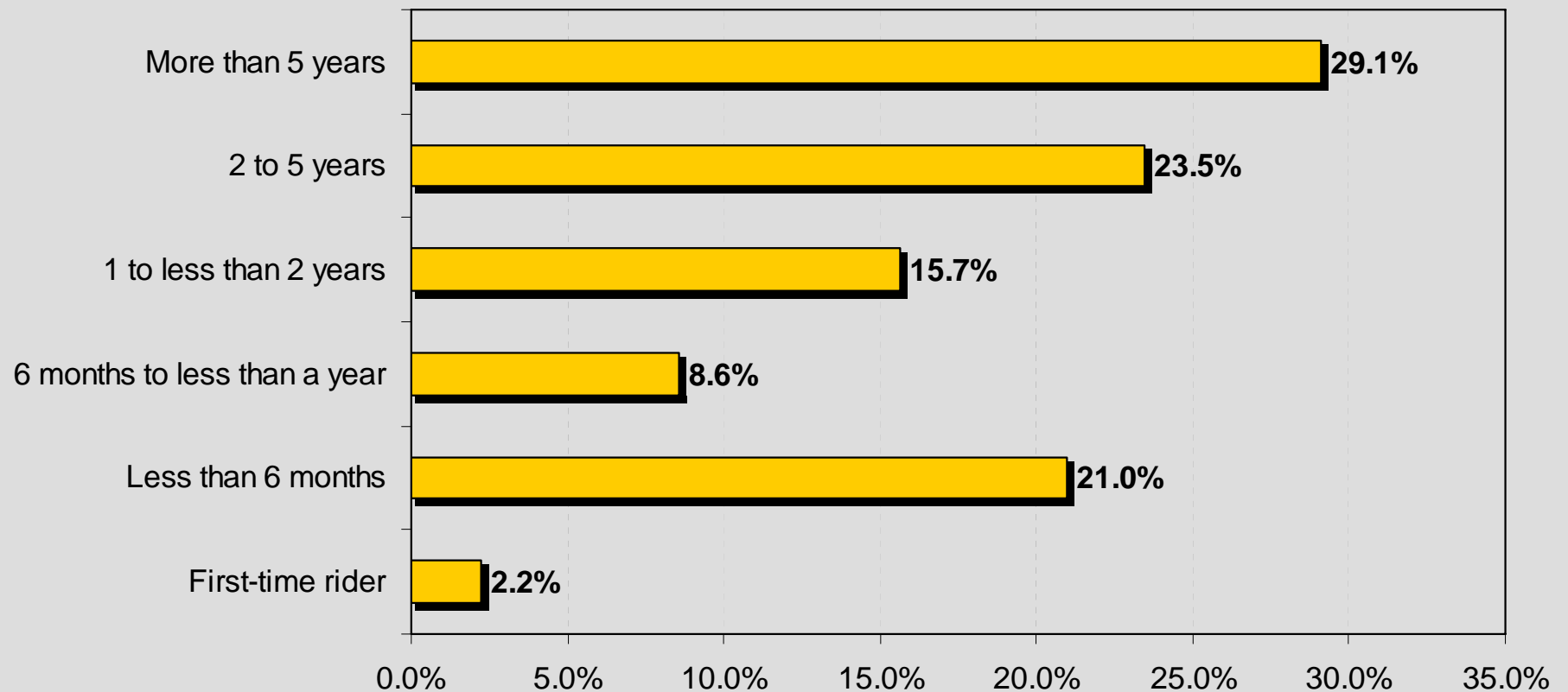
2008 On-Board Survey Results

Rider Demographics – Average Rider

Category	Average Rider Demographic			
Gender	Male (52%) 37 %			
Ethnic Origin	White (64%)			
Age	35 to 54			
Annual Household Income	< \$10,000 29.6%	\$10 – 19,999 21.8%	\$20 – 29,999 16.6%	> \$30,000 21.1%
Regular SCAT user	2 – 5 Years Over 53%			
New SCAT user	Less than 6 months 21%			
Trip Type	Work 49%	Shopping 17%	Social/Personal 12%	School, Dr., Rec, Etc.

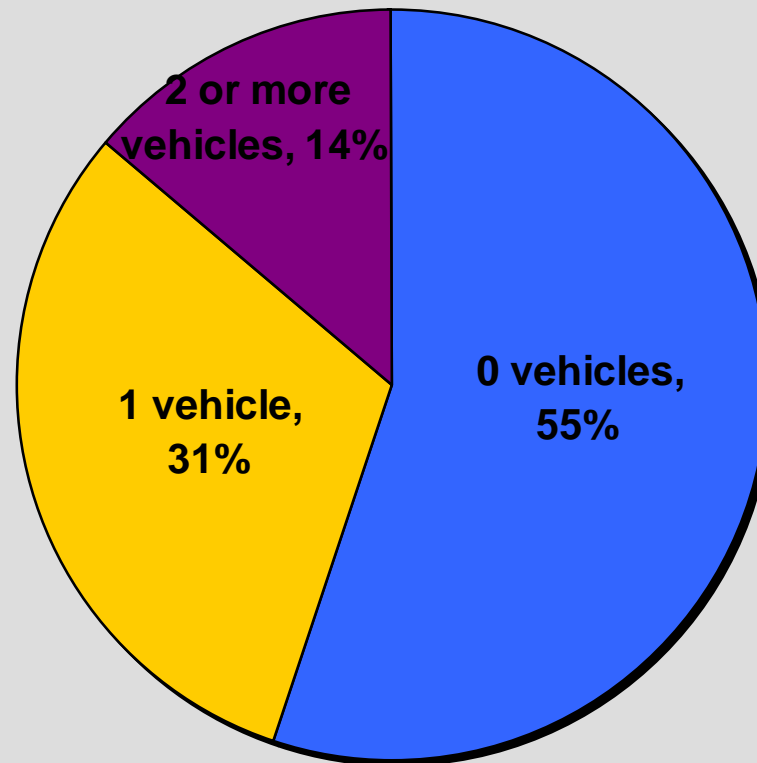
Rider Demographics – History of Use

How long have you been using SCAT bus service?

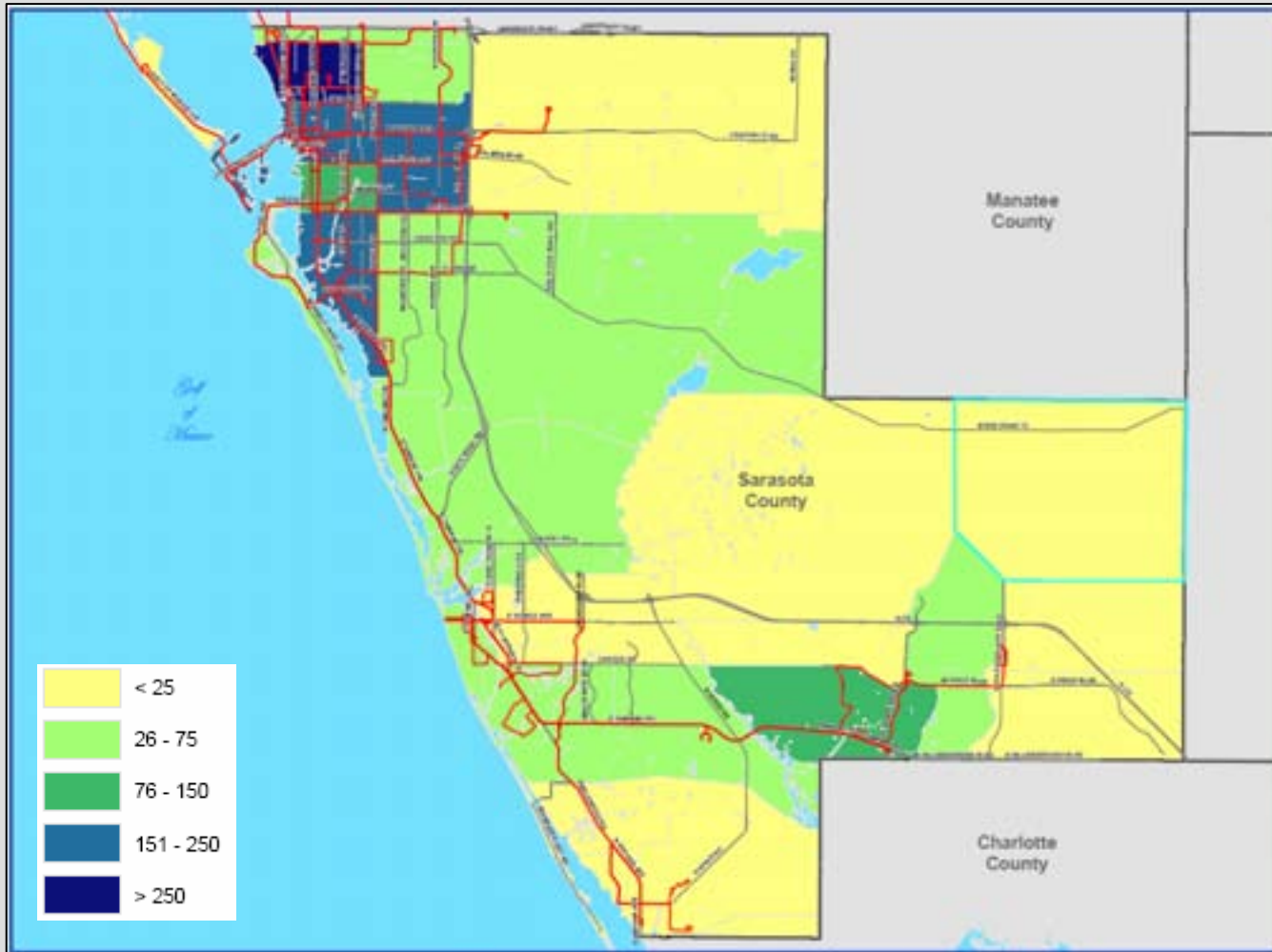


Rider Demographics – Working Vehicles

How many working cars, vans, and/or light trucks are available in your household?



Rider Demographics – Home Location by Zip Code

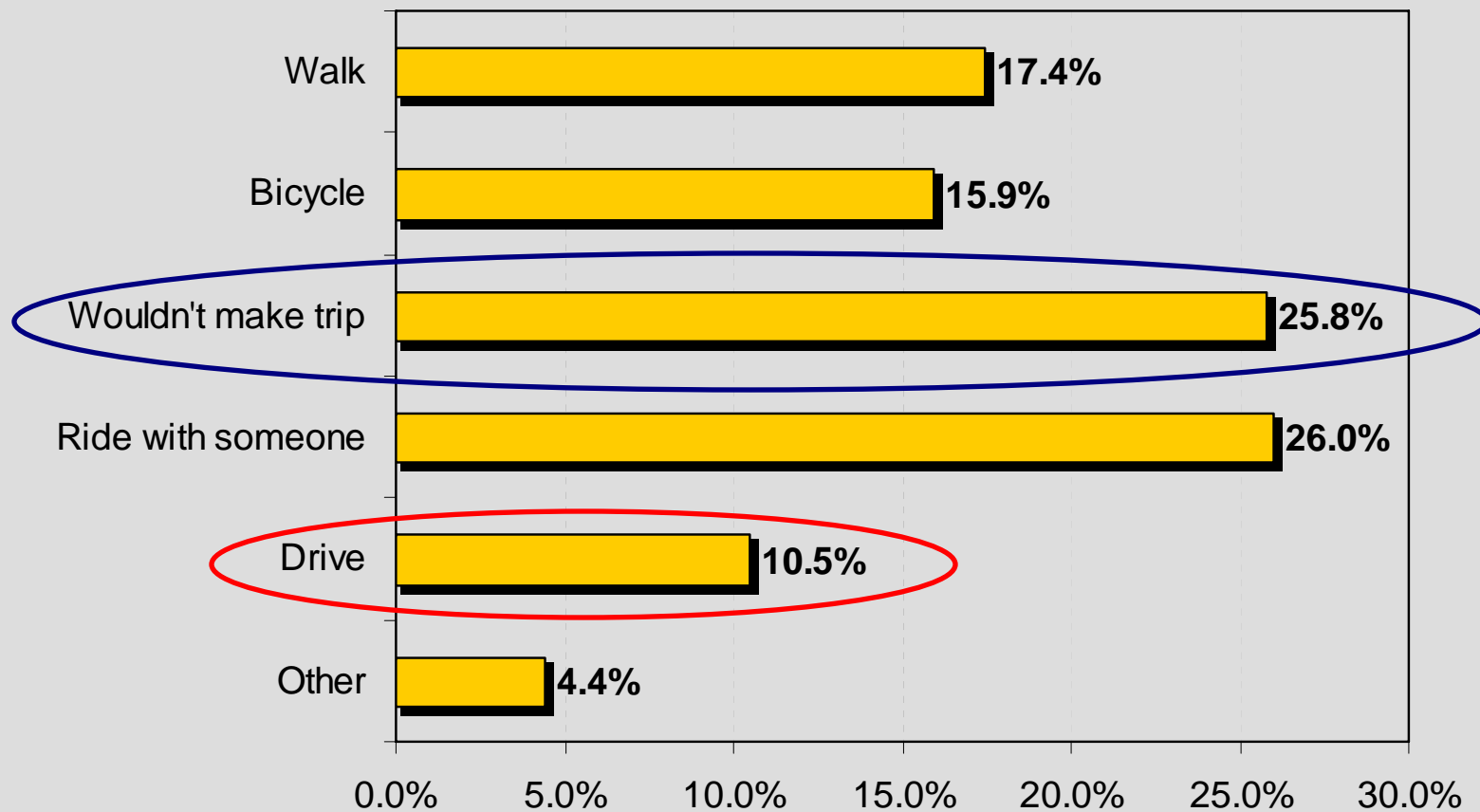


Travel Characteristics – Trip Purpose For Trips Originating From Home

Destination	Percent Total
Work	49%
Social/Personal	12%
School (K-12)	4%
College/Tech	2%
Recreation	5%
Shopping/Errands	17%
Medical	4%
Other	7%

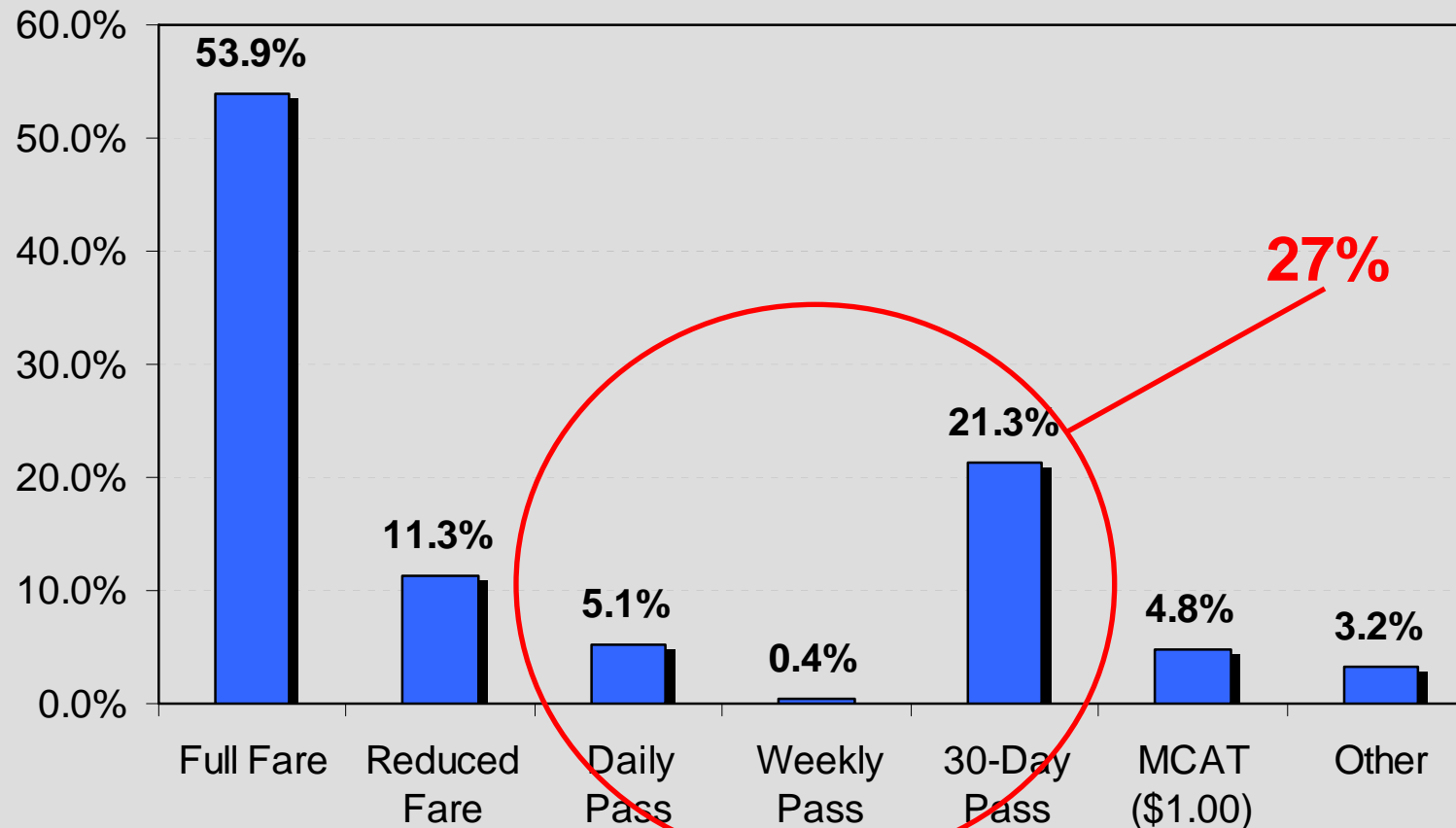
Travel Characteristics

How would you make this one-way trip if not by bus?



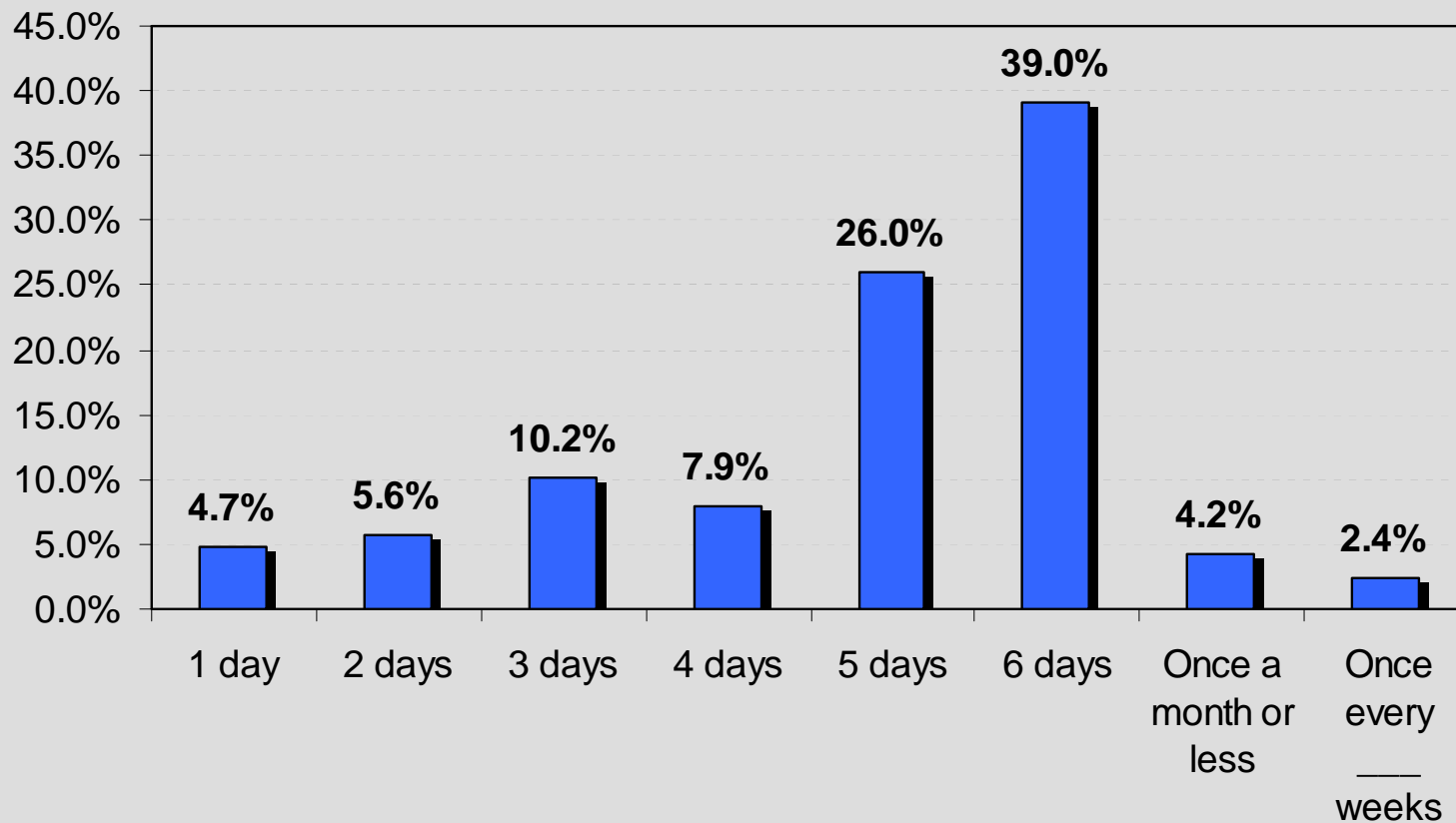
Travel Characteristics – Fare Payment

What type of fare did you pay when you boarded this bus?



Travel Characteristics – Frequency of Use

How many days a week do you ride the bus?



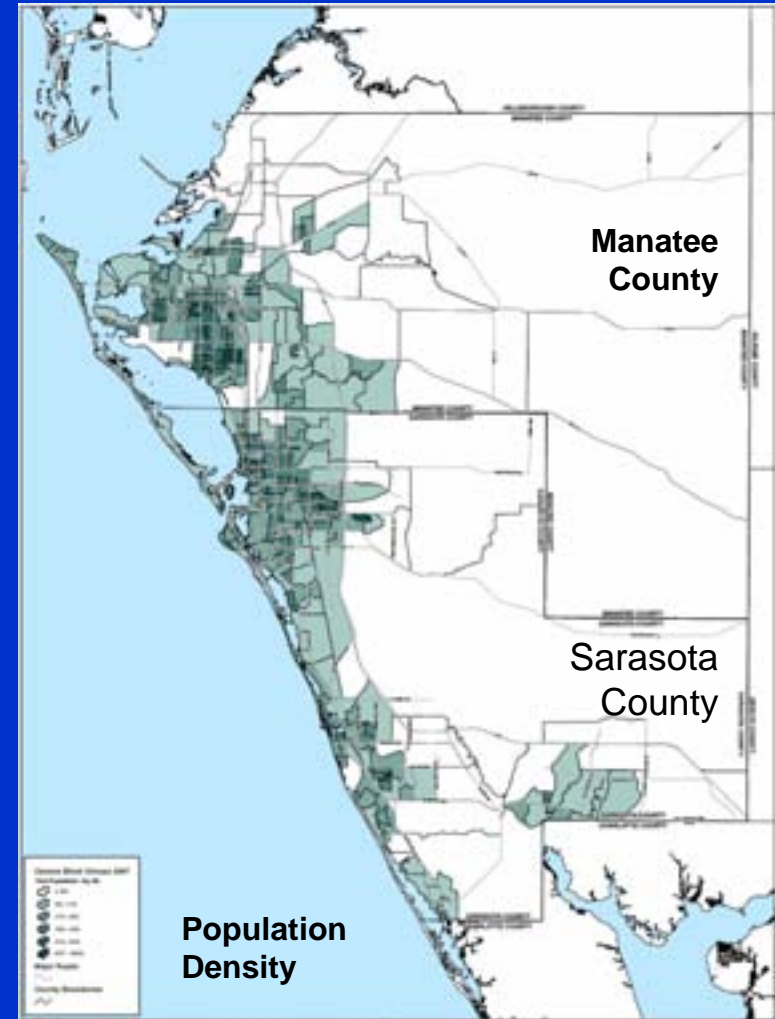
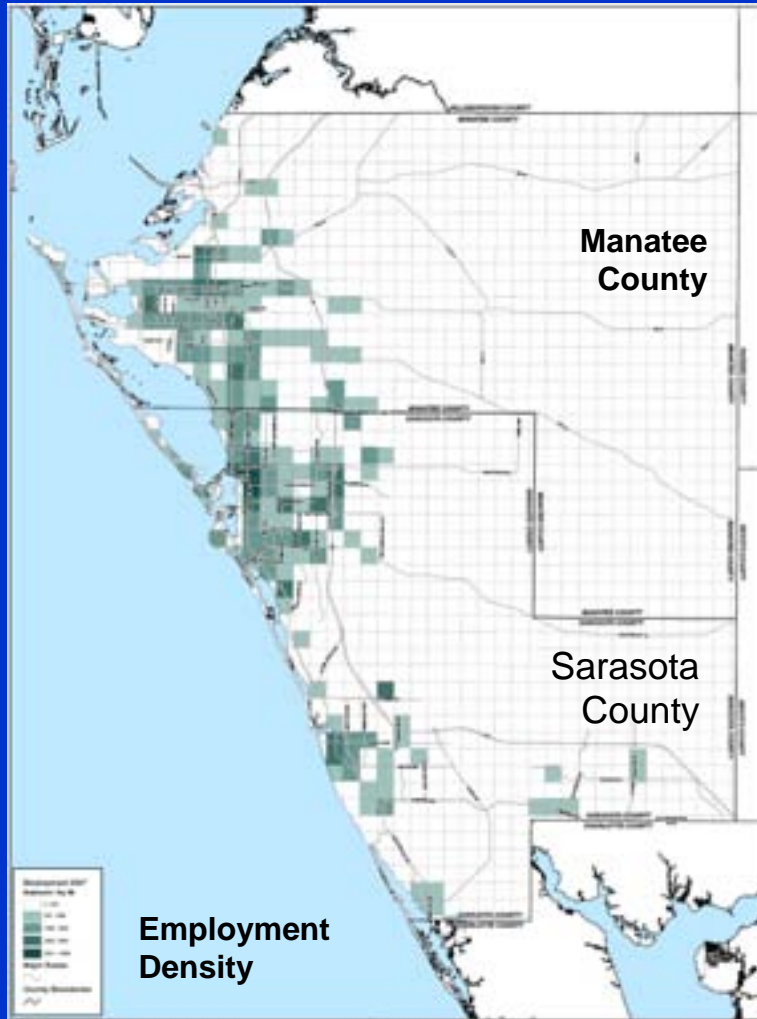
- 65 Fixed Route with 10 Hybrid Diesel Electric
- 40 Paratransit
- All SCAT vehicles operate with B-5 Biodiesel
- Transitioning Fixed Route Fleet to Hybrid Diesel Electric
- Fleet Expansion



- Double SCAT Ridership by 2012
- Bus Stop Improvements
- Park & Ride Locations
- ITS
- New Transfer Centers and Improving Existing
- Island Trolley Services
- Express Bus Services
- New Interlocal Agreements
- South County Satellite Maintenance & Operations Facility
- Bus Expansion & Replacement
- BRT Project & Expansion



Transit Ridership – Aligning Transit with Land Use



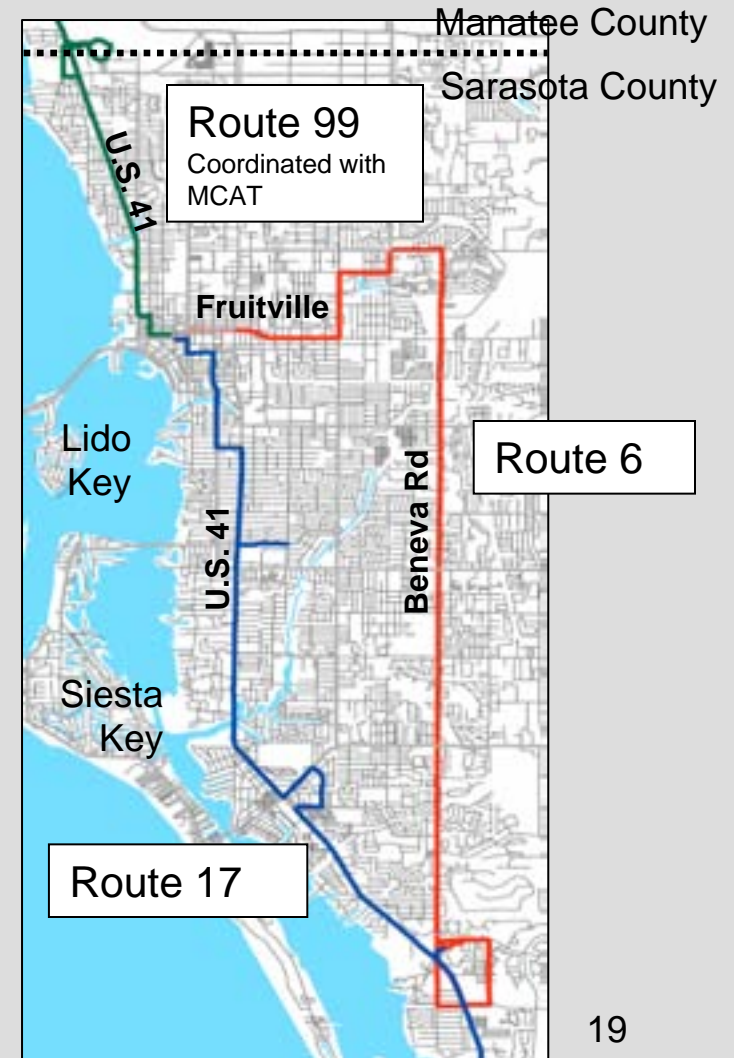
With less revenue in the future:

Principles for Route Reduction

- Keep service with **HIGHEST** ridership
- Keep **HIGHEST** service in areas with **HIGHEST** ridership
- Maintain “Life Line” service even in **LOW** ridership areas

Passenger Activity – Most Productive Routes

- **Route 17 Trail**
(1272 Average Daily Trips)
- **Route 6 Beneva**
(996 Average Daily Trips)
- **Route 99 Palmetto-Sarasota**
(857 Average Daily Trips)



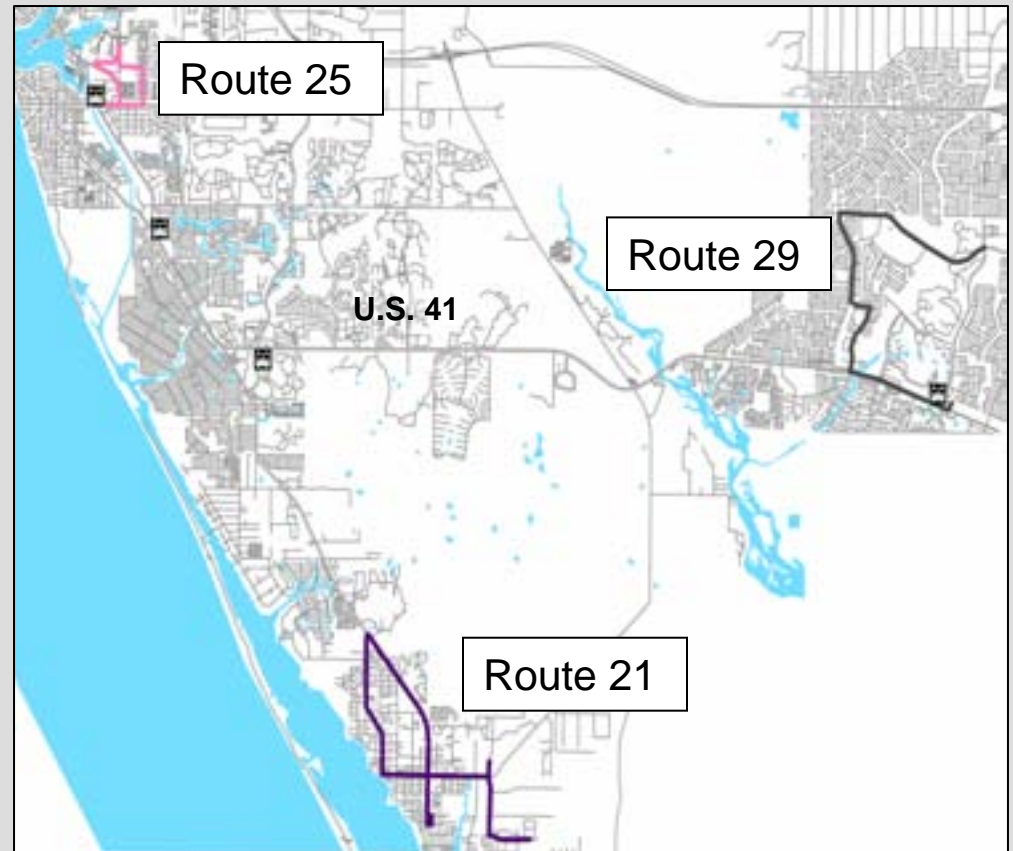
Passenger Activity – Other Productive Routes

- **Route 1 Fruitville**
(492 Average Daily Trips)
- **Route 11 Siesta Key**
(442 Average Daily Trips)
- **Route 12 Lockwood**
(401 Average Daily Trips)

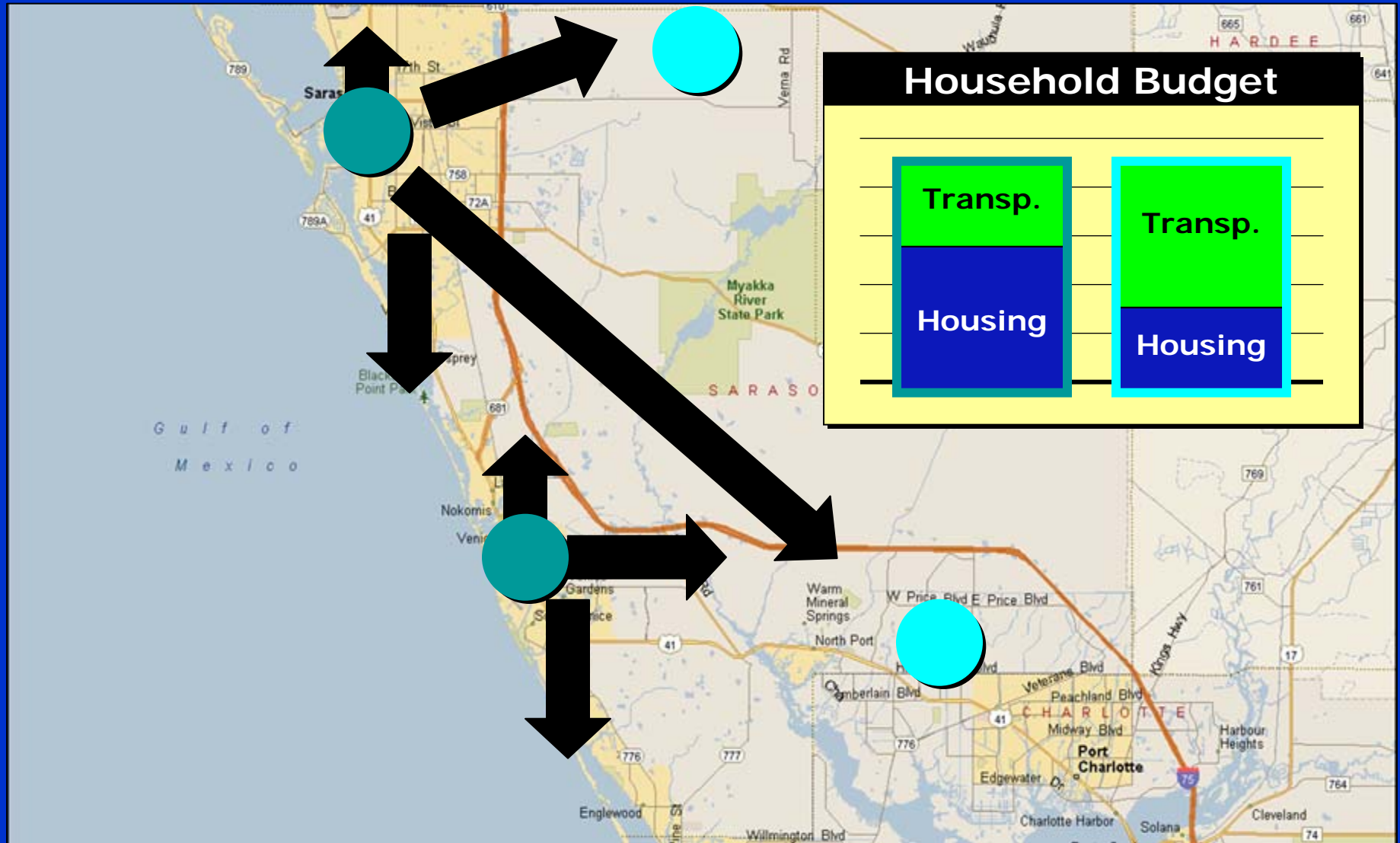


Passenger Activity – Least Productive Routes

- **Route 21 Englewood**
- **Route 25 Bird Bay**
- **Route 29 Glenallen**



What Is The Problem?



Convenient Transit Service to:



**Major
Employment
Sites**



**Hospitals,
Universities,
Medical Offices**



**Mixed-Use
Zones with
Foot Traffic**

What Makes Transit Effective?

"Get me from point A to point B..."



"... quickly and don't make me wait..."



**NEXT VEHICLE:
< 10 minutes**

"...and I want to feel good about it."



Meets Market Needs
Competitive with Driving
Perceived as Central, Not Peripheral





What is Sarasota's Transit Strategy?

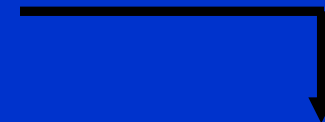
Stage One

Reinforce and Enhance Transit System



Stage Two

Efficiency Investments



Stage Three

System Expansion

Frequency

Core frequencies on key routes with demonstrated demand should be 30 minutes, not 60.

Service Span

Core services need to match the hours of work shifts at major employers.

Sunday and Extended Service

Many of our riders work Sundays and Evenings.





Stage 2: Efficiency Investments

Goals:

Transit

Improve the efficiency and effectiveness of *current* transit operations.

Land Use

Through collaborative relationships, promote development and redevelopment along transit infrastructure.

Longer Term

Set the stage for future system improvements county-wide

Federal Transit Administration is moving to tie grant funding to Land Use Density.

Feb 25, 2008 (\$21.2M Budget)

Monday – Sunday

5:15 am – 12:45 am

41 Buses Peak Pull Out

24 Routes Mon – Sat and 6

Routes on Sunday

• **New Evening Hours on 8 routes**

• **New Late Night Hours on 4 routes until Midnight**



Late Night
and **Sunday** services
Arriving Feb. 25 at a bus stop near you!

Effective Feb. 25, 2008, Sarasota County Area Transit offers new and improved services, including Sunday hours, extended evening hours and late-night service on several routes, as well as schedule and routing changes on four routes.

On Pages 3-4 of this insert, you will find more information on the changes, including new maps and timetables. For the most current information on all SCAT routes and services, use this insert in conjunction with the latest SCAT north and south schedules. And watch for the new SCAT Ride Guide due out this spring. The Ride Guide will have all the new and existing services, maps and timetables in one simple, easy-to-use pocket guide.

SCAT has the answer for all your traveling needs around Sarasota County. Avoid the hassles of parking, costly vehicle repairs and high fuel costs when you leave your private vehicle behind and travel the more environmentally sensible way by bus. Bring along your bicycle, too! All SCAT buses are equipped with two bike racks.

FIXED-ROUTE FARES
Single Ride 75¢
Discounted* Single Ride 35¢

Unlimited Ride Passes
30-Day Passport \$40
Discounted* 30-Day Passport \$20
Day Pass \$1

* Must have a SCAT Card or Medicare card.

FOR MORE INFORMATION:
Sarasota County Area Transit
2503 Pinney Ave.
Sarasota, FL 34233
941-881-5000
www.scgov.net/SCAT



June 14, 2008 (\$20.7 Budget)

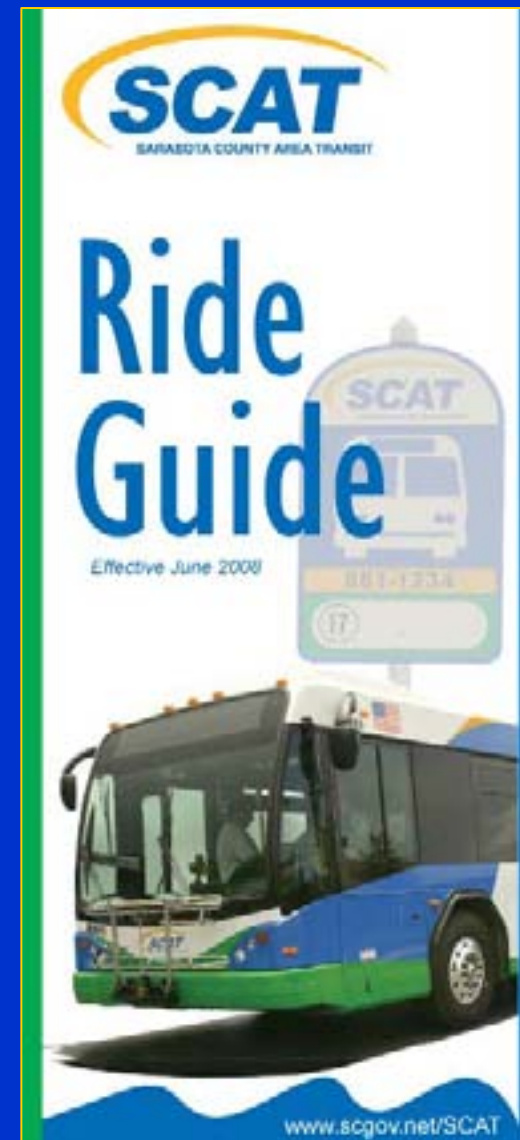
Monday – Sunday

5:15 a.m. – 12:45 a.m.

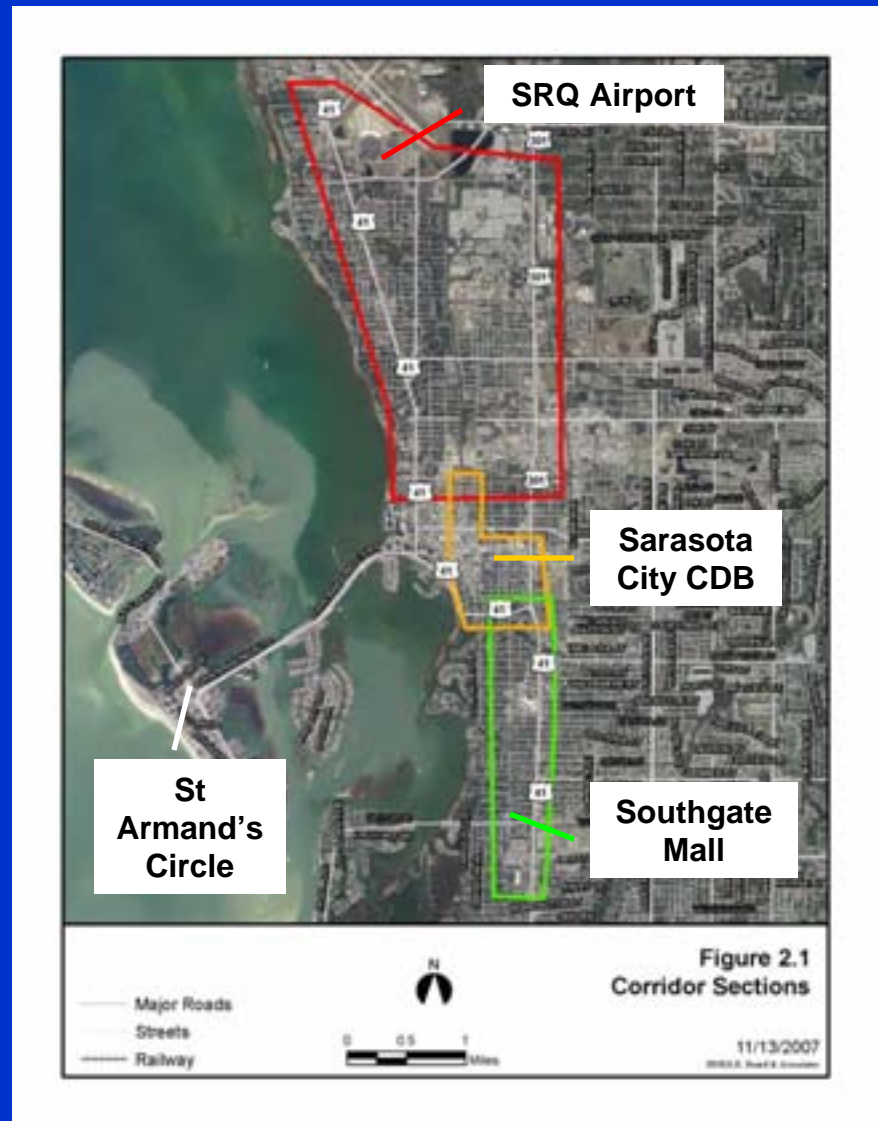
44 Buses Peak Pull Out

25 Routes M-Sat and 8 Routes on Sunday

- Starting earlier on Sunday
- Adding Sunday – Rt 6 (Beneva) and Rt 12 (Lockwood)
- Frequency on Rt 18 (Longboat) 30-minute service Mon-Sun with MCAT
- Frequency on Rt 12 (Lockwood) 30-minute service Mon-Sat
- Later evening hours on Rt 11 (Siesta Key) and in North Port on Rt 20 (Toledo Blade) and Rt 19 (North Port)



- Alternatives Analysis (AA) to be completed in late Summer
- Locally Preferred Alternative (LPA) defined through public process and presented to Board in Aug 2008
- Service and finance plan of the 9-10 mile corridor operating every 10-15 min for the locally preferred alternative
- LPA to be approved into MPO Long Range Transportation Plan
- Followed by Federal Transit Administration (FTA) Approval into Project Development





FTA Project Delivery Timeline

Federal Transit Administration (FTA) Small Starts Project 2008 - 2012

Fall 2008

FTA Approval
into Project
Development

2009

Complete
National
Environmental
Protection Act
(NEPA) Review

**2009 –
2010**

FTA Project
Construction
Grant
Agreement

**2011 –
2012**

Initial Project
Implementation



BRT Study Public Participation

Sept 2007 – Aug 2008

Public workshops in Sept and Oct 2007 presented several alignment options

Completing the data collection and analysis with technical input

Scheduling Public Education & Participation in June and July 2008

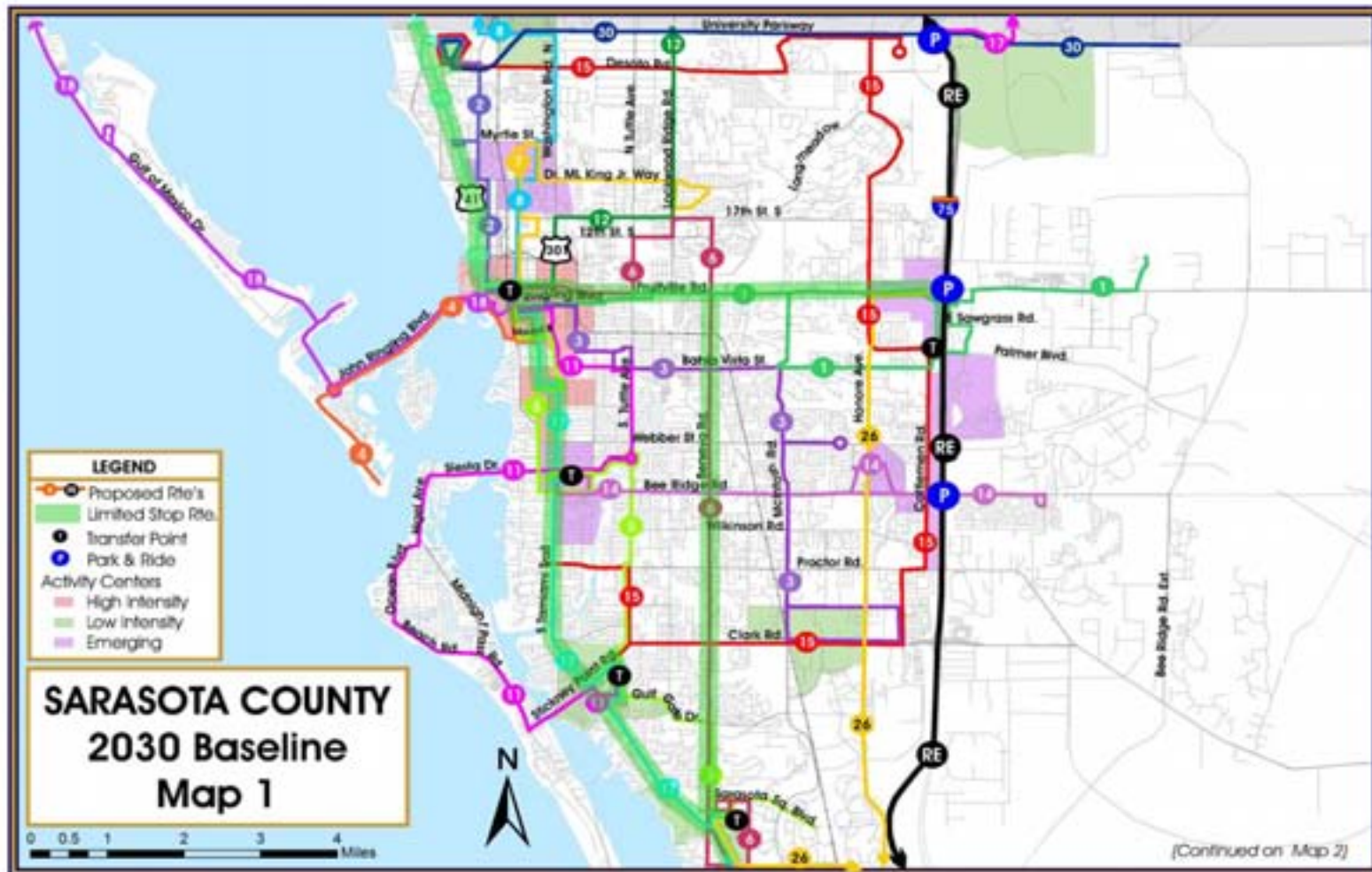
Present recommendation for a Locally Preferred Alternative in Aug 2008 to Sarasota County Transportation Authority

**May – June
2008**

- City of Sarasota Commission
- Sarasota County Commission
- Neighborhoods

**July – Aug
2008**

- MPO TAC, CAC and Public Transportation Task Force
- MPO Board
- Sarasota County Commission



Thank you.