

AMES TRANSIT AGENCY BOARD OF TRUSTEES
CYRIDE CONFERENCE ROOM

November 15, 2014

SPECIAL MEETING
AGENDA

1. Call to Order: 8:00 A.M.
2. CyRide Service Level Philosophy – p.1 (8:00 – 8:30 am)
3. Service Improvement Priorities – p.2 (8:30 – 8:45 am)
4. 2015-2016 Budget Options Beyond Baseline - p.3 (8:45 – 9:15 am)
5. Funding Model/Local Partner Shares (9:15 – 10:15 am)
(New Services) – p.4
6. Fare Model Concepts (Creative Solutions) – p.5 (10:15 am – 10:45 am)
7. Adjourn

CYRIDE SERVICE LEVEL PHILOSOPHY

Current Ames Transit Agency Service Level Philosophy

*Provide a **ride** for every customer desiring to use transit at the **time of day CyRide operates**.*

Key Points:

- Everyone gets a ride – seated or standing
 - buses may be crowded and customers asked to move back to make room for others
 - it may take six-seven buses to provide the capacity needed at that time of the day
 - no one is left at the bus stop to wait for another scheduled trip, except on Orange Rt.
- Does not apply to hours or days of service that CyRide currently does not operate a route.

Customer-Focused Service Level Philosophy

*Provide a **seat** for every customer desiring to use transit at the **time of day they desire**.*

Key Points:

- Every customer would have a reasonable expectation that they could get a seat on a bus.
- Customers could get some type of service whenever they need transportation.

Fiscally-Constrained Service Philosophy

*Provide a **pre-determined level of service**, based on a budget, regardless of customer travel patterns, needs or desires.*

Key Points:

- The budget would drive the level of service provided in the community.
- Customers could be left at a bus stop without transportation until the next scheduled trip; CyRide would not put additional service out to address higher demand.
- Would require more planning by the community to make sure they arrived at their destination on time; could increase travel time for customers or encourage driving to campus requiring more university cost for parking.

Targeted Service Philosophy

Restrict service for targeted individuals at peak periods of the day, with unrestricted access at other times.

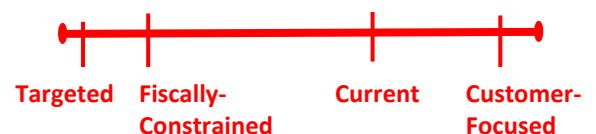
Key Points:

- Would require significant investment in a new farebox/smartcard technology system to determine if a customer could ride when boarding (\$1 million+ capital cost).
- Would require a substantial education program for customers to plan their trips/schedules around the availability of transportation and would most likely lower satisfaction with service.
- May not be legal, as limiting when people can ride may not conform to being “open to the general public” as required by federal law; would need legal determination per FTA guidance.
- Would require planning by the community to make sure they arrived at their destination on time; could increase travel time or encourage driving to/parking on campus.

STAFF RECOMMENDATION: Current Philosophy

The community expects exceptional service as demonstrated by community/student surveys, and the current philosophy balances this desire with the financial constraints.

Service Level Continuum



SERVICE IMPROVEMENT PRIORITIES

Capacity Change

Service changes that address capacity challenges within the existing system.

Type of Changes: Extra buses added due to overcrowding on a route consistently exceeding 150% of seated capacity (60 riders); scheduled trips are unchanged

2015-2016 Service Proposal: Five more hours of service per weekday

Improved Existing Service

Service improvements that address improved convenience/capacity within the existing system.

Types of Improvements: Better service frequency or longer service hours on a route; published schedule is changed

2015-2016 Service Proposal:

- Gray route weekday frequency improvement from a bus every 20 minutes instead of every 40 minutes
- Red route modifications that shifts resources from the #1A route and creates a new route

New Service

Service improvements that address expansion of service into new areas/days of service.

Types of Improvement: Adding a new route (i.e. State Street route) or implementing service on an existing route on a day it is not currently offered; published schedule is changed

2015-2016 Service Proposal: Gray route service on Saturday, as this route currently operates Monday through Friday only

STAFF RECOMMENDATION:

Priority #1 – Capacity Change

Priority #2 – Improved Existing Service

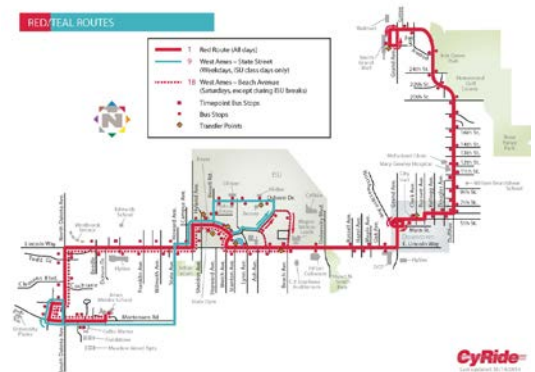
Priority #3 – New Service

2015-2016 BUDGET OPTIONS BEYOND BASELINE

Service Change Proposals

Modify Route #1A Red Trips to New Route - \$75,000

CyRide staff proposes to utilize the resources of the #1A Red Route and create a new route that would operate along Mortensen and State Street into campus; operating from 7 am to 7 pm each weekday. This change would reduce service on the regular Red Route from its current 7 -10 minute service level to a bus every 20 minutes.



#4 - Gray Route Additional Service Option #1 (Weekdays) – \$58,000 no direct service to Vet Med (stay on S. 16th St.); \$117,000 direct service to Vet Med

CyRide proposes to increase service frequency on the #4 Gray Route each weekday when school is in session from its current 40-minute schedule to a bus arriving every 20-minutes. The buses operating this additional service would operate on the same route as the #4B route that operates between S. Duff and campus, excluding service to the hotels and DMACC at the end of this route. Two options were analyzed – one that would modify the route so that it no longer provided service to the door of the Veterinary Medicine complex and a second, more expensive option that would continue service directly to the complex, while still improving the service level along S. 16th St.

#4 - Gray Route Additional Service Option #2 (Saturdays) - \$43,000

CyRide proposes to add Saturday service to this route at a 40-minute interval from 8 am to 10 pm, comparable to other Saturday routes. Currently, the route has no service on the weekends.

Possible Budget Options

- **Operating Budget Option 2 (Red Route/New Route Proposal) - \$155,000**
 - Baseline including 5 additional hours of service each weekday (\$80,000)
 - Red Route/New Route Proposal (\$75,000)
- **Operating Budget Option 3 (Gray Route Modifications) - \$181,000 - \$240,000**
 - Baseline including 5 additional hours of service each weekday (\$80,000)
 - Gray Route Weekday Service (\$58,000 or \$117,000)
 - Gray Route Saturday Service (\$43,000)
- **Operating Budget Option 4 (Red Route/New Route Proposal and Gray Route Modifications) - \$256,000 - \$315,000**
 - Baseline including 5 additional hours of service each weekday (\$80,000)
 - Red Route/New Route Proposal (\$75,000)
 - Gray Route Weekday Service (\$58,000 or \$117,000)
 - Gray Route Saturday Service (\$43,000)

STAFF RECOMMENDATION: Option #2 or #3, at a minimum.

Funding Model/Local Partner Shares (New Services)

New Service/Expense Assumptions 2016-2020

- 5 hours extra per day per year
- NextBus annual software hosting/maintenance expenses
- Buses (local match)
- S. 16th Street – Next year
- New State Street Route – In two years
- Research Park – In 3 years
- North Ames (Brown Route) – In two years

FY2020 Three-Party Shares

	Current - FY15	GSB - 65% City – 24% ISU - 11%	New Local %	GSB - 70% City - 15% ISU - 15%	New Local %	GSB - 80% City – 10% ISU - 10%	New Local %
City	\$1,567,694	\$2,216,959	24%	\$1,922,968	22%	\$1,881,287	
ISU	\$687,495	\$972,223	11%	\$843,297	10%	\$825,018	
GSB	\$4,409,044	\$5,896,938	65%	\$5,937,668	68%	\$5,944,333	
Total	\$6,664,233	\$9,086,120		\$8,703,933		\$8,650,638	
Fee	\$64.11	\$86.95		\$87.55		\$87.65	
% Fee Change From Current		+35.6%		+36.6%		+36.7%	
% Increase Comparison to Avg. 5-Yr.		GSB – ↓ City – ↑ ISU – ↑		GSB – ↓ City – ↓ ISU – ↓		GSB – ↓ City – ↓ ISU – ↓	

	Current - FY15	GSB - 90% City - 5% ISU - 5%	New Local %	GSB - 100% City – 0% ISU - 0%	New Local %
City	\$1,567,694	\$1,840,377	21%	\$1,799,700	21%
ISU	\$687,495	\$807,078	9%	\$789,239	9%
GSB	\$4,409,044	\$5,953,047	68%	\$5,962,380	70%
Total	\$6,664,233	\$8,600,502		\$8,551,319	
Fee	\$64.11	\$87.78		\$87.92	
% Fee Change From Current		+39.3%		+39.5%	
% Increase Comparison to Avg. 5-Yr.		GSB – ↓ City – ↓ ISU – ↓		GSB – ↓ City – ↓ ISU – ↓	

STAFF THOUGHTS: GSB -70%, City – 15%, ISU – 15% (or other City/ISU share equaling 30%)

This funding scenario addresses the increasing student impact, while at the same time recognizes the positive economic impact of students on the Ames economy. The GSB share of local dollars has fluctuated between 62-65% since students voted for the fare-free system and a small increase would recognize the higher percent of student ridership that has occurred in the past seven years.

Fare Model Concepts (Creative Solutions)

There are three basic types of fare structure policies: differential, flat and fare-free. Currently CyRide implements a combination of policies, where a fare-free policy is used for students and a flat fare for all other customers. Currently, cash revenue collected through the farebox is processed by all administrative staff and mechanics once every two weeks.

Flat Fare

This is the typical urban model where customers are charged the same price, regardless of time of day, distance or direction traveled, speed or quality of service. This fare structure is easier to understand and convenient for the customer. Typically, transit systems have a combination of flat fare *categories* such as cash, passes (monthly, weekly, daily) and tickets/tokens/punch card. However, this fare type does not reflect the actual cost of providing service, which can fluctuate throughout the day. Higher cost services include: peak period operation, longer trip routes, and premium service (such as express services). As a result, “cross-subsidization” occurs where customers travelling shorter distances end up paying for a portion of the cost for customers travelling a longer distance.

Variation: New York City has a flat fare system, but limits the number of times a person can use an unlimited ride pass during peak times to three per day (this requires an electronic farebox system and smartcard technology).

Application: Most urban transit systems in the United States, except university-based systems (most have converted to or are moving toward a fare-free model in recent years)

Implications for CyRide/Community:

- Significantly higher revenue to collect, which requires:
 - Additional buses/drivers to carry the same number of customers due to lengthening the boarding process
 - Additional staff to handle the additional revenue
 - A dedicated area to count/prepare money for the bank
 - A new electronic farebox system – current system does not have the capacity
- More customers may choose to drive to campus, requiring more parking in/near campus, increased residential parking conflicts and street congestion at times of the day

Differential Fare

A differential fare policy implements a different fare for the time of day, distance or direction traveled, speed or quality of service. Differential fare systems have become less popular in the past 10-20 years due to their complexity in enforcement and confusion created for customers; however, are viewed as more equitable, efficient and effective. They better reflect the variable costs of transit service, encourage riders to travel when excess capacity is available, and subsidize all types of riders roughly equally. There are three basic types of differential fare policies: distance or zonal, time of day or service-level based. According to the American Public Transportation Association (APTA) in 2012, 23 percent of transit operators nationwide currently use distance-based pricing, and only 6 percent use time-based pricing.

Application: A number of larger transit systems, Salt Lake City, Utah, Washington DC, Baltimore, etc.

Implications for CyRide:

- If the differential impacted the customer:
 - Significant education about the differential would be required.
 - A new electronic farebox system (fareboxes and smartcards) to enforce the differential
 - Additional buses/drivers to carry the same number of riders as the boarding process is slower if the differential requires payment at the farebox
 - Additional staff to handle the additional revenue if the differential requires payment at the farebox
- A dedicated area to count/prepare money for the bank if the differential requires payment at the farebox
- More customers may choose to drive to campus, requiring more parking in/near campus, increased residential parking conflicts and street congestion at times of the day

Fare-Free

A fare-free policy is one where public transit services do not require passengers to pay when they board a public transit vehicle; however, someone or some entity is paying for the public transit service.

Variation: Fare-free for a targeted population, usually seniors, disabled, or children

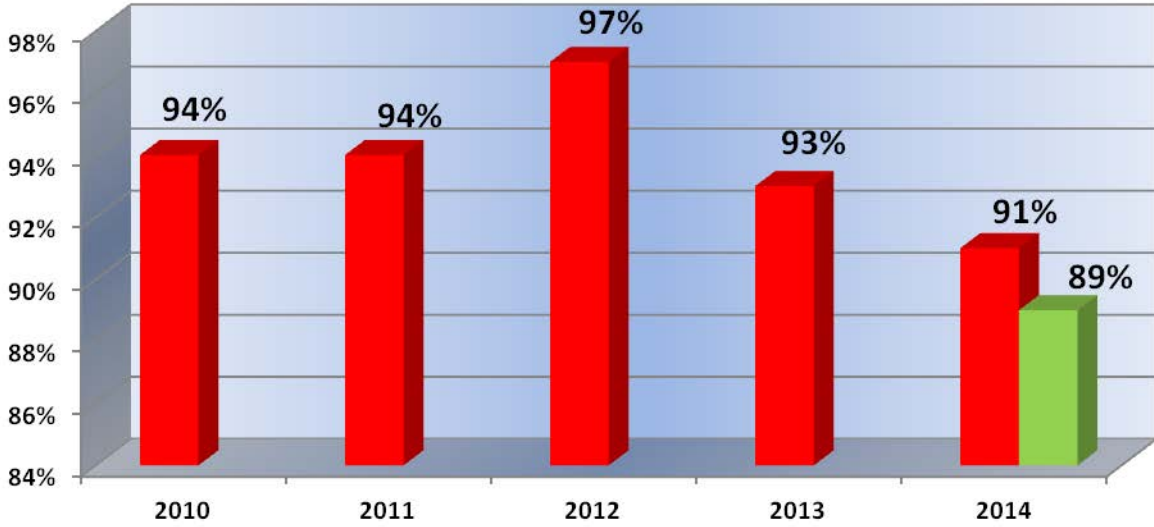
Application: Ski resorts, university communities and zones within a city such as a downtown area. It is more common for small urban and rural public transit agencies to operate on a fare-free basis. Examples of applications are: Amherst, Massachusetts; Boone and Chapel Hill, North Carolina; Bozeman, Montana; Clemson, South Carolina; Corvallis, Oregon; Logan, Utah; and Macomb, Illinois.

Implications for CyRide: None

STAFF RECOMMENDATION: Further explore a hybrid model for university student fares by combining a differential, distance-based and fare-free system, through implementation of a two-tiered student fee structure.

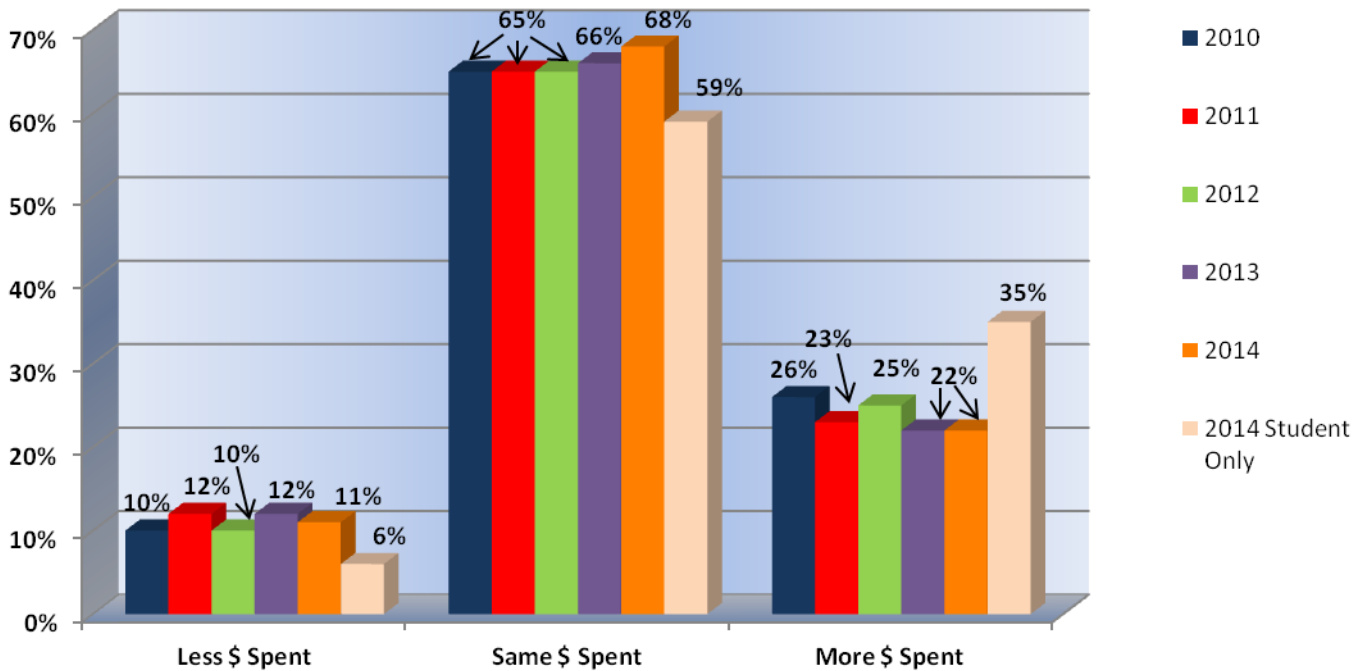
City of Ames Resident Survey Summary

Percent Satisfied



- All survey respondents
- Student response only

Level of Financial Support Student and Non-Student



December

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4 Transit Board Meeting 8:00am	5	6
7	8	9	10	11	12	13
14	15 ←	16	17	18	19 →	20 ISU Graduation
21	22 Finals Week	23	24	25	26	27
28	29	30	31			

2014