



# **Charlotte County Transit Operations**

BCC Workshop  
Jan. 19, 2016



# Transit Services

## Dial-A-Ride

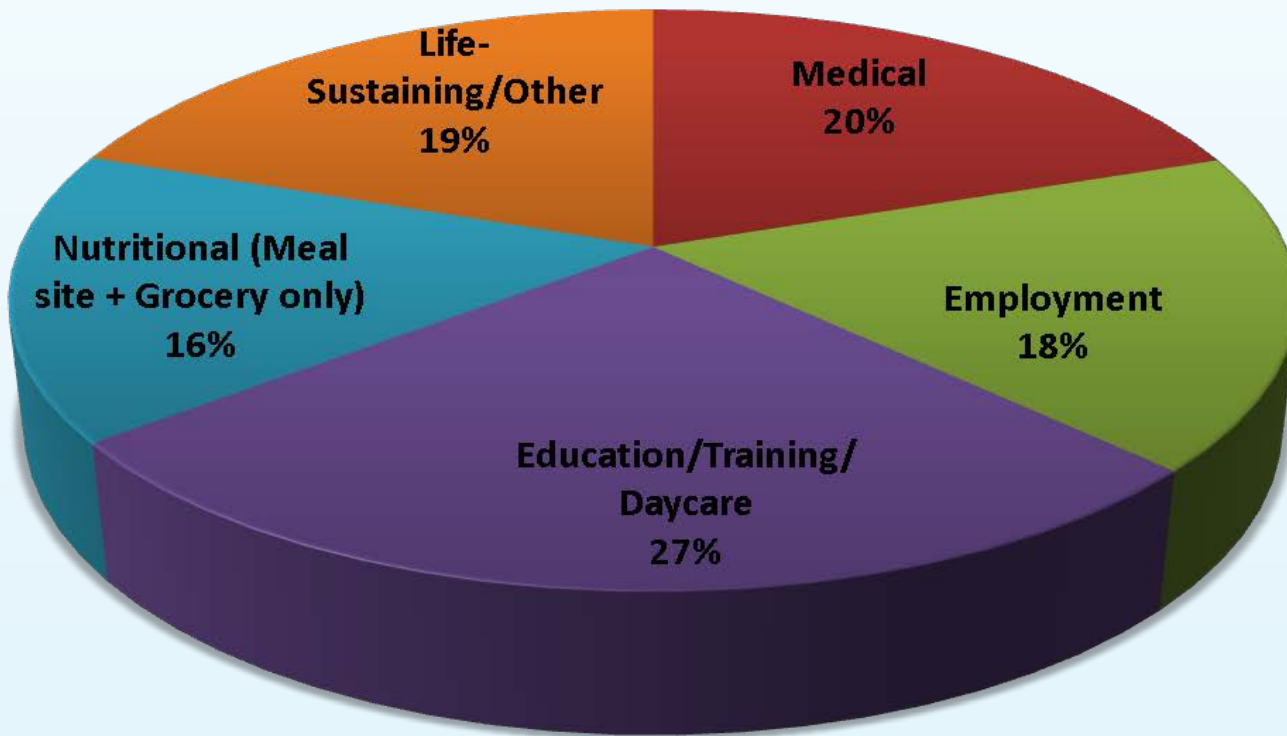
- Anyone, anywhere, any purpose
- Grant funds are primarily federal (50% match)
- 50,202 trips in 2015
- General Fund Budget:  
\$341,956

## Sunshine Ride

- Transportation disadvantaged
- Grant funds are primarily state (10% match)
- 55,007 trips in 2015
- General Fund Budget:  
\$409,840
- Requires Community Transportation Coordinator (CTC) and Local Coordinating Board (LCB)



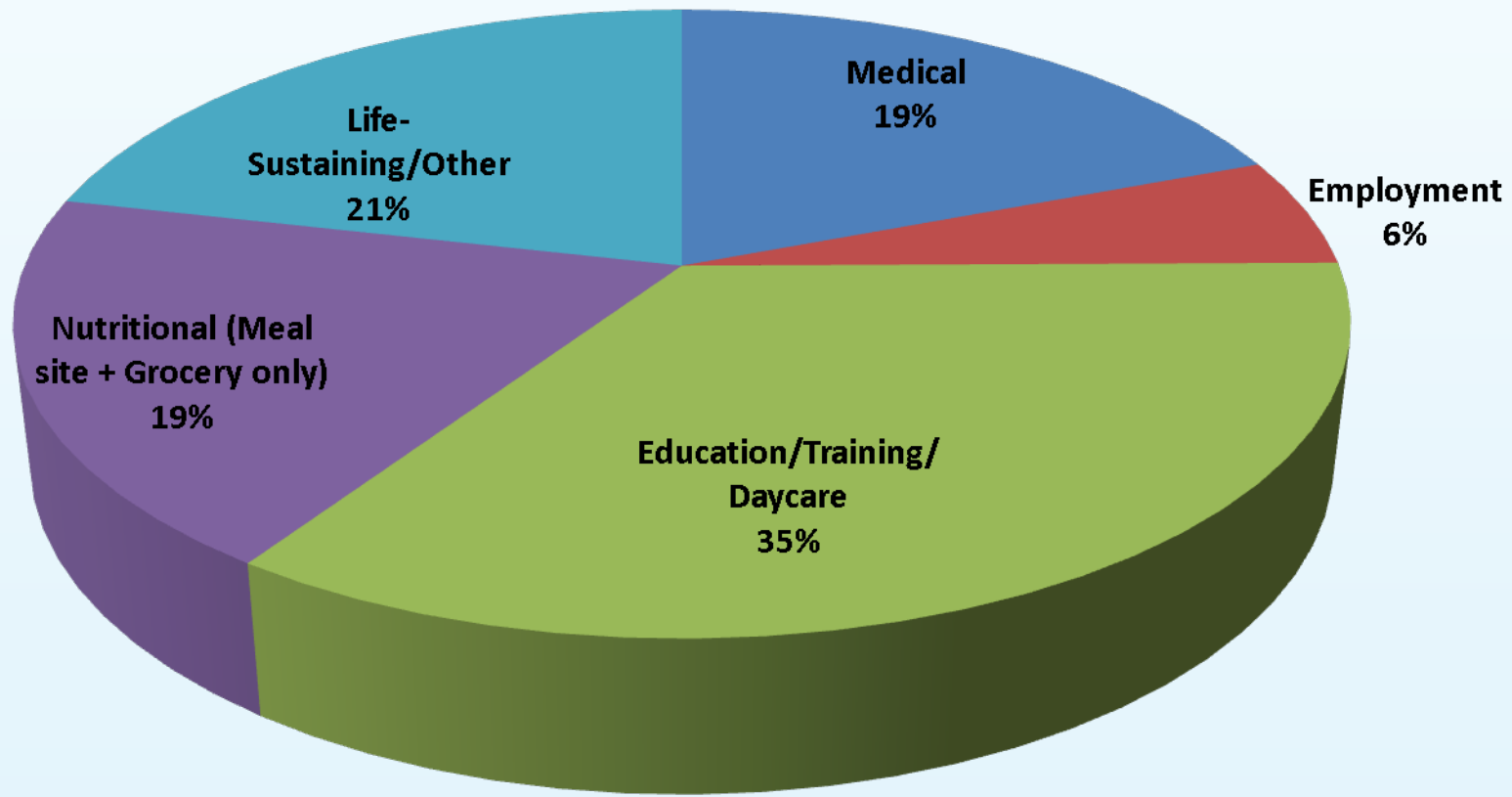
# Transit Ridership – Purpose 2015



\* 62% of ridership is subscription based.

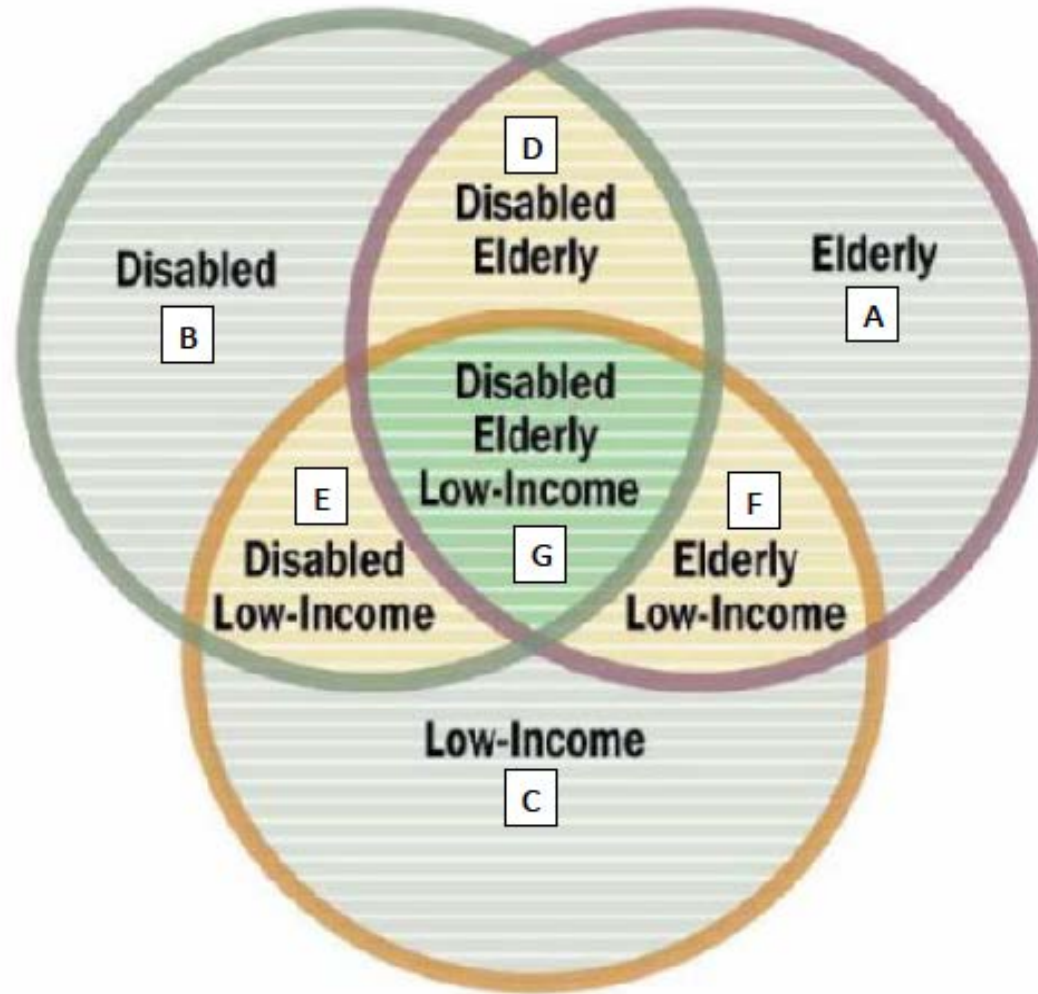


# Transportation Disadvantaged 2015





# Transportation Disadvantaged





# Transportation Disadvantaged

General TD Population Forecast	2015
<i>Overlapping Circle Component</i>	
E - Estimate non-elderly/disabled/ low income	3,952
B - Estimate non-elderly/ disabled/not low income	11,336
G - Estimate elderly/disabled/low income	1,197
D- Estimate elderly/ disabled/not low income	17,090
F - Estimate elderly/non-disabled/low income	2,133
A - Estimate elderly/non-disabled/not low income	38,186
C - Estimate low income/not elderly/not disabled	13,711
<b>TOTAL GENERAL TD POPULATION</b>	<b>87,604</b>
	<b>54%</b>
<b>TOTAL POPULATION</b>	<b>161,756</b>



# Transportation Disadvantaged Coordinated Provider Programs (Sweat Equity)

- Veterans Transport
  - 2 vans; Mon / Wed / Fri
  - Medical trips to St Pete
  - 2,100 trips annually
- Cultural Center
  - 1 sedan
  - 1,750 trips annually
- Airport
  - 1 van for holiday season
- Cooper Street
  - 2 van during school year / 3 during the summer
  - Afterschool program
  - 2,500 Trips annually
- Homeless Coalition
  - Grant funded veterans program
  - 1 van for work transport
  - Request for additional van



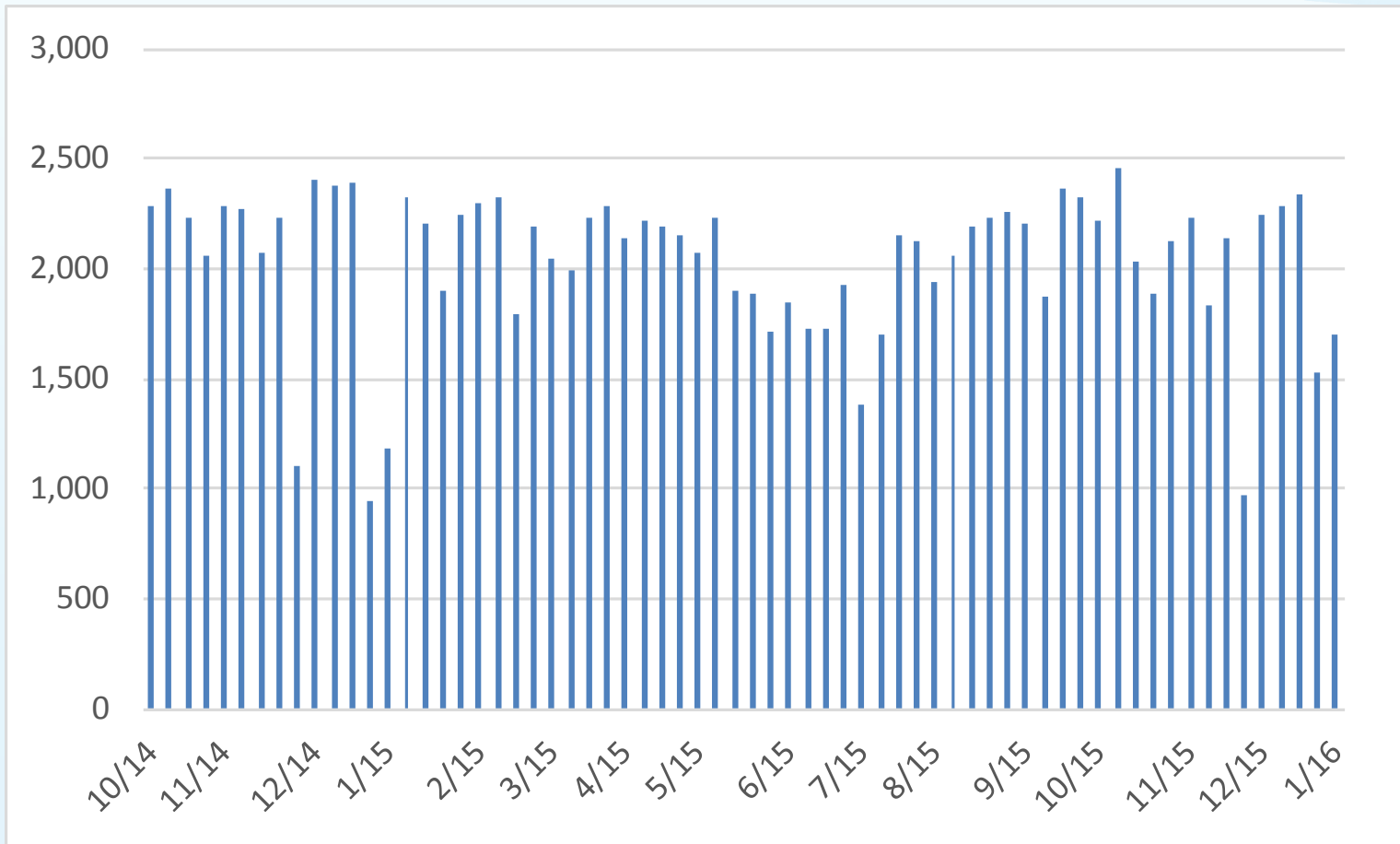
# Marketing and Service Efforts

- CHIP Access to Care
- Updated brochure
- “Charlotte County Transit”
- Consistent look and logo
- 24 hour advance reservation
- Web home page and Charlotte County app
- Holiday initiatives



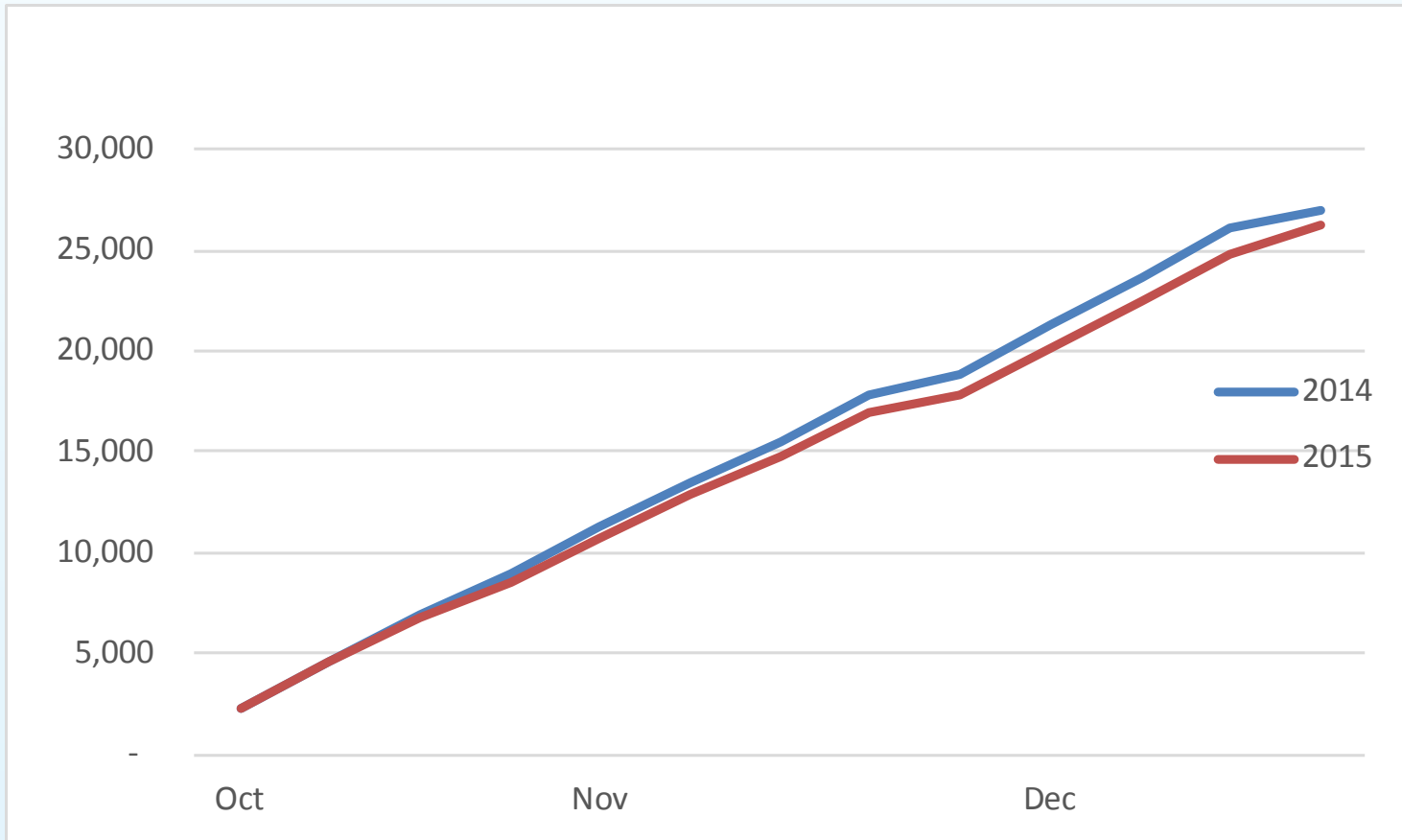


# Weekly Ridership





# Cumulative Ridership





# Future Efforts

- Low-entry buses
- Smaller vehicles
- Expand Coordinated Provider Programs
- Site location – Veterans Blvd
- Outreach
  - Not-for-profits
  - Justice system
  - Schools



# Future Efforts

- Fixed destination – Rays game
- Event appearances
- CCTV spotlight
- Summer youth focus
- SOP for communication
- “Buck-a-Ride”



# Buck-a-Ride impact

Current Fare Revenues	180,818
Proposed Fare Revenues	95,236
Variance	85,582
Net of 50% Expense Reduction	42,791
Additional Rides Needed Per Day	137



# \$1 / \$2 Ride impact

Current Fare Revenues	180,818
Proposed Fare Revenues	152,330
Variance	28,488
Net of 50% Expense Reduction	14,244
Additional Rides Needed Per Day	46



# Issues

- Shortage of Drivers
  - Rebid services in spring of 2016
  - Tiered qualifications
- No shows
  - Automated reminders and cancellations
  - Publicize Charlotte County app
- Coordinated Provider Programs
- Marketing budget