





ConnectSGF Transit Optimization Study

OTO Board of Directors
May 16, 2024



Purpose & Need

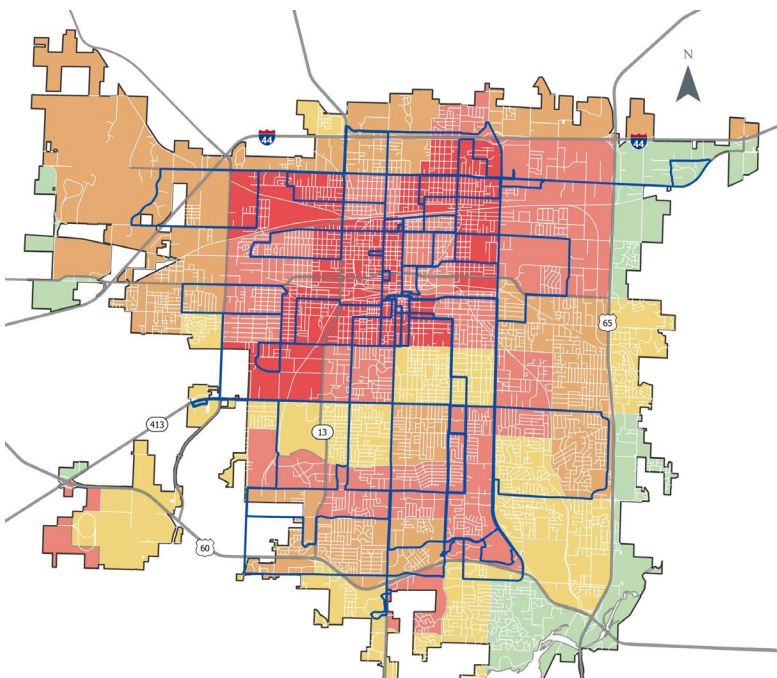
- 2016 – Most recent service change
- 2012 – Most recent service study
- 2007 – Most recent fare change
- ForwardSGF & community conversation





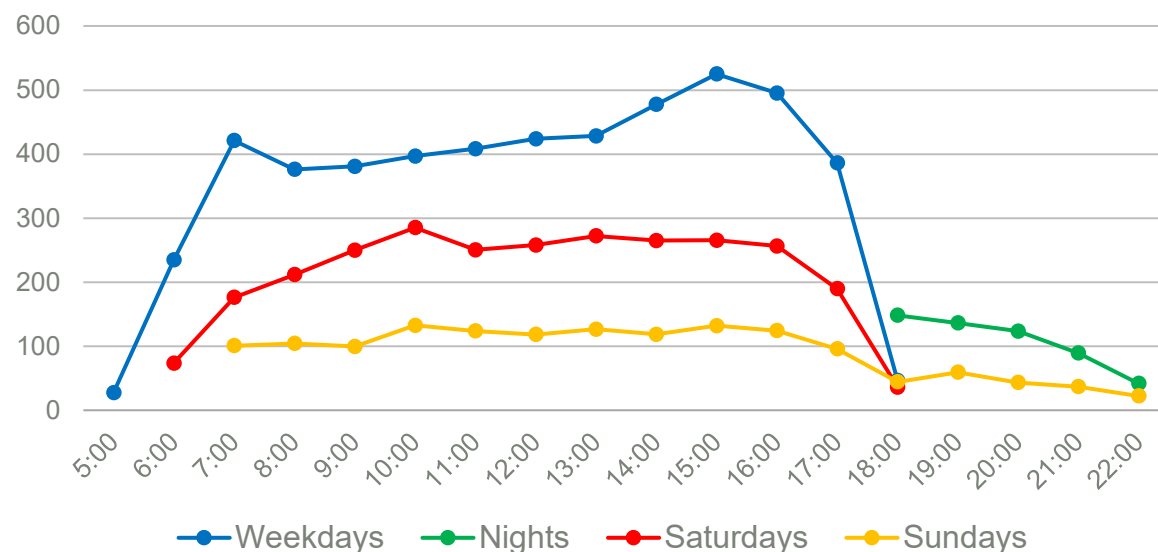
Section 1: Market Analysis

- Planning Background
- Peer Agency Review
- Demographics
- Transit Propensity Index
- Stakeholder Interviews (22)



Section 2: Operations Analysis

- Span (hours)
- Frequency
- Effectiveness: Ridership, Service Statistics
- Efficiency: Riders per Mile/Hour, etc.
- Reliability: On-Time Performance, Scheduling





Section 3: Public Engagement

- Stakeholder Interviews
- City Utilities Board & Citizens Advisory Cmte.
- City Utilities Transit Advisory Committee
- Transit Safety Meetings
- Stakeholder Meetings (4)
- Public Open House Meetings (2)
- Community Survey



City Utilities Public Open House
THURSDAY, NOVEMBER 10
7:00 AM – 6:00 PM



City Utilities is hosting an all-day public open house to share information regarding the implementation of **SPRINGFIELD'S TRANSIT OPTIMIZATION STUDY**.

The Public is invited to participate and provide feedback. Members from City Utilities and Olsson will be in attendance to answer any questions.



CITY UTILITIES TRANSIT CENTER
211 N Main Ave, Springfield, MO

No formal presentation is planned, come and go as you please. Translations are available upon request.

For more information, please contact:
Matt Crawford
Matt.Crawford@cityutilities.net
Or visit the project website:
XXX

Section 4: Visioning

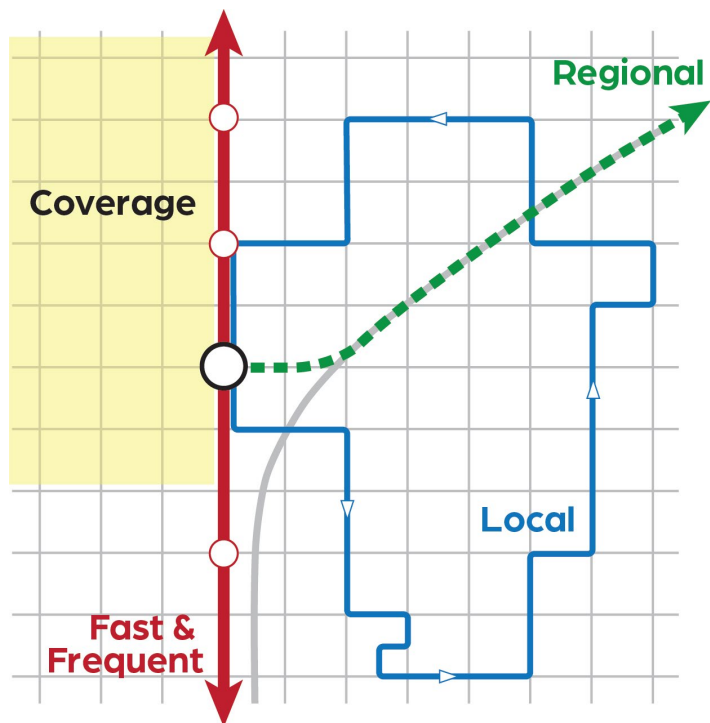
Public Transit in Springfield should...

- 1 ...meet needs of those who currently use system...
- 2 ...expand ridership base and geographic footprint...
- 3 ...direct service with competitive travel times...
- 4 ...coordinated with land use and development...
- 5 ...easy, convenient, and intuitive to use...
- 6 ...base level of coverage throughout Springfield.
- 7 ...enhanced level of service in high-ridership areas...



Section 5: Service Guidelines

- Link between vision statements and alternatives
- Reflects community vision and values
- Framework for plan process and ongoing review



Section 6: Alternatives

- Introduction of new services?
- How can routes be made more consistent?
- How to best serve low-propensity areas?

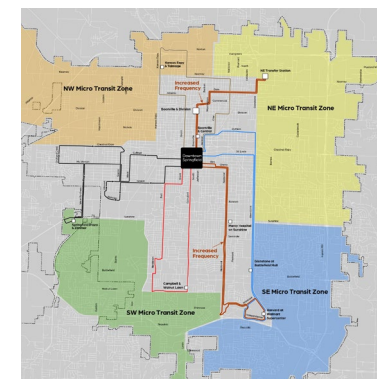
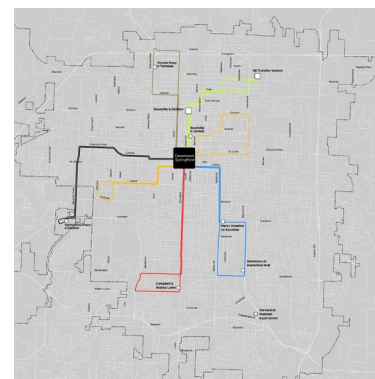


Table 6.11: Fare Concept #2 Ridership & Revenue Estimates

Scenario	Ridership est.	% chg.	Revenue est.	% chg.
Existing	930,655		\$714,412	
Concept #1: Status quo & 20% decrease	997,043	7.1%	\$637,250	-10.8%
Concept #2: Status quo & 20% increase	870,011	-6.5%	\$806,469	12.9%
Concept #3: Limited Free Fare	1,171,598	25.9%	\$300,241	-58.0%
Concept #4: Systemwide Free Fare	1,302,917	40.0%	\$0	-100.0%



- [illegible]





Service Changes

Saturday

CU Transit Route	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
2 - Dale - LIME																			
3 - Division - ORANGE																			
5 - Glenstone - BLUE																			
6 - College - BLACK																			
7 - Campbell - RED																			
9 - Fort - YELLOW																			
12 - National - MAROON																			
14 - Atlantic - BROWN																			
22 - NE - LIME																			
25 - SE - BLUE																			
26 - NW - BLACK																			
27 - SW- RED																			
36 - S Loop - PINK																			
38 - N Loop - GREEN																			

Sunday

CU Transit Route	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
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**Following implementation of transit system changes, we will monitor and evaluate future opportunities to implement microtransit solutions to supplement or replace portions of the fixed route system.*

BLUE = 30 minute headways
GREEN = 60 minute headways





Fare Changes

- City Utilities Recommended Fare Structure: 20% Reduction

Proposed Fare Structure

Fare Type	Adult	Youth	Seniors/ Disabled/ Medicare	Paratransit
Single-ride fare	\$1.00	\$0.75	\$0.50	\$2.00
Single-ride fare + transfer	\$1.25	\$1.00	\$0.75	--
30-ride ticketbook	\$21.00	\$15.00	\$11.00	\$43.00
60-ride ticketbook	\$36.00	\$22.00	\$18.00	\$72.00
60-ride ticketbook + transfers	\$40.00	\$27.00	\$23.00	--
Daily Pass (unlimited)	\$3.00	\$2.00	\$1.50	--
7-day pass (unlimited)	\$10.00	\$7.00	\$5.00	--
31-day pass (unlimited)	\$36.00	\$22.00	\$18.00	--
Semester pass (full-timer college student)	\$100.00	--	--	--
Transfers	\$0.25	\$0.25	\$0.25	--

FY2023 Fare Revenue: \$798,893.62

Projected Fare Revenue: ~\$640,000

Projected Fare Revenue Decrease: ~-\$160,000



Next Steps

- Hosted Public Comment period during week of April 28, with Public Open House on May 1.
- Request fare change approval by Citizens' Advisory Council, Board of Public Utilities, and City Council (Summer 2024).
- Continue implementation process and preparation for route and fare changes (Summer 2024).
- Anticipated "Go Live" with route and fare changes October 1, 2024.
- Future discussions regarding ultimate vision.