



Moving Public Transportation
Into the Future

Richland County Transit Transportation Development Plan

FINAL RECOMMENDATIONS

DECEMBER 5, 2023



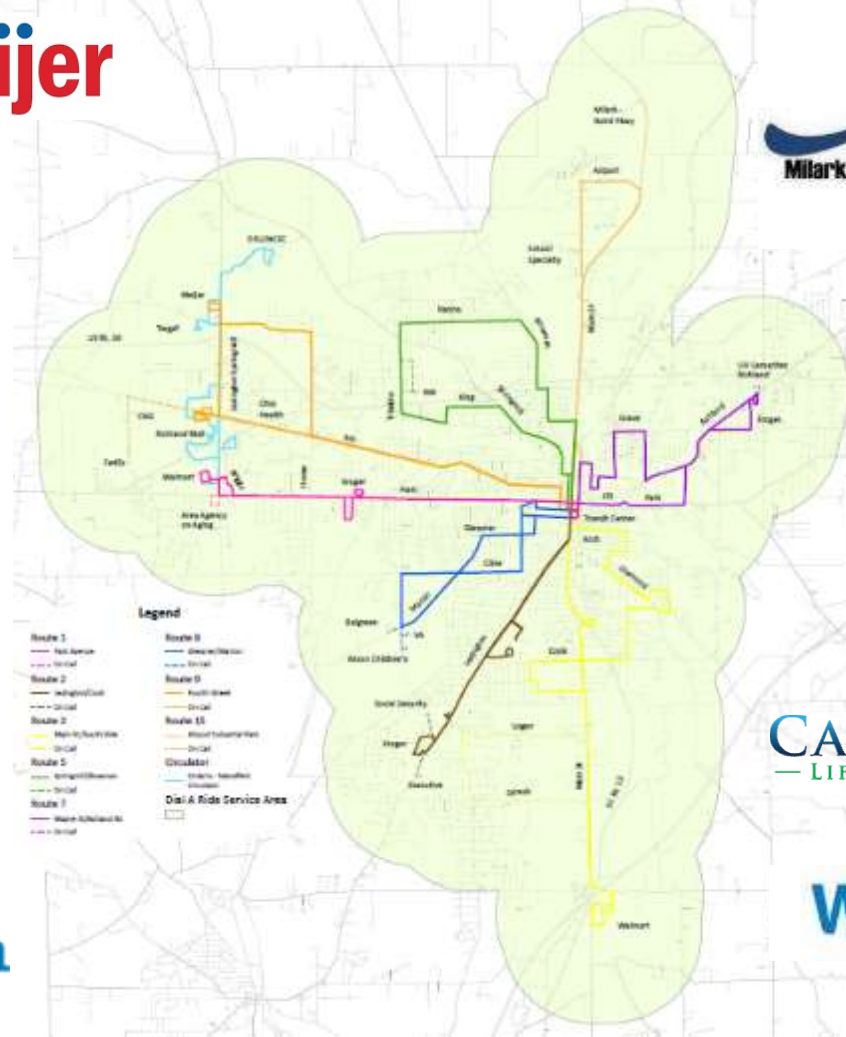
What is the TDP?

- ◆ A 10-Year Plan to Ensure that RCT Provides the Best Service it Can with Available Resources





Where RCT Serves Today





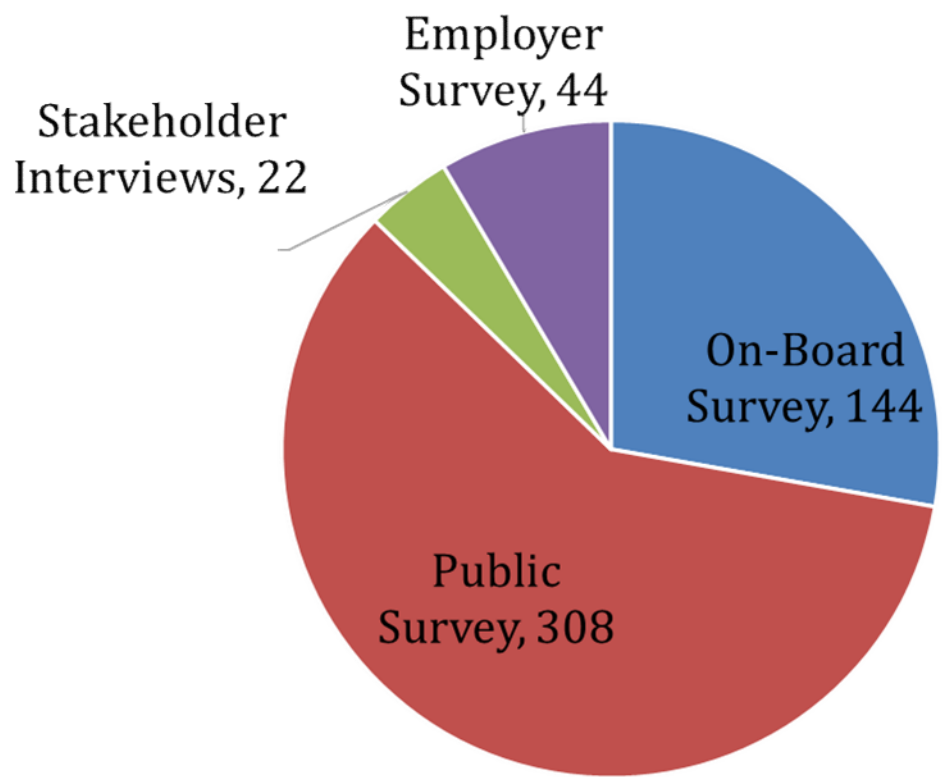
Data Gathering

- ◆ Market/Demand Analysis
- ◆ Operations and Financial Analysis of RCT
- ◆ Focus Groups on Recommendations (3)
- ◆ Oversight Committee Meetings (3)





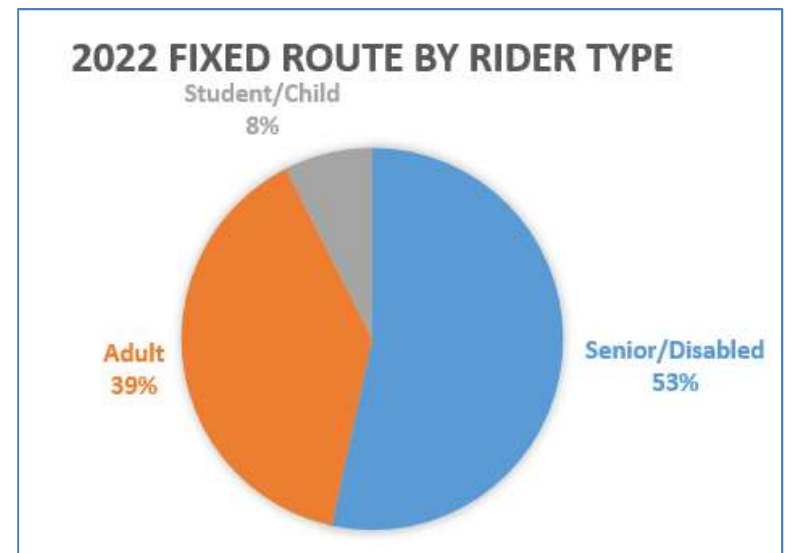
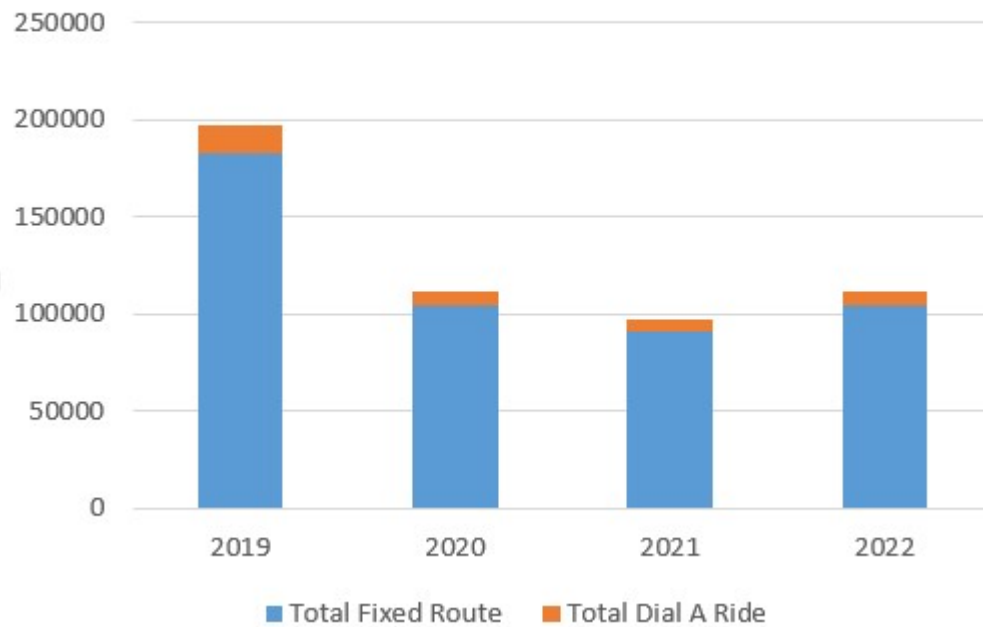
Data Gathering





Ridership Data

Total RCT Ridership 2019-22





What We're Doing Well





Key Unmet Needs

- ◆ Better Workforce Mobility
 - Extended hours (early morning and evening)
 - Weekend service
- ◆ More Convenient, Reliable Service
 - Shorter wait times and transfer
- ◆ Better Connectivity to Mansfield
 - Better access in Ontario
 - Lexington, Madison, Bellville, Shelby, southern Richland County



Strategies

Fixed Route

**Demand
Response**

Technology

**Marketing
and
Outreach**

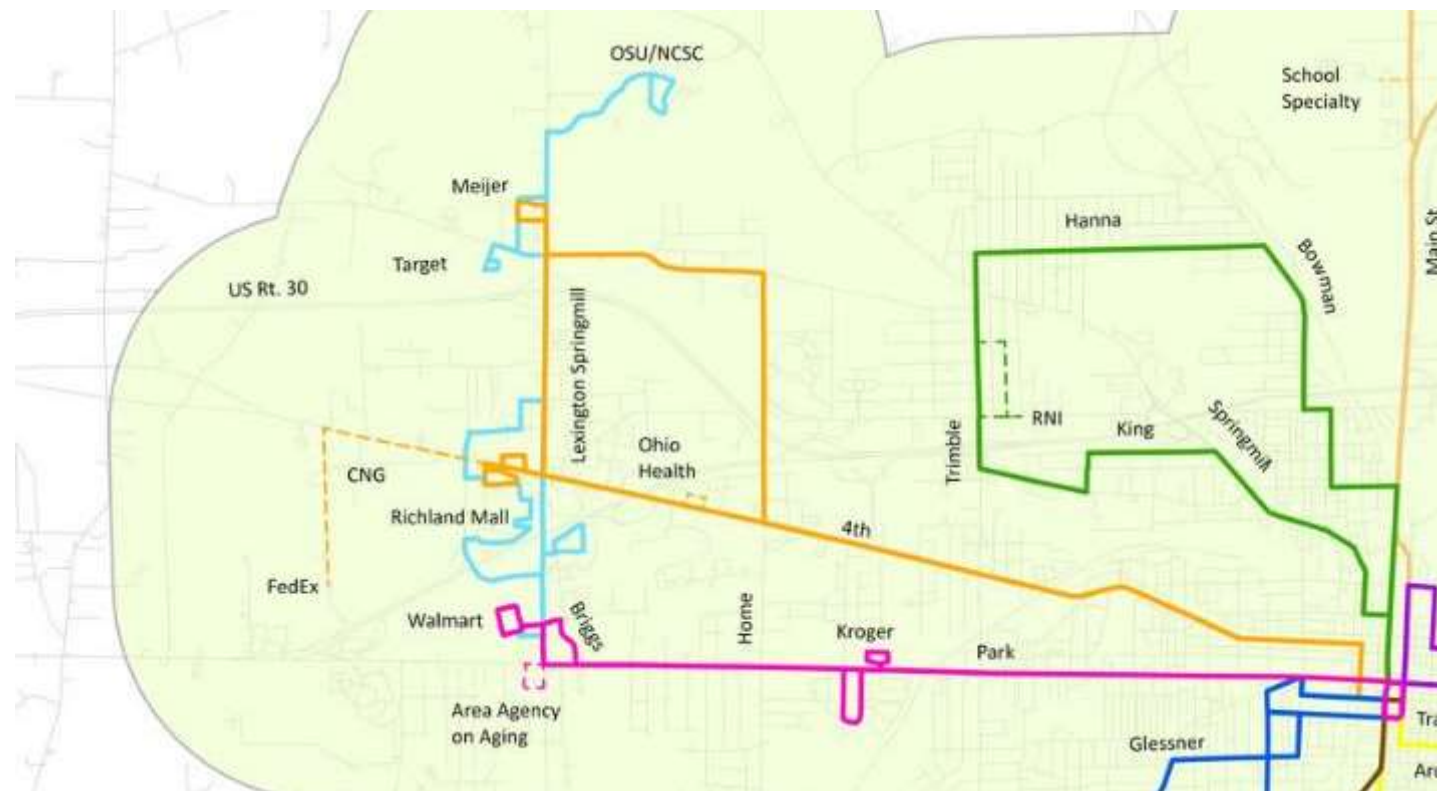
Revenue

**Organiz-
ational
Capacity**



Strategies In Process

- ◆ Adjust Routes for Improved Access to Destinations and Efficiency





Strategies In Process

- ◆ Transition from Flag Stop to Bus Stop System





Strategies In Process

- ◆ Add Same-Day Service to Dial A Ride





Strategies In Process

- ◆ Upgrade Fixed Route Software





Strategies In Process

- ◆ Account-Based Fare Payment for Dial A Ride





Strategies In Process

- ◆ Expand Contracted Transportation Service





Strategies In Process

- ◆ Develop Funding Partnerships and Secure New Local Government Support





Near-Term Strategies 2024-2026

- ◆ Service Options, Pending New Funding Partnerships
 - Add schedules on Route 15- Airport Industrial Park (shift change)
 - Provide Early Morning and Evening On-Demand Service
 - Provide Final Friday On-Demand Service





Near-Term Strategies 2024-2026

- ◆ Technology
 - Online Trip Scheduling for Dial A Ride
 - Fixed Route Fare Payment App





Near-Term Strategies 2024-2026

- ◆ Marketing and Outreach
 - Re-brand RCT Vehicles, Website, Bus Schedules and Promotional Materials
 - Re-brand and Replace Bus Stop Signs





Near-Term Strategies 2024-2026

- ◆ Organizational Support
 - Engage Additional Support for Planning, Revenue Development, and Change Management





Near-Term Strategies 2024-2026

- ◆ Build New Collaborations and Partnerships to Increase Revenue
 - Section 5311 Rural Transit Funding (Requires Dollar-for-Dollar Local Match)
 - Local Special Purpose Economic Development District
 - Investigate the Feasibility of Dedicated, Ongoing Local Funding via a Levy



Mid-Term Strategies 2027-2029

- ◆ Service Options, Pending New Funding Partnerships
 - Restore Shelby Service
 - Add Saturday On-Demand Service
 - Add Rural Richland County Demand Response Service



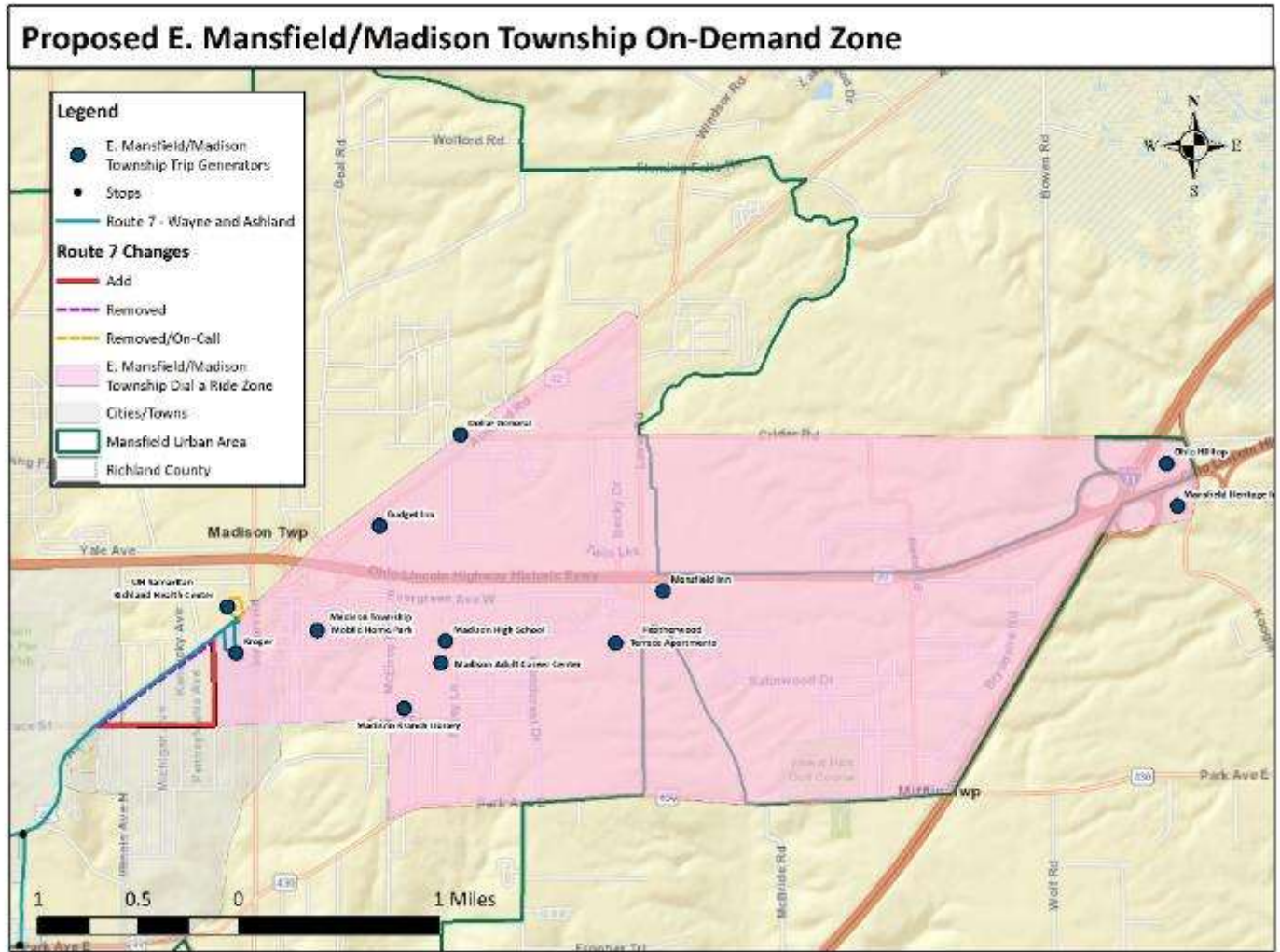


Mid-Term Strategies 2027-2029

- ◆ Service Options, Pending New Funding Partnerships
 - Add E. Mansfield/Madison Township On-Demand Zone
 - Add Lexington On-Demand Zone
 - Add Bellville On-Demand Zone



Example On-Demand Zone





Mid-Term Strategies 2027-2029

- ◆ Marketing and Outreach
 - Expand Marketing and Travel Training for Demand Response Services in New Areas





Mid-Term Strategies 2027-2029

- ◆ Conduct an Evaluation and 5-Year TDP Update
 - Decision on Long-Term Operating Model in 2029
 - Adopt Enhanced On-Demand/Microtransit or Fixed Route Scheduling Software after Evaluation



Long-Term Alternatives 2030-2033

- ◆ Alternative 1: Existing Network with New On-Demand Services





Long-Term Alternatives 2030-2033

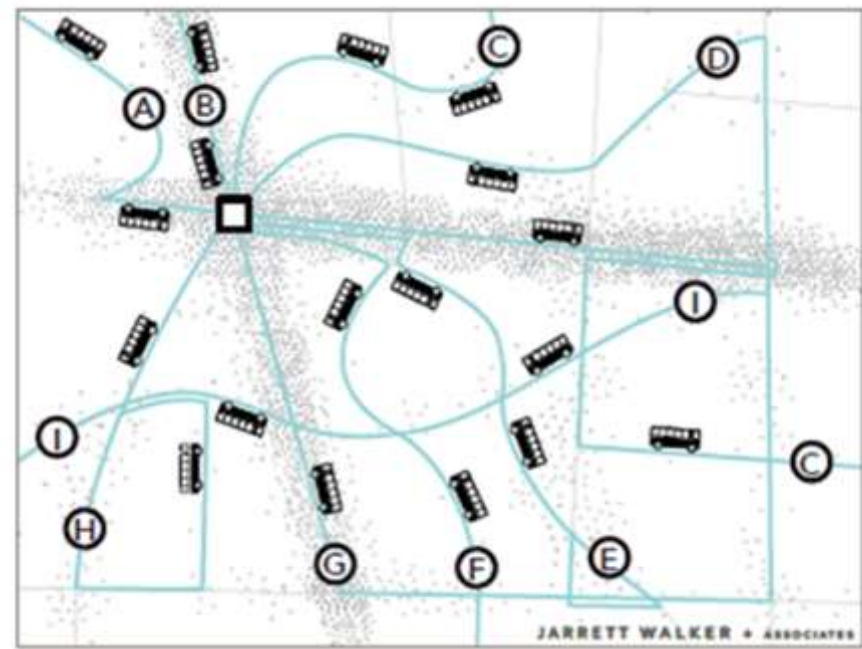
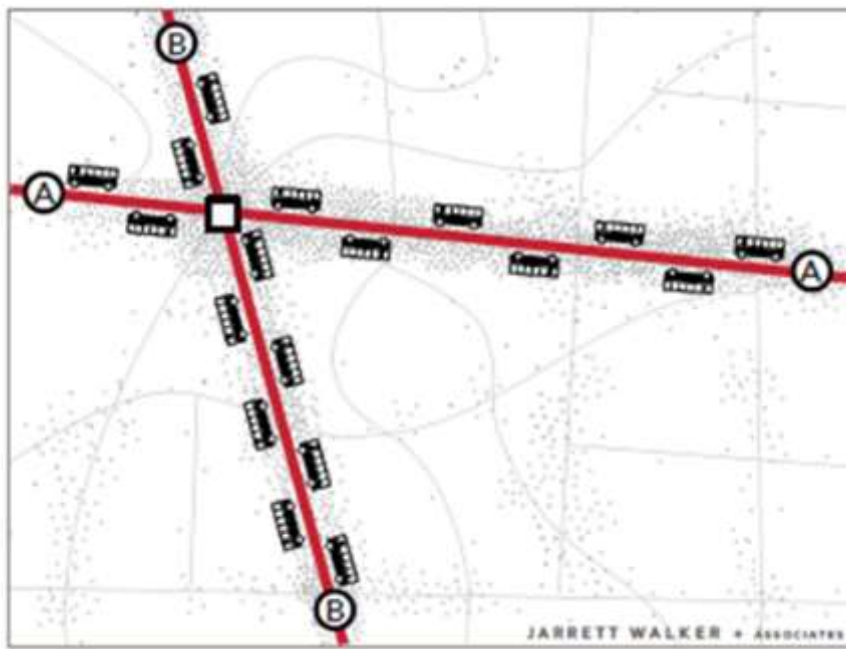
- ◆ Alternative 2:
Increased Route
Frequency with
New On-Demand
Services





Long-Term Alternatives 2030-2033

- ◆ Alternative 3: “Spine” Network with Increased On-Demand





Long-Term Alternatives 2030-2033

- ◆ Alternative 4: 100% On-Demand/Demand Response





Long-Term Alternatives (2030-2033)

2033 Projected Costs and Ridership	Status Quo	Alt 1: Existing Network	Alt 2: Increased Frequency	Alt 3: “Spine” Network	Alt 4: 100% On-Demand
Annual Operating Costs	\$3.6 million	\$7.0 million	\$9.3 million	\$6.8 million	\$6.2 million
Federal	\$2.3 million	\$4.4 million	\$5.9 million	\$4.3 million	\$3.9 million
Local/State	\$1.3 million	\$2.6 million	\$3.4 million	\$2.5 million	\$2.3 million
Ridership	140,447	220,635	320,417	177,663	129,528
Growth in Ridership over Status Quo		57%	128%	26%	- 8%



Making it Happen



Partnerships
Community Support
Capacity Building
Revenue



Thank You!

RCTvision.com

Questions/Concerns:

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