



Richland County 10-Year Transit Development Plan

Oversight Committee Meeting #1

February 3, 2023



TDP Overview

Project Overview:

The Richland County Regional Planning Commission kicked-off a **ten-year** transportation plan (TDP) will outline a renewed and shared vision for public transportation for Richland County residents and visitors.

Planning Process:

The planning process includes outreach to customers and community partners to gather feedback on the transportation needs for the community. The final plan, will include service enhancements and technology solutions for Richland County Transit over the next **ten** years.



Timeline

- ❑ Initiation, Research and Analysis
 - ❑ October-November (Technical Memorandum #1)
- ❑ Public Engagement
 - ❑ October – January (Technical Memorandum #2)
- ❑ Recommendations (*2-3 Oversight Committee Meetings*)
 - ❑ Develop Alternatives: February – May (Technical Memorandum #3)
 - ❑ Will Include Public Input
 - ❑ Create Implementation Plan
 - ❑ Final TDP Report by September 2023

Data Analysis and Public Engagement Tasks

- ◆ Market Analysis
- ◆ RCT Operations and Financial Analysis
- ◆ Stakeholder Interviews
- ◆ On-Board Survey
- ◆ Community Survey
- ◆ Pop-Up Events

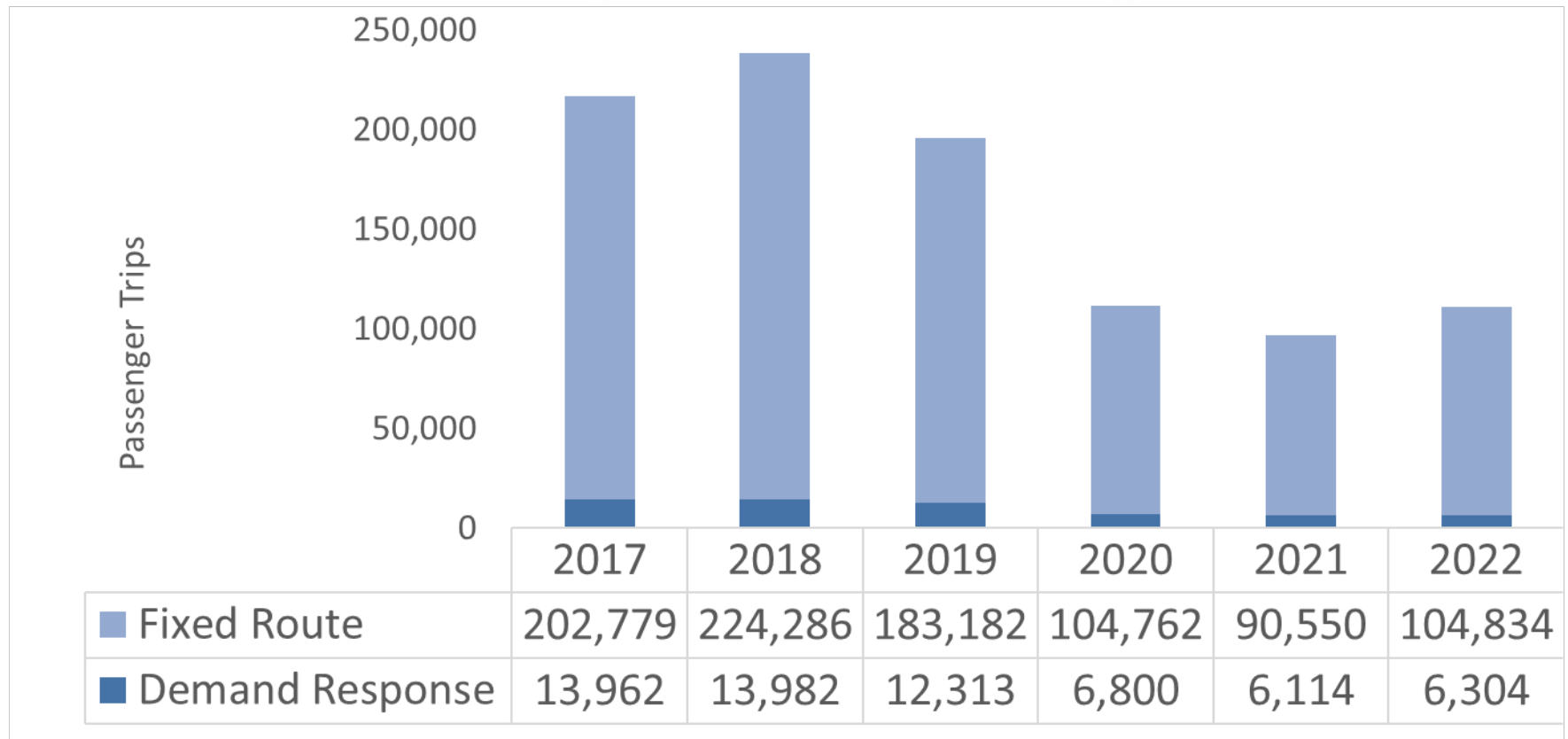




Market Analysis

- ◆ <https://storymaps.arcgis.com/stories/050401309bcb4d58883aabfc152c9ab4>

RCT Operations and Financial Analysis



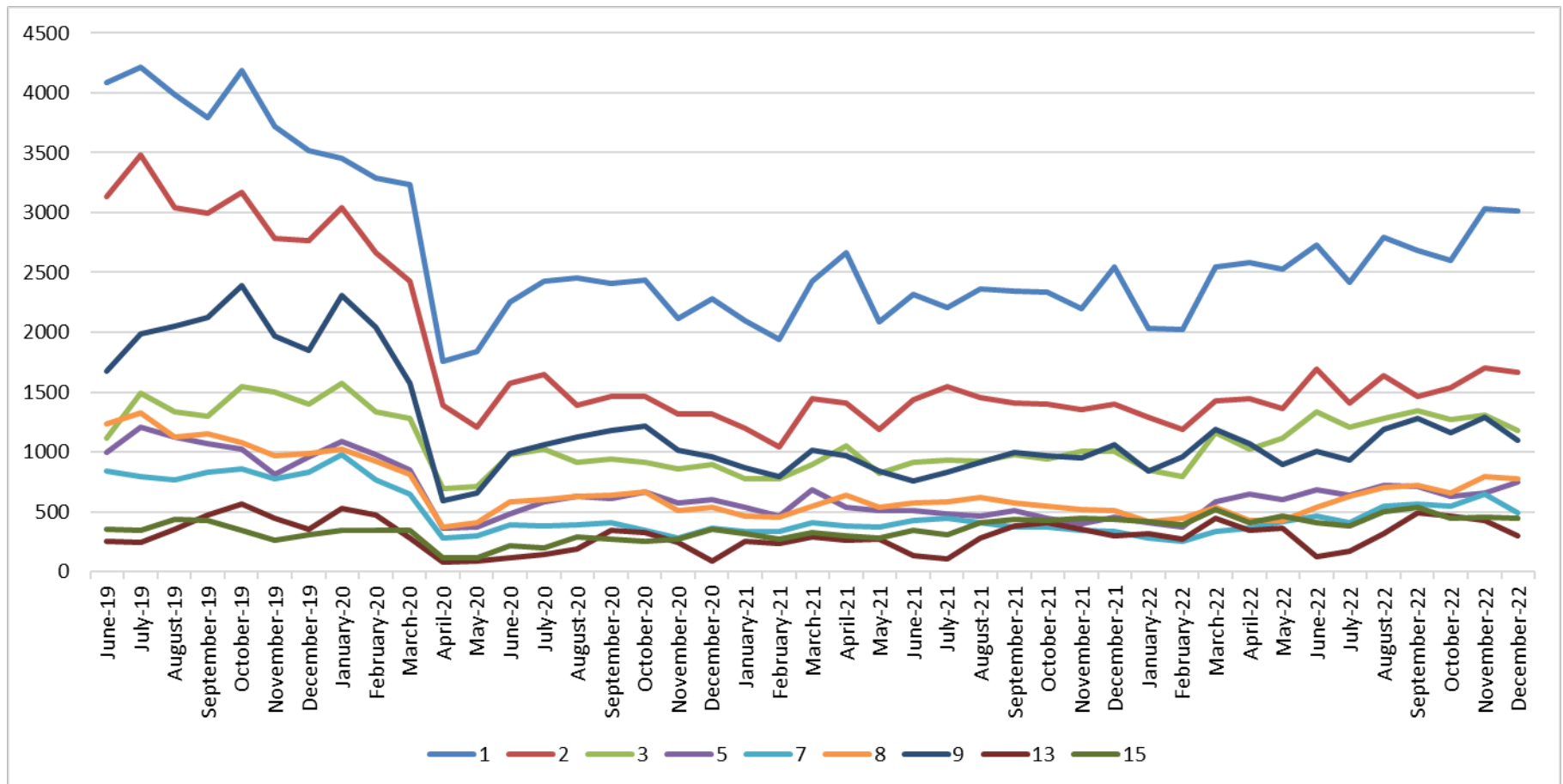


RCT Operations and Financial Analysis

- ◆ Trivia! Refer to RCT Bus Schedule.
 1. What is RCT's Highest-Ridership Route?
 2. What is RCT's Most Efficient Route?

RCT Operations and Financial Analysis

- ◆ Highest Ridership Route is Route 1/Park Ave.

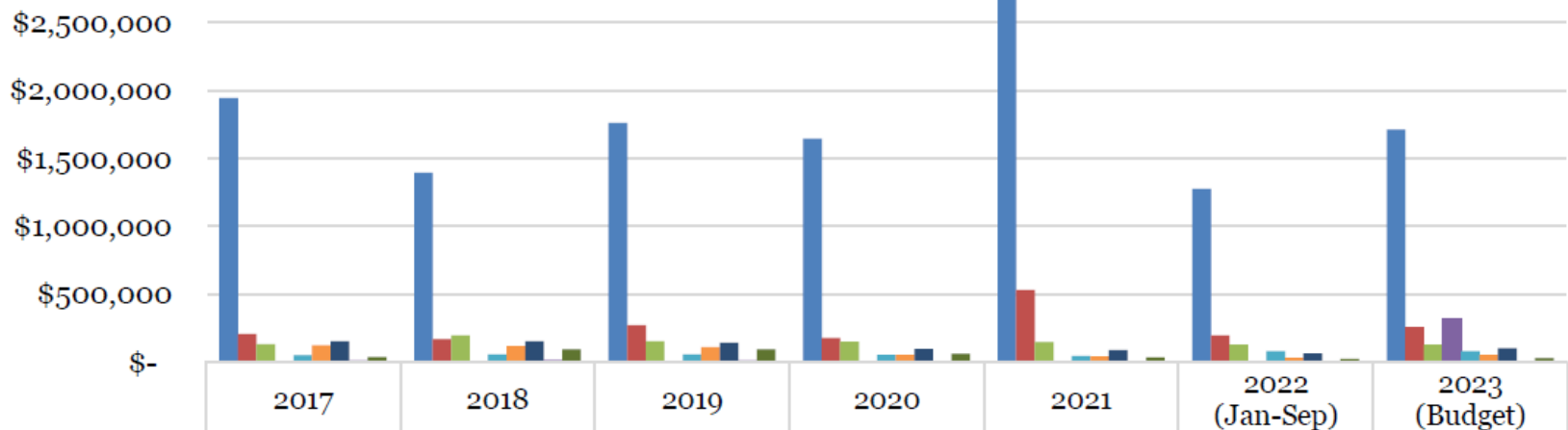


RCT Operations and Financial Analysis

- ◆ Most Efficient Route is Route 1, Closely Followed by Route 15 (Airport)

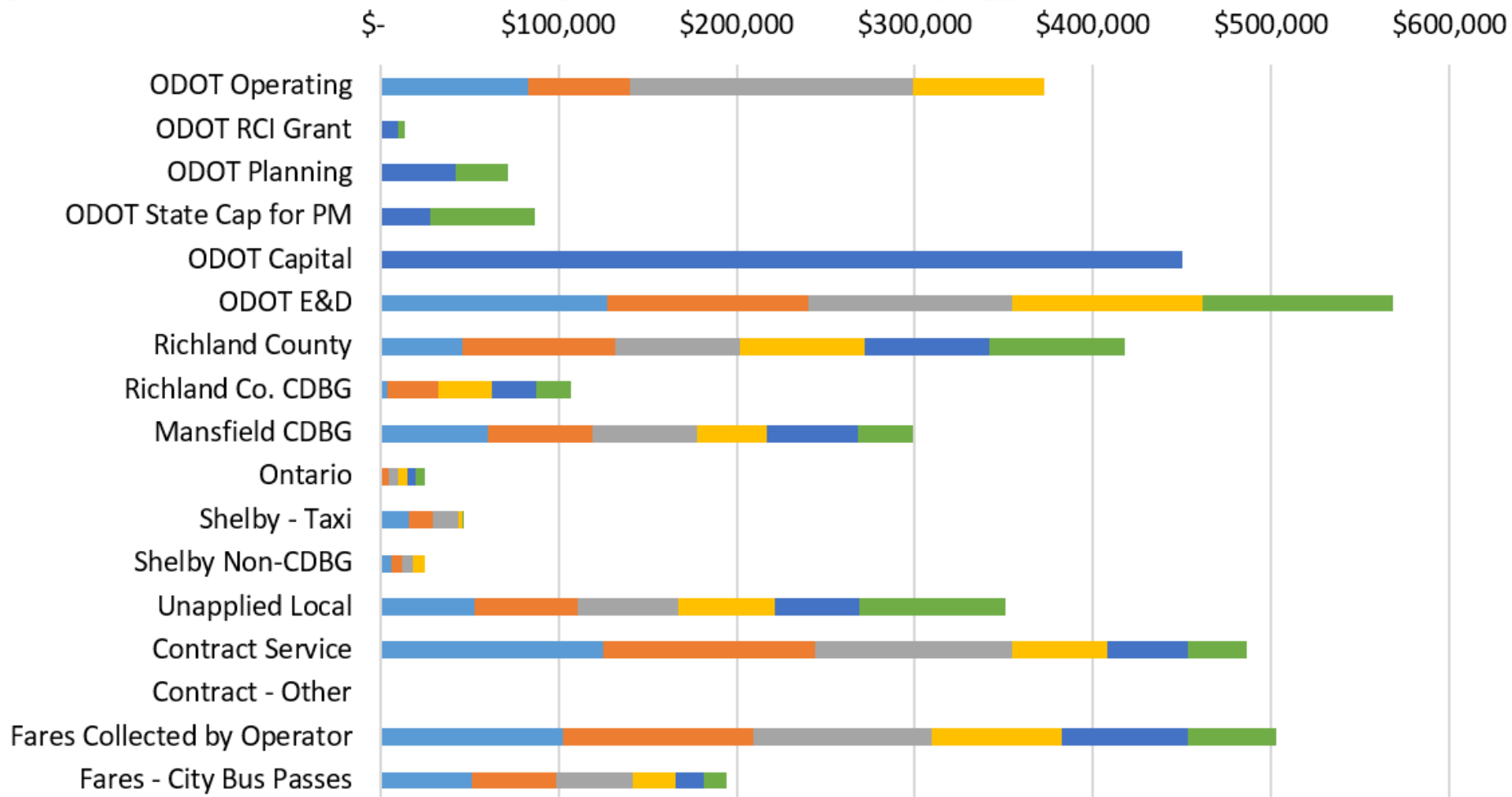
Route	Location	Passengers per Hour (2022)
1	Park Ave West	11.0
2	Lexington/Cook	6.4
3	S. Main/Southside	4.9
5	Springmill/Bowman	5.3
7	Wayne/East Mansfield	3.8
8	Glessner/Marion	5.1
9	W 4th St	4.6
13	Shelby	2.6
15	Airport	10.5

RCT Operations and Financial Analysis

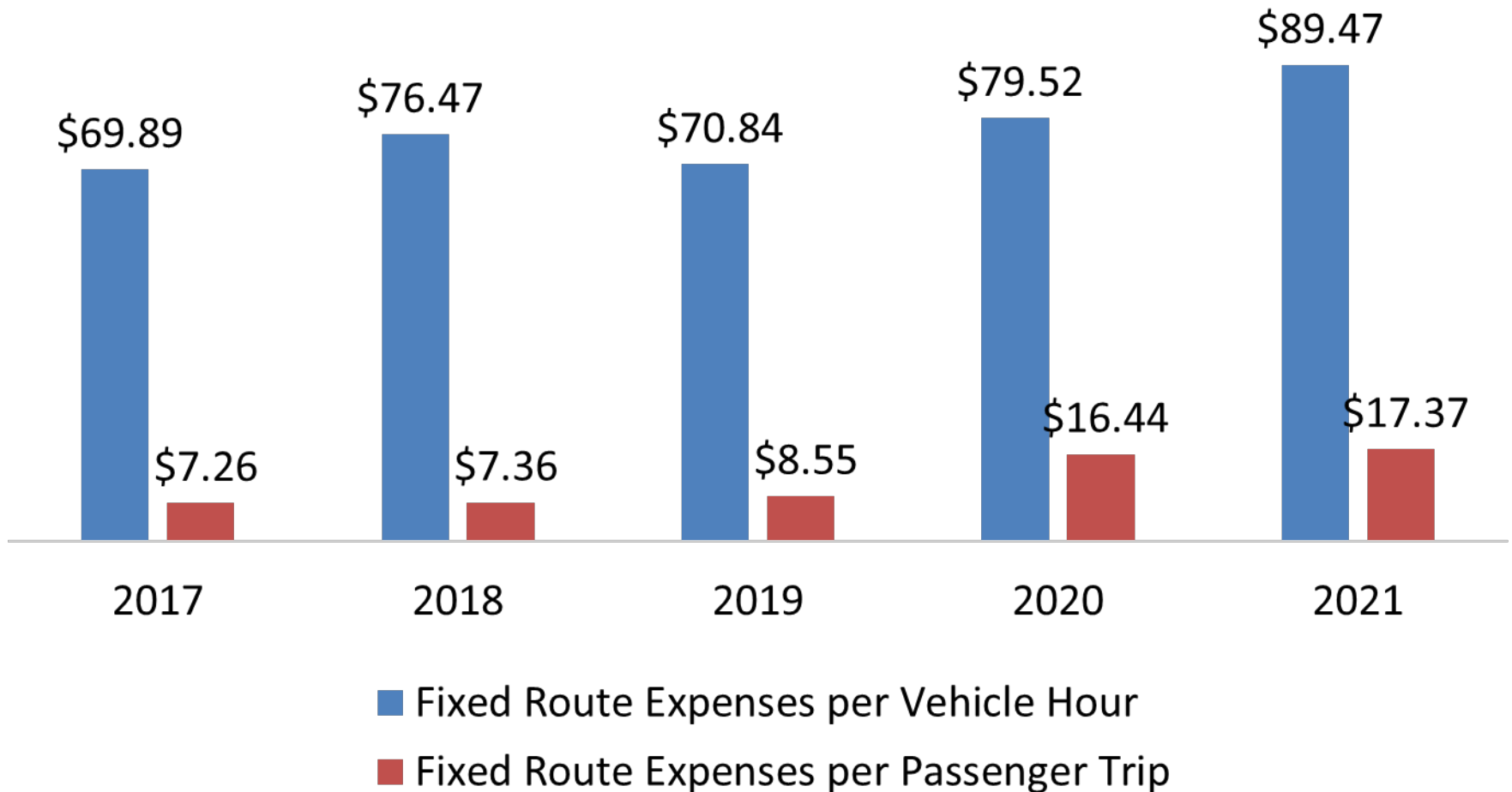


	2017	2018	2019	2020	2021	2022 (Jan-Sep)	2023 (Budget)
FTA	\$1,945,632	\$1,393,851	\$1,761,377	\$1,645,932	\$2,717,409	\$1,276,370	\$1,711,724
ODOT	\$209,802	\$170,723	\$273,012	\$180,476	\$530,905	\$198,085	\$260,000
Local Government	\$132,543	\$197,120	\$155,238	\$152,064	\$150,516	\$131,128	\$130,000
Carryover from previous year	\$-	\$-	\$-	\$-	\$-	\$-	\$321,362
Local agencies (non-gov't)	\$53,124	\$57,583	\$56,456	\$53,847	\$47,899	\$82,147	\$81,000
Contracts	\$124,749	\$119,381	\$110,540	\$53,242	\$44,916	\$32,967	\$55,000
Passenger Fares	\$154,721	\$155,510	\$144,839	\$97,162	\$88,822	\$64,030	\$102,500
Agency-Funded Fares	\$13,688	\$18,738	\$13,481	\$7,033	\$9,120	\$4,629	\$6,000
Advertising, Insurance, Other	\$37,706	\$94,339	\$93,829	\$63,145	\$34,435	\$23,958	\$30,500

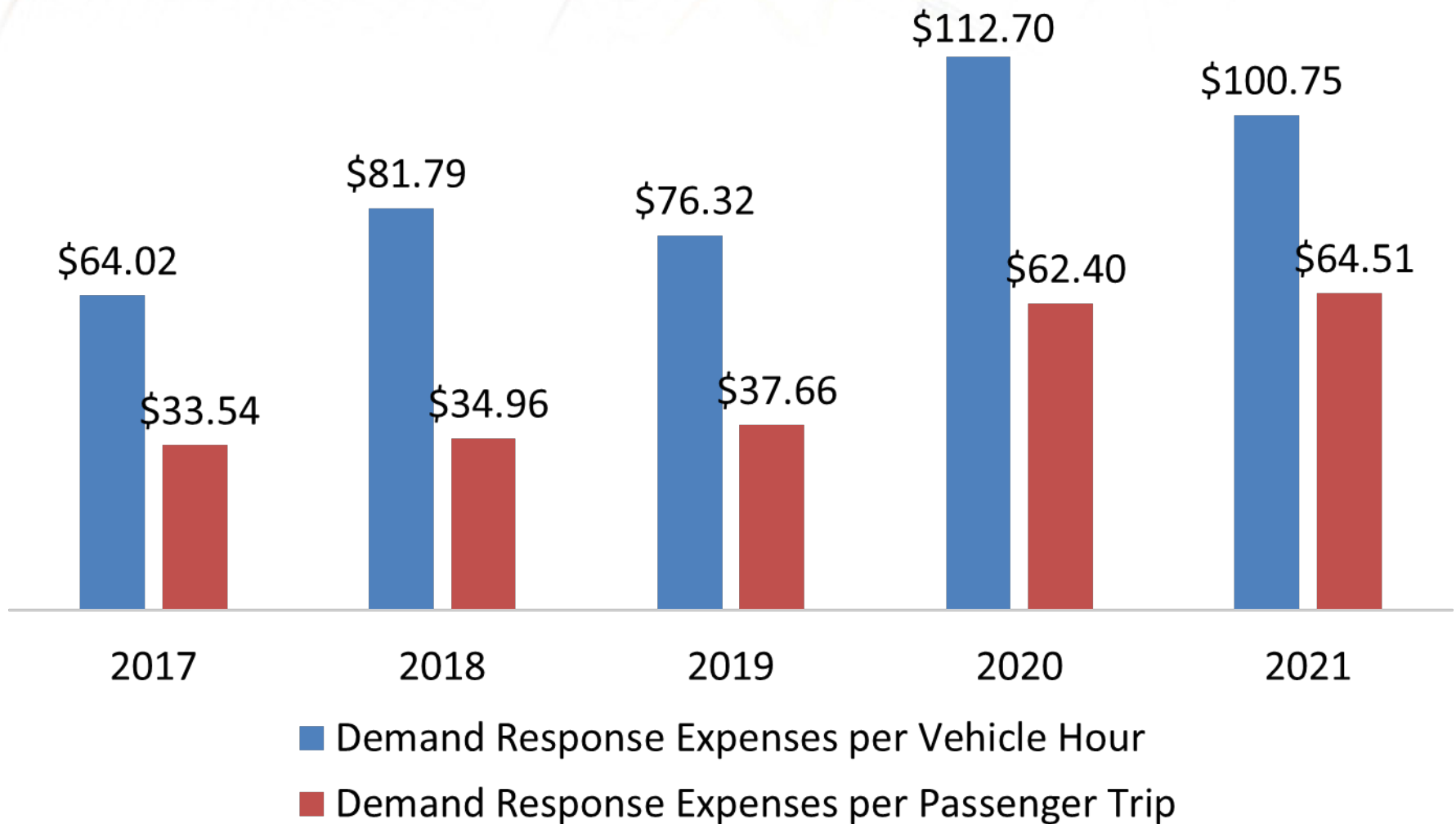
RCT Operations and Financial Analysis



RCT Operations and Financial Analysis



RCT Operations and Financial Analysis





Public Engagement Summary

October 2022

- ◆ Presentation to RCRPC Full Commission
- ◆ Kick off Stakeholder Interviews (22 total)

December 2022

- ◆ Kick off RCT Staff Interviews (23 total)
- ◆ 2 Public Open Houses
- ◆ On-board Customer Survey (144 collected)
- ◆ Presentation to RCDG
- ◆ Vision Buses Wrapped

Public Engagement Summary

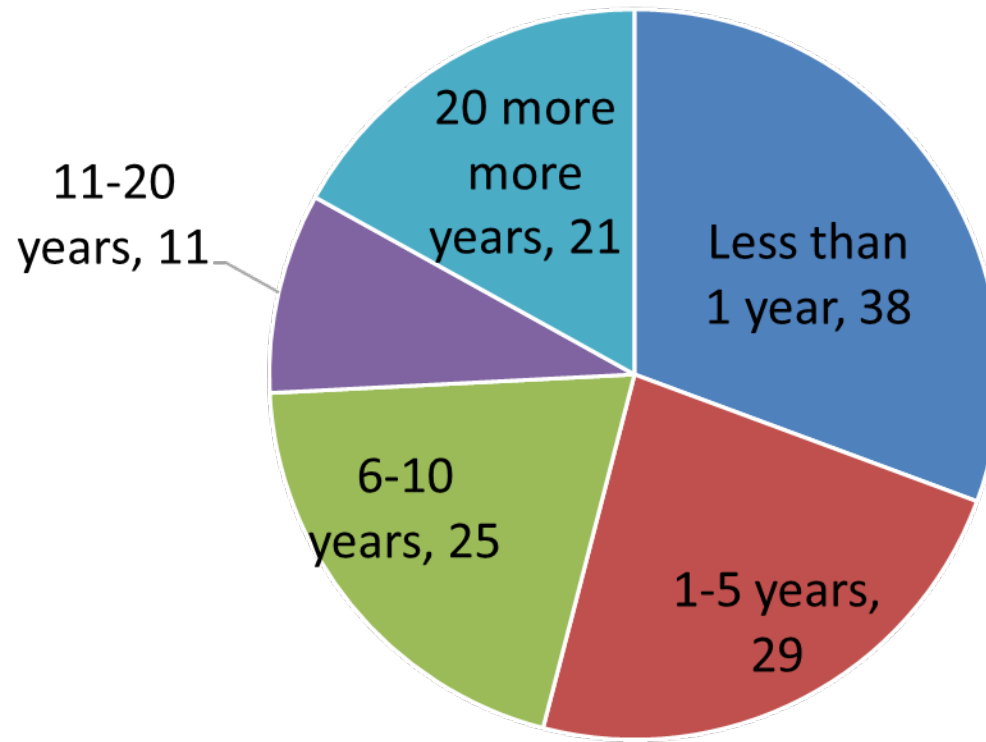
January-February 2022

- ◆ Community Survey (264 collected*)
- ◆ Employer Survey
- ◆ Pop-Up Events for Surveying
 - AAA Lunch
 - NECIC Elders Program
 - OSU Classroom Building/Cafeteria
 - NCSU Classroom Buildings
 - Black History Month Celebration



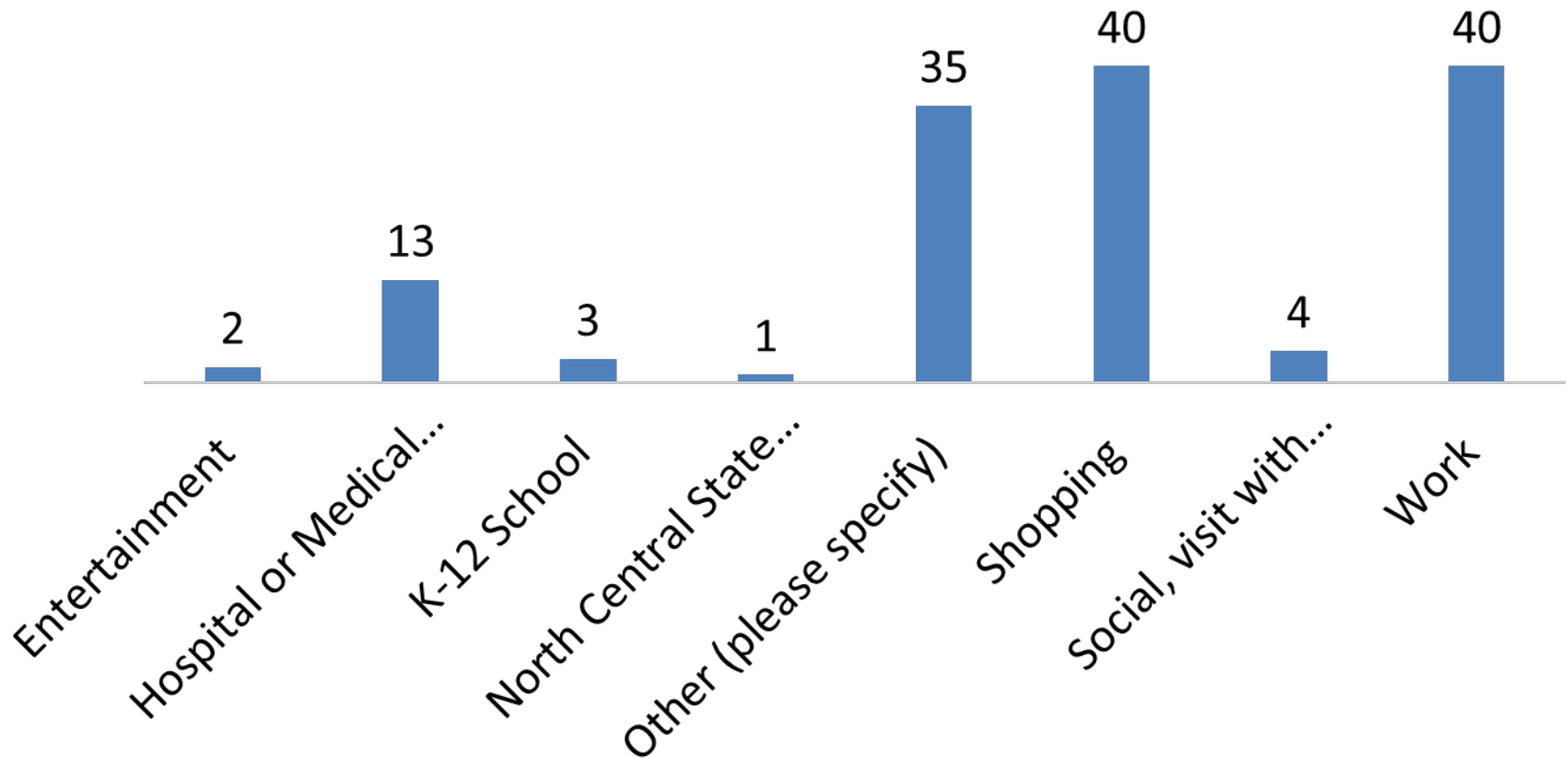
Customer Feedback

How Long Have You Used RCT?



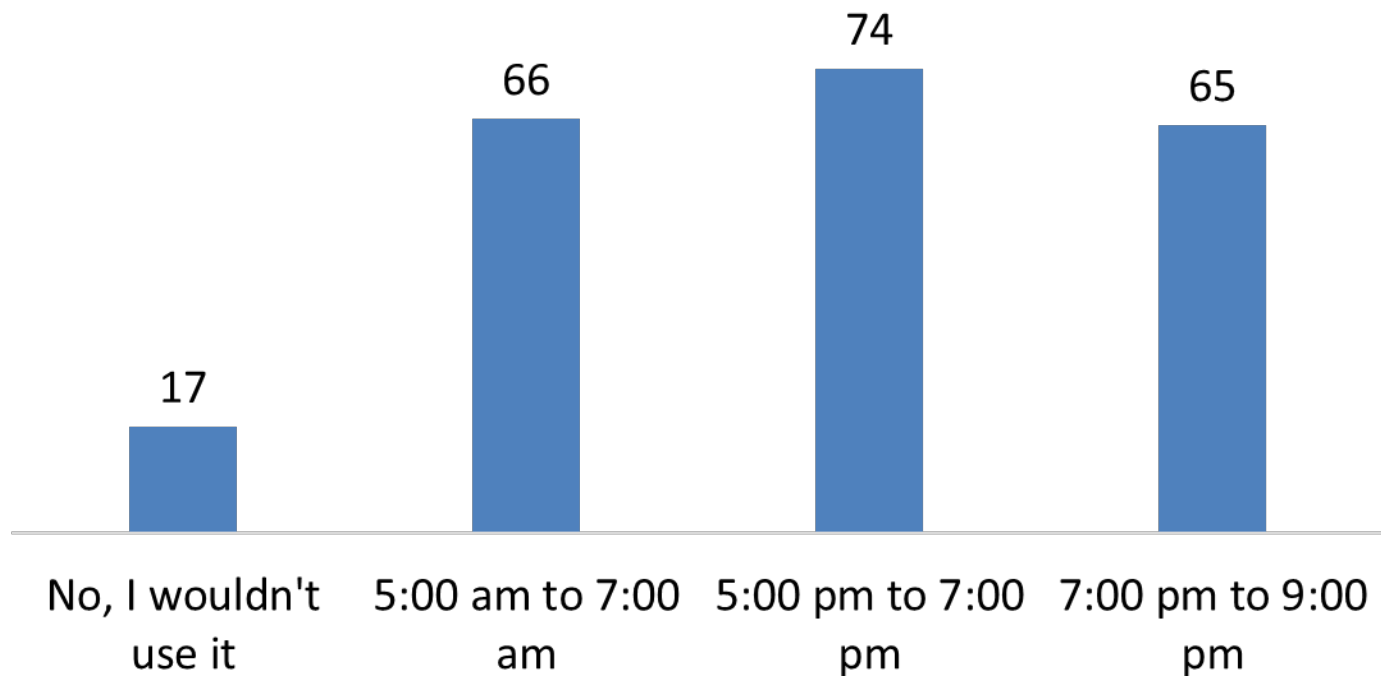
Customer Feedback

Purpose for Trip ("Other" was typically a list of multiple purposes, e.g., work and shopping)



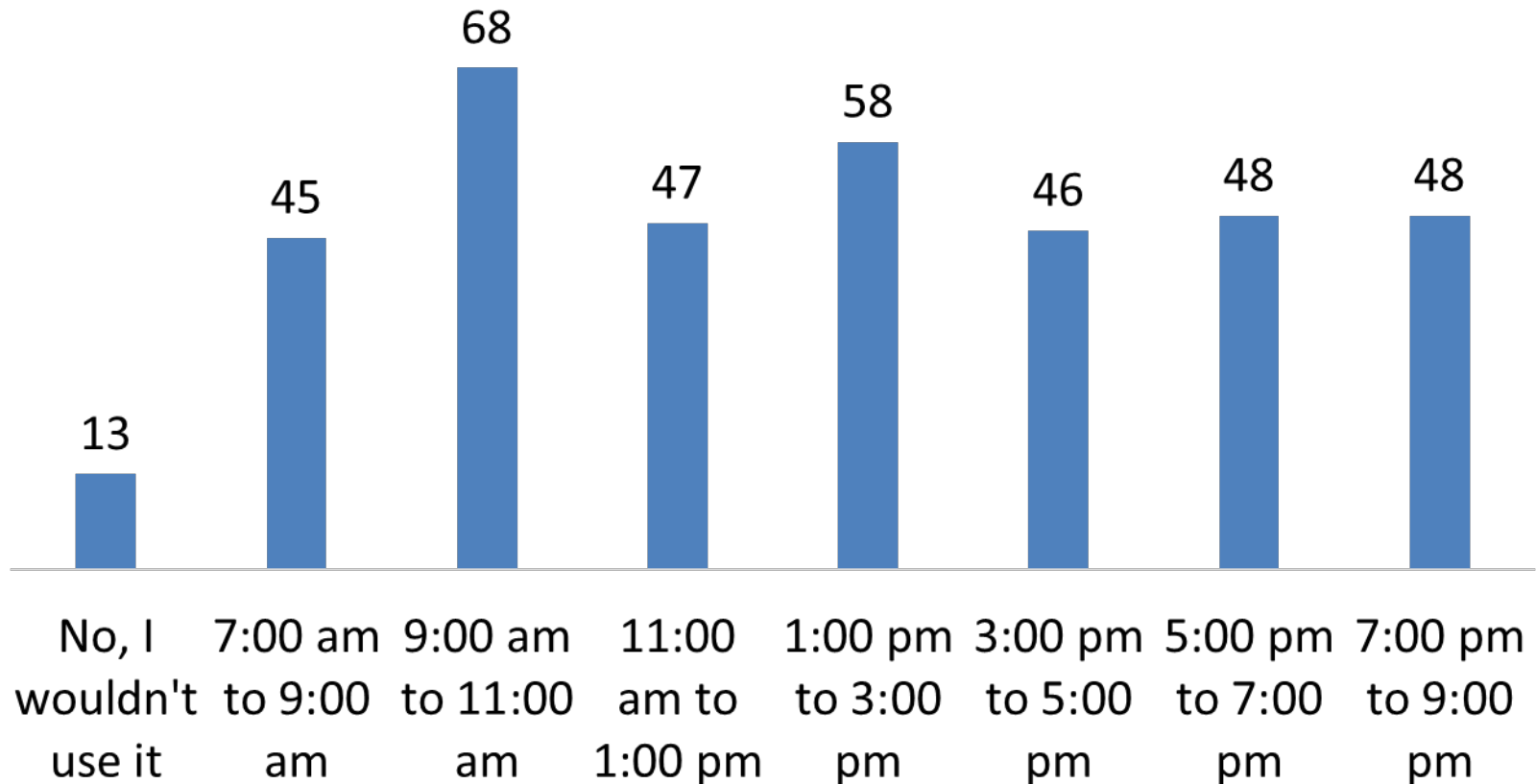
Customer Feedback

Would you use the service if it was available early morning or later at night? If so, what times would you use the most?

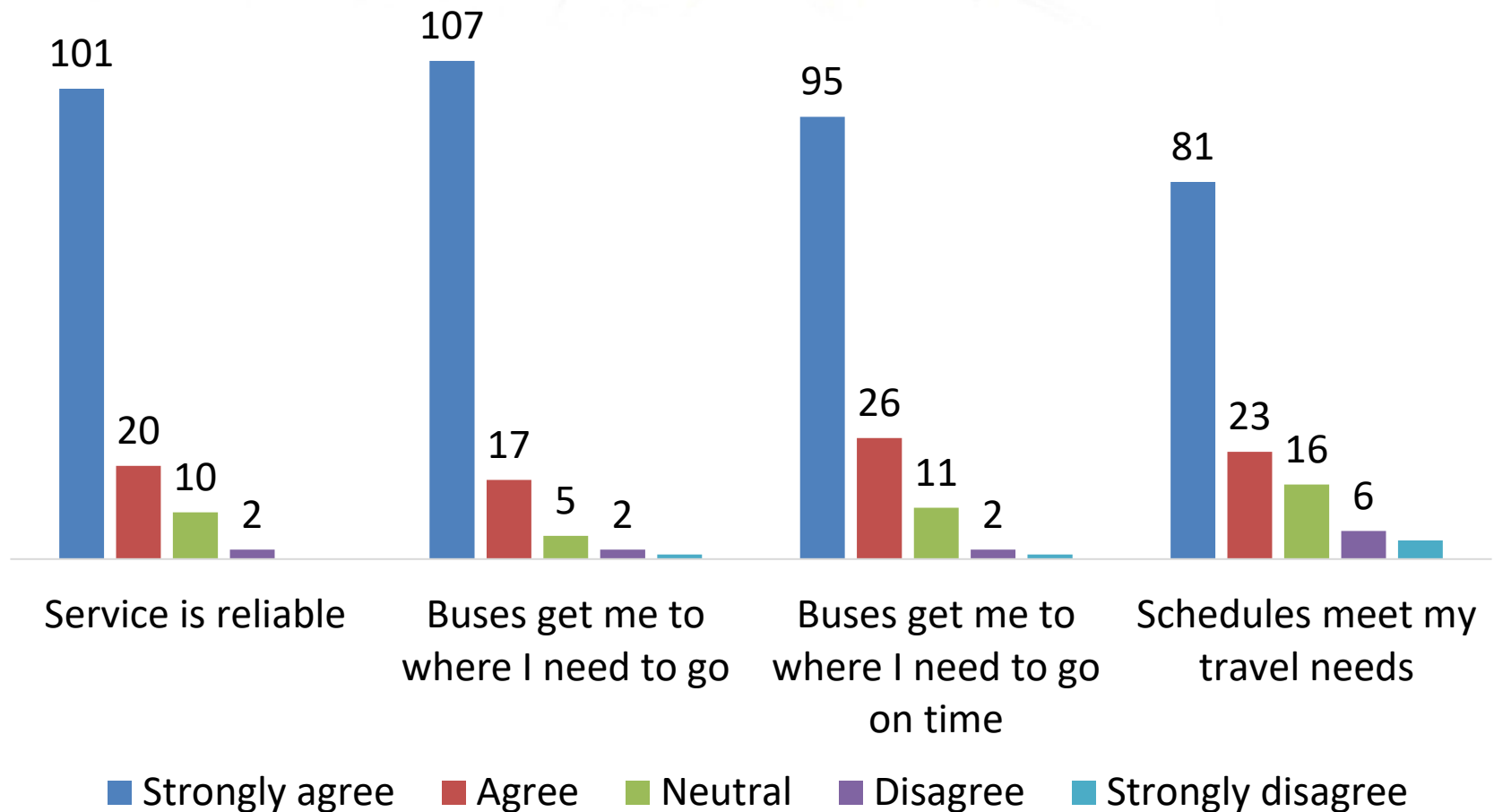


Customer Feedback

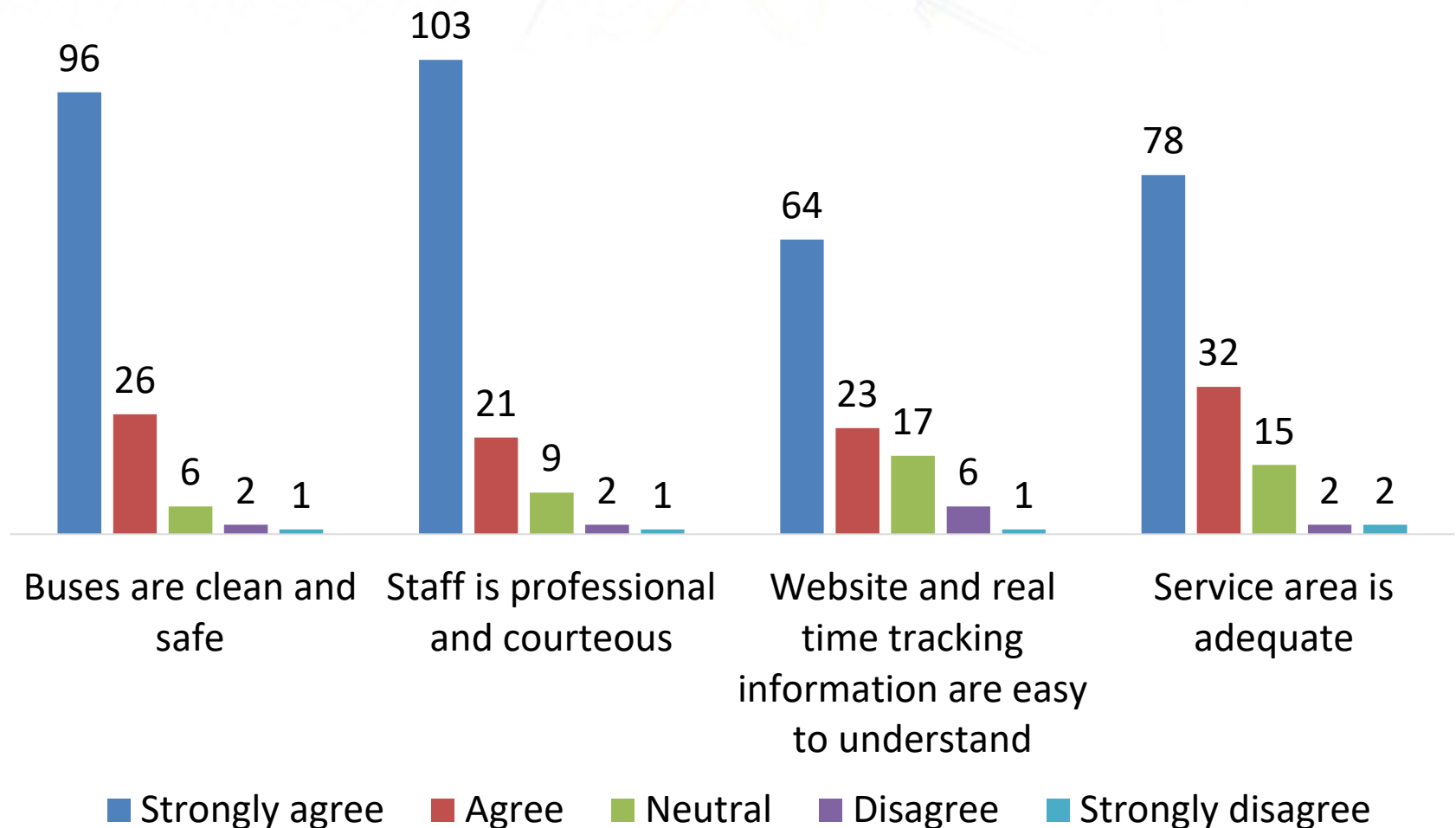
Would you use the service if it was available on Saturdays? If so, what times would you use most?



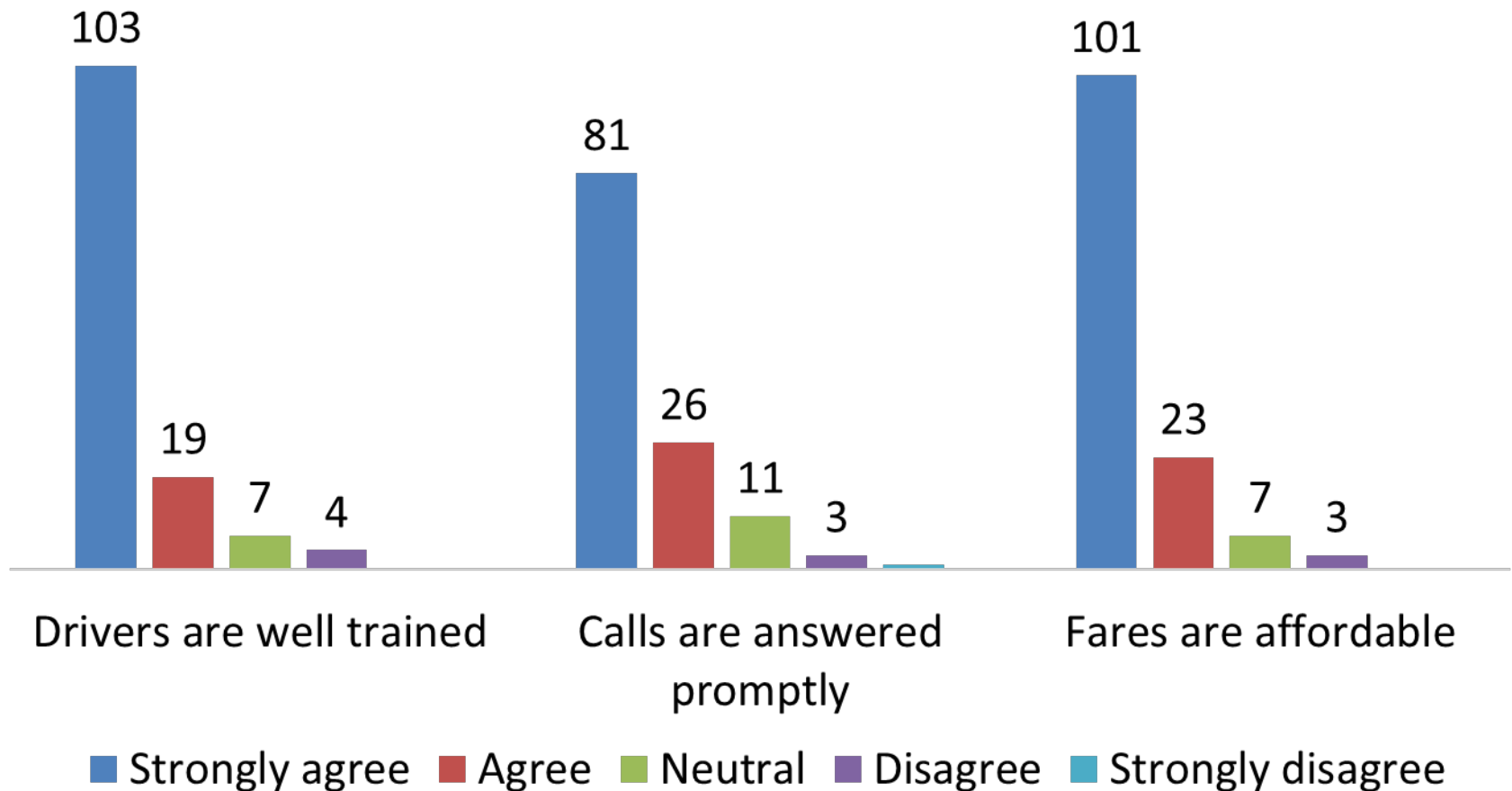
Customer Feedback



Customer Feedback

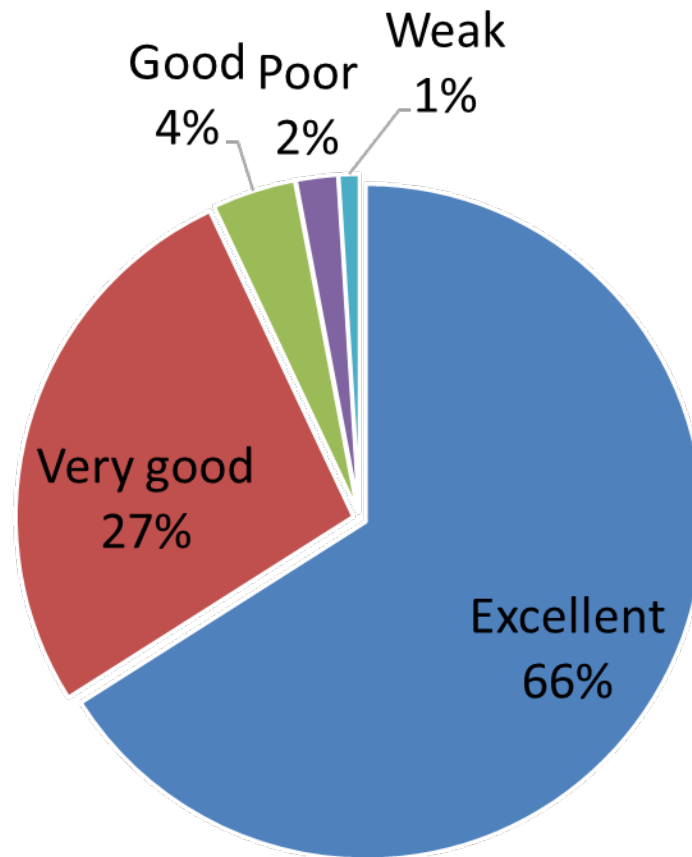


Customer Feedback



Customer Feedback

Overall Rating of RCT Service

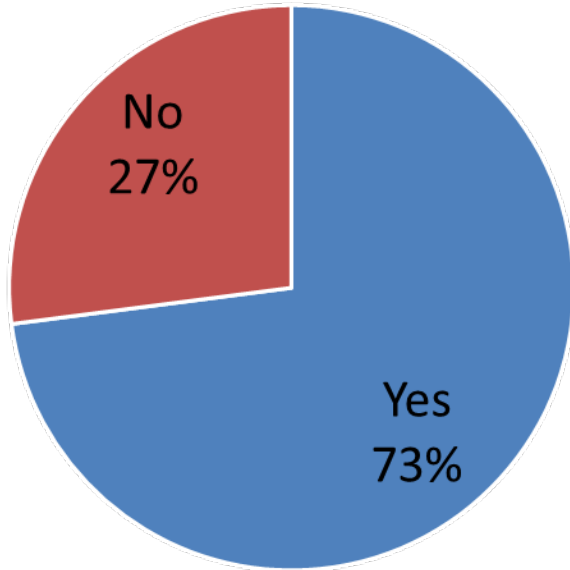


Customer Feedback

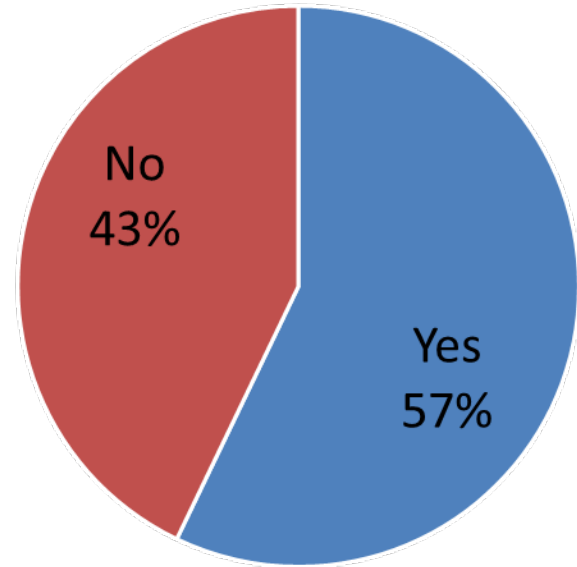
Preferences:		
Longer service hours	85	71%
More frequent bus service	34	29%
Longer weekday service hours	45	38%
Weekend service	75	63%
Serve new areas	46	43%
Improve existing service (more frequent service or more hours)	62	57%
Ability to flag down/board your bus anywhere along the route	81	70%
Designated bus stop locations	35	30%

Customer Feedback

Do you use a smartphone?

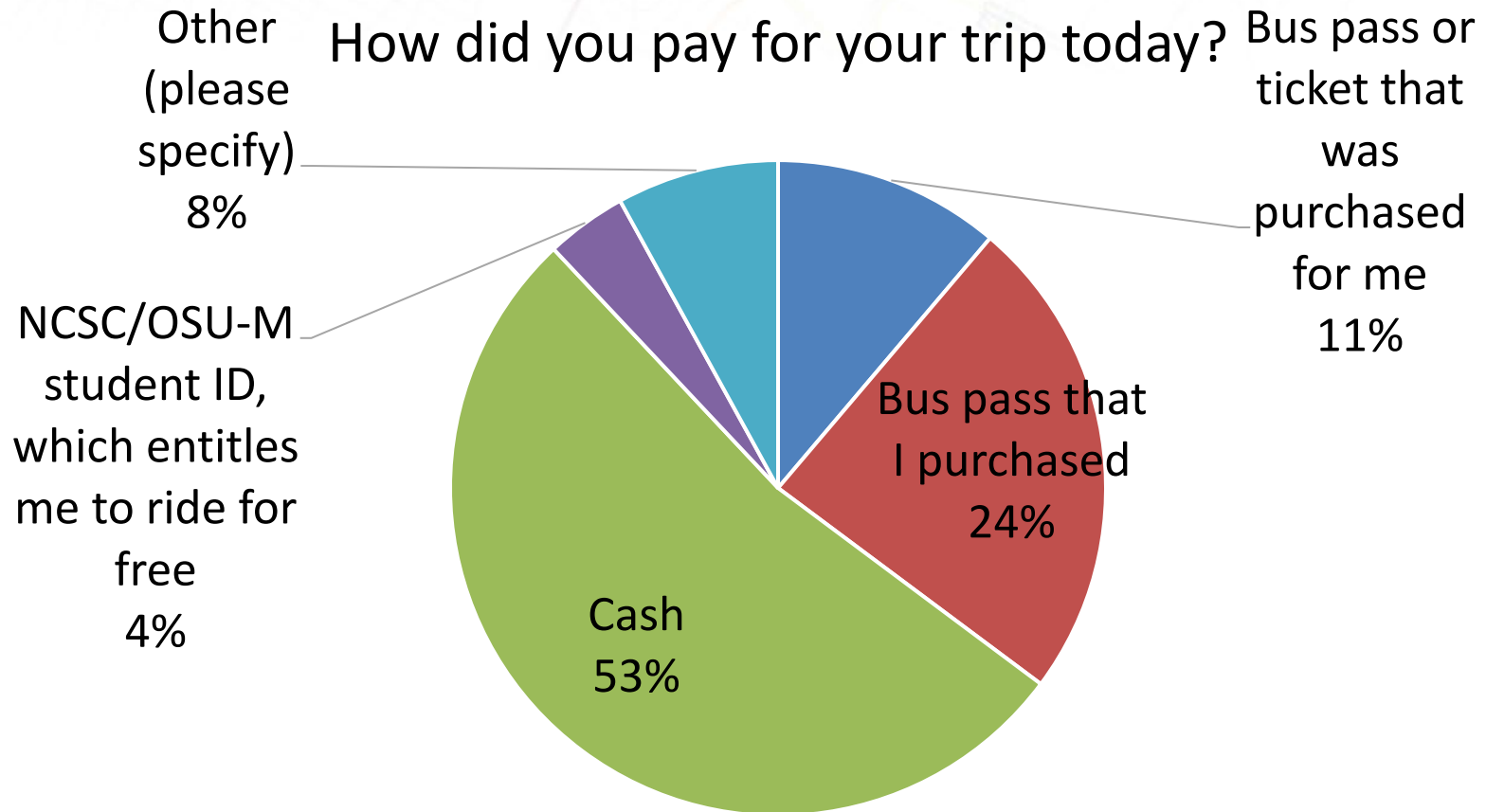


Would you use a mobile app to pay your fare if it were available?



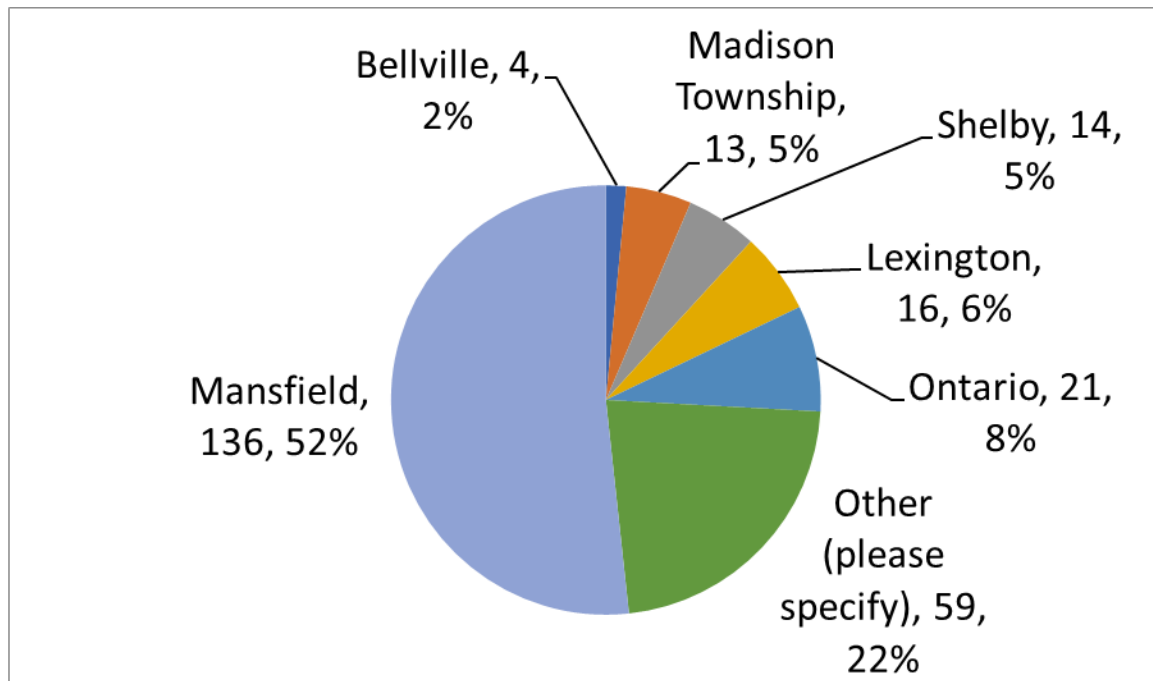
Customer Feedback

How did you pay for your trip today?

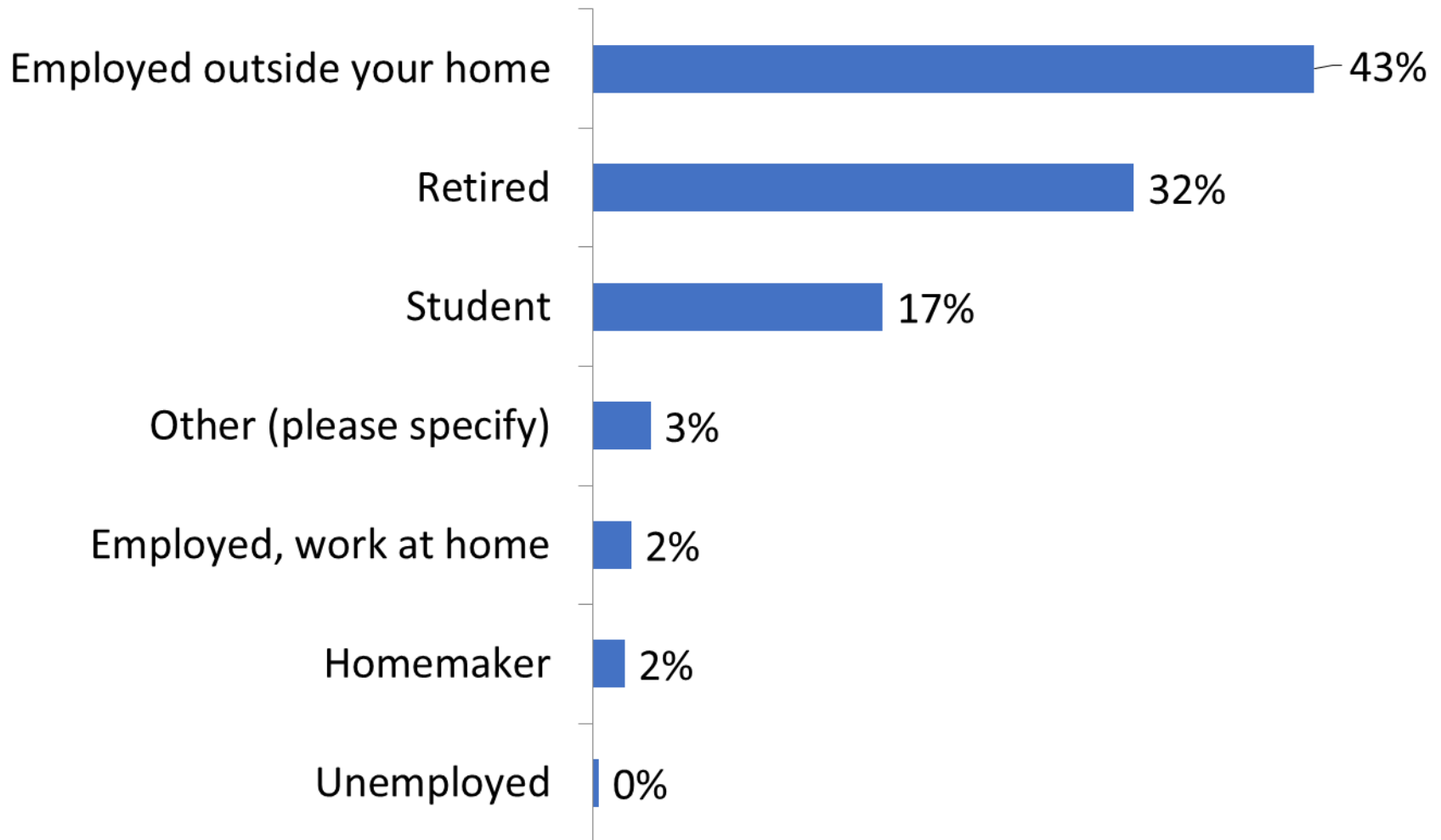


Community Feedback

- ♦ 264 surveys completed so far
- ♦ Handed out at events; Promoted through email, website, social media, and Vision Bus

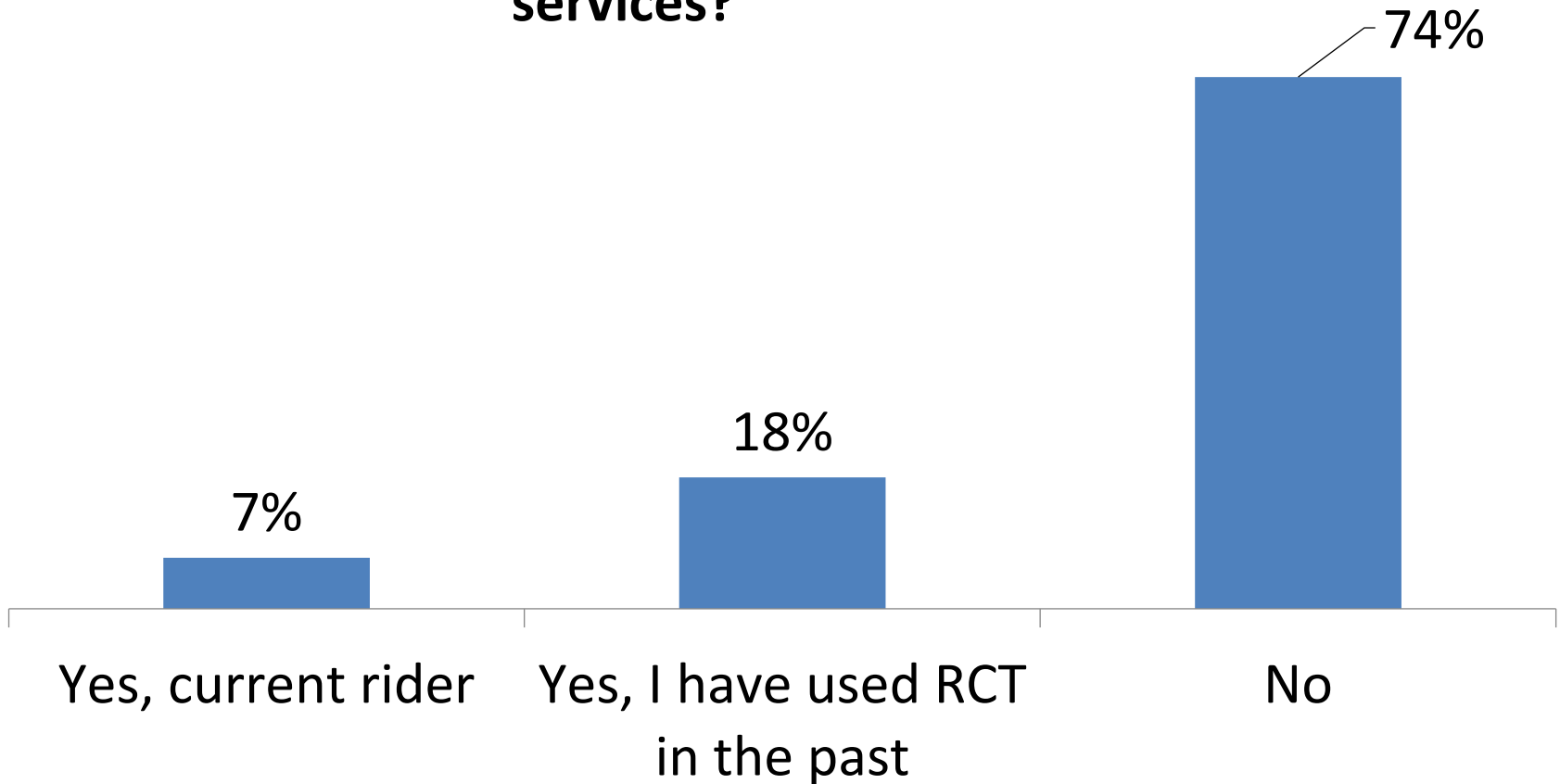


Community Feedback



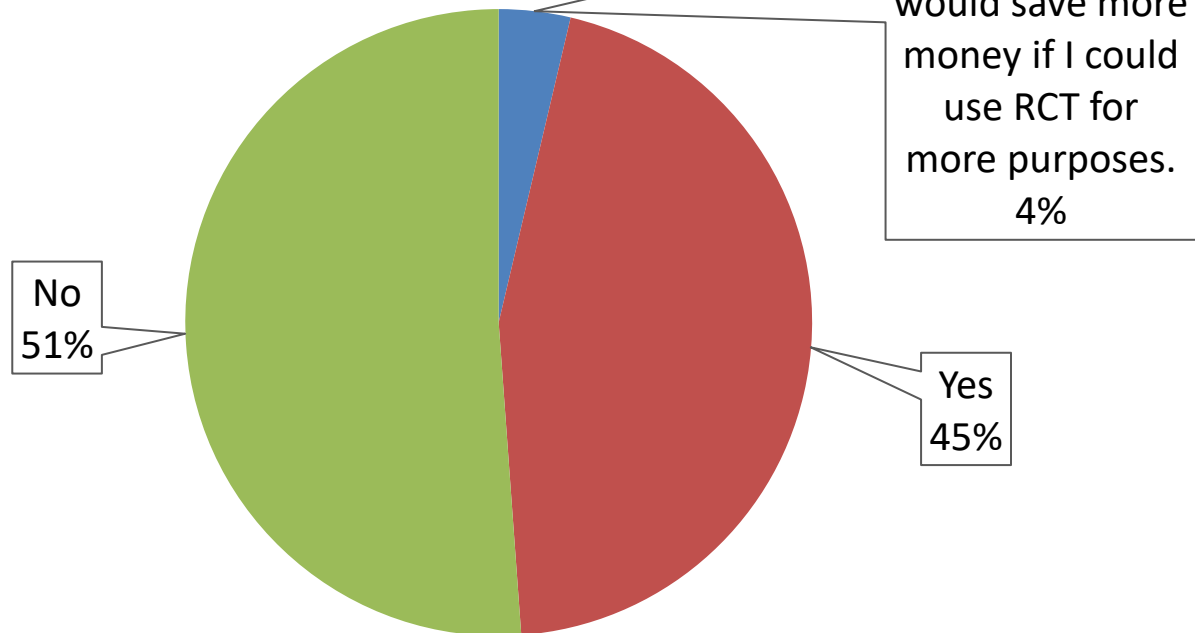
Community Feedback

Have you ever used or do you currently use RCT services?



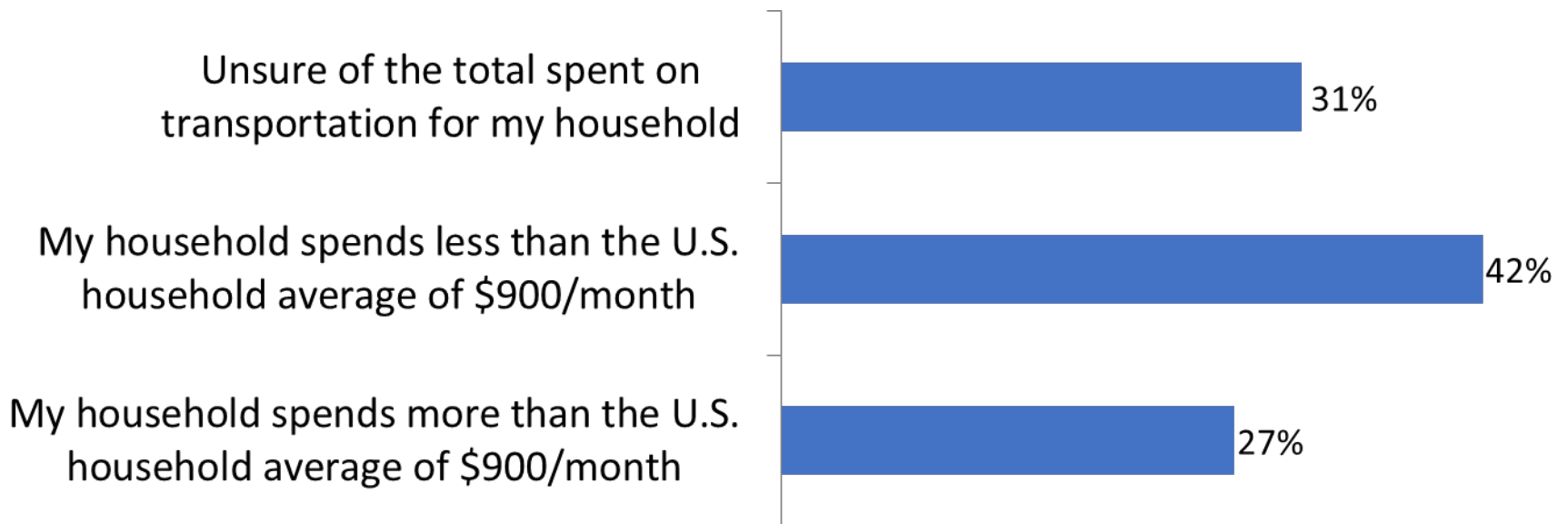
Community Feedback

Would using RCT save money in your transportation budget if you could use it for transportation to work, school, afterschool, or appointments?



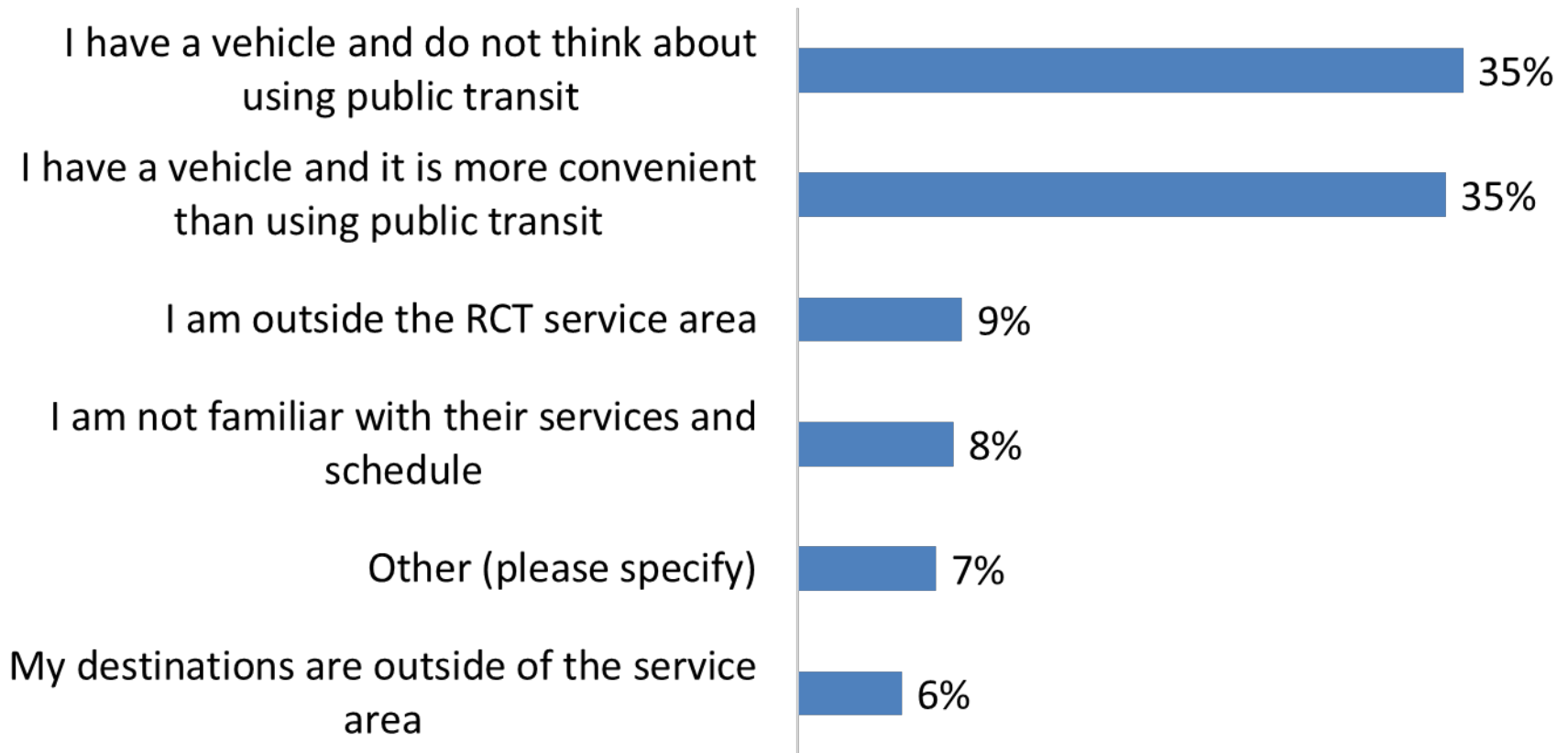
Community Feedback

According to U.S. Bureau of Labor Statistics, transportation was the second-largest monthly expenditure (16.4%) next to housing (33.8%) in 2021. Americans spent 11.6% more on transportation in 2021 than 2020 with the average monthly transportation costs totaling over \$900 per month. Does your household spend more or less than the U.S. average?



Community Feedback

What are the reasons you do not/have not used RCT services?

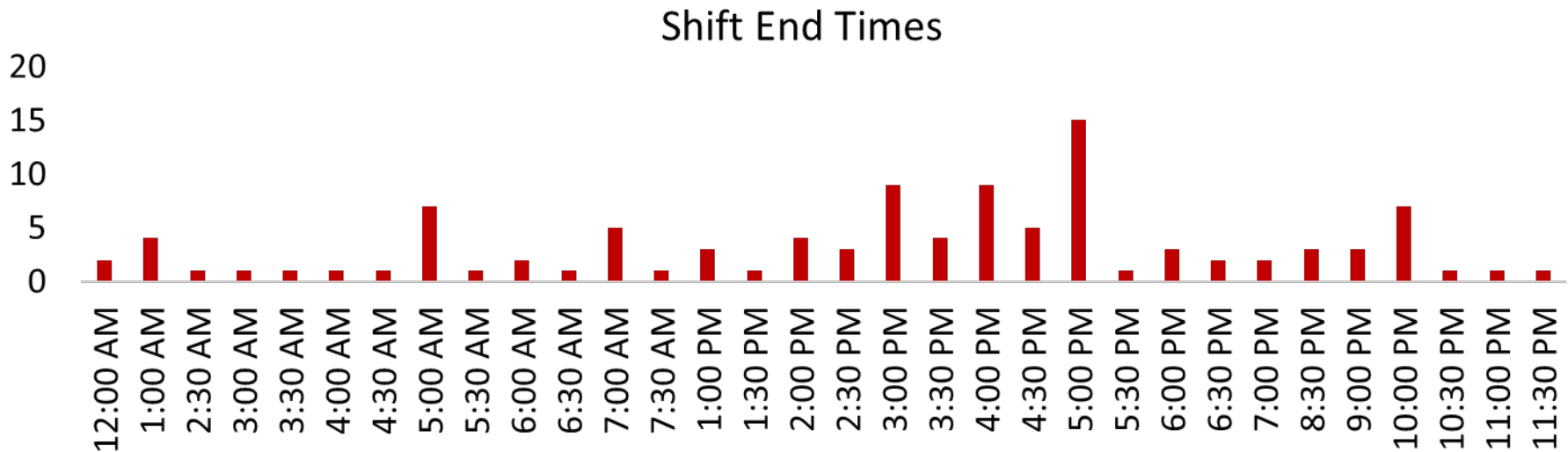
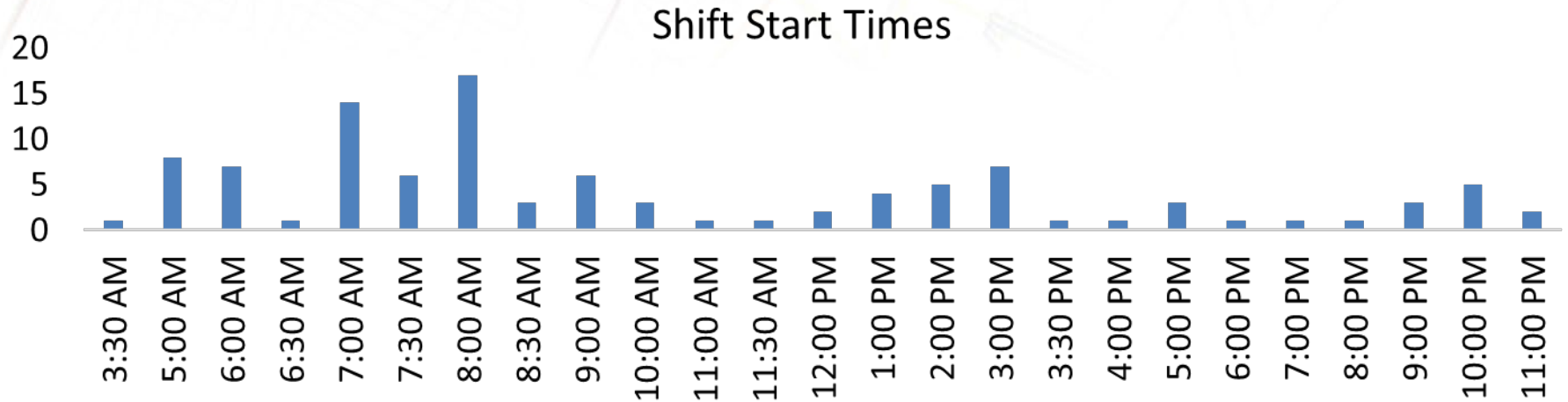


Employer Feedback

Location	Count
Bellville	3
Lexington	1
Mansfield	34
Mansfield/Ontario	1
Ontario	3
Perrysville	1
Shelby	4

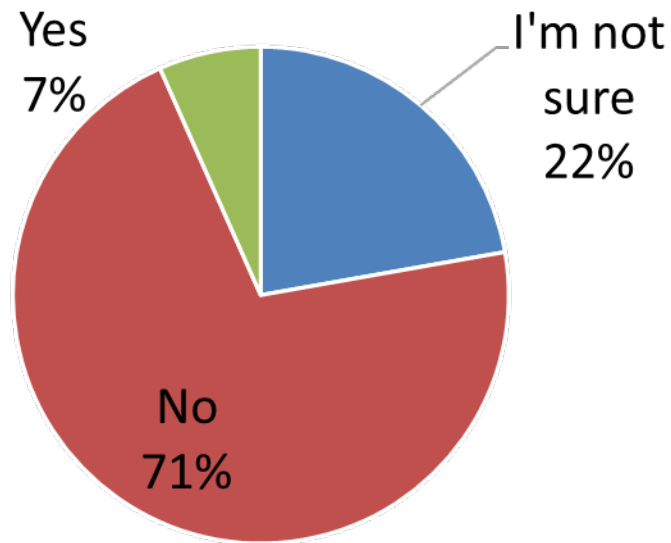
Employees	Count
Up to 20	17
21 to 50	9
50 to 111	7
101 - 1000	13

Employer Feedback

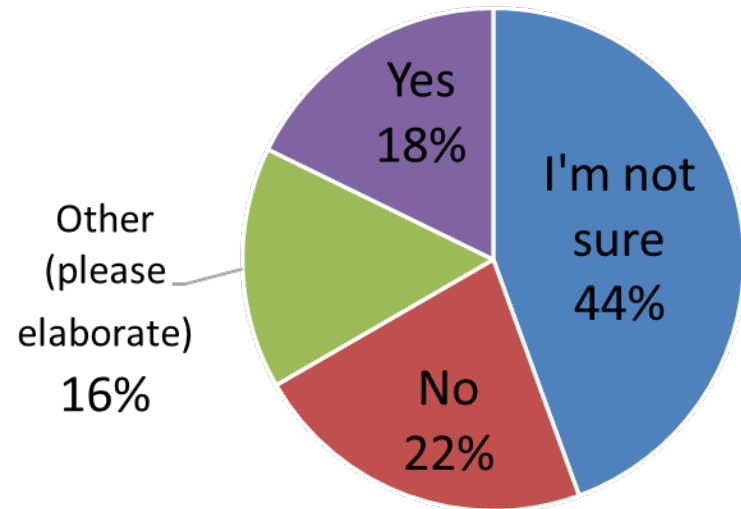


Employer Feedback

Do any of your employees currently use Richland County Transit (RCT) to get to work?



Would expanded public transportation help you attract more employees?





Staff Feedback

- ◆ Evenings and Weekends = Biggest Unmet Need
- ◆ Employers/Factories on Lexington Need Service
- ◆ Flag Down System Has Challenges
- ◆ Create More Places to Transfer
- ◆ Improve Technology, such as Fare Payment
- ◆ Adding Dial A Ride for Older Adults or Rural Areas Could be Helpful
- ◆ Many Idea for Route Changes/Additions



Stakeholder Feedback

- ◆ Richland Co. Commission
- ◆ City of Mansfield
- ◆ City of Ontario
- ◆ City of Shelby
- ◆ City of Lexington
- ◆ RCRPC
- ◆ RCT
- ◆ Goodwill Industries
- ◆ Job and Family Services
- ◆ OhioHealth
- ◆ Avita
- ◆ Chamber of Commerce/
Economic Development
- ◆ First Call 211
- ◆ OSU Mansfield
- ◆ NECIC
- ◆ Area Agency on Aging
- ◆ RNI
- ◆ Third Street Health
- ◆ Mental Health and
Recovery Services



Stakeholder Feedback

- ◆ Access to Employment was a Top Concern
- ◆ More Hours of Service are Needed (Evenings)
- ◆ Medical Appointment/Hospital Discharge Rides are Needed
- ◆ Lack of Awareness about How to Use
- ◆ Lexington/Belville and Rural Areas
- ◆ Special Events/Tourism Create Needs
- ◆ Costs of Expansion Should be Justified by Demand

Stakeholder Feedback

◆ Vision for RCT

- An Easy-to-Navigate, Easy-to-Use System
- Service Across the County
- Frequent Routes and Strong Hours of Service
- Supports Economic Development

◆ Measures of Success

- Growing Ridership
- Flexibility to Meet Community Needs
- Financial Sustainability
- People Know What's Available and How to Use it





Discussion

- ◆ What Stands Out to You About the Study Team Findings?
- ◆ What (If Any) Questions Does This Information Prompt for You?
- ◆ Do You Have Any Feedback?



Thank You For Attending!

Please Feel Free to Contact Us:

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