I-Ride Bus frequent riders

SOUTHAMPTON AND FRANKLIN TRANSIT DEVELOPMENT PLAN

SOUTHAMPTON COUNTY AND CITY OF FRANKLIN, VIRGINIA

PREPARED BY
RHODESIDE & HARWELL, INCORPORATED AND
FOURSQUARE INTEGRATED TRANSPORTATION PLANNING

DECEMBER 2011

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Executive Summary

Southampton, Virginia is a rural county of 18,600 residents located on the North Carolina border, approximately 50 miles west of Norfolk. The City of Franklin, population 8,500, serves as a primary commercial center for Southampton County, Isle of Wight County, and parts of Suffolk City. Southampton land uses are primarily agricultural, while Franklin land uses are fifty percent agricultural/open space and fifty percent suburban commercial and residential. Southampton Memorial Hospital is the largest employer in the City.

SOUTHAMPTON AND FRANKLIN POPULATION AND INCOME

	2010 Population	% Change Since 2000	Square Miles	Persons/ Square Mile	Median Household Income	Income Below Poverty Level
Southampton County	18,570	6%	600	31	$47,285	15%
City of Franklin	8,582	3%	8.8	975	$32,060	23%
Virginia	8 million	13%	39,000	203	$60,674	11%

Sources: 2010 Census and ACS 2005-2009

Transit Development Plan

Transit Development Plans (TDPs) serve as strategic guides for public transportation. These plans help transit operators improve their efficiency and effectiveness by recommending modifications and enhancements to existing transit service while identifying the resources required to fund and operate the service. TDPs are required every six years by the Virginia Department of Rail and Public Transportation (DRPT) for all Commonwealth transit providers and must be updated annually.

The Southampton and Franklin TDP is the result of collaboration between Senior Services of Southeastern Virginia (SSSEVA), the operator of I-Ride, and Southampton County, the City of Franklin, and DRPT. A Task Force of key stakeholders in the County and City met on three occasions during the development of the TDP, and input from this group informed the analysis of existing transit service and the TDP recommendations.

Source: United Way Franklin

TDP Goals and Objectives

The following goals and objectives were identified for the TDP based on input from SSSEVA, the County and City, DRPT, and the TDP Task Force, which represented a diverse cross section of community organizations and residents. These goals guided the plan's recommendations.

TDP GOALS AND OBJECTIVES

PROJECT GOALS	PROJECT OBJECTIVES
1. Provide convenient access for residents to key destinations within the County and City	**1.** Provide connections to other transit service in the region
2. Connect residents with job opportunities and services outside the County and City	**2.** Provide accessibility for people in the western part of the County to needed services
3. Coordinate existing services to leverage the community's resources	**3.** Offer transit at a low cost to the consumer
	4. Ensure a cost effective strategy for service providers
	5. Utilize varied and sustainable funding sources

Existing Transit Service

Senior Services of Southeastern Virginia (SSSEVA) currently provides the only transit services in Southampton and Franklin. The following figure outlines these services.

EXISTING TRANSIT SERVICES

I-Ride Franklin	I-Ride Courtland	Western Tidewater Free Clinic Shuttle	Horizon Medical Shuttle	Demand Responsive	Center Transport	Senior Transit Shuttle
Fixed-Route	Fixed-Route	Demand Responsive	Demand Responsive	Demand Responsive	Service to MLK Senior Center	Demand Responsive
Monday-Friday 8:00 - 4:25	M,.W,F 9:15 - 1:45	Thursdays	Monday - Friday	Monday - Friday	Monday - Friday	Mon-Fri 4-9, Sat-Sun 11- 4
Open to all riders	Open to all riders	Medically uninsured only	Adults (18+) only	Adults 60+, max 4 trips/mo.	Seniors only	Seniors only

Service Needs and Recommendations

The system and service evaluation conducted as part of the TDP process included an analysis of:

- Population, employment, and land uses in Southampton and Franklin;
- Existing transit service and historic ridership and performance trends;
- Three peer transit systems;
- I-Ride passenger survey data;
- Senior center transit survey data; and
- Interviews with I-Ride drivers.

Major findings of the system and service evaluation demonstrated that SSSEVA provides a considerable amount of transit service, and a range of service types, on a limited budget. The evaluation also identified a number of service and system needs. The following table lists the most pressing needs and the plan's recommendation for addressing those needs. Subsequent sections describe these recommendations in detail.

SERVICE NEEDS AND RECOMMENDATIONS

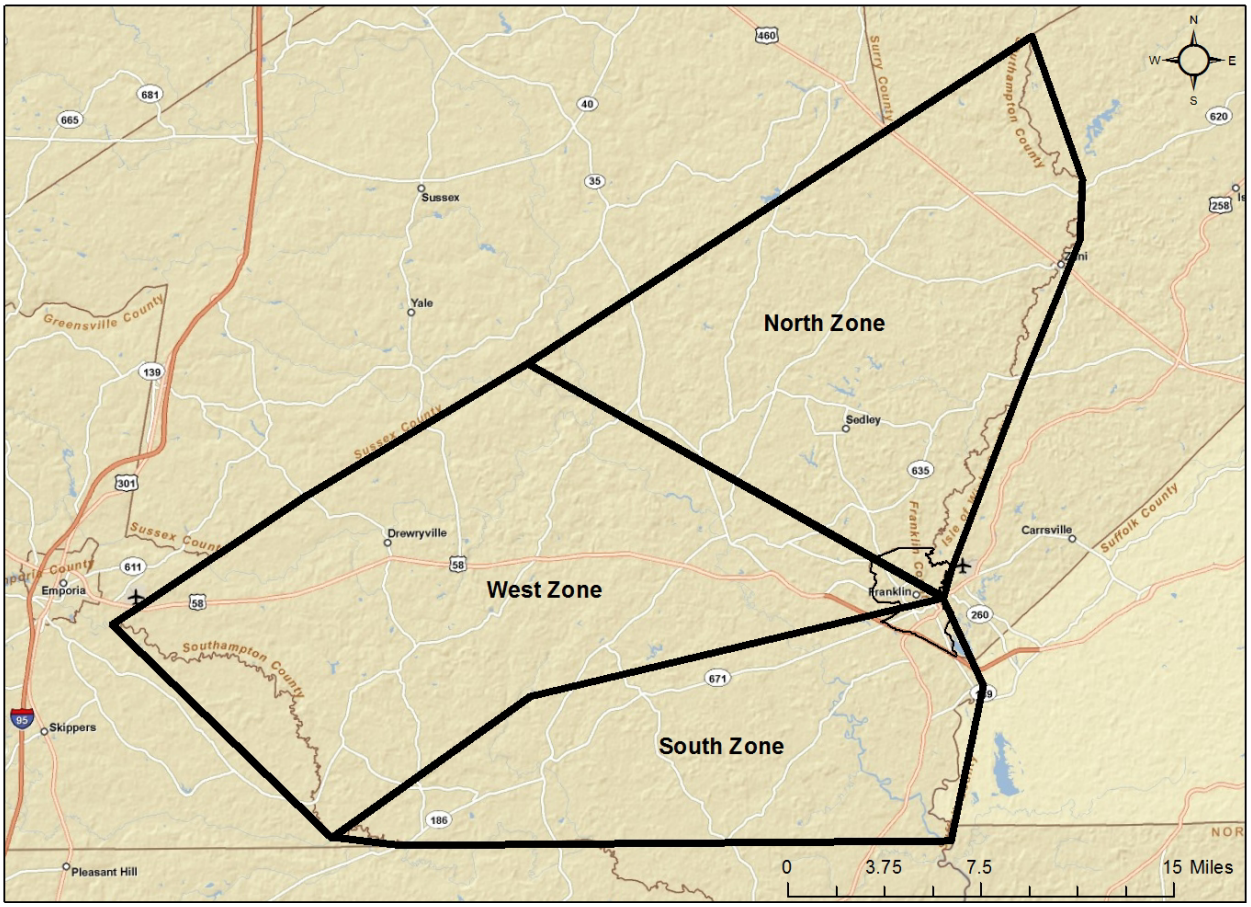
	SERVICE NEED		RECOMMENDATION
1	Infrequent service, inconsistent schedule, and long route	→	I-Ride Franklin Efficiency Upgrades and Expansion
2	Lack of coordination between the I-Ride Franklin and I-Ride Courtland routes	→	I-Ride Franklin Efficiency Upgrades and Courtland Shuttle Conversion
3	Limited hours of operation frequently do not support trips to work and school	→	I-Ride Franklin Service Expansion
4	No options for remote and isolated non-senior County residents	→	Modifications to Traditional Demand Response Service
5	General perception that I-Ride is only for seniors	→	I-Ride Franklin Expansion and Branding
6	Low ridership on I-Ride Courtland fixed-route	→	Courtland Shuttle Conversion and Hiring of Transit Coordinator/Educator
7	High cost per rider on demand response services	→	Modifications to Traditional Demand Response Service
8	High vehicle maintenance costs compared with peer services	→	Release RFP for Vehicle Maintenance (Released 12/7/11)
9	Problems with vehicle vandalism	→	Identify a Secure Parking Location for Transit Vehicles

Recommendation Descriptions

The TDP recommends a set of strategies for modifying and enhancing transit service to address the needs identified during the system and service evaluation. These recommendations are summarized below and organized according to (1) Short-term, low-cost efficiency improvements, and (2) Mid-term improvements that will require new funding. In addition, the plan identifies a number of potential long-term improvements that would require a substantial increase in funding. The following pages describe the short- and mid-term recommendations and identify the associated benefits to the County and City residents.

Southampton Courthouse, Courtland

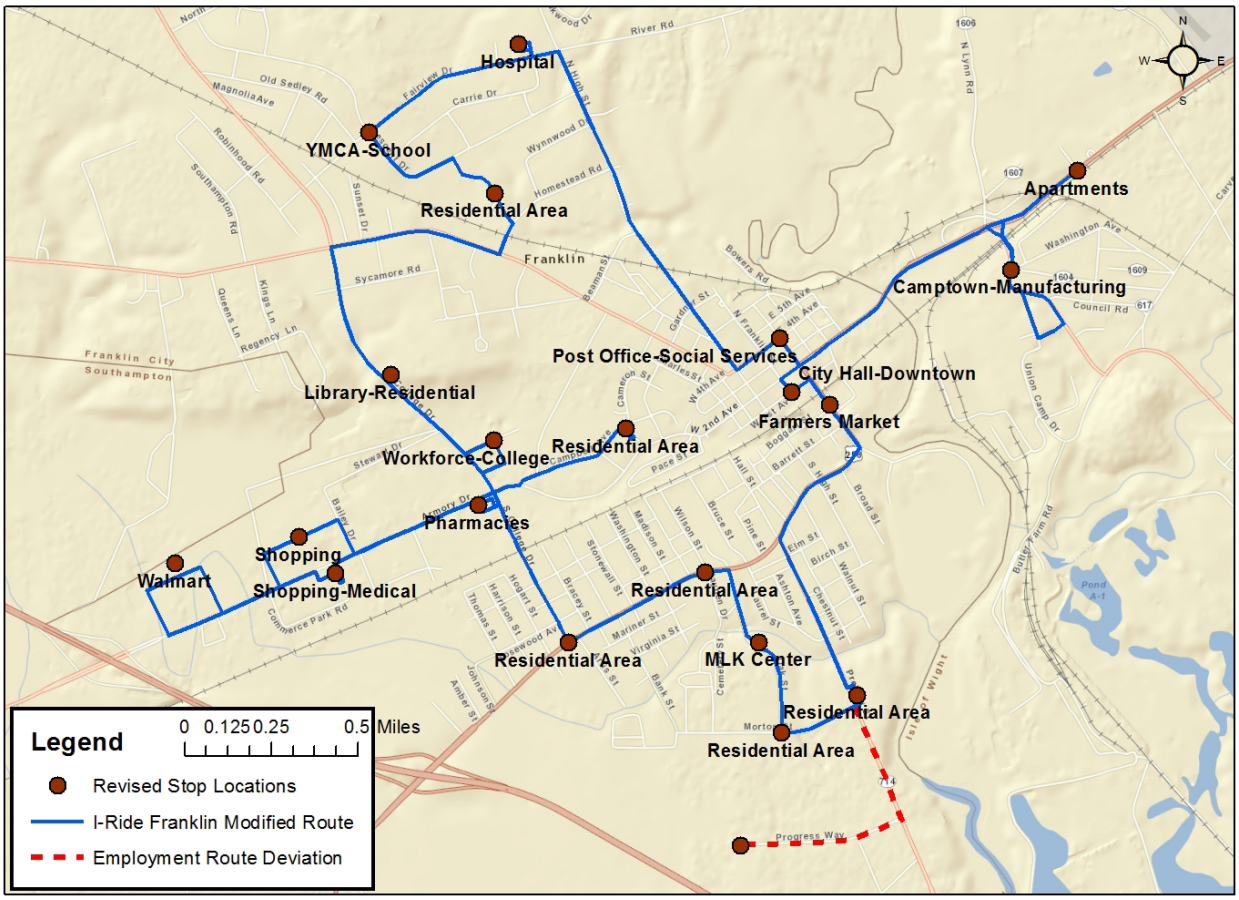
MODIFIED DEMAND RESONSE SERVICE ZONES



Short-Term Recommendations

RECOMMENDATION	BENEFITS
Convert I-Ride Courtland to On-Demand Shuttle	
• Convert I-Ride Courtland's fixed-route service to an on-demand shuttle between Courtland and Armory Drive. • This door-to-door service would be provided two days per week (1pm – 4pm). Each round trip would be 3 hours in length, with at least two hours for users at their destinations. • The shuttle service would be coordinated with the I-Ride Franklin fixed-route service for easy transfers. • Those who wish to ride would need to notify SSSEVA by 10 am the same day of travel.	• Provides door-to-door service rather than stopping at fixed locations. • Improves service efficiency by running the shuttle only when there is demand, and by combining trips to two days per week. • Coordinates Courtland shuttle schedule with the Franklin fixed-route service to create efficient transfers, and expand the reach of transit service for Courtland riders. • Reduces costs, allowing for potential repurposing of funds for use in marketing and information distribution for the Courtland service, and improving other SSSEVA transportation services in Southampton County.
Modify Traditional Demand Response Service (Pilot Program)	
• Provide the same service as exists today throughout Southampton and Franklin, but on specific days of the week for service in designated County zones. Each zone would be served one day per week (Monday, Wednesday or Friday). • Provide service to locations outside of Southampton and Franklin on Tuesdays and Thursdays. • Open service to non-seniors, as long as service has already been requested by a senior.	• Improves service efficiency by combining trips. • Offers transportation for non-senior riders throughout the County and City. • Pilot program would be evaluated in six months to determine if modifications meet the region's needs.
Adjust I-Ride Franklin Fixed-Route Service	
• Reduce the number of incursions into apartment complexes and shopping centers. • Provide route deviations (e.g., into apartment complexes and shopping centers) up to ¼ mile with 24-hour notice from a senior or disabled person. • Use the time savings from reduced incursions to increase service frequency to every hour.	• Reduces the running time of the Franklin route. • Increases the convenience and usability of the system by serving each stop at the same time every hour. • Increases the number of round-trips each day, which increases the number of people served. • Coordinates the Franklin and Courtland service schedules to create efficient transfers, and expand the reach of transit service for Courtland riders.
Initiate Storage and Maintenance Capital Improvements	
• Work with County and City to establish a secure location for free transit vehicle storage. • Release an RFP for vehicle maintenance services at a lower hourly rate.	• Reduces the incidence of vandalism and prevents other potential vehicle damage. • Reduces vehicle maintenance costs to a cost-effective rate.

ADJUSTED I-RIDE FRANKLIN ROUTE AND STOP LOCATIONS



Historic downtown Franklin

Southampton land uses are primarily agricultural

Mid-Term Recommendations

RECOMMENDATION	BENEFITS
Expand Franklin Fixed-Route Service	
• Increase span of service to 11 hours, potentially from 7:00 am through 6:00 pm. • Brand I-Ride to emphasize service is for everyone, not just seniors. • Add permanent signage, schedules, and shelters.	• Increases the span of service (earlier in the day and/or later in the evening), which allows for use by a greater number of residents and improves access to employment and education opportunities. • Increases awareness of I-Ride and erases the misperception that I-Ride is just for seniors. • Adds fixed signage to increase awareness of service and schedule.
Create a New Transit Coordinator Position	
Hire a part-term transit coordinator with the following responsibilities: • Create and manage a human services coordination group for the County and City. • Market transit services. • Provide transit travel training to encourage use of the fixed route services. • Provide transit information to current and potential riders. • Keep elected officials and other funding partners informed about transit service and improvements over time.	• Markets transit services and provides information to a wider audience. • Trains potential riders how to use the service, therefore increasing independence among seniors, the disabled, and those without access to a personal vehicle. • Coordinates with other Human Services Transportation providers to make the best use of resources.
Add and Replace Vehicles as Needed	
• Pursue a goal of maintaining the vehicles' maximum life at 5 years or 125,000 miles. • Strategically acquire new vehicles following a transition to general transit funding (see funding section for details).	• Schedules vehicle replacements to ensure careful long-term budgeting and ongoing service quality.

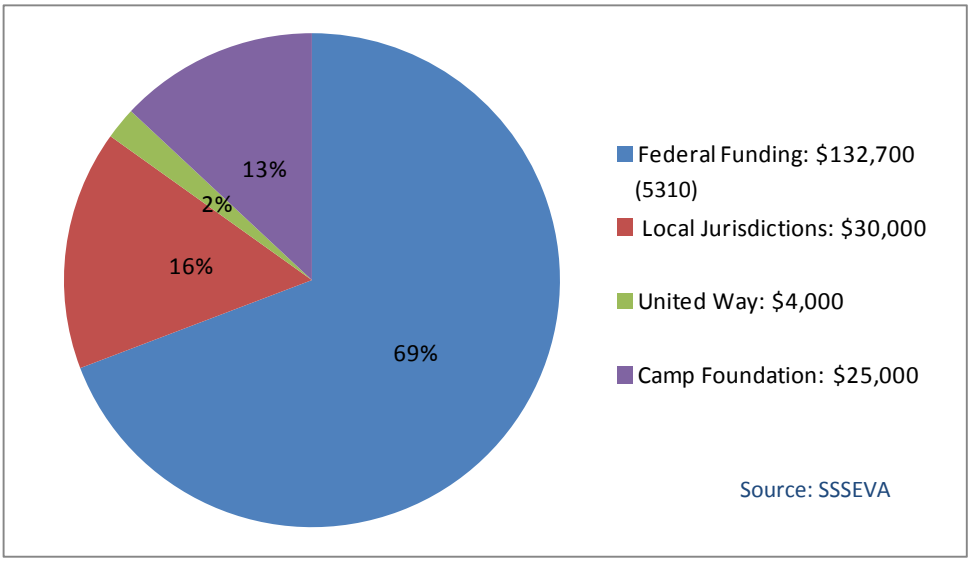
Paul D. Camp Community College, Franklin

Walmart, a popular Armory Drive destination

Financial Plan

SSSEVA currently funds all of its transit services with a mixture of federal and local government funding and contributions from area foundations. Since the SSSEVA mission emphasizes senior assistance, its transit services have largely depended on Federal Transit Administration (FTA) funds through the Elderly Persons and Persons with Disabilities program (Section 5310). SSSEVA has offered transit access to the larger Southampton and Franklin community within the constraints the Section 5310 requirements.

FUNDING SOURCES FOR THE ADOPTED I-RIDE FY2011 OPERATING BUDGET



As Southampton and Franklin plan for transit improvements for all residents, this TDP recommends transition from the use of federal Section 5310 funds to FTA funding programs focused on non-urbanized areas (Section 5311), which is intended for rural transit services. This transition would allow transit improvements to respond equally to the needs of all community residents.

FEDERAL TRANSIT ADMINISTRATION GRANTS

FEDERAL GRANT	PURPOSE	MATCHING RATIOS (Federal/Local Funding)
FTA Section 5310 – For Elderly Persons and Persons with Disabilities	Supports the purchase of vehicles and equipment that provide service for the elderly and the disabled.	Federal 80%/Local 20% split of eligible expenditures.
FTA Section 5311 – For Other than Urbanized Areas	Provides funding to states for the purpose of supporting public transportation in rural areas with population of less than 50,000.	**Operating:** 50%/50% split of eligible expenses. **Capital:** Federal 80%/Local 20% split of eligible expenditures.

Assuming the transition to FTA 5311 funding beginning in FY2013, the TDP recommends the financial plan outlined in the table below. This financial plan estimates assume operations and maintenance costs will rise at a rate of two percent per year.

TDP FINANCIAL PLAN

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Operating Statistics						
Annual Revenue Hours	3,408	3,408	3,408	3,408	3,408	3,408
Annual Operating Costs	$155,700	$158,820	$163,490	$166,760	$170,100	$173,500
Anticipated Funding Sources						
Federal (FTA 5311)	$83,340	$83,340	$86,540	$86,540	$86,540	$86,540
State (Operating Assistance)	$23,810	$23,810	$23,180	$23,180	$23,180	$23,180
Farebox	$4,670	$4,670	$4,670	$4,670	$4,670	$4,670
Farebox Recovery Ratio	3.0%	2.9%	2.9%	2.8%	2.7%	2.7%
Local Funding Required	$43,880	$47,000	$49,100	$52,380	$55,710	$59,110
Local Funding Percentage	28.0%	29.5%	30.0%	31.4%	32.8%	34.0%

As described in the mid-term recommendations, the goal is to maintain vehicles with a maximum life at five years or 125,000 miles. Given the TDP service recommendations, this can be achieved by following the vehicle replacement and funding schedule shown in the table below.

VEHICLE PURCHASE COSTS AND FUNDING SOURCES

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Vehicle Replacement Statistics						
Required Vehicle Purchases	3	1	1	1	1	0
Vehicle Capital Costs	$164,000	$40,800	$41,620	$65,800	$43,300	--
Anticipated Funding Sources						
Federal (FTA 5311)	$131,200	$32,640	$33,300	$52,640	$34,640	--
State (Capital Assistance)	$16,400	$4,080	$4,160	$6,580	$4,330	--
Local Funding Required[1]	$16,400	$4,080	$4,160	$6,580	$4,330	--
Local Funding Percentage	10.0%	10.0%	10.0%	10.0%	10.0%	--

[1] SSSEVA currently uses a mixed of local government funding and grants to meet match requirements for vehicle purchases.

Implementation Strategy

Implementation Options

There are two TDP implementation options for Southampton County and the City of Franklin:

1. Apply for 5311 funding in February 2012, which would be available for FY 2013 (as shown in the TDP financial plan) OR
2. Use a phased approach, continuing to rely on current funding sources while setting the stage for a future 5311 funding application.

Although the County and/or City can choose to apply for the 5311 funds immediately (February 2012), this report recommends a phased approach because it allows time to:

- Build consensus and support for transit service investment and expansion in the City and County (elected officials, citizens, business owners, etc.).
- Establish partnerships with foundations and other non-governmental funding sources, to determine potential contributions toward a 5311 local match.
- Improve data collection methods in order to identify key areas for improvement and track progress.

Short-Term Strategy (1-2 Years)

1. Maintain the current funding structure with use of Federal 5310 funds.
2. Implement the short-term recommendations as outlined in this TDP.
3. Use the next one to two years to build support and improve data collection methods:
    - Implement a detailed data collection plan (as outlined in Section 7 of the TDP).
    - Prepare quarterly reports and annual reports presenting key data points over time. This will demonstrate service progress, ridership, expenditures, and system needs.
    - Deliver the quarterly and annual reports to key stakeholders, such as County and City elected officials, foundations with interest in transit service, SSSEVA Board and Advisory Committee members, major employers, and other interested parties. Also post this information on the SSSEVA, County, and City web sites.
    - Provide quarterly or biannual in-person reports at County Board and City Council meetings. Consider annual in-person updates for County and City Planning Commissions. Allow opportunities for questions and discussion.
    - Hold individual meetings with potential funders to build relationships and discuss 5311 local match participation.

Mid-Term Strategy

1. Transition to Federal 5311 funding, as presented in the TDP financial plan.
2. Implement the mid-term recommendations as outlined in this TDP.
3. Continue preparation, distribution, and presentation of quarterly reports.

PREFACE: WHAT IS A TRANSIT DEVELOPMENT PLAN?

Transit Development Plans (TDPs) serve as strategic guides for public transportation. These plans help transit operators improve their efficiency and effectiveness by recommending modifications and enhancements to existing transit service while identifying the resources required to fund and operate the service. TDPs provide the basis for programming and planning decisions and for including a transit operator's capital and operating programs in the Commonwealth of Virginia's Six Year Improvement Program (SYIP), Statewide Transportation Improvement Program (STIP), Transportation Improvement Program (TIP) and Constrained Long Range Plan (CLRP).

TDPs are required every six years by the Virginia Department of Rail and Public Transportation (DRPT) for all Commonwealth transit providers and must be updated annually. The plans must be adopted by the operator's governing body, and a letter must be submitted annually to document progress implementing the plan and to note any significant changes to the plan.

The types of transit service considered in TDPs include fixed-route local bus (including deviated fixed route), fixed route commuter bus, necessity shuttles (to medical and shopping services), and demand-responsive service, as well as ride matching, carpool and vanpool services.

The Southampton and Franklin TDP Process

The Southampton and Franklin Transit Development Plan is the result of collaboration between Senior Services of Southeastern Virginia (SSSEVA), the operator of I-Ride, and Southampton County, the City of Franklin, and DRPT between July 2011 and December 2011. A Task Force of key stakeholders in the County and City met on three occasions during the development of the TDP, and input from this group informed the analysis of existing transit service and the TDP recommendations.

1 TRANSIT SYSTEM OVERVIEW

1.1 History

Senior Services of Southeastern Virginia (SSSEVA) has been serving the South Hampton Roads region for over 35 years. Today its mission is to "help seniors to live with choice and dignity in their communities." In the last few years, SSSEVA has added an increasing number of transit services to its strategy for meeting the needs of aging residents. Two of SSSEVA's three I-Ride fixed-route services are within Southampton County and the City Franklin. SSSEVA also offers a number of shuttle and demand-response transit services in these jurisdictions in order to meet senior transportation needs. SSSEVA has opened up the I-Ride services to the general population, as long senior transit needs are accommodated first. The SSSEVA buses are the only transit services in Southampton and Franklin.

1.2 Governance

SSSEVA is overseen by a Board of Directors including representatives from:

- City of Chesapeake
- City of Franklin
- Hampton Roads Planning District Commission
- Isle of Wight County
- City of Norfolk
- City of Portsmouth
- Southampton County
- City of Suffolk
- City of Virginia Beach

The SSSEVA chief executive director serves an ex-officio member of the Board. There is also a nineteen member Services Advisory Council that provides input and guidance to the Board of Directors.

1.3 Organizational Structure

The organizational structure for SSSEVA includes a chief executive officer, a chief financial officer, five division directors, a program developer, and a long-term care capacity planner. There are a number of support staff that report to each of these organization leaders. The following individuals currently hold the staff leadership positions:

John N. Skirven, Chief Executive Officer

Dorothy B. Caldwell, Director of Human Resources

Cynthia S. Creede, Director of Transit and Wellness

Mary E. Howell, Director of Development

Fran Anderson, Director of The Center for Aging

Brigid Z. Miller, Chief Financial Officer

Season R. Roberts, Director of Volunteers

Cathy M. Spriggs, Program Developer

William H. Wade, Long-Term Care Capacity Planner

The transit services provided by SSSEVA are managed by the Director of Transit and Wellness.

1.4 Transit Services Provided and Areas Served

I-Ride operates a number of different services in Southampton County and the City of Franklin for both seniors and non-seniors, depending on funding source restrictions. Services include fixed-route service in the City of Franklin and the Town of Courtland, demand responsive, medical shuttles, and senior service shuttles. The range of services provided, service areas, schedules and restrictions are summarized in Table 1-1.

Table 1-1: Current Transit Services Provided and Areas Served

Name	Type of Service	Coverage Area	Schedule	Restrictions
I-Ride: Franklin / Isle of Wight	Fixed-Route	City of Franklin and Isle of Wight County immediately adjacent to city	8:00 a.m. to 4:25 p.m. Monday through Friday except Holidays	• Open to all riders • Children under 12 must be accompanied by an adult • May not displace seniors
I-Ride: Courtland / Southampton	Fixed-Route	Town of Courtland and Southampton County immediately adjacent to city	9:12 a.m. to 1:48 p.m. Monday, Wednesday, and Friday except Holidays	• Open to all riders • Children under 12 must be accompanied by an adult • May not displace seniors
Western Tide-Water Free Clinic Shuttle	Demand Responsive Medical Shuttle	Southampton County to Suffolk	Thursdays	Uninsured only
Horizon Medical Shuttle	Demand Responsive Medical Shuttle	Southampton County to Ivor	Monday-Friday	Adults (18+)
Demand Responsive	Demand Responsive	Southampton County	Monday-Friday	Must be 60+, max of four trips per month per person
Center Transportation	Senior Shuttle to senior center/ Meal Delivery	Southampton County	Monday – Friday	Seniors only
Senior Transit	Senior Shuttle for groups and individuals	Southampton County	Monday – Friday (4 to 9 p.m.) Sat-Sun (11a.m. – 4 p.m.)	Seniors only

Funding for I-Ride is provided by a mix of federal, local and grant funding. Funding sources for the adopted FY 2011 operating budget are as follows:

- Federal Funding: $132,700 (69%)
- Local Jurisdictions: $30,000 (19%)
- United Way: $4,000 (2%)
- Camp Foundation: $25,000 (13%)

1.5 Fare Structure

Fares for the Franklin and Courtland fixed-route services are $1.00 per ride. Riders under the age of 12 ride free. While no fare is required for demand-responsive and medical shuttle service, riders are asked to provide a donation.

1.6 Fleet

The existing fleet consists of six vehicles, including the following:

- One 10- to 14-passenger vehicle for the Franklin fixed-route service.
- One 10- to 14-passenger vehicle for the Courtland fixed-route service.
- Two 10-passenger, wheel-chair-equipped vans for the demand-responsive service.
- One 12-passenger van for the medical shuttle medical shuttle service.
- One spare 10- to 14-passenger vehicle for the Franklin and Courtland fixed-route services. When these vehicles are not in use on the fixed-route they may be used as needed for demand-responsive service.

The average age of the fleet is four and half years and the average daily miles driven, for the fixed-route fleet only, is 94 miles. I-Ride has grown its fleet but has not replaced vehicles to date.

1.7 Existing Facilities

I-Ride has an office in Franklin with a four-person staff. There are no existing facilities dedicated to storing or maintaining transit vehicles in Southampton County or the City of Franklin. Maintenance is contracted locally, and vehicle fueling is completed off-site. Four (4) I-Ride vehicles are currently parked at Franklin City Hall and two (2) are parked at the Senior Services offices at Fouth[h] and Main Streets

The Franklin and Courtland fixed-route services include 27 and 16 stops respectively; however, no permanent stops and signage exist at this time.

1.8 Transit Security Program

SSSEVA trains all of its bus operators to handle emergencies. This includes training in CPR and first aid. All operators also carry a cell phone and are directed to call 911 in cases of emergency. The SSSEVA Policies and Procedures Manual clearly communicates the driver emergency procedure expectations. The passenger doors on all the SSSEVA buses are designed to only operate from the inside, giving access control to the drivers. The fare boxes are secured with locks.

Vandalism and bus break-ins are an ongoing problem and SSSEVA is looking for a secure location in which to park the vehicles. The buses are currently parked in the Franklin Social Services and Franklin City Hall parking lots. These parking areas are not within a fence or secured facility.

1.9 Public Outreach

SSSEVA regularly conducts customer service surveys to ensure riders feel comfortable and safe. These surveys are also an opportunity to learn about additional service needs, such as new bus stops or routes.

SSSEVA prepares and distributes a newsletter, the *Senior Advocate*, on a quarterly basis. This newsletter contains information about all of the SSSEVA services, including transit. The quarterly newsletter and the organization's annual report are distributed to a large mailing list consisting of government agencies, elected officials, foundations, local businesses, and interested citizens. These documents are also readily available on the SSSEVA web site.

SSSEVA partners with the local Chamber of Commerce offices to announce service improvements, changes, or special offerings. SSSEVA has found the Chamber communication channels an effective method for distributing information (e-mail, hard copy mail, web site, Chamber offices, etc.) SSSEVA sometimes provides special transit offerings to provide access to Chamber events such as expos and open houses.

2 GOALS, OBJECTIVES AND STANDARDS

This chapter presents the goals, objectives and performance measures that will serve as the basis for deployment of new service and any increases or reductions in existing service. The goals, objectives and performance measures were developed based on input received through a process that involved consultations with SSSEVA, County and City staff as well as meetings with the Task Force of community leaders assembled for the TDP process.

According to the DRPT Transit Development Plan Guidelines, goals and objectives "should be comprehensive and address all major areas of concern and activity for public transit operators (e.g., scheduling and route planning; service reliability; system effectiveness; system efficiency; safety and security; funding and reserve policies; customer service; multimodal connectivity and statutory and regulatory compliance)." Moreover, the guidelines state that performance measures (or standards) "should address both the efficiency and effectiveness of the services provided by the operator. Performance standards should be specific, measurable and quantified where feasible."

The following goals, objectives and performance measures were identified for the Southampton and Franklin TDP:

2.1 Goals

1. Provide access for residents to key destinations within the County and City that is convenient for a variety of trip purposes.
2. Connect residents with job opportunities and services outside the City and County.
3. Coordinate existing services to leverage the community's existing resources.

2.2 Objectives

1. Provide connections to other transit service in the region.
2. Provide accessibility for people in the western part of the county to needed services.
3. Offer service at a low cost to the consumer.
4. Cost effective for the County, City, and any involved service providers.
5. Utilize varied and sustainable funding sources.

2.3 Performance Measures

The performance measures are organized according to the types of transit service currently provided by SSSEVA, including fixed route, medical shuttle and demand-responsive services. The following are the performance measures for each type of transit service:

Fixed Route Performance Measures

1. Passenger Trips (Boardings): Average monthly and by trip[1]
2. Passenger Trips (Boardings) Per Revenue Hour

[1] This is an output measure for which a standard will not be developed. Output measures are most often used as indicators of organizational activity or performance, but stop short of identifying results as viewed by intended beneficiaries.

3. Operating Cost Per Passenger Trip
4. Operating Cost Per Revenue Hour
5. Annual Maintenance Cost Per Vehicle
6. Overall Satisfaction (from survey)
7. Percent of Residents with Access to Fixed Route Service (population within ½ mile)
8. Percent Revenue by Source: Federal, Non-Profit Grant, State, Local, Fares, Other

Medical Shuttle Performance Measures

1. Passenger Trips (Boardings): Average monthly and by trip[1]
2. Passenger Trips (Boardings) Per Revenue Hour
3. Operating Cost Per Passenger Trip
4. Operating Cost Per Revenue Hour
5. Annual Maintenance Cost Per Vehicle
6. Percent Revenue by Source: Federal, Non-Profit Grant, State, Local, Fares, Other

Demand Responsive Performance Measures (Includes Western Tidewater Free Clinic Demand Response)

1. Passenger Trips (Boardings): Average monthly and by trip[1]
2. Operating Cost Per Passenger Trip
3. Operating Cost Per Revenue Hour
4. Annual Maintenance Cost Per Vehicle
5. Percent Revenue by Source: Federal, Non-Profit Grant, State, Local, Fares, Other

Table 2-1 Performance Measures Summary

Performance Measures	Fixed Route	Medical Shuttle	Demand Responsive
1. Passenger Trips (Boardings): Average monthly and by trip[1]	✓	✓	✓
2. Passenger Trips (Boardings) Per Revenue Hour	✓	✓	✓
3. Operating Cost Per Passenger Trip	✓	✓	✓
4. Operating Cost Per Revenue Hour	✓	✓	✓
5. Annual Maintenance Cost Per Vehicle	✓	✓	✓
6. Overall Satisfaction (from survey)	✓		
7. Percent of Residents with Access to Fixed Route Service (population within ½ mile)	✓		
8. Percent Revenue by Source: Federal, Non-Profit Grant, State, Local, Fares, Other	✓	✓	✓

3 SERVICE AND SYSTEM EVALUATION

The purpose of this chapter is fivefold and includes: 1) population, employment, and land use profiles for Southampton County and City of Franklin; 2) a description of the existing service and historical trends; 3) a peer review; 4) survey and interview results; and 5) an evaluation of I-Ride services based on several different performance measures. In total, this chapter provides a detailed evaluation of the existing service and the starting point for detailed recommendations for improvements to that service.

The transit service data presented in this chapter was provided by the Transit and Wellness Division at SSSEVA. The data compilation and associated analyses are based on data tracking spreadsheets, staff interviews, and previous SSSEVA reports, such as the Franklin City THA Toolkit Grant Report, completed by SSSEVA in June 2009.

In this chapter the Southampton and Franklin transit system is evaluated in three primary ways. First, the existing system is examined and strengths and weaknesses highlighted. Second, the system is compared to those of its peers, with the differences studied to provide context to the identified strengths and weaknesses. Third, the system is evaluated based on the performance measures established in Chapter 2 and standards for those measures upon which existing service and potential improvements should be evaluated.

3.1 Existing and Future Land Use

Population Profile

The combined population of Southampton County and the City of Franklin is approximately 27,200 (U.S. Census 2010). This consists of 18,600 residents in Southampton County and 8,600 residents in the City of Franklin. There are a total of 10,250 households, with 34% of these households located within the City's 8.8 square miles. The other 66% are located within Southampton's 600 square mile area. The population figures shown in Table 3-1 portray a population density in Franklin of 975 persons per square mile, which is significantly higher than the County's population density of 31 persons per square mile.

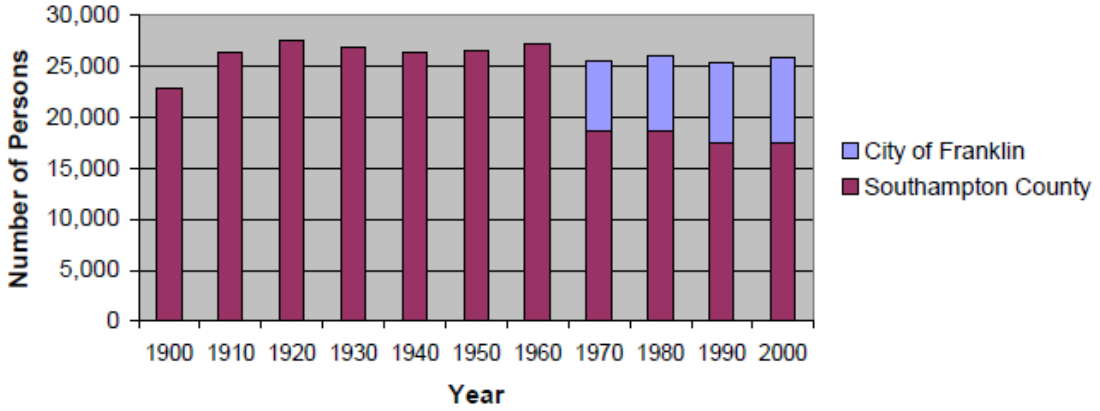
Table 3-1 SSSEVA Service Area Cities Population, Growth Rate, and Population Density

	2000 Population	2010 Population	Change	% Change	Square Miles	Persons Per Square Mile, 2010
Southampton County	17,483	18,570	1,087	6%	600	31
City of Franklin	8,346	8,582	236	3%	8.8	975
Total	*25,829*	*27,152*	*1,323*	*5%*	*608.8*	*45*
Virginia	7,078,515	8,001,024	922,509	13%	39,000	203

Source: 2010 Census

As is demonstrated in Figure 3-1, the combined Southampton & Franklin population size has remained relatively constant over time. The figure also shows Franklin's incorporation as a City in 1961 and its annexations over the next four decades.

Figure 3-1: Combined Population, City of Franklin and Southampton County



Source: City of Franklin Comprehensive Plan, 2005 and US Census Bureau, 2000

Southampton's population centers include the towns of Boykins, Branchville, Capron, Courtland, Ivor and Newsoms. The locations of these towns are shown in Figure 3-2.

Table 3-2 Population and Size of Southampton County Towns

	2010 Population	Size (Sq. Miles)
Boykins	564	.7
Branchville	114	.4
Capron	166	.2
Courtland	1,284	.9
Ivor	339	1.1
Newsoms	321	.5

Source: US Census Bureau, 2010 Census and 2000 Census

Socioeconomic Profile

As shown in Table 3-3, the populations of Southampton County and the City of Franklin have median ages of 44 and 41 respectively. Individuals age 60 or over comprise 22% of the population in Southampton County and 24% in the City of Franklin. Table 3-4 shows the population breakdown by race, indicating a minority population in Southampton of approximately 40 percent and a minority population in Franklin of about 60 percent. Moreover, Table 3-5 indicates that median income is higher in the County ($47,285) than in the City ($32,060) and, the percentage of the population living below the poverty line is higher in the City (23%) than the County (15%).

Table 3-3 Age Distribution and Average Household Size in Southampton, Franklin and Virginia Overall

	Median Age	Over 21 years (%)	60 years and over (%)	70 years and over (%)	Average Household Size
Southampton County	44	76%	22%	10%	2.53
City of Franklin	41	72%	24%	12%	2.39
Virginia	38	73%	18%	8%	2.54

Source: Census 2010

Table 3-4 Race Distribution in Southampton, Franklin, and Virginia Overall

	White	Black or African American	American Indian	Asian	Native Hawaiian and Other Pacific Islander	Hispanic or Latino	Two or more races
Southampton County	60%	37%	0.3%	.2%	0%	1%	1%
City of Franklin	39%	57%	0.3%	0.7%	0%	2%	2%
Virginia	69%	19%	.4%	6%	.1%	8%	3%

Source: Census 2010

Table 3-5 Median Income and Poverty Level in Southampton, Franklin, and Virginia Overall

	Median Household Income	Income below the Poverty Level
Southampton County	$47,285	15%
City of Franklin	$32,060	23%
Virginia	$60,674	11%

Source: ACS 2005-2009[2]

Employment Profile

State and local government establishments are major employers in Southampton County, accounting for 21% of all jobs in 2005 (Southampton Comprehensive Plan, 2007). Agricultural jobs employ another major segment of the County's population. Farming and other agricultural practices, however, are on the decline in the County as the farms convert into higher density residential and commercial uses. Notably, the total market value of the County's agricultural production fell 37% between 1997 and 2002. This trend has continued throughout the past decade. Primary private sector employers include Narricot Industries, Courtland Health Care Center, and Ashland Chemical (Franklin Southampton Economic Development, Inc. Retreived 9/7/11. From http://www.franklinsouthamptonva.com).

Many County residents travel to the City of Franklin for employment opportunities. The City's largest employer is Southampton Memorial Hospital. Other major employers in the City are:

- Walmart,
- Franklin Public Schools,
- Paul D. Camp Community College, and
- Lowe's.

[2] American Community Survey (ACS) data, collected and prepared by the US Census Bureau, is based on very small sample sizes and averaged over 5 years.

The area lost 1,500 jobs with the closing of International Paper in 2009 (Franklin Southampton Economic Development, Inc. Retreived 9/7/11. From http://www.franklinsouthamptonva.com).

Commuting Patterns

As illustrated in Table 3-6, most residents of Southampton County and the City of Franklin drive alone to work, with rideshares representing the second-most-utilized mode of travel. Significantly, 11% of Southampton County residents and 18% of City of Franklin residents are estimated to rideshare (carpool, vanpool), in part a result of the commuting distance for persons working outside the area. Only 1 percent of residents in the County and a negligible number of City residents report commuting by public transportation. However, 7 percent of City of Franklin households and 3 percent of Southampton County households report having no vehicles available, while an additional 21 percent and 13 percent of households in the City and County respectively report having one vehicle available (Table 3-7).

As indicated in Table 3-8, travel times to work for Southampton County and City of Franklin residents range from less than 15 minutes to over 90 minutes. Over half of County residents travel less than 30 minutes to work, while over one-quarter of County residents commute longer than 45 minutes to work. More City residents report short commutes. Over half of City residents commute less than 15 minutes, while an additional 17 percent commute 45 minutes or longer to work.

Table 3-6 Distribution of Travel Mode to Work in Southampton, Franklin, and Virginia Overall

	Drove Alone	Rideshare	Public Transportation	Walked	Taxicab, Motorcycle, Bicycle or Other	Worked at home
Southampton County	83%	11%	1%	1%	2%	2%
City of Franklin	75%	18%	0%	0%	2%	2%

Source: ACS 2005-2008

Table 3-7 Household Vehicle Availability in Southampton and Franklin

	No Vehicles Available	1 Vehicle Available	2 Vehicles Available	3 or More Vehicles Available
Southampton County	3%	13%	33%	51%
City of Franklin	7%	21%	37%	34%

Source: ACS 2005-2008

Table 3-8 Travel Time to Work in Southampton and Franklin

	Under 15 minutes	15-29 minutes	30-44 minutes	45-59 minutes	60-89 minutes	90 minutes or more
Southampton County	20%	37%	17%	9%	12%	5%
City of Franklin	54%	13%	14%	7%	10%	2%

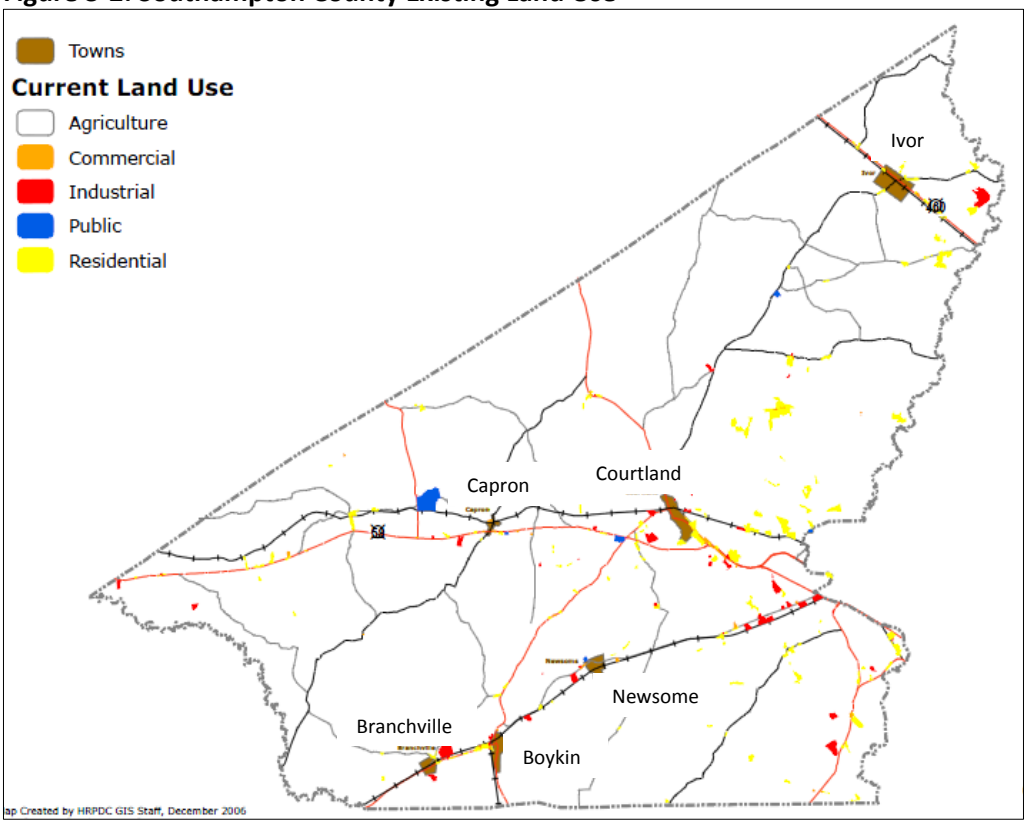
Source: ACS 2005-2008

Existing and Future Land Use: Southampton County

Despite the County and City's consistent population size over the past century, the population is expected to steadily increase in the coming years. The Hampton Roads Planning District Commission (HRPDC) projects an addition of 4,600 people to the County alone by 2026. The City of Franklin is anticipated to reach 12,400 people by 2026 (the addition of 3,800 people). The source of this growth is the expansion of the Hampton Roads metropolitan area following low-density, auto-oriented, suburban development patterns. This rapid low-density expansion into formerly agricultural areas is consistent with growth patterns across the country.

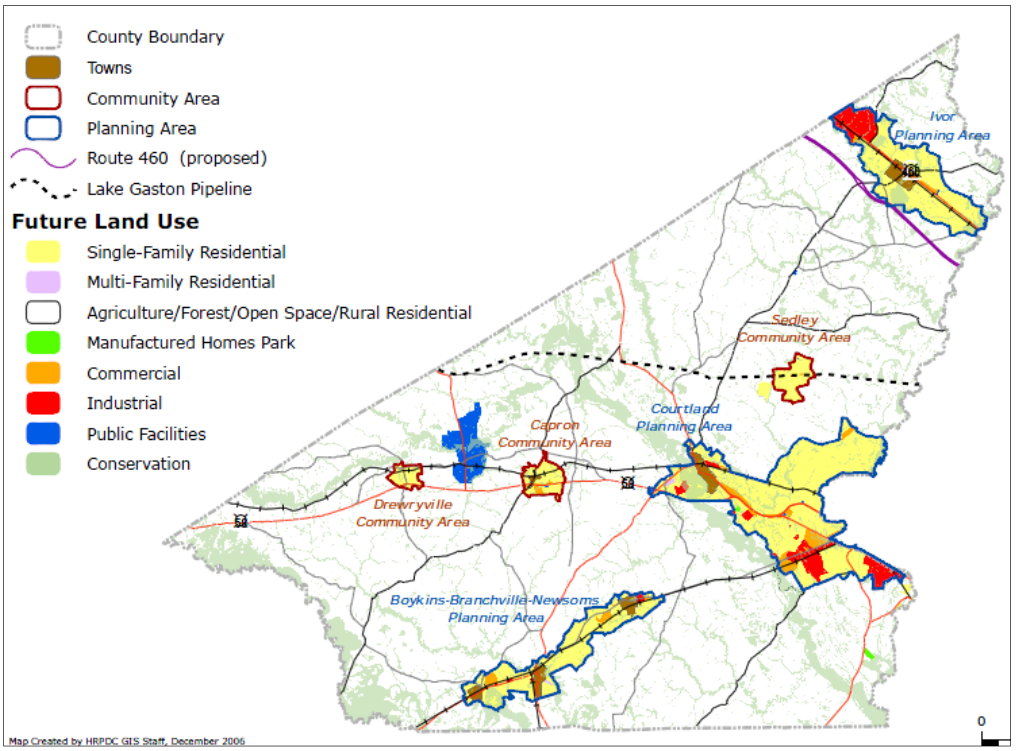
Southampton County has developed a growth management strategy specifically designed to accommodate population projections. This strategy, outlined in the Comprehensive Plan, promotes new development adjacent to existing developed areas, where infrastructure is most accessible. In order to do this, the County plans to work closely with the incorporated towns, listed in Table 3-2. Figure 3-2 shows existing land uses in the County. Figure 3-3 presents the three Planning Areas in which the County intends to promote growth: Ivor, Courtland, and Boykins-Branchville-Newsoms. The two Community Areas are locations for civic investments near existing small commercial centers. The Courtland Planning Area will likely see the most residential, commercial and industrial expansion. There are two emerging areas of note in this Planning Area: a commercial corridor along Southampton Parkway, extending from Courtland toward the City of Franklin; and a new 400-acre industrial park, shown in red on Figure 3-3, adjacent to the CSX mainline. The Boykins-Branchville-Newsoms Planning Area has capacity available in its wastewater treatment plant, making it an attractive location for industrial, business and residential development (Southampton Comprehensive Plan, 2007).

Figure 3-2: Southampton County Existing Land Use



Source: Southampton County Comprehensive Plan, 2007

Figure 3-3: Southampton County Future Land Use



Source: Southampton County Comprehensive Plan, 2007

Existing and Future Land Use: City of Franklin

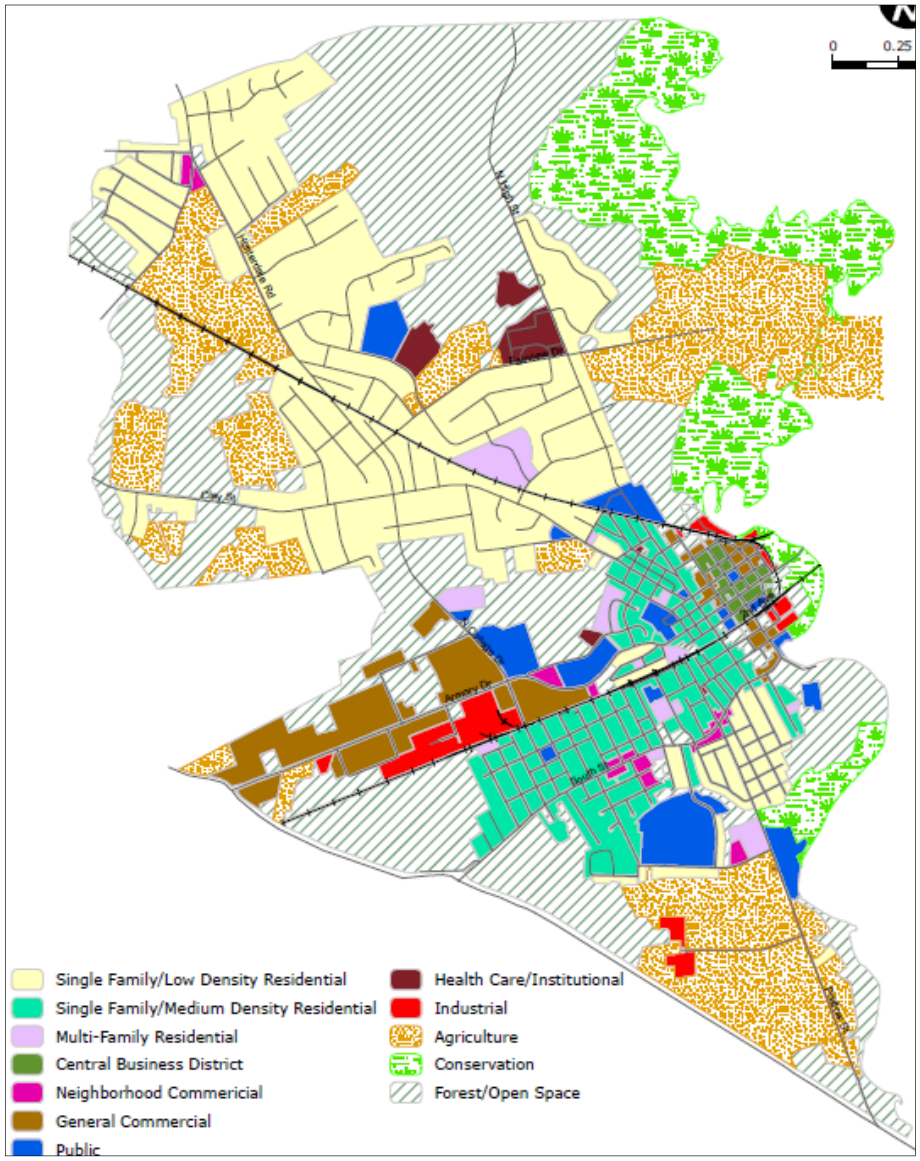
As shown in Figure 3-4, approximately 50 percent of the City of Franklin's current land uses are agricultural, forest and open space. The remaining 50 percent represent a historic downtown business district generally surrounded to the west and south by residential single-family neighborhoods. Commercial big box, strip center and industrial development extend west along Armory Drive between the downtown area and Southampton Parkway (Route 58). The northern portion of Franklin is primarily single-family residential neighborhoods and forest/open space/agricultural land. However, the City's largest employer, Southampton Memorial Hospital, is also located in this area, at the intersection of High Street and Fairview Drive. The southern portion of Franklin is largely agricultural.

The City of Franklin's 2005 Comprehensive Plan identifies several strategies for incorporating new development into existing land use patterns. As shown on the City's future land use map (Figure 3-5), downtown Franklin remains the central downtown business district. This area's designation in the Commonwealth's Main Street program will facilitate infrastructure investments to support infill development in this area. The Comprehensive Plan promotes the addition of residential units within and above the historic buildings in the downtown. Figure 3-5 shows how commercial and industrial development will continue to expand along Armory Drive, however the plan calls for new urban design patterns promoting pedestrian access between uses, and integration of limited mixed-use residential development with the commercial growth. Single-family low density residential growth is shown in the northern part of the City. Small neighborhood commercial centers are shown along Delaware Road to make some services easily accessible to these residential areas. The southern portion of the City is shown to change from agricultural to industrial development over time.

The City of Franklin is currently updating its Comprehensive Plan. As part of this process, the City Council adopted several long-term goals and objectives for the City. These goals and objectives focus on issues such as:

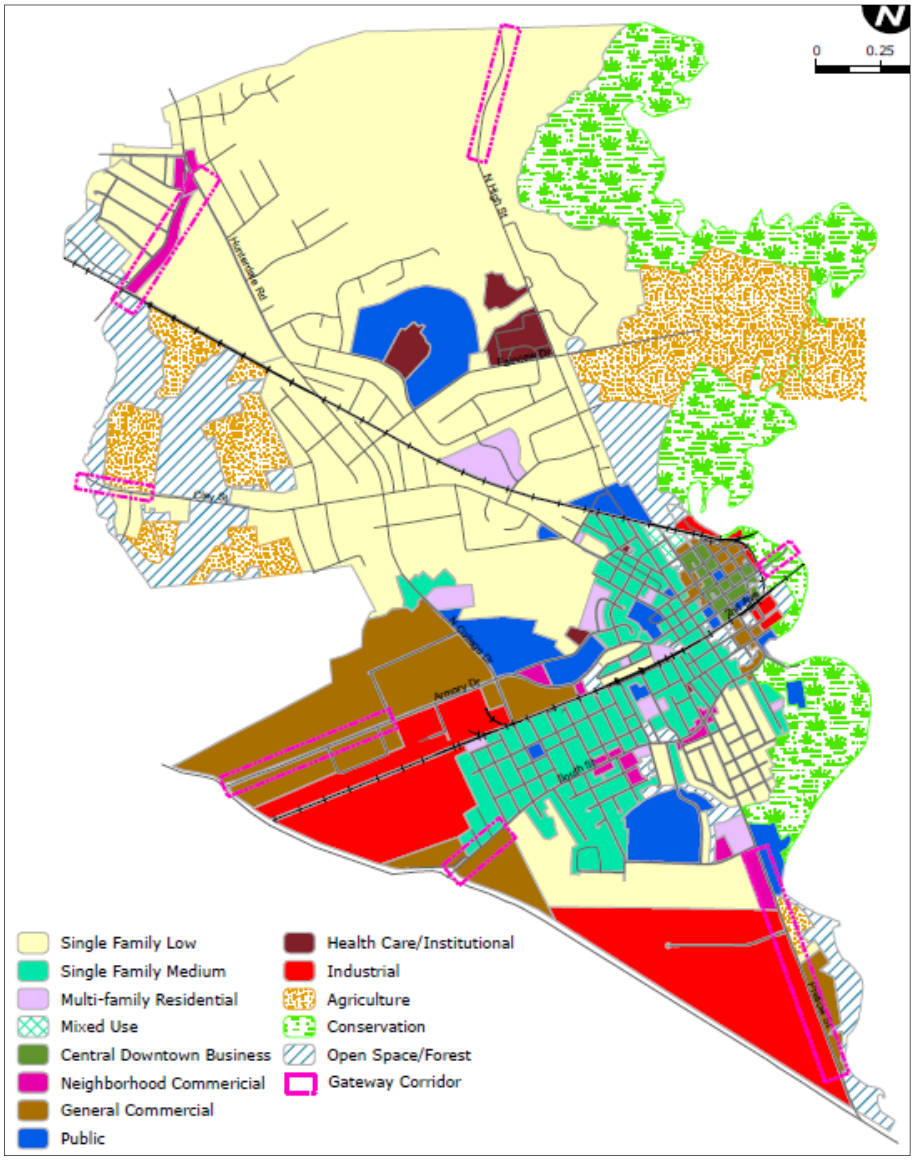
- Pursuit of economic development opportunities, particularly in regard to revitalization, redevelopment and infill for residential neighborhoods, commercial corridors, and industrial sites.
- Initiatives to promote job creation and improve quality of life for residents.
- Revitalization of Route 58 as an economic engine for commercial and industrial opportunities for the City and County.
- Continued revitalization of Downtown Franklin including housing growth and business expansion. The City recognizes that its financial and social growth hinge on Downtown attracting businesses needed to support Franklin residents, employees, visitors, and tourists.

Figure 3-4: City of Franklin Existing Land Use



Source: City of Franklin Comprehensive Plan and HRPDC, 2005

Figure 3-5: City of Franklin Future Land Use



Source: City of Franklin Comprehensive Plan and HRPDC, 2005

Southampton and Franklin Enterprise Zone

Southampton County and the City of Franklin have established a joint Enterprise Zone totaling 4, 288 acres. Enterprise zones are established through a state and local partnerships as a way to promote job creation in high unemployment areas. Six locations are currently specified in the Southampton and Franklin zone, three in each jurisdiction. Figure 3-6 presents a map of the zone. Through the enterprise zone designation, various state and local incentives are available to qualifying businesses that may wish to locate in those locations. State incentives include job creation grants and real property investment grants. Local incentives include:

- Discounted purchase of City/County owned industrial land
- Building rehabilitation incentive
- Machine and tool tax rebate
- Electric utility tax rebate
- Rebate of building code permit fees
- Fast track permitting process
- Electric rate rebate (City of Franklin only)
- Temporary office space
- Workforce hiring and screening services
- Job profile assessment
- Welcome wagon (complimentary/discounted services)

(Franklin Southampton Economic Development, Inc. Retrieved 10/21/11. From http://www.franklinsouthamptonva.com/page/enterprise-zone/)

In November 2011, the Commonwealth approved Isle of Wight's application to expand the Franklin/Southampton Enterprise Zone into three areas in Isle of Wight County. One of these areas, *Camptown Subzone*, is located immediately east of the Franklin-Southampton Enterprise Zone and covers the former International Paper mill property. The adjacent Camptown residential neighborhood and Airway Shopping Center are currently served by the Franklin-Isle of Wight I-Ride. (Retrieved 12/5/11. From http://insidetheisle.com/doing-business-in-iow/incentives/)

Figure 3-6: Southampton and Franklin Enterprise Zone

Source: Franklin Southampton Economic Development, Inc. Retreived 10/21/11. From http://www.franklinsouthamptonva.com

3.2 Description of Existing Transit Service

I-Ride operates a number of different services in Southampton County including fixed-route, demand responsive, medical shuttles, and senior service shuttles. All of these services have different service profiles and operational characteristics that are summarized in Table 3-9.

Table 3-9 I-Ride Service Summary

Name	Type of Service	Coverage Area	Schedule	Headway	Trips	Average Operating Days Per Month	Restrictions
I-Ride: Franklin / Isle of Wight	Fixed-Route	City of Franklin and Isle of Wight County immediately adjacent to city	8:00 a.m. to 4:25 p.m. Monday through Friday except Holidays	80 minutes	Six daily, 30 weekly, 180 monthly	21	Open to all riders Children under 12 must be accompanied by an adult May not displace seniors
I-Ride: Courtland / Southampton	Fixed-Route	Town of Courtland and Southampton County immediately adjacent to city	9:12 a.m. to 1:48 p.m. Monday, Wednesday, and Friday except Holidays	Varies between 28 minutes and 70 minutes	Seven daily, 21 weekly, 84 monthly	12	Open to all riders Children under 12 must be accompanied by an adult May not displace seniors
Western Tide-Water Free Clinic Shuttle	Demand Responsive Medical Shuttle	Southampton County to Suffolk	Thursdays	NA	Two (round trip) weekly, eight monthly	Four	Uninsured only
Horizon Medical Shuttle	Demand Responsive Medical Shuttle	Southampton County to Ivor	Monday-Friday	NA	Varies based on demand	Varies based on demand	Adults (18+)
Demand Responsive	Demand Responsive	Southampton County	Monday-Friday	NA	Varies	Varies based on demand	Must be 60+, max of four trips per month per person

Name	Type of Service	Coverage Area	Schedule	Headway	Trips	Average Operating Days Per Month	Restrictions
Center Transportation	Senior Shuttle to senior center/ Meal Delivery	Southampton County	Monday – Friday	NA	Varies	20	Seniors only
Senior Transit	Senior Shuttle focused on groups	Southampton County	Monday – Friday (4 to 9 p.m.) Sat-Sun (11a.m. – 4 p.m.)	NA	Varies	Varies based on demand	Seniors only

As illustrated in Table 3-9 above, and in Figure 3-7 (following page), the I-Ride Franklin/Isle of Wight fixed-route service provides users access to and from the residential community, retail establishments, and employment centers of the majority of the City of Franklin and immediately adjacent communities. It provides service at one hour and twenty minute headways (time between buses) from 8:00 a.m. to 4:25 p.m. In doing so, it provides a vital service to persons without access to a vehicle, or with disabilities, providing access to community services, educational facilities, businesses, and residences. Similarly, the I-Ride Courtland/Southampton fixed-route service (Figure 3-8 following page) provides access in and around the Town of Courtland and to the Walmart on Armory Drive in Franklin.

Figure 3-7 – Franklin/Isle of Wight Fixed-Route

Senior Services of Southeastern Virginia
THE CENTER FOR AGING
(757) 461-9481 • www.ssseva.org

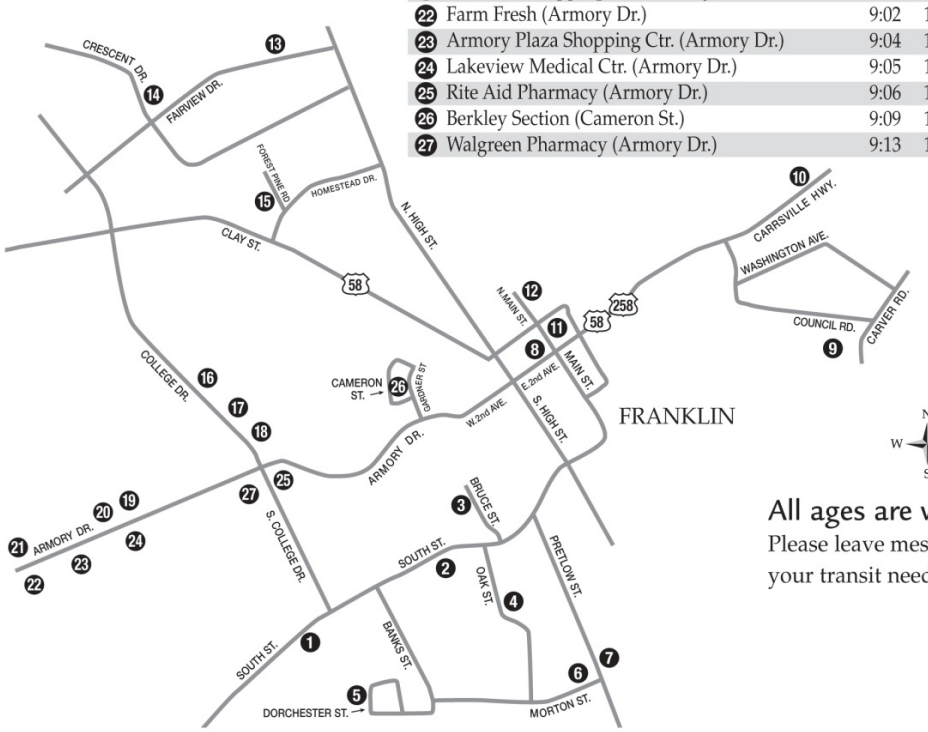
I-Ride
Franklin/Isle of Wight

Getting you there for $1 a ride

Need a ride to the grocery store, pharmacy, work or for personal errands? Then leave the driving to Senior Services' transit service! Our wheelchair-accessible bus stops at 27 convenient locations. Ask about transfers to other routes.

- All ages are welcome!
- $1 a ride; 12 and under ride for free but must be accompanied by an adult. Exact change or I-Ride tokens are accepted.
- Tokens may be purchased at the Martin Luther King Jr. Community Center, 693 Oak St., 9 a.m.-2 p.m. M-F and Senior Services office, 100 W. Fourth St., 8:30 a.m.- 4 p.m. M-F.
- Operates M-F, 8 a.m.- 4:25 p.m. (except holidays).

		AM			PM		
1	Holland Trace Apartments (South St.)	8:00	9:20	10:52	12:15	1:35	3:11
2	Franklin South Apartments (South St.)	8:03	9:23	10:55	12:18	1:38	3:14
3	Railroad Ave./Old Town Terrace (Bruce St.)	8:05	9:25	10:57	12:20	1:40	3:16
4	Martin Luther King Center (Oak St.)	8:07	9:27	10:59	12:22	1:42	3:18
5	Dorchester Square Apartments (Dorchester St.)	8:10	9:30	11:02	12:25	1:45	3:21
6	Newport Village Apartments (Morton St.)	8:14	9:34	11:06	12:29	1:49	3:25
7	Franklin Combined Courts (Pretlow St.)	8:16	9:36	11:07	12:31	1:51	3:27
8	Franklin Farmers' Market/City Hall/ Downtown Franklin (2nd Ave. & Main St.)	8:19	9:39	11:11	12:34	1:54	3:30
9	Camptown (Council Rd. & Washington Ave.)	8:23	9:43	11:15	12:38	1:58	3:34
10	Springdale Apartments/Airway Shopping Center (Carrsville Hwy.)	8:27	9:47	11:20	12:42	2:02	3:38
11	Dept. of Social Services (Main St.)	8:33	9:53	11:25	12:48	2:08	3:44
12	Cooperative Ministries/Post Office (N. Main St.)	8:34	9:54	11:26	12:49	2:09	3:45
13	Southampton Memorial Hospital (Fairview Dr.)	8:39	9:59	11:31	12:54	2:14	3:50
14	Franklin YMCA /Franklin High School (Crescent Dr.)	8:41	10:01	11:34	12:57	2:17	3:53
15	Forest Pines Apartments (Forest Pine Rd.)	8:44	10:04	11:36	1:01	2:21	3:57
16	Franklin Library (N. College Dr.)	8:49	10:09	11:41	1:06	2:26	4:02
17	Paul D. Camp Workforce Training Ctr.	8:51	10:11	11:43	1:08	2:28	4:04
18	Paul D. Camp Community College (N. College Dr.)	8:51	10:11	11:43	1:08	2:28	4:04
19	Lowe's Hardware (Armory Dr.)	8:55	10:15	11:47	1:11	2:31	4:07
20	Southampton Crossing Shopping Ctr. (Armory Dr.)	8:57	10:17	11:49	1:13	2:33	4:09
21	Wal-Mart Shopping Ctr. (Armory Dr.)	9:00	10:20	11:52	1:15	2:35	4:11
22	Farm Fresh (Armory Dr.)	9:02	10:37	11:54	1:17	2:52	4:13
23	Armory Plaza Shopping Ctr. (Armory Dr.)	9:04	10:39	11:56	1:19	2:54	4:15
24	Lakeview Medical Ctr. (Armory Dr.)	9:05	10:40	11:57	1:20	2:56	4:16
25	Rite Aid Pharmacy (Armory Dr.)	9:06	10:41	11:58	1:22	2:58	4:18
26	Berkley Section (Cameron St.)	9:09	10:44	12:01	1:25	3:01	4:21
27	Walgreen Pharmacy (Armory Dr.)	9:13	10:48	12:05	1:29	3:05	4:25



All ages are welcome!
Please leave message regarding your transit needs at (757) 516-8556.

Figure 3-8 – Courtland/Southampton Fixed-Route

Senior Services of Southeastern Virginia
THE CENTER FOR AGING
(757) 461-9481 • www.ssseva.org

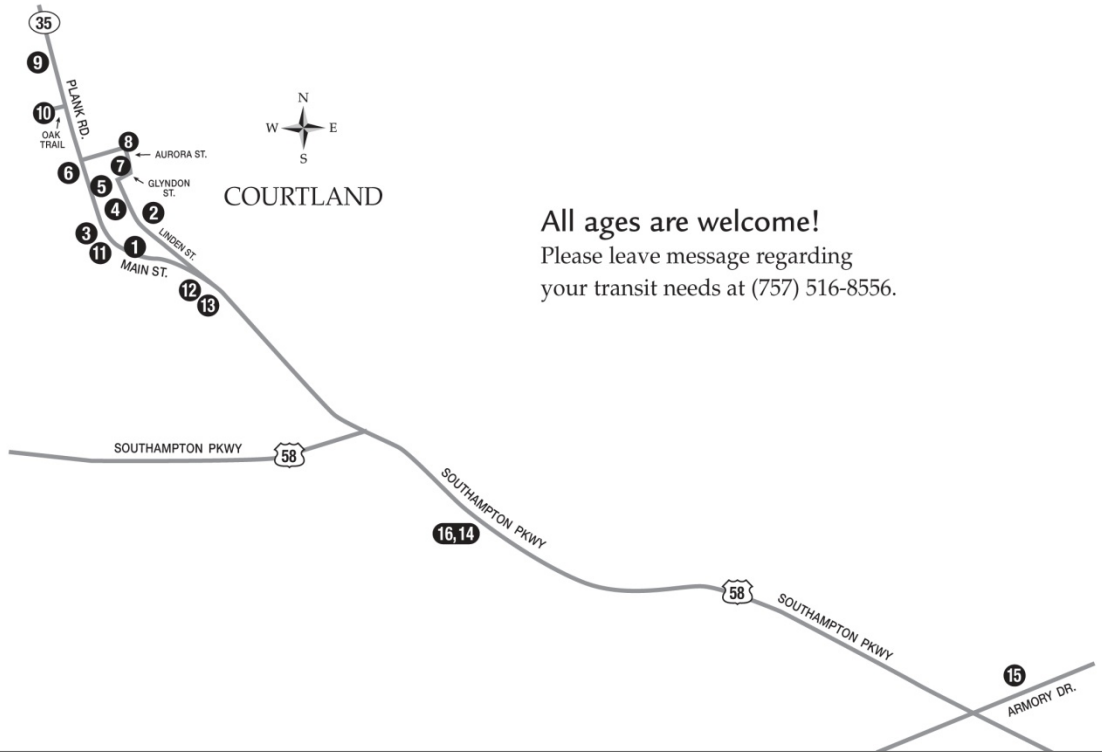
I-Ride
Courtland/Southampton

Getting you there for $1 a ride

Need a ride to the grocery store, pharmacy, work or for personal errands? Then leave the driving to Senior Services' transit service! Our wheelchair-accessible bus stops at 16 convenient locations. Ask about transfers to other routes.

- All ages are welcome!
- $1 a ride; 12 and under ride for free but must be accompanied by an adult. Exact change or I-Ride tokens are accepted.
- Tokens may be purchased at the Martin Luther King Jr. Community Center, 693 Oak St., 9 a.m.-2 p.m. M-F and Senior Services office, 100 W. Fourth St., 8:30 a.m.- 4 p.m. M-F.
- Operates M, W, F, 9:12 a.m.- 1:48 p.m. (except holidays).

		AM				PM		
1	Walter Cecil Rawls Library (Main St.)	9:12	9:40	10:36	11:04	12:14	12:42	1:26
2	Rawls Museum (Linden St.)	9:13	9:41	10:37	11:05	12:15	12:43	1:27
3	Southampton Court House (Main St.)	9:15	9:43	10:39	11:07	12:17	12:45	1:29
4	Southampton Co. Office Ctr. (Main St.)	9:16	9:44	10:40	11:08	12:18	12:46	1:30
5	Downtown Courtland (Main St.)	9:17	9:45	10.41	11:09	12:19	12:47	1:31
6	Courtland Post Office (Main St.)	9:18	9:46	10:42	11:10	12:20	12:48	1:32
7	Glyndon Duplex (Glyndon St.)	9:19	9:47	10:43	11:11	12:21	12:49	1:33
8	Courtland Head Start (Aurora St.)	9:20	9:48	10:44	11:12	12:22	12:50	1:34
9	Southampton Co. School Board, Public Works (Plank Rd.)	9:22	9:50	10:46	11:14	12:24	12:52	1:36
10	Steven Woods Apts. I, II, III (Oak Tr.)	9:24	9:52	10:48	11:16	12:26	12:54	1:38
11	Southampton Court House (Main St.)	9:27	9:55	10:51	11:19	12:29	12:57	1:41
12	Shands Shopping Ctr./ Courtland Medical Ctr. (Main St.)	9:29	9:57	10:53	11:21	12:31	12:59	1:43
13	Courtland Health Care Ctr. (Main St.)	9:30	9:58	10:54	11:22	12:32	1:00	1:44
14	Food Lion (Southampton Pkwy.)	9:34	10:02	10:58	11:26	12:36	1:04	1:48
15	Wal-Mart (Armory Dr., Franklin)		10:10		11:34		1:12	
16	Food Lion (Southampton Pkwy.)		10:30		12:08		1:20	



All ages are welcome!
Please leave message regarding your transit needs at (757) 516-8556.

3.3 Historical Performance of I-Ride

I-Ride began operating the Franklin/Isle of Wight fixed-route service in February of 2008 and the Courtland/Southampton fixed-route in April of 2008. As a result, there are only three complete fiscal years (October – September) of data to review, for fiscal years 2009, 2010, and 2011.

The Western Tidewater Free Clinic Medical shuttle began operation in July of 2010 and the Horizon Medical Shuttle only began operation in May of 2011. As demand responsive medical shuttles with an unknown number of service hours, their passenger trips (less than 133 combined to-date), are not included in the data below.

Between 2009 and 2010 ridership on I-Ride fixed-routes was flat, with almost no change. However, between 2010 and 2011 ridership grew by 379, a 7% increase. As the service hours have remained the same year to year, the passenger trips per service hour has likewise remained fairly consistent, with a slight increase in 2011 to 2.03 passenger trips per hour. Table 3-10 lists the historical trends for ridership and costs for I-Ride based on available data. It should be noted that historical cost data was not available at the time this report was finalized.

Table 3-10 Four-Year Historical Trends in Fixed-Route Annual Ridership and Cost

Item	FY 2008[3]	FY 2009	FY 2010	FY 2011
Annual Passenger Trips[4]	2,176	5,301	5,285	5,664
Percent Change	--	59%	0%	7%
Passenger Trips Per Service Hour	1.2	1.9	1.9	2.03
Percent Change	--	58%	0%	7%
Operating Cost Per Passenger Trip	--	--	$23	$37.5[4]
Percent Change	--	--	--	63%[4]
Operating Cost Per Service Hour	--	--	$38.5	$67[4]
Percent Change	--	--	--	74%
Total Operating Cost	--	--	$123k	$212k[5]
Percent Change	--	--	--	72%[4]
Annual Maintenance Cost Per Vehicle	--	--	$4,250	$6,000[4]
Percent Change	--	--	--	41%

Notes: Dashes indicate data that was not available at the time this report was published. 2008 values are based on 8 months of operation. Operating costs consist of operator wages/benefits and vehicle fuel/maintenance only. FY 2011 cost data is based on estimates while FY 2010 cost data is actual.

[3] February – September 2008 only
[4] Fixed-route service only
[5] The 2011 total operating cost figure was generated using estimates and not actual cost values. As a result, the value from 2010 based on actual costs is assumed to be more accurate and will be used moving forward for all cost related estimates and calculations.

As previously noted, only the fixed-route service has historical ridership figures and this ridership remained flat between 2009 and 2010. Between 2010 and 2011, however, the ridership grew 7%, or 379 riders total. The ridership growth for the fixed-route services is shown in Figures 3-9, 3-10, and 3-11 below. Figure 3-9 shows that the Franklin route experienced a decline in ridership in 2010, but regained that lost ridership and added new ridership in 2011. Overall the number of riders has increased by 170 between 2009 and 2011. Figure 3-10 shows that the Courtland route has experienced significant growth annually, from 310 riders in 2009 to 503 riders in 2011, a 62% increase in ridership. Figure 3-11 shows both the Franklin and Courtland growth and their combined growth over the three year period. Overall, the fixed-route ridership has increased by 379 riders or 7% between 2009 and 2011.

Figure 3-9 – Franklin I-Ride Fixed-Route Historical Ridership

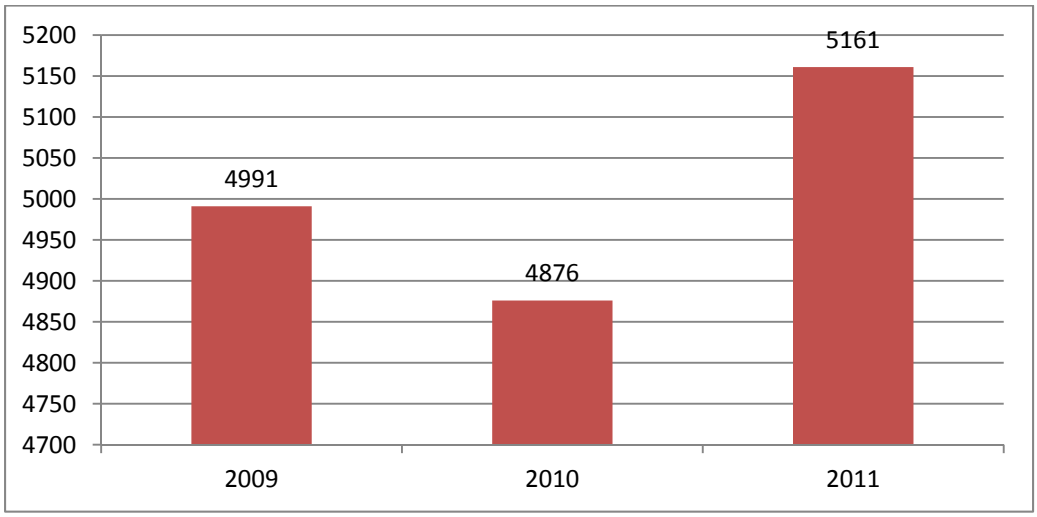


Figure 3-10 - Courtland I-Ride Fixed-Route Historical Ridership

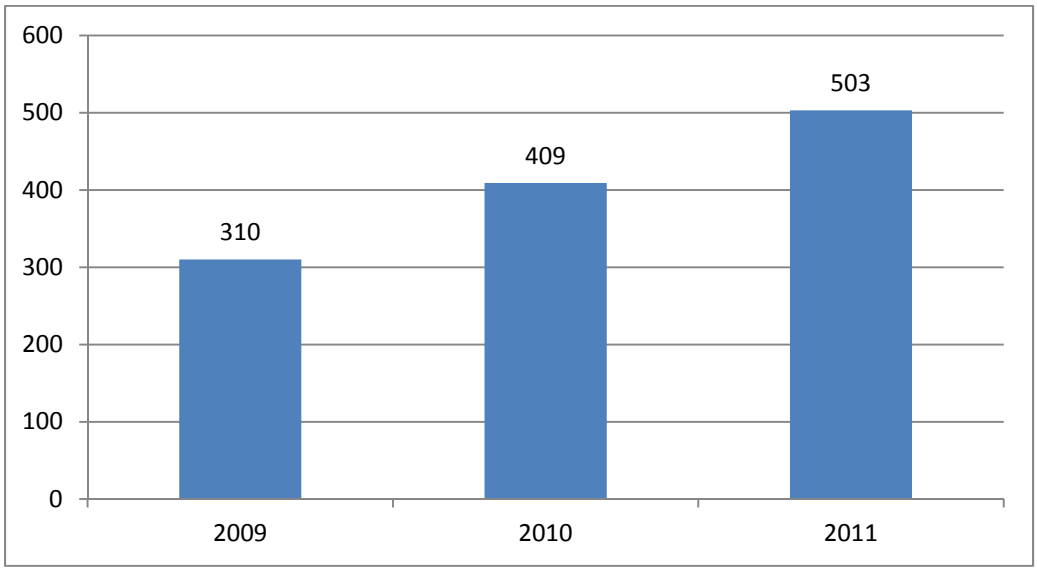


Figure 3-11 - Combined I-Ride Fixed-Route Historical Ridership

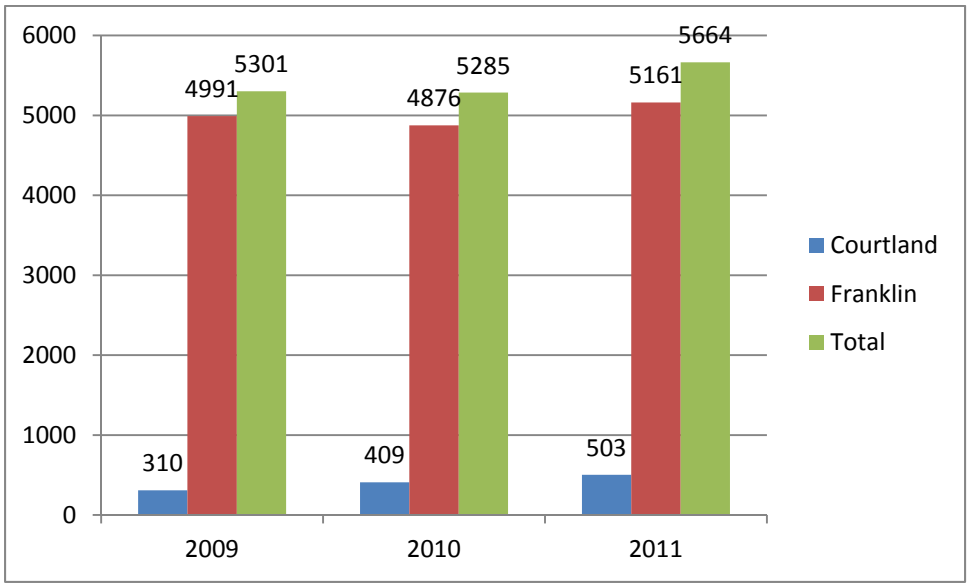


Table 3-11 shows the annual passenger trips for the various demand responsive services I-Ride operates. It should be noted that historical ridership data for Traditional Demand Responsive service was not available at the time this report was finalized. Additionally, many of these services began service in FY2011, and thus have no historical data.

Table 3-11 Four-Year Historical Trends in Demand Responsive Passenger Trips

Annual Passenger Trips	FY 2010	FY 2011[6]
Traditional Demand Responsive	NA	3,570
Percent Change	NA	100%
Western Tidewater Free Clinic Medical Shuttle	14	123
Percent Change	100%	443%
Horizon Medical Shuttle	NA	10
Percent Change	NA	100%
Center Transportation	9,303	8,267
Percent Change	NA	-11%
Expanded Hours Demand Responsive	NA	36
Percent Change	NA	100%

Notes: Western Tidewater Medical Shuttle began operation in July 2010, the Horizon Medical Shuttle began operation in May 2011, and the Extended Hours Demand Responsive began in August of 2011. NA = Not Available.

The Western Tidewater Free Clinic Medical Shuttle is averaging 10 riders per month in FY 2011, but saw its largest single month ridership in September 2011 at 22 riders, showing promising growth. The

[6] Passenger Trips through June 2011

Horizon Medical Shuttle has only been operational since May 2011 and suffers from very low utilization, with only 10 riders to-date. Meanwhile, the Expanded Hours Demand Responsive service has carried 36 riders since its inception in August 2011, two of which were medically related, and the other 34 leisure. Considering how recently it began operation this program has been well utilized.

The Traditional Demand Responsive service carried 3,570 riders in 2011, of which 3,145 trips took place in the City of Franklin and 425 in the County of Southampton. Although there is no historical data to compare against, this equates to approximately 14 trips per day (assuming 21 days of service per month, similar to the fixed-route service). While formal data on pick-up and drop-off locations is not available, it should be noted that anecdotally, the most frequent pick up locations in Franklin are the Holland Trace Apartments, Dorchester Square Apartments, Berkley Section, and Springdale Apartments, all locations served by the Franklin fixed-route service. The most frequent drop off locations are Walmart, Food Lion in Southampton Crossing Shopping Center, and Rite Aid and Walgreens Pharmacies, again, all locations served by the Franklin fixed-route service. In the County of Southampton, the most frequent pick up locations are Steven Woods Apartments, Glyndon St., and the School Board Office, all locations served by the Courtland fixed-route service. The most frequent drop off locations are Food Lion in Courtland, Wal-Mart, Rite Aid and Walgreens Pharmacies in Franklin, all served by either Courtland fixed-route or Franklin fixed-route service.

3.4 Peer Review

An important aspect of the TDP is the peer review, as it provides valuable insight into the management and operations of similar rural transit systems. This insight creates a framework by which to compare and measure the I-Ride services and assists in identifying strengths, weaknesses, and potential opportunities.

An initial peer system list was compiled by reviewing rural transit providers nationwide and identifying systems with similar characteristics including geographic size, population, and operations. I-Ride service is somewhat unique in that it provides limited fixed-route, demand responsive, medical shuttles, and senior shuttles for an area of 600 square miles with a population of just over 27,000 (including the City of Franklin). Southampton has very decentralized employment and residential land use patterns, which is more challenging to effectively provide service to than regions with central employment centers or multi-centric mixed-use land use patterns. As such, it was difficult to find a rural transit provider that closely matched the I-Ride profile in all regards.

A list of potential peer systems was created based on the types of services they offer, their general service profile, and the size and land use characteristics of their service areas. In total, this combined list included 19 potential peer systems from six different states. Using available data (including 2009 NTD data when available), these 19 systems were compared on the basis of their similarity to I-Ride not only on their service, operations, and service areas, but also other factors including population per square mile and ridership. This list of 19 potential peer systems is located in Appendix A.

This initial list of 19 potential peer systems was then screened to determine which peers most closely matched I-Ride. A clear subgroup of peers became evident after this sort, and three systems on the list with similar populations, service areas, and number of routes, were selected (see Table 3-12). The final list of selected peers includes the following systems:

- STAR Transit, Tasley, VA (Eastern Shore)
- Rockbridge Area Transportation Systems (RATS), Rockbridge County, VA
- Coordinated Area Transportation Services (CATS), Augusta County, VA

Table 3-12 Peer System Characteristics

Transit System	Service Area Square Miles	Area Population	Population Per Square Mile	Number of Fixed Routes	Average Monthly Ridership	Annual Operating Budget
STAR Transit	612	46,600	76	3	4,813	$475k
RATS	601	35,100	58	2[7]	1,258[6]	$522k[6]
CATS	1,006	118, 100	117	2	4,316	$672K[8]
I-Ride	601	27,000	44	2	451	$123k

It should be noted that RADAR Transit recently began operating deviated fixed-route service in both Lexington and Buena Vista, VA, both of which are within Rockbridge County. Also, the CATS system, while covering a larger area with a higher population when compared to Southampton County/Franklin, includes both fixed route and demand responsive services that have characteristics similar to I-Ride.

Peer Systems Overview

STAR Transit, Tasley, VA (Eastern Shore)

Accomack and Northampton Counties on the Eastern Shore are predominantly rural and undeveloped in nature, with a significant portion of the area utilized for agricultural purposes. Terrain is very flat throughout and dominated by cotton, soybean, vegetable and large scale chicken farms. The fastest growing industry on the peninsula is tourism. Development patterns have followed the railroad and highways that generally travel down the center of the peninsula, with communities generally in close proximity to these existing or historic transportation features. The 23-mile long Chesapeake Bay Bridge-Tunnel and U.S. Route 13 span the mouth of the Bay and connects the Eastern Shore to metropolitan Norfolk-Virginia Beach and the rest of the state.

STAR Transit, a Virginia Regional Transit (VRT) local operator, operates deviated fixed route bus service covering two counties on the eastern shore of Virginia. Service is provided from Bloxom in the north (Accomack County) to Cape Charles in the South (Northampton County), a distance of 46 miles. The total population within these two counties is approximately 46,600.

The service is comprised of three fixed bus routes, with six 14 to 20 passenger body-on-chassis ADA accessible vehicles, serving 43 bus stops. The regular bus fare is $0.50 with an extra $1.00 charge for route deviation up to ¾ of a mile off the route for ADA passengers. There are no restrictions on who can use the service, and it is heavily utilized by the elderly, low-income, and college student populations.

To advertise their services, STAR transit prints brochures and has paid advertisements on local maps that they distribute throughout the area. They report that word-of-mouth based on on-time performance has been a key factor in publicizing their services.

[7] These routes are operated by RADAR Transit and branded as Maury Express. There ridership and operating budget values are not included in this table.
[8] This represents CATS operating and capital expenses as reported to NTD, not their total budget.

While their annual operating budget is $475,000, STAR Transit noted the difficulty in acquiring local matching funds due to the limited local financial resources. STAR Transit utilizes the following funding sources:

- Federal Operating Funds
- FTA Section 5311 Operating & Capital funding
- FTA Section 5317 New Freedom funding
- State Aid for Transportation Operating and Capital Funding
- Eastern Shore Community College local match funds
- Accomack County local match funds
- Northampton County local match funds
- Donations
- Passenger Fares
- Advertising

STAR Transit owns and operates its own maintenance facility with a contracted mechanic to service their vehicles.

In January 2010 Virginia Regional Transit (VRT) completed a Comprehensive Operational Analysis of the STAR Transit route system. Based on the analysis by VRT, unproductive routes were eliminated, the remaining routes were realigned, and schedules changed to better meet the needs of STAR Transit's passengers. A major goal of the route schedule changes were to focus on improving on-time performance and reliability of the service. Ridership has increased dramatically since the route changes have been in place. During the six month period of January 2010 – June 2010, STAR Transit carried 19,174 passengers, and for the same period of January 2011 – June 2011, STAR Transit carried 30,066, a 57% increase in ridership. Twice in the past six months STAR's ridership increased 100% over the previous year's same months. In addition, the monthly phone inquiries STAR staff receives have exceeded 6,000 calls a month.

Rockbridge Area Transportation Systems, Lexington, VA

Rockbridge County is located in the west central area of the commonwealth of Virginia in the Shenandoah Valley and is split by Interstate 81. Two cities, Lexington and Buena Vista, straddle I-81 in close proximity to the I-64/I-81 interchange. The county is generally rural in nature with a significant agriculture industry and is characterized by rolling hills and mountainous terrain. Tourism comprises a significant portion of the county's economy.

Rockbridge Area Transportation Systems (RATS) provides demand responsive bus service throughout Rockbridge County, including the cities of Buena Vista and Lexington. They operate Monday through Friday with very limited Saturday service. They also provide service on holidays for dialysis clients. RATS estimated that they provide service 261 days per year, an average of 22 days per month, both of which are consistent with typical weekday transit service.

RATS has 17 buses and 17 employees. It is funded through grants from local governments, foundations, and by donations from the community, including Washington and Lee University, Robert E. Lee Church, and Carillion Foundation, which provides a 20% match to DRPT for vehicle purchase. RATS has a sliding scale fare structure based on income level, distance traveled, and vehicle type utilized.

RATS has three large Supreme buses (12 passenger ADA accessible), five raised roof body-on–chassis vehicles with wheelchair lifts, and nine various cars and minivans. There are no restrictions on use of the service, which is heavily utilized by Medicaid recipients, low income free healthcare qualified residents, and low income, elderly, and the disabled.

To advertise their services, RATS relies on the visibility of their vehicles with the company name and telephone number on the sides, in addition to distributing pamphlets at area businesses, word of mouth, and networking with area human service agencies. They would like to increase the number of private paying residents in Rockbridge County and possibly expand to additional areas.

RATS has an annual budget of $521,750, but identified a lack of new funding sources as a problem. They feel they have maximized the local funding resources in Rockbridge County. RATS utilizes the following funding sources:

- Logisticare (Medicaid recipients for which Logisticare reimburses RATS per trip)
- Virginia Premier (low income free healthcare qualified recipients for which Virginia Premier reimburses RATS per trip)
- Lexington City
- Buena Vista City
- Rockbridge County
- United Way
- Resident fundraising /donations
- Private pay (fares)
- New Freedom
- 5310 vehicle human service capital for vehicles
- State senior transportation grant

RATS employs a fleet manager who maintains all records and schedules maintenance for each vehicle such as oil changes, tire changes and rotation, etc. Major repairs are done by a certified mechanic off-site and at a rate of $45 per hour.

In March of 2011, RADAR Transit began operating the Maury Express, a deviated fixed-route service in the cities of Lexington and Buena Vista, both in Rockbridge County. There are two routes, one in each city, operating Monday through Friday 8:00 a.m. to 6:00 p.m. and Saturdays from 10:00 a.m. to 4:00 p.m., with one hour headways. The fare is $0.50 per trip. Route deviation up to ¾ of a mile is available for ADA certified patrons at no extra charge. Children under the age of six years old ride at no charge. Washington & Lee University and Virginia Military Institute (VMI) students ride free upon presentation of a valid student ID card.

Coordinated Area Transportation Service (CATS)

The Coordinated Area Transportation Services (CATS), a Virginia Regional Transit (VRT) local operator, is a public transportation provider serving Augusta County and the cities of Staunton and Waynesboro. Augusta County is located in the west central area of the state of Virginia in the Shenandoah Valley and is split by Interstate 81. The county bordering it to the south is Rockbridge County. The largest city in the county, Staunton, lies just west of Interstate 81 near the interchange with Interstate 64. The second

largest city, Waynesboro, is located along I-64 approximately 12 miles to the east of Staunton. The county is generally rural in nature with a significant agriculture industry and is characterized by rolling hills and mountainous terrain. Tourism comprises a significant portion of the county's economy.

The Coordinated Area Transportation Services (CATS) is a public transportation provider serving Staunton, Waynesboro and Augusta County with both fixed route and demand responsive services. The fixed route service is comprised of a circulator system in the City of Waynesboro (an independent city surrounded by August County) and a single fixed route between the two major cities in the county, Staunton and Waynesboro. The Waynesboro circulator consists of three local bus routes with a connection to the regional service, the 250 Connector, which is a fixed route bus service serving the Staunton and Waynesboro downtown areas, the regional hospital and shopping mall, and local businesses. In addition, CATS operates demand responsive service available in Staunton, Waynesboro, and throughout Augusta County.

The Waynesboro Circulator operates Monday through Friday from 7:50 a.m. to 5:50 p.m. with one hour headways. Fare on the Circulator is $0.50 cents. The 250 Connector route is served by two buses providing a one hour headway and two-hour round trip from 8 a.m. to 6 p.m., Monday through Friday. Demand responsive service is available countywide and within Staunton and Waynesboro, with free transfers to both the Waynesboro Circulator and 250 Connector.

Fare on the 250 Connector is $0.50 cents. Transfers to the 250 Connector from demand responsive buses are free. Fare for the demand responsive service is $1.00 for disabled and senior citizens (60+) and $2.00 for all others. As of 2009, CATS operated six 14 to 20 passenger vehicles, all of which are handicap accessible.

CATS contracts with an outside retail service shop for all vehicle repairs at a rate of $70 per hour with a 10% markup on parts. However, through a recent procurement, service on CATS vehicles will be performed at a rate of $54 per hour beginning November 1st, 2011. CATS administrators noted that most retail repair services will not have the expertise necessary to work on ADA equipped vehicles.

Peer System Comparison

As discussed earlier and as shown in Table 3-12, the set of peers was chosen because of their similarity to I-Ride in terms of service area, population density, and services provided. The service area of 600 square miles is very similar to two other peers, but it is at the bottom of the list in terms of population and population density. As illustrated in Table 3-13, I-Ride's annual ridership is significantly lower than all of the peer agencies, even those only operating demand responsive service. Even when the fixed-route and demand responsive service ridership is combined it is still the lowest when compared to the peers, 31% lower than the next closest in ridership, Maury Express. This is primarily a result of the amount of service they operate, with only 38,700 service miles and 3,180 service hours annually, both the lowest amount of service offered of any of the peers.

Table 3-13 Peer System Operating Characteristics

	Annual Ridership	Annual Fare Revenues	Annual Operating Expenses	Annual Vehicle Revenue Miles	Annual Vehicle Revenue Hours
STAR Transit	57,800	NA	NA	292,900	8,580
RATS	15,100	NA	$310,000	379,500	NA
Maury Express	11,600	$5,460	$164,800	NA	NA
CATS Fixed Route	36,100	$23,000	$579,800	151,800	10,500
CATS Demand Responsive	15,700	$23,000	$579,800	77,800	5,600
I-Ride Fixed-Route	5,285	$4,225	$123,115	38,700	3,180
I-Ride Demand Responsive	3,570	NA	NA	NA	NA
I-Ride Combined	8,855	NA	NA	NA	NA

Table Source: National Transit Database, Peer Research, Agency Supplied Data
Notes: The NTD data for CATS did not distinguish between fixed-route and demand responsive for the first three categories. Annual Vehicle Revenue Hours for STAR Transit and I-Ride were not available and service hours used as a proxy. NA = Not Available

The operating expenses for I-Ride are the lowest of all the peers, with the Maury Express being closest at $164,800 with 34% higher operating expenses. The RATS service, which is demand responsive only, is approximately 152% higher at $310,000, while the CATS service is 371% higher at $579,800. Both of these services however have much higher levels of both vehicle miles and service hours.

One factor working against I-Ride is that the service area consists of several communities with major job centers located outside of the county and city. On the eastern shore, STAR Transit is able to focus their services on a long narrow corridor where development and destinations are concentrated. Likewise, CATS is able to focus their resources on two population centers. Even RATS, though only operating demand responsive service, has two major population centers to serve with consequent concentration of destination within their service area. In addition, these population centers in Rockbridge County are now served by deviated fixed-route service operated by RADAR Transit. Not surprisingly, all of these transit providers experience significantly higher average monthly ridership when compared to I-Ride.

Table 3-13 Peer System Operating Characteristics (continued)

	Fare	Rider Eligibility	Average Age of Fleet (Yrs)
STAR Transit	$.50	Open	1
RATS	Varies	Open	7
Maury Express	$.50	Open	1
CATS Fixed Route	$.50	Open	4
CATS Demand Responsive	$1-2.00	Open	4
I-Ride	$1.00	Open	4.5

Notes: Star Transit will deviate up to ¾ of a mile from its fixed route to pick up qualified ADA passengers with a $1.00 fee. CATS demand responsive is $1.00 for seniors (60+) and $2.00 for all other users.

In terms of fare, rider eligibility, and average age of fleet I-Ride is very similar to all of the peers considered. The majority of the peers only charge $.50 cents for their services, except the two demand responsive services, RATS and CATS, where the cost varies. STAR Transit and the Maury Express both recently purchased new vehicles so their fleet age is very low, while RATS has an average vehicle age of seven years, well above I-Ride's average of four. Five years or 125,000 miles is considered the industry

standard for vehicle service life indicating that I-Ride will need to consider vehicle replacement as part of its capital expenditures in the near future.

As shown in Table 3-14 below, I-Ride has the highest operating cost per passenger trip of any of the peers. While three of the peers average $15.30 per passenger trip, I-Ride's cost per trip is $23, 50% higher. For the two peers for whom we have data on operating cost per vehicle revenue hour, the average is $42.50 per hour, while I-Ride's cost is $38.50 per hour, or 10% lower. In addition, I-Ride's very low average monthly boardings result in an anemic 1.7 boardings per trip when considering the fixed-route services combined. This is 376% below the average of three peers at 8.1 boardings per trip.

Table 3-14 Peer Systems Cost Effectiveness

Agency Name / Service	Average Monthly Boardings	Average Boardings Per Trip	Passenger Trips per Vehicle Revenue Hour[9]	Operating Expense per Passenger Trip	Operating Expense per Vehicle Revenue Hour[10]
STAR Transit	4,813	10.4	3.4	NA	$49[11]
RATS	1,258	NA	NA	$20.50	NA
Maury Express	1,000	6.6	NA	$14.20	NA
CATS Fixed Route	3,008	7.2	3.4	$11.20	$36
CATS Demand Responsive	1,308	1.0	2.8	$11.20	$36
I-Ride Franklin	417	2.3	2.3	NA	NA
I-Ride Courtland	34	.36	.54	NA	NA
I-Ride Combined	451	1.7	1.9	$23	$38.5

Table Source: National Transit Database, Peer Research, Agency Supplied Data
The NTD data did not distinguish between fixed-route and demand responsive CATS operating expenses. I-Ride cost data was not broken out between Franklin and Courtland services.

These observations highlight the challenge that I-Ride faces in serving an extremely large land area with generally low-density development spread through all parts of the service area, which results in a high degree of reliance on automobiles. The spread out nature of Southampton County and the City of Franklin means that automobile travel will often be more convenient for the majority of the travel by the County's residents and employees. Given the land use patterns this is a difficult type of area to serve adequately and effectively by public transit, complicated further by I-Ride's limited resources. Chapter 4 discusses the transit needs and scenarios to improve transit in the area over the next six years. Despite the challenges inherent with serving the area with transit the project team has developed several scenarios that are anticipated to greatly improve and expand on the existing transit service.

[9] Passenger Trips per Vehicle Revenue Hour was only available for CATS from NTD data. For the other agencies the value reported is the monthly boardings divided by the monthly service hours.
[10] This was calculated by dividing NTD reported operating costs by NTD reported revenue hours.
[11] STAR Transit calculates this value internally.

3.5 On-Board and Senior Center Survey Results

Between September 6, 2011 and September 13, 2011, SSSEVA conducted an on-board survey of riders on the Franklin and Courtland I-Ride Routes, and the Western Tidewater Free Clinic Shuttle. In addition, SSSEVA distributed a survey in mid-September at the Martin Luther King Senior Center to gauge I-Ride ridership and perceptions of I-Ride among the senior population. While the survey results are not statistically significant, due to the limited number of responses received, the responses do provide information on current ridership patterns and on the perceptions of I-Ride Service that can inform the TDP recommendations. Highlights of the survey results are summarized below, and the survey instruments are included in Appendix B.

A. On-Board Survey

Overall Findings

- The median age of respondents was 55-64 for the Franklin and Courtland I-Ride Routes and 44-55 for the Western Tidewater Medical Shuttle, indicating that I-Ride is serving non-seniors as well as seniors.
- The vast majority of respondents have household incomes under $20,000, with 68% reporting household incomes under $10,000 and 89% reporting household incomes under $20,000.
- Overwhelmingly, respondents indicate that they are “very satisfied” with service (97%)
- Approximately one-half of respondents became aware of service via word of mouth. The remaining respondents learned of the service through social service agencies and bus stops and, to a lesser extent, through employers, by calling on the phone, at doctor’s offices and medical clinics, and through other means.
- The most important improvement identified was more frequent or faster service (54%).
- The need for more destinations was also frequently identified as a potential improvment (24%).
- The need for extended hours in morning and evening on weekdays, as well as the need for weekend service, was also noted in survey responses.

Franklin I-Ride Route Findings (24 respondents)

- Under half of respondents (42%) use the service 2-3 times per week, while a smaller number (29%) use the service every day.
- Just under half of respondents (48%) use the Franklin route to access shopping/meals, while smaller numbers use the service to access medical services (20%) and places of employment (16%).
- Most riders (90%) use the service coming from home, while under half (44%) of riders use the service to go to Walmart.
- Respondents indicate that, if the I-Ride bus were not available, they would either get a ride (45%) or choose to walk or bike (18%). Just under a third of respondents (32%) would not make the trip at all if I-Ride were not available.

Courtland I-Ride Route Findings (7 respondents)

- Approximately two-thirds of respondents (67%) use I-Ride 2-3 times per week, while approximately one-third (33%) use the service every day.
- All respondents report taking I-Ride from home to the Armory Drive area.
- Six respondents (86%) report using I-Ride to go to shopping or meals, while one respondent (14%) reports using I-Ride to go to work.
- If an I-Ride bus were not available, five respondents (83%) would get a ride, while one would drive his/her own car.

Western Tidewater Medical Shuttle (7 respondents)

- One-quarter of respondents (25%) use the service 2-3 times per week, while another one-quarter (25%) use the service once per week. Over one-third of respondents (38%) use the service once per month.
- Most respondents (88%) reported using the service to access medical services.
- Over two-thirds of respondents (67%) reported that they were coming from home, while just under one-quarter (22%) reported coming from shopping or a meal.
- If an I-Ride bus were not available, most (71%) would get a ride, while 29% would not make the trip.

B. Senior Center Survey (45 respondents)

None of the respondents to the Senior Center survey reported having used I-Ride in the past. For this reason, the results contain a lack of useful data regarding current service usage patterns and the perceptions of existing I-Ride passengers. Rather, the results are more useful in documenting the transportation preferences and perceptions of members of the senior population who are currently not using I-Ride. Highlights of the survey results include the following:

- All respondents were over the age of 55, with the majority (71%) over the age of 70.
- The vast majority of respondents reported an annual household income of under $20,000 per year, with one-half (50%) reporting a household income of less than $10,000 and an additional one-third of respondents (34%) reporting a household income between $10,000 and $20,000.
- As reasons for not taking I-Ride, the small subset of respondents answering this question cited “Does not go to the places I want to go” (3 respondents), “Does not come often enough” (2), “Problem with bus stops or vehicles” (1), and “Don’t need transportation” (1) as reasons for not using the service.
- Most respondents report having learned of I-Ride either through the Senior Center (64%) or through word-of-mouth (29%).

3.6 I-Ride Driver Interviews

In September, five of the I-Ride drivers were interviewed by phone, using the questionnaire located in Appendix C. The experience of these drivers ranged from 18 months to four years with I-Ride. The routes served by these drivers include I-Ride Franklin, I-Ride Courtland, Western Tidewater Free Clinic, Center Transportation, and the Demand-Responsive route. The following is a summary of the answers received:

I-Ride Courtland/Southampton Route:

- Common Travel Patterns on this Route:
  - Walmart is the most popular destination on this route.
  - A very common travel pattern is the Oak Trail Complex to Walmart, and the return trip.
  - Other stores on Armory Drive are also common destinations.
  - Few people use this service only to travel within Courtland.
  - Some people use the route to travel from their home to a relative's house. In this case, people often use I-Ride for one direction of travel and arrange for other transportation for the return.
  - Sometimes riders link together the Franklin and Courtland I-Ride routes by transferring at the Walmart. This connection is made to visit relatives, get to the YMCA, or access the Franklin library.

- Potential Improvements:
  - Improve information about who I-Ride serves. There is a perception, especially among the younger population, that I-Ride is only for seniors.
  - Extended hours (after 4:30) on Tuesdays and Thursdays.
  - Start the service earlier in the morning, so that more people can use it to get to work.
  - Expand I-Ride into Suffolk.
  - Possibly add the trailer parks as a destination on this route.
  - Shorten route length. People going to the stores generally do not mind the length of the route, but people traveling to residential areas complain more about the length of the route.

- Other Important Information:
  - The few people that use the Courtland route are dependent on it to get to Franklin.

I-Ride Franklin/Isle of Wight Route:

- Common Travel Patterns on this Route:
  - Walmart is the most popular destination on this route.
  - Other major destinations include the Franklin library, and the Food Lion/Dollar Store shopping center.
  - Typical use of this service is travel between residential and shopping areas.
  - Some people travel between residential areas to visit relatives or just to get out of the house (elderly in particular).
- Potential Improvements:
  - The route does not cover all the residential streets, making walking distances too far for people with bags, etc.
  - There should be an additional stop at an apartment complex at the end of Thomas Street.
  - An additional stop at the hotel would be useful.
  - Riders complain about the route length because they do not want to wait an hour to get to their destination.
  - Could use another bus to decrease distance, increase frequency, or decrease headways.
  - Consider two buses for Franklin, possibly in two separate routes.
  - More frequent service, possibly a bi-directional loop.

  - Longer hours of service, especially in the summer when there is more daylight, would be a good idea. Also, extend the hours until 7:00 p.m. so that it can service people who get off of work at 5:00 and need to get home. Operation on Saturday would also be helpful.
  - Additional time should be built into the schedule to account for delays resulting from passengers in wheelchairs and/or the train in downtown Franklin.
  - Better information/signage: Some people don't know where to catch the bus and try to flag it down on Armory Drive.

- Other Important Information:
  - Riders like to be taken to the door of the shops on Armory Drive. The elderly need to be dropped at the front door of the stores.

Senior Center Transportation:

- No improvement suggestions.

Western Tidewater/Horizon Medical:

- No improvement suggestions.

Ideas for New Service:

- Service to Emporia, particularly on Saturday, would do well.
- Service traveling both directions on the routes. Riders do not want to wait an hour to be picked up.
- Rarely do people ask to be picked up or dropped off at a location not served by I-Ride.

Greatest Challenges Faced as an Operator:

- Going into apartment complexes, feeling unsafe with certain groups.
- Some passengers do not want to wait the full hour that it takes to travel the route.
- Safety when traveling through the parking lots. Lots of potential for accidents.

Unofficial Bus Stop Locations that are Frequently Used:

- Service does not deviate from the established route, but it will stop along the route to pick someone up or drop them off (as long as there is a safe place to stop the bus).
- Only time to travel off route is in a major storm or if someone is sick.
- Bill's Grill employee gets ride, it's on the route but is not a designated stop***.***
- Watermelon pickers with groceries going from Walmart to the motel, on route but not a designated stop.
- The Courtland Library never sees pick-ups, but people get dropped off there.
- City of Franklin social services pick-ups and drop offs are consistent.

3.7 Service Analysis

The following discussion evaluates the I-Ride fixed-route service in terms of identifying service gaps and deficiencies and service strengths and weaknesses. The medical shuttles, demand responsive service, and senior shuttles are all "on-demand" services. As such, their schedules, number of trips, service hours, and daily miles traveled are constantly changing. Further, the information collected on the operation of these services is very limited and not consistent across the services. For example, there is less than one year of ridership data for the Western Tidewater Free Clinic Shuttle, and only two months

of data for the Horizon Medical Shuttle. As a result, it is not possible to evaluate these services in the same manner as the fixed-route service. However, while not evaluated in the following section, these services and their operations will be evaluated based on available data and discussions with I-Ride, and that evaluation and recommendations for them included in Chapter 4.

As shown in Table 3-15, both fixed-route services have several gaps or deficiencies. These are primarily related to the span of service and the frequencies. For both routes, the span of service is likely inadequate for potential users traveling to or from their place of employment or education because it does not begin early enough in the morning nor extend late enough in the afternoon. This severely limits the potential users of the system. In addition, the headways are extremely long, or in the case of Courtland, inconsistent as well. This reduces the convenience of the system for users and dissuades potential users as well. Due to the infrequent nature of the buses a user must know the schedule at all times and must take great care to accurately schedule their time to avoid long waiting periods. Recommendations to reduce these gaps and deficiencies and improve overall service will be discussed in Chapter 4.

Table 3-15 I-Ride Fixed Route Service Gaps and Deficiencies

Route	Gap or Deficiency	Description	Impacts to Users
I-Ride: Franklin / Isle of Wight	Frequency	This route operates on one hour and twenty minute headways (1 hour 20 minutes)	Lack of convenience (waiting, must know schedule) Too long to attract choice riders Difficult for users to schedule activities (appointments, shopping, classes, etc.)
	Span of Service	8:00 a.m. to 4:25 p.m. Monday through Friday except Holidays	Not usable for most persons traveling to/from work May not be usable for persons traveling to/from school No weekend service for shopping/recreation
	Route	Extremely circuitous route through apartment complexes and retail center parking lots	Increases travel time and frustration for riders Discomfort for riders
I-Ride: Courtland / Southampton	Frequency	Headways vary between 28 and 70 minutes with no consistency	Lack of convenience (waiting, must know schedule) Too long to attract choice riders Difficult for users to schedule activities (appointments, shopping, classes, etc.)
	Span of Service	9:12 a.m. to 1:48 p.m. Monday, Wednesday, and Friday except Holidays	Not usable for most persons traveling to/from work/school No weekend service for shopping/recreation
	Route	Concentrated in and around Courtland, but with long loops to Food Lion and Walmart	Only provides service to Walmart every other trip Trips are not coordinated with Franklin fixed-route to facilitate transfers

3.8 Productivity

Passenger Trips (Boardings): Average monthly and by trip

Passenger Trips (Boardings) is the most basic productivity measurement of a transit system. This measure captures both the total number of system users and the number of riders per trip. While not every transit system uses passenger trips to measure performance, as absolute numbers may not accurately reflect performance, it is a useful benchmark by which to measure a system against peers and to evaluate if changes and improvements to a transit system are resulting in an increase in ridership. Table 3-16 summarizes the I-Ride ridership statistics.

Table 3-16 I-Ride Ridership

	Average Monthly Boardings	Average Boardings Per Trip	Passenger Trips per Vehicle Service Hour
I-Ride Franklin	417	2.3	2.3
I-Ride Courtland	34	0.36	.54
I-Ride Combined	451	1.7	1.9

As shown in Table 3-16, the average monthly boardings for I-Ride fixed-route service is 451 per month, the majority of which (417) are on the Franklin route. The Franklin route sees approximately 20 riders per day, the Courtland route only three. For each trip the Franklin route makes, it only carries on average 2.3 riders; for Courtland, this number drops to 0.4. Another way to consider it is that the Courtland route must make nearly three trips for every one passenger it carries. This would indicate that the buses on the Courtland route are often empty. While there are certainly instances where these buses carry several passengers at one time, the system as a whole is generating very low ridership per trip and per service hour.

Average Monthly Fixed-Route

In 2010, I-Ride carried 5,285 passengers, of which 4,876 rode on the I-Ride Franklin / Isle of Wight fixed-route (92%), 409 (8%) rode on the I-Ride Courtland / Southampton fixed-route. This equates to a monthly average of 451 riders from 232 service hours offered. STAR Transit, which operates three fixed-routes with 715 monthly service hours, carries 4,813 riders per month, or 57,800 annually, slightly more than ten times I-Ride. CATS fixed-route service comprised of two fixed-routes with 651 service hours, carries 3,008 passengers monthly, or 36,100 annually, nearly seven times more than I-Ride. Based on this it is recommended that 650 passengers per month be set as an initial standard and goal for I-Ride fixed-route services, representing an increase of 47% over existing conditions.

Average Monthly Demand Responsive

The Western Tidewater Free Clinic Medical Shuttle began service in July of 2010 and carried 14 passengers that year. Through September 2011 it has carried 123 passengers. For fiscal year 2011, the Western Tidewater Free Clinic Medical Shuttle carried an average of 10.25 passengers per month. The service is available every Thursday as needed but does not run if there are no passengers. Without knowing the number of trips made during this time it is impossible to calculate the number of passengers per trip for this service. The Horizon Medical Shuttle began operation in May of 2011 and has carried 10 passengers to date. The Traditional Demand Responsive service recorded 3,570

passenger trips in 2011. This equates to 298 trips per month, nearly as many as the I-Ride Franklin fixed-route service. The Extended Hours Demand Responsive service recorded 36 passenger trips in August of 2011. Combined, these demand responsive services are averaging 356 passenger trips per month. Ridership data for the I-Ride's Center Transportation was not available at the time this report was published.

The RATS system, which is strictly demand responsive, carries 1,258 passengers per month or 15,100 passengers per year. CATS demand responsive service carries 1,308 passengers per month, or 15,700 annually. Based on this, it is recommended that 500 passengers per month be set as an initial standard and goal for I-Ride demand responsive services, representing an increase of 40% over existing conditions of 356 trips per month. While a significant increase, it represents an achievable goal that can be met through the improvements described in chapter 5 of this TDP.

Passenger Trips (Boardings) Per Revenue Hour

Passenger trips per revenue hour measures the productivity of the I-Ride system. Many consider this the most important single measure of performance, as it assesses the system's effectiveness. As a performance measure, productivity captures the ability of the system to schedule and serve passenger trips with similar origins, destinations, and time parameters, using the least number of in-service vehicles and revenue hours. There are various factors that affect the ability of a system to be productive, including, importantly, the size of the service area, distribution of residential areas and destination areas, and the patterns of riders' trips.

Revenue hours are the number of hours that transit vehicles are in service transporting passengers. Service hours are the number of hours that transit vehicles are in service, including revenue hours (transporting passengers) and deadhead hours (layovers and traveling in revenue service without passengers).

Fixed-Routes

As revenue hour data is not available for I-Ride, service hours were used instead, based on the fixed-route schedules and average monthly operating days. I-Ride's two fixed-route services combined realize 1.9 passengers per service hour. However, the difference between the Franklin route and the Courtland route is significant. The Franklin route carries 2.3 passengers per service hour while the Courtland route only carries 0.5 passengers per service hour. This means that the Courtland fixed-route service has one rider for every two hours it is operating, while the Franklin fixed-route has just over two riders every hour.

STAR Transit fixed-route service and CATS fixed-route service both carry 3.4 passengers per hour. Based on this it is recommended that 3.0 passengers per hour be set as an initial standard and goal for I-Ride, representing an increase of 58% over existing conditions of 1.9 passengers per hour. While a significant increase, it represents an achievable goal that is more in line with peer performance and one that can be achieved through the improvements described in chapter 5 of this TDP.

Operating Cost Per Passenger Trip

Operating cost per passenger trip is a critical cost-effectiveness measure. It combines elements of the first two measures—operating cost per revenue hour and passenger trips per revenue hour, relating productivity to the hourly operating cost. As a composite measure, a transit system may have low

operating costs but if productivity is also low, the operating cost per passenger trip may be high. Conversely, a transit system may have a relatively high cost on a revenue hourly basis, but if its productivity is high, the cost per passenger trip may be low.

Operating cost per passenger trip is a measure that decision makers typically look to: what does it cost to provide a trip for one passenger? It is important because it examines a transit system's ability to carry out a core function—that is, transport passengers in a cost-effective manner.

I-Ride fixed-route costs are summarized in Table 3-17 below. I-Ride operating expenses, comprised of operator salaries and benefits, and vehicle maintenance costs, divided by the number of trips, results in a cost per passenger trip of $23.00. In short, it costs I-Ride $23 for every rider they transport, 50% higher than the peer average of $15.30 per passenger trip. Based on this information, it is recommended that $20.00 per passenger trip be set as an initial standard for I-Ride, representing a 15% decrease over existing conditions of $23.00 per hour. This represents a standard that is closer to that of its peers and one that can be achieved through the improvements described in chapter 5 of this TDP.

Table 3-17 – I-Ride Fixed-Route Costs

	Operating Expense per Passenger Trip	Operating Expense per Vehicle Service Hour	Annual Maintenance Cost Per Vehicle
I-Ride Fixed-Route Combined	$23.00	$38.50	$4,250

Operating Cost Per Revenue Hour

Operating cost per hour is generally considered the key cost-efficiency measure, assessing the financial resources needed to produce a unit of service, defined as an hour of revenue service. In other words, what does it cost the transit provider to put service on the street? This measure, however, does not evaluate *use* of the transit service, and, as such, should be assessed in conjunction with the performance measures that evaluate ridership utilization.

As shown in Table 3-10, the cost to operate I-Ride fixed-route service is $38.50 per hour, which is 10% less expensive than the peer average of $42.50 per hour. This figure was arrived at by dividing the operating costs for fixed-route, made up of operator salaries and benefits in addition to vehicle maintenance and fuel costs, by the number of service hours the fixed-route operates. The hourly cost is lower than the peers for two primary reasons: the limited number of service hours the I-Ride fixed-route service operates and the fact it uses an all part-time operator staff, significantly reducing benefit costs. It is recommended that maintaining the current operating expense cost per vehicle service hour of $38.50 be set as an initial standard for I-Ride.

Annual Maintenance Cost Per Vehicle

The total annual maintenance cost for all six I-Ride buses utilized for fixed-route service was $23,522, or $4,250 per vehicle (based on 2010 figures). The largest portion of this cost was fuel and oil at $19,850 or $3,300 per vehicle. The maintenance of vehicles cost I-Ride $2,920 total, or $490 per vehicle. It should be noted that the average age of the I-Ride vehicles is currently four years, so the fleet is collectively reaching the end of its useful life. As this occurs the maintenance costs will begin to increase significantly. In addition, I-Ride currently utilizes retail services for the maintenance of their vehicles at a cost of $89/hour. The peer average for hourly maintenance cost is $49.50. If I-Ride can procure maintenance for their vehicles more in line with the peer average they will be able to reduce their

vehicle maintenance cost nearly in half. This will become increasingly important as the fleet ages and the vehicles require more intense maintenance and repair. As the largest portion of I-Ride's annual maintenance cost per vehicle is fuel and oil, the cost of which I-Ride has little control over, it is recommended that maintaining the current annual maintenance cost per vehicle of $4,250 be set as an initial standard and goal for I-Ride.

Overall Satisfaction

A survey was distributed on September 6-13th to users of fixed-route and medical shuttles. Of 37 respondents, 97% reported being "very satisfied" with the service. This indicates that existing users are overwhelmingly satisfied with the services they are utilizing. Based on this it is recommended that 90% be set as an initial standard and goal for I-Ride for user satisfaction.

Percent of Residents with Access to Fixed Route Service (population within ½ mile)

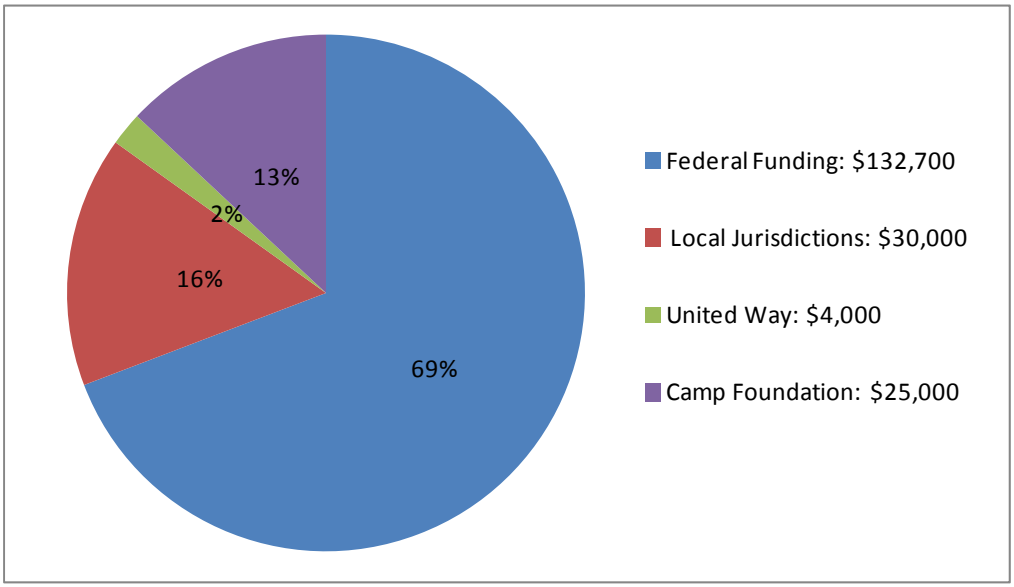
According to the 2010 census the population of the City of Franklin is 8,582. Using GIS analysis, the existing I-Ride Franklin fixed-route was buffered to one half mile and the population within that buffer tallied. The existing I-Ride Franklin fixed-route is within a ½ mile of 8,065 persons, or 94% of the population of the City of Franklin. Chapter 4 includes proposed modifications to the I-Ride Franklin fixed-route that include minor adjustments to the route. This modified route was also analyzed using GIS and no change was found in terms of the population within a ½ mile of the route. Based on this it is recommended that 90% be set as an initial standard and goal for the City of Franklin population within a ½ mile of the fixed-route.

Percent Revenue by Source

The total budget for I-Ride services for FY 2011 is $191,700. This budget was made up of the following sources and shown in Figure 3-12 below:

- Federal Funding: $132,700 (69%)
- Local Jurisdictions: $30,000 (19%)
- United Way: $4,000 (2%)
- Camp Foundation: $25,000 (13%)

Figure 3-12 – I-Ride Funding Sources



This breakout shows that 34% of the funding comes from local jurisdictions (19%) and grants (15%). The current economic environment can result in unreliable funding from local jurisdictions as they balance the needs of their residence with very limited resources. Grants are typically made yearly and are one time distributions with no guarantee of follow on support. This funding mix could result in extreme variations from year to year in I-Ride's budget, resulting in significant fluctuations in the level of service I-Ride can provide. Based on this it is recommended that 35% be set as an initial standard and goal for I-Ride for state funding sources to reduce the reliance on local jurisdiction and grant funding.

Conclusion

The evaluation of the existing I-Ride service, identified gaps and deficiencies, and recommended standards and goals are the first step in improving transit service in Southampton County. For all of the performance measures identified it will be critical to continually monitor the impact the improvements are having on system performance and continue to make changes as necessary to ensure that the system continues to grow and improve over time. As such, the standards identified in this section should also be considered goals to strive for, and methods by which to continually reach and exceed those goals should be continually examined and utilized in the future. Chapter 4 of the TDP will provide detailed recommendations to improve existing transit service in Southampton County and begin the process through which the goals established in this Chapter will be realized.

3.9 Capital Assets

Vehicles

To provide a wide variety of services across a large geographic area, I-Ride operates a number of different vehicles daily. The services and vehicles used for each are described in Table 3-18.

Table 3-18 I-Ride Vehicle Data

Service	Vehicles	Capacity	Age	Daily Miles
I-Ride: Franklin / Isle of Wight	Ford E-450 Super Duty	12-2 W/C	2	108
I-Ride: Courtland / Southampton	Ford E-450 Super Duty	12-2 W/C	2	80
Medical Shuttles	Ford E-350 Super Duty	12	4	Varies
Fixed-Route Spare	Ford E-350 Super Duty (spare)	12-2 W/C	9	Varies
Demand Response	Two Passenger Vans	9-1 W/C	5	Varies
Averages		12	4.5	--

W/C = Wheel chair. 12-2 W/C refers to a 14 passenger van than can alternately hold 12 passengers and two wheelchairs.

As shown in Table 3-18, I-Ride primarily utilizes Ford Super Duty vans with capacity for 10-14 passengers, the majority of which are wheel chair accessible. The average age of the fleet is four and half years and for the fixed-route service only, the daily miles driven average 94 miles. I-Ride has one vehicle available for each fixed-route and another vehicle that operates as a spare for both routes. When these vehicles are not in use on the fixed-route they may be used as needed for demand responsive and Senior Center Transportation services. Additionally, when they are not being used on the fixed-routes they may be receiving maintenance or acquiring fuel. I-Ride does not have any facilities at which to store or maintain their vehicles and currently parks them at the City of Franklin City Hall. Unless a vehicle is under warranty or leased from the Virginia Department of Transportation (VDOT), I-Ride utilizes retail maintenance services to service, maintain, and repair all of their vehicles, at a negotiated rate of $89.82 per hour. VDOT vehicles are maintained by VDOT and billed to I-Ride at their standard rate.

Passenger Facilities

I-Ride does not own, operate, or maintain any bus stops, shelters, or transfer centers. Stops are indicated with small square placards bearing the I-Ride logo on stands embedded in the ground.

4 SERVICE EXPANSION PROJECT DESCRIPTIONS

Through several meetings and workshops the project team developed a number of ideas, improvements, adjustments, and strategies related to transit services in Southampton County and the City of Franklin. In addition, two meetings have been held with key stakeholders from the region to present this information and receive feedback and recommendations for additional potential improvements that should be analyzed further. Based on these meetings, and the analysis of the existing services in Chapter 3, several potential future growth scenarios have been developed. The project descriptions for these scenarios are described in the following sections, and include their potential cost, funding sources, planning and policy considerations, and potential service providers. Chapter 5 will follow with a more detailed year-by-year service plan that will be constrained by reasonably expected revenues.

This chapter presents a description of service and facility needs and proposed improvements that reflect the desire for improved transit services in Southampton County and the City of Franklin over the next six years. The contents of this chapter include the following elements:

- A description of potential needs based on the work undertaken to date in connection with the TDP development. This work reflects inputs from all stakeholders and the technical analysis undertaken by the members of the consultant team.
- Preliminary capital and operating cost estimates associated with each of the various identified potential needs and a discussion of potential policy, funding, or operating issues associated with the defined needs. This data includes estimates of potential ridership response to the various service improvements.

4.1 Potential Service Needs

Based on discussions and workshops with stakeholders, SSSEVA staff, Southampton County, the City of Franklin, rider surveys, and driver interviews, a list of needs and potential strategies to address them were developed. These strategies involve various methods to improve upon and expand the existing services. The following bullets summarize the needs identified:

- Faster more efficient fixed-route service;
- Expanded fixed-route service, including earlier (AM), later (PM), and weekend service;
- Services to meet needs of remote/isolated communities in the county;
- Improved awareness of all services and who can utilize them; and,
- Service to meet the needs of commuters traveling out of the county.

Based on the needs identified the project team developed several strategies including:

- Modify existing fixed-route service to increase efficiency and frequency;
- Expand fixed-route service;
- Modify existing demand response service to increase efficiency;
- Expand the span of service for existing fixed-route;
- Create new shuttle services to serve remote/isolated communities; and,
- Create a Transportation Management Association (TMA) to coordinate services, improve awareness, develop a ridesharing and vanpool program, and possibly oversee and/or plan fixed-route service operation.

4.2 Potential Improvement and Growth Scenarios

The potential improvements to the SSSEVA fixed-route and demand-responsive services, listed in the previous section, were further developed through workshops with the project team and stakeholders, and have been organized into improvement and growth scenarios in this section. In many cases, several improvement elements need to be implemented together to achieve the goal of the scenario. For all applicable scenarios, the existing fare of $1.00 per boarding was assumed unless otherwise noted. In addition, the operating costs throughout this document are based on the estimated[12] I-Ride operating cost per hour of $38.50. If a different operator institutes service in the County of Southampton/City of Franklin the costs could vary from those estimated in this document, as their operating cost per hour will likely differ from I-Ride.

For all of the potential improvements outlined below, the timing of their implementation is described as short-term, mid-term, and long-term. These notations indicate the part of the six-year plan during which implementation could be achieved. Thus, short-term indicates 0-2 years, mid-term 3-4 years, and long-term 5-6 years.

I-Ride Fixed-Route Service Adjustments

The first scenario involves adjustments to the existing fixed-route service in Franklin and Courtland. The changes will improve the service overall by increasing the Franklin route's frequency while increasing the span of service. These improvements will result in a service that is easier to use overall and is useful to more users, particularly workers and students. In addition, consistent "clockface" headways (e.g., one hour apart) result in a more predictable system and allow users to more easily schedule their time.

The fixed-route service adjustments are separated into two primary categories: those related to the Franklin fixed-route service and those related to the Courtland fixed-route service. As described in more detail below, the adjustments to the Franklin service are focused on modifications to the existing service to improve it. The adjustments to the Courtland service are more significant in that the modifications include changing the type of service offered from a fixed-route to an on-demand shuttle. The conversion of the Courtland fixed-route to a shuttle service will continue to serve the needs of that community in providing a door-to-door service from Courtland to Armory Drive but will do so using significantly less resources that can be applied elsewhere. Further the Courtland shuttle will be coordinated with the Franklin fixed-route allowing users to easily transfer to reach additional destinations in the City of Franklin.

Adjustments to I-Ride Franklin

The adjustments to the I-Ride Franklin fixed-route service include the following:

- Re-brand of I-Ride services to make it clear that the service is available to all ages.
    - Coordinate with community partners include the Community College, shopping centers, workforce agency, downtown businesses, the City and County, the school system,

[12] As I-Ride does not track its operating cost per hour, this number was derived from all budget information provided by SSSEVA, including administrative, maintenance, fuel, and labor costs.

hospitals, MLK Center, YMCA, and major employers to educate the community on the availability of the service to all ages and the changes to the service (as described below).

- Provide route deviation with 24-hour notice. Route deviation service would be for seniors/disabled only and would be allowed up to ¼ mile off of the route, namely into apartment complexes and retail destinations where the bus does not normally enter.
- Increase span of service to Franklin route:
    - The current span is from 8:00am to 4:25pm. The extended span should be eleven hours long with the bus operating every hour. Thus the new span could be from 7:00 am to 6:00 pm., from 6:00 am to 5:00 pm, or from 6:30 am to 5:30 pm. The operator should coordinate with the City and County to select a span that best fits the needs of the community who can potentially use the service for employment and educational needs.
- Increase frequency of service to be every hour by eliminating and consolidating incursions.
- Revise policy regarding children from 12 and under ride free to 5 and under ride free, with a maximum of 4 free children aged 5 and under per paying adult.
- Eliminate incursions into and through various origin properties, primarily apartment complexes including:
    - Holland Trace Apartments (eliminate incursion but provide new stop on-street at College Drive and South Street)
    - Railroad Ave./Old Town Terrace (Bruce Street) (eliminate incursion but provide new stop on-street at South Street and Oak Street)
    - Dorchester Square Apartments (eliminate incursion but provide new stop on-street at Oak Street and Morton Street)
    - Newport Village Apartments (eliminate stop, new consolidated stop with Franklin Combined Courts on-street)
    - Franklin Combined Courts (new consolidated stop on-street in front of Franklin Combined Courts)
    - Springdale Apartments (eliminate incursion but provide new stop at 7-11 on Carrsville Highway)
    - Camptown (eliminate incursion but provide new stop at Council Road and Washington Avenue with turn-around and stop at International Paper, contingent on the plant re-opening)
    - Forest Pines Apartments (eliminate incursion but provide new stop at apartment driveway and Forest Pines Road)
- Eliminate, reduce, and consolidate incursions into and through various destination properties, primarily retail establishments, including:
    - Franklin YMCA/Franklin High School (eliminate incursion but provide new stop on-street at Fairview Drive and Crescent Drive)
    - Lowe's Hardware (eliminate incursion)
    - Southampton Crossing Shopping Center (route and incursion remains the same until such time as the transit provider and City can work with property owner and retail establishments to modify the incursion and to designate a stop location on the property, eventually with a bus stop pole with sign, schedules, map, and shelter).
    - Walmart (route and incursion remains the same until such time as the transit provide and City can work with property owner and retail establishments to modify the incursion and to designate a stop location on the property, eventually with a bus stop pole with sign, schedules, map, and shelter).
    - Farm Fresh (modify incursion, consolidate with stop at Lakeview Medical Center).

  - Armory Plaza Shopping Center (modify incursion, consolidate with stop at Lakeview Medical Center).
  - Berkley Section (eliminate incursion but provide new stop at the National Guard)
  - Rite Aid/Walgreen Pharmacies: Consolidate these two stops into a single stop at Walgreens. This will be the last stop on route and a suitable driver break location (public restroom).
- Route deviation and New stop:
  - To serve the Money Mailer employment center on Progress Parkway, the route will deviate once in the morning and once in the afternoon to match the shift begin and end times. The new stop will be located in the Money Mailer parking lot. This route deviation is indicated with a dotted line in Figure 4-1.

The adjusted route and new stop locations are shown in Figure 4-1. Quarter-mile buffers are shown around the new stop locations in Figure 4-2, illustrating that the route is within a quarter mile of the majority of origins (residential) and destinations (medical, education, retail, services, and employment) in the City of Franklin. The following bullets summarize the impacts of implementing this scenario:

- **COST:** No capital costs are anticipated for this scenario, as the service can be operated with existing vehicles by SSSEVA. If the service is transitioned to a different operator and/or uses a transit funding source for operations, two new vehicles would be required at a cost of $62,000 each[13] (one primary and one spare[14]). Operating costs as a result of expanding the span of service from 8 hours and 25 minutes to 11 hours will increase $30,100 annually (652 additional hours of service at $38.50/hour plus $5,000 for re-branding).
- **TRIP TIME AND LENGTH:** The current route including incursions is 17.9 miles in length and it takes the bus an average of 4.5 minutes to traverse each mile. By eliminating and modifying many incursions and re-aligning the route to reduce its length to 14 miles, an average time of 3.5 minutes is assumed to traverse each mile. These modifications to the route and resulting time savings will allow the loop to be completed in 50 minutes. This allows for a 10 minute buffer to accommodate route deviations while maintaining one-hour headways. Each deviation to the Money Mailer employment center will add six minutes to the time it takes to complete the route.
- **FUNDING SOURCES:** Potential funding sources include State Operating Assistance and federal funding through DRPT, including Job Access and Reverse Commute (5316), New Freedom (5317), and Rural Assistance (5311).
- **SERVICE PROVIDERS:** There are several potential service providers for fixed-route service in the City of Franklin including SSSEVA, Virginia Regional Transit (VRT), or another contracted service provider.
- **IMPLEMENTATION TIMING:** It is recommended that the route and stop modifications be implemented in the short-term[15] by SSSEVA, regardless of funding. These changes are operational in nature modifying the route alignment and schedule and do not require capital purchases or infrastructure changes. If the service were operated by VRT or a TMA, the full scenario could be implemented in the mid-term, dependent on the availability of funding, with the addition of extended span of service.

[13] Estimate from RADAR Transit for 20-passenger lift-equipped bus.
[14] This spare will be used as a spare for the Courtland On-Demand Shuttle as well.
[15] Short-term = 0-2 years

- **RIDERSHIP RESPONSE:** Based on the modifications to the existing I-Ride fixed-route service described under this scenario including a shorter route, more frequent service, and increase span of service; ridership is expected to increase 60% by the end of the first year from an existing level of 5,010 riders a year (average between 2009 and 2011) to 8,020 riders per year, an increase of 3,010 riders. These ridership figures are estimates generated through professional judgment based on ridership growth reported from peers after modifying service or providing new service. They represent the potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.
- **REVENUE:** Revenue from increased ridership is expected to increase $3,010 annually based on an increase in ridership of 3,100 (as described above).
- **BENEFITS SUMMARY:** The adjustments described in this scenario have several benefits. The route will be more efficient, allowing for a headway of one hour. One hour headways increase the convenience and usability of the system, as the bus will serve each stop at the same time every hour. The increased span of service allows for use by a greater number of residents that will be able to utilize the service for employment and education related trips. Re-branding and targeted outreach will ensure that the population served is aware that the service can be utilized by all ages and increase awareness overall. Route deviation will allow the service to continue to serve seniors and persons with disabilities with special needs.

Figure 4-1 – Modified Franklin I-Ride Route and Stop Locations

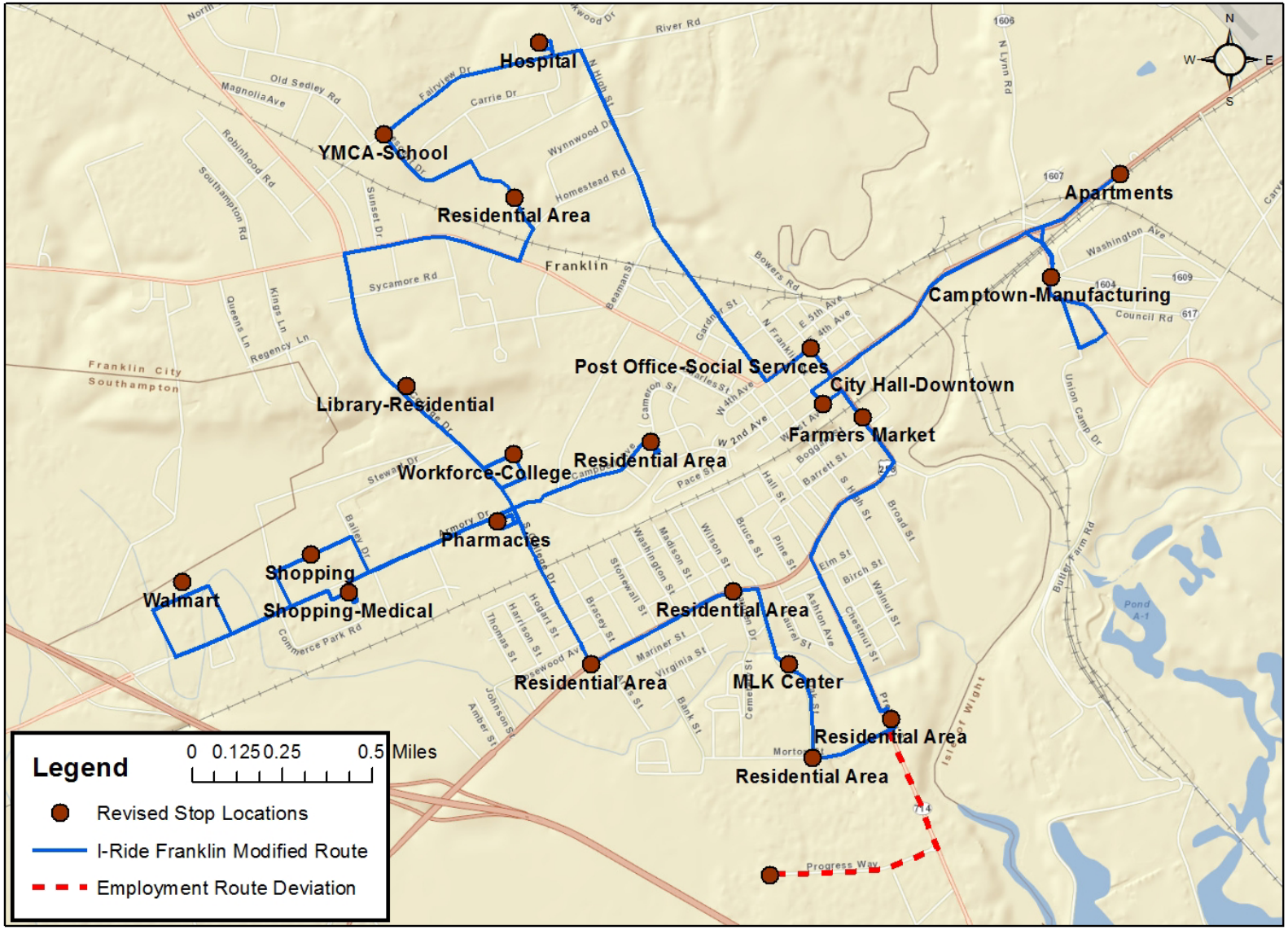


Figure 4-2 – Modified Franklin I-Ride Route and Stop Locations with ¼ Mile Buffers

Adjustments to I-Ride Courtland

The adjustments to the I-Ride Courtland route include the following:

- Convert the existing Courtland fixed-route into an on-demand shuttle service from Courtland to Armory Drive operating two-days per week with two round trips daily.
    - Shuttle will operate from 1pm to 4pm Tuesdays and Thursdays and pick up users at their origin location in the Town of Courtland.
    - Pick-up service requires notice by 10AM same-day.
    - Shuttle will serve stops along Armory Drive served by the Franklin fixed-route.
    - Shuttle will be coordinated with I-Ride Franklin to allow for timed transfers between the two routes.
    - The first round trip will begin pick-ups in Courtland at 1:00 pm. For the first return trip to Courtland pick-ups along Armory Drive will begin at 2:30 and the vehicle will return to Courtland and complete it's drop-offs by 3:00 pm. The vehicle will then return to Franklin and begin pick-ups along Armory Drive at 3:30 for the second return trip to Courtland. The second round trip will return to Courtland by 4:00 pm. This gives patrons the option of staying in Franklin for either one or two hours.

The following bullets summarize the impacts of implementing this scenario:

- **COST:** No capital costs are anticipated for this scenario, as the service can be operated with existing drivers and vehicles by SSSEVA. If the service is transitioned to a different operator and/or uses a transit funding source for operations, one new vehicle would be required at a cost of $40,000. Operating costs as a result of modifying the service would decrease by $14,400 annually (375 less hours of service at $38.50/hour), if service is provided on every Tuesday and Thursday; if there are no riders on a given day, the cost savings would be greater, as the service only operates based on demand. During the six months following this transition to shuttle service, I-Ride should evaluate the actual cost savings that can be potentially repurposed for other services.
- **FUNDING SOURCES:** Potential funding sources include State Operating Assistance and federal funding through DPRT, including Job Access and Reverse Commute (5316), New Freedom (5317), and Rural Assistance (5311) through DRPT.
- **SERVICE PROVIDERS:** There are several potential service providers for this service, including SSSEVA, Virginia Regional Transit (VRT), or another contracted service provider.
- **IMPLEMENTATION TIMING:** This strategy should be implemented in the short-term once proper education and awareness for existing customers can be implemented, primarily through distribution of information on the existing fixed-route service and postings at key locations within the Town of Courtland and at destinations along Armory Drive.
- **RIDERSHIP RESPONSE:** Based on the conversion of the I-Ride Courtland fixed-route service to a bi-weekly shuttle with coordinated stop locations with a modified Franklin fixed-route it is anticipated that ridership would double from 410 riders per year (average between 2009 and 2011) to 820 riders per year. This figure also assumes the rebranding and coordination with community partners to increase awareness of the service to riders of all ages. These ridership figures are estimates generated through professional judgment based on ridership growth reported from peers after modifying service or providing new service. They represent the

potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.

- **REVENUE:** Revenue from increased ridership is expected to increase $320 annually based on an increase in ridership of 320 (as described above).
- **BENEFITS SUMMARY:** The adjustments described in this scenario have several benefits. The same basic service of access to Armory Drive that is provided today with the Courtland fixed-route service is maintained but with added convenience. The service will now be door-to-door, providing additional convenience to users. The service will be coordinated with the Franklin fixed-route service to allow for transfers and access to additional services. By shifting the service to the afternoon, the service allows for same-day on-demand service. The operating costs are reduced by nearly half, providing additional funds that can be repurposed for other service improvements.

Create a Transportation Management Association (TMA)

The creation of a Transportation Management Association (TMA) will centralize many of the coordination, outreach, and expansion elements previously identified as needs and potential strategies. The TMA as envisioned will initially be staffed by one person. This full-time employee will organize a human services coordination group consisting of existing service providers, churches, non-profit groups, private developments such as nursing homes, hospitals, clinics, and other human service agencies. Meeting either monthly or quarterly, the primary goals of this group will be to coordinate their services to better serve the community and to identify methods by which to increase outreach, awareness, and utilization.

The TMA will also develop targeted outreach to improve general awareness of transit options by working with the Community College, shopping centers, workforce agency, downtown businesses, the City and County, the school system, hospitals, and other major employers. The purpose of this outreach is to increase utilization of services available and to educate the community of any changes to existing services that may take place as part of other strategies identified in this TDP. This process will also develop relationships through which future information can be quickly and efficiently distributed to the community. The TMA will also coordinate the efforts to re-brand the existing I-Ride fixed-route services to make it clear that the services are open to all ages. This effort may include limited targeted advertising as well. A toll-free or local number will be established to provide a transit hotline that will provide information regarding transit services in the county.

To improve commuting services, the TMA will coordinate with the City, County, State, and local businesses to designated Park & Ride locations for carpooling and vanpooling. The TMA will provide ride-matching services for persons seeking to carpool/vanpool and will work to develop a formal vanpool program through an agreement with a vanpool leasing firm. The TMA will contact major regional employers for assistance with the formation of the vanpool program.

Finally, the TMA may oversee the contract for operation of the fixed route bus service in the County and City and provide planning assistance and oversight to the service provider, be it SSSEVA, VRT, or another potential operator.

The following bullets summarize the impacts of implementing this scenario:

- **COST:** No capital costs are anticipated for this scenario. It is recommended that this position be operated out of SSSEVA, the City of Franklin, or the County of Southampton. The salary and benefits for this full-time position are estimated at $75,000 per year. Additional annual operating expenses of approximately $25,000 would be needed for outreach materials, advertising, and other expenses.
- **FUNDING SOURCES:** Potential funding sources include State Technical Assistance, TDM Operating Assistance, Transportation Management Project Assistance, Jobs Access and Reverse Commute (5316), New Freedom (5317), and Rural Assistance (5311) through DRPT.
- **SERVICE PROVIDERS:** The TMA would be an independent association representing and coordinating transit services throughout Southampton County and the City of Franklin.
- **IMPLEMENTATION TIMING:** With adequate funding this scenario should be implemented in the short-term due to the expected benefits in terms of increased ridership and mobility for the community.
- **RIDERSHIP RESPONSE:** Once the outreach, coordination, and advertising have been implemented it is anticipated that the combined efforts of the TMA will result in a 10% increase in ridership overall across all services (fixed-route, medical shuttles, demand response). Assuming no other scenarios are implemented, this would result in an increase of 940 riders annually (10% of current annual I-Ride ridership). These ridership figures are estimates generated through professional judgment based on ridership growth reported from peers after modifying service or providing new service. They represent the potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.
- **REVENUE:** Revenue cannot be accurately projected from the projected increase of 940 riders because the type of service they will use is unknown, and not all services generate revenue.

Travel Training

Travel training is a free program that is available for seniors and people with a disability. Travel trainers visit people in their homes to discuss their transit needs. The training is customized to meet the individuals' needs, whether it is a basic orientation to the fixed-route system or an in-depth, hands-on training. Travel Training can range from one hour to several days, or even longer, depending on the individual's needs to feel safe and comfortable using the transit system.

In addition to the benefits that the recipients of the training receive, travel training can reduce operating costs for SSSEVA and any other operator by shifting demand away from the more costly (on a per passenger basis) demand response services to the more cost efficient fixed-route services.

Recipients of travel training will be able to learn the following:

- How to board and exit the bus
- Best route to take to the bus stop
- Which bus to take and how to transfer between buses
- How to negotiate bus transfers
- What to do if you miss the bus
- How to read the bus schedule and or ask for assistance

- Where and how to safely cross the street
- Personal safety and stranger awareness
- Appropriate behavior on buses
- Identification of Landmarks
- How to use and obtain a fare card

A travel trainer would provide travel training for young, elderly and disabled populations in particular but also would be available to any persons who may be unfamiliar with utilizing the transit services offered. This 0.25 FTE position would be filled by existing SSSEVA staff.

The benefits of travel training include not having to rely on family, friends and/or neighbors for trips, the freedom for a person to go where they want, when they want, and increased confidence and independence.

The following bullets summarize the impacts of implementing this scenario:

- **COST:** No capital costs are anticipated for this scenario, however, the salary for this part-time position is expected to cost $6,240 annually (520 hours at $12/hour). In addition, assuming this position utilizes a personal vehicle and drives an average of 50 miles per week, an additional $1,440 in mileage reimbursement is required, for a total of $7,680. In addition, operating costs for demand response and medical shuttles may decrease as travel training prepares passengers to use the fixed route service; however this decrease in operating costs will vary and cannot be accurately estimated.
- **FUNDING SOURCES:** Potential funding sources include State Technical Assistance, TDM Operating Assistance, Transportation Management Project Assistance, Jobs Access and Reverse Commute (5316), New Freedom (5317), and Rural Assistance (5311) through DRPT.
- **SERVICE PROVIDERS:** This position could be filled by existing SSSEVA staff or could be a County or City employee
- **IMPLEMENTATION TIMING:** With adequate funding this scenario should be implemented in the short-term by SSSEVA utilizing their knowledge of the community that would benefit from this service, particularly the elderly and disabled.
- **RIDERSHIP RESPONSE:** Based on the limited number of potential users the travel trainer would work with weekly, the system is expected to gain 156 new *users* annually (assuming that Travel Training results in three new users added to the system per week). As the usage of these new users will vary dramatically dependent on the service(s) they utilize, the increase in ridership cannot be accurately estimated. While there are too many variables to accurately estimate potential ridership, by making some basic assumptions a rudimentary range can be provided. If all 156 users utilize a medical shuttle, demand responsive service, or fixed-route service once per week, this would increase ridership by 8,100 annually. This increase would be above and beyond fixed-route increase described earlier. These ridership figures are estimates generated through professional judgment based on ridership growth reported from peers after modifying service or providing new service. They represent the potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.
- **REVENUE:** As the usage of these new users will vary dramatically dependent on the service(s) they utilize, the increase in revenue cannot be accurately estimated.

Community Recreation Shuttles

A need identified during the TDP process relates to various summer programs targeted at children and young people involving the YMCA, camps, and the public pool. Under this scenario SSSEVA would operate shuttles during the summer to provide access for children and young people to various programs. SSSEVA is already providing shuttle services on an ad hoc basis, and this scenario would formalize the availability of the service and possibly open the doors for funding under different programs than those that SSSEVA typically uses.

This program would alleviate overcrowding on I-Ride fixed-route buses and provide a valuable resource to a portion of the population with limited mobility. This service would begin operation the fourth Monday in June (after the end of the school year for both Southampton and City of Franklin) and cease service the Saturday before Labor Day. The shuttles would be available between 8:00am and 5:00pm, Monday through Friday on a first come first service basis, with 24-hour reservations required. Groups of up to 12 persons can utilize the service for recreation and group activities in and around the City of Franklin. A minimum group size of six would be required with at least one adult per group. A fare of $1.00 would be required for all riders. The shuttle will begin pick-ups at 8:00am and complete all drop-offs by 5:00pm and multiple groups may be accommodated on the same day if possible.

The following bullets summarize the impacts of implementing this scenario:

- **COST:** Due to restrictions related to the funding used to procure the existing I-Ride vehicles, they cannot be utilized for this service. As a result, a new vehicle would be required at a cost of $40,000. Assuming the shuttle is utilized a little more than half of the summer days (28 days), the operating cost would be $10,800 annually (280 hours of service at $38.50/hour).
    - Assuming 55 operating days (all possible days) with 10 hours of service per day, the operating costs as a result of providing this new service would increase $21,200 annually (550 hours at $38.50/hour). This is a maximum cost assuming the shuttle is active all day, every day during the summer.
    - Assuming the shuttle is utilized a little more than one third of the time (18 days) would result in a cost of $6,900 annually (180 hours at $38.50/hour).
- **FUNDING SOURCES:** Potential funding sources include the Camp Foundation Inc., United Way, the County of Southampton, and the City of Franklin.
- **SERVICE PROVIDERS:** There are several potential service providers for this service including SSSEVA, Virginia Regional Transit (VRT), or another contracted service provider.
- **IMPLEMENTATION TIMING:** Unless additional sources of funding are identified it is expected that fiscal constraints will hinder the implementation of this scenario. It is recommended that implementation of this scenario occur in the long-term[16].
- **RIDERSHIP RESPONSE:** Assuming that the shuttle would be utilized 28 days during the summer with an average of four riders per hour would result in an increase of 1,000 annually (28 days, nine hours of service, four riders per hour). These ridership figures are estimates generated through professional judgment and/or based on ridership growth reported from peers after

[16] Long-Term = 5-6 years

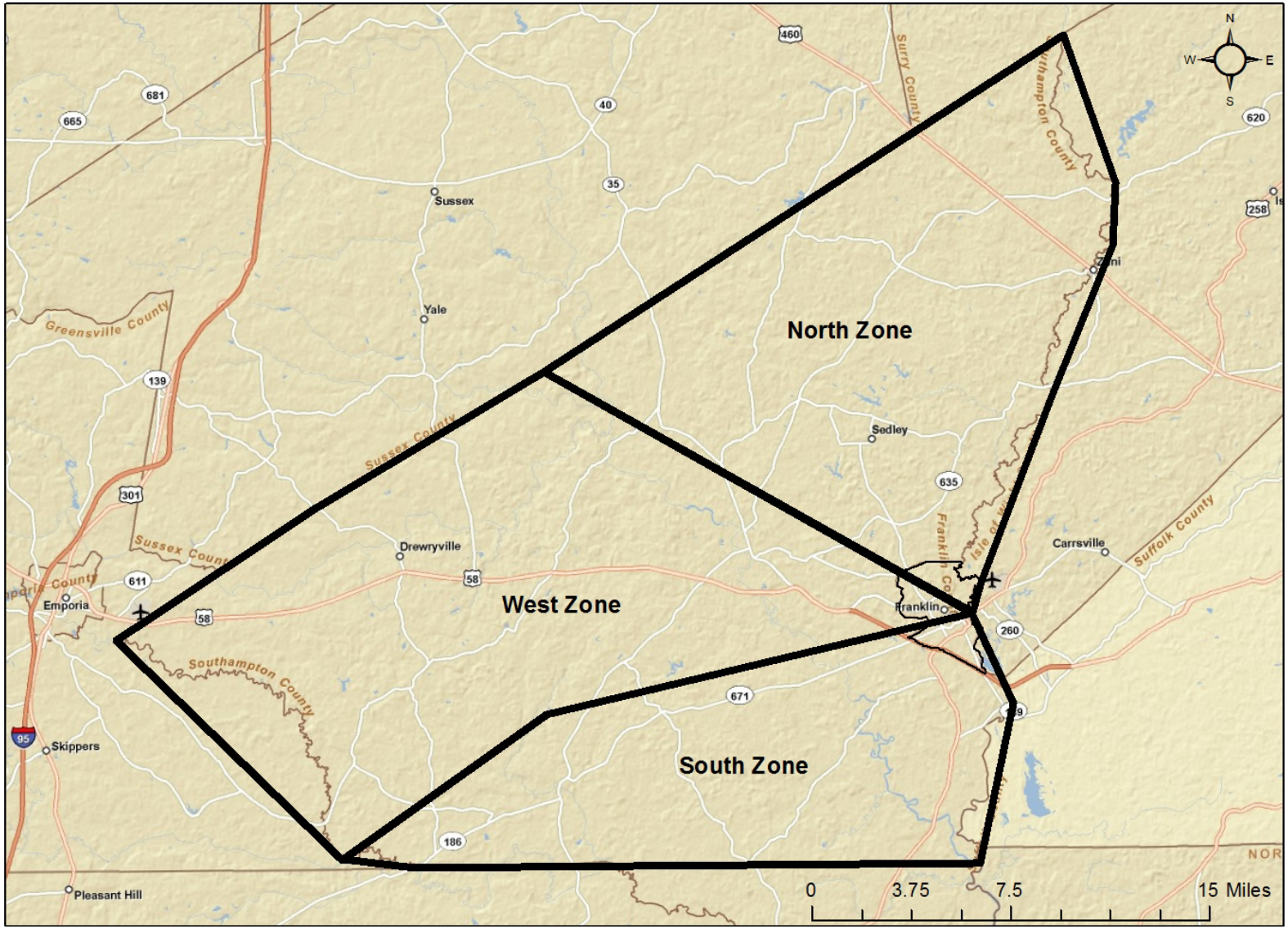
modifying service or providing new service. They represent the potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.

- **REVENUE:** Revenue is expected to increase $1,000 annually as a result of this service based on an increase in ridership of 1,400 (as described above).

Modified and Expanded Service to Outlying Areas

The purpose of this scenario is to better serve the outlying communities in Southampton County by modifying the existing demand responsive service to a zone-based service that is open to all ages, with a potential longer term remote communities shuttle system. The existing demand responsive service is currently available for seniors only, countywide, Monday through Friday. The demand response service would be modified to provide the same basic service, but only available in specific areas of the county on designated days. The service would provide pick-ups in a designated zone of the County on a specified day and transport users to the City of Franklin for services. Service outside of Southampton County would not be provided on these days. The time during which the vehicle would otherwise be idle in Franklin would be utilized to respond to requests for demand response service within the City of Franklin. By limiting the service by zone and by day, more trips can be combined improving the efficiency of the service and reducing costs. A graphic depicting the approximate layout of the zonal system is depicted in Figure 4-3.

Figure 4-3 – Demand Responsive Service Zones



Modifications to Existing Seniors Only Demand Response Service

The service would be operated in the following manner:

- Mondays: North Zone only, including the communities of Sedley and Ivor, providing service to Franklin only. The service would provide demand response within Franklin while not serving users from the North Zone. Whenever possible trips from this zone to Franklin should be made through Courtland to provide access to services there.
- Tuesdays: Service from all zones and providing service to medical appointments outside Southampton County
- Wednesday: West Zone only, including the communities of Capron, Drewryville, and Courtland, providing service to Franklin only. The service would provide demand response within Franklin while not serving users from the West Zone. Whenever possible trips from this zone to Franklin should be made through Courtland to provide access to services there.
- Thursday: Service from all zones and providing service to medical appointments outside Southampton County
- Friday: South Zone only, including the communities of Branchville, Boykins, and Newsoms, providing service to Franklin only. The service would provide demand response within Franklin while not serving users from the South Zone.

The modification to the existing demand response service would not result in any additional costs, as SSSEVA would operate this service utilizing existing drivers and existing vehicles. However, by modifying the demand responsive service to operate in zones, with trips out of the county limited to two days, efficiency is expected to be gained as a result of more trips being combined. The resulting improvement in efficiency should result in lower operating costs. This strategy should be implemented in the short-term once proper education and awareness for existing customers can be implemented.

In addition to these modifications, the service will be made available to non-seniors as a step in determining ridership demand for remote communities transit service. The demand-response service would be available to non-seniors **if** the trip requested by the non-senior can be coordinated with a trip requested by a senior; service will not be provided to non-seniors if their request cannot be coordinated to share the ride with a senior who has requested service.

New Remote Communities Shuttle Service

If the expansion of the demand-response service to all ages shows a latent demand for additional service between the remote communities and Franklin, a new shuttle service would be initiated utilizing the same basic structure as the modified demand responsive service, but open to all ages (18+). The shuttle will provide a vital link between remote communities and service in Franklin allowing persons with limited mobility (no transit service, one or zero vehicle households) access to shopping, medical appointments, and other services available in Franklin that are not available in these smaller communities.

These shuttles would operate Monday, Wednesday, and Friday only with the same zonal system as the demand responsive (North, West, and South). The shuttles would leave their respective zones in the mid-morning (10:00am) from designated pick-up locations, travel to requested destinations in Franklin arriving at approximately 10:30, and return in the mid-afternoon (1:30pm) to designated drop-off locations by approximately 2:00pm, with a total round trip time of four hours, with three hours being

spent in Franklin. During the three hours spent in Franklin these shuttles would provide demand response within Franklin to all ages (18+). This service would require 24-hour advance notice and would cost $2 each way for a total cost of $4 round-trip.

The following bullets summarize the impacts of implementing this scenario:

- **COST:** The capital cost associated with this scenario involves the purchase of one vehicle at a cost of $40,000. The vehicle would travel approximately 70 miles per day, equating to 10,080 miles per year. Operating costs as a result of providing shuttle service three days per week (six hours per day) would increase $33,300 annually (864 hours of service at $38.50/hour).
- **FUNDING SOURCES:** Potential funding sources include FTA Section 5311 Rural Areas, Demonstration Project Assistance, and Technical Assistance.
- **SERVICE PROVIDERS:** SSSEVA would operate this service utilizing existing drivers and one new vehicle.
- **IMPLEMENTATION TIMING:** This service is recommended for implementation in the long-term. Funding for capital and operational expenses could take several years to acquire from state assistance and grants.
- **RIDERSHIP RESPONSE:** This service is anticipated to generate 864 new riders in the first year of service (6 new riders per day). These ridership figures are estimates generated through professional judgment and/or based on ridership growth reported from peers after modifying service or providing new service. They represent the potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.
- **REVENUE:** This service is expected to generate $3,460 in new revenue annually based on an increase in ridership of 864 (as described above) with a fare of $4.00.

I-Ride Fixed-Route Expansion

In addition to the previously identified service adjustments, several expansion strategies were identified for the Franklin fixed-route service. These strategies are summarized as follows:

- Increase the weekday span of service to be twelve hours.
- Add a vehicle to the modified Franklin fixed-route to decrease the headway to 30 minutes.
- Provide weekend service with one-hour headways (one vehicle) including Saturdays from 8:00am to 4:00pm and Sundays from 9:00am to 4:00pm.

The following bullets summarize the impacts of implementing this scenario:

- **COST:** If the service is transitioned a different operator and/or uses a transit funding source for operations, a new vehicle would be required at a cost of $62,000. Operating costs as a result of expanding the service will increase as follows:
    - Increase span of service to 7:00pm for one vehicle= $9,700 (252 additional service hours at $38.50/hour)
    - Add a vehicle at increased span of service = $126,100 (3,276 additional service hours at $38.50/hour)
    - Add Saturday service (one vehicle) = $18,000 (468 additional service hours at $38.50/hour)

  - Add Sunday service (one vehicle) = $16,000 (416 additional service hours at $38.50/hour)
  - Total Cost = $169,800

- **FUNDING SOURCES:** Potential funding sources include State Operating, Technical, and Capital Assistance, Jobs Access and Reverse Commute (5316), New Freedom (5317), and Rural Assistance (5311) through DRPT.
- **SERVICE PROVIDERS:** There are several potential service providers for a Franklin fixed-route service including SSSEVA, Virginia Regional Transit, or a newly formed local Transportation Management Agency.
- **IMPLEMENTATION TIMING:** This service is recommended for implementation in the long-term. Funding for capital and operational expenses could take several years to acquire from state assistance and grants.
- **RIDERSHIP RESPONSE:** As previously noted, the fixed-route modifications are anticipated to increase the Franklin fixed-route ridership to 7,840 riders per year. Expanding the span of service to 7:00pm and decreasing the headway to 30 minutes is expected to increase ridership by an additionally 50%. Saturday service is anticipated to generate ridership levels at 75% of a typical weekday and Sunday service at 50% of a typical weekday. As a result this new weekend service, coupled with an increased span of service and increased headways, is anticipated to increase ridership by 6,920 riders to 14,700 riders per year.
  - Assumes 50% increase in existing weekday fixed route service (7,840 X 1.5) equating to 3,920 new riders annually.
  - Assumes 35 riders per Saturday and 23 riders per Sunday equating to 3,000 new riders annually.
  - These ridership figures are estimates generated through professional judgment and/or based on ridership growth reported from peers after modifying service or providing new service. They represent the potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.
- **REVENUE:** Revenue is expected to increase $6,920 annually based on an increase in ridership of 6,920 (as described above).

I-Ride Capital Improvements

During discussions with stakeholders and project staff several capital improvement strategies were identified. The majority of these strategies are related to transit infrastructure to improve the convenience of the service. These improvements and quantities are indicated in the bullets as follows:

- Provide bus stop poles with signs, schedules, and maps at all stop locations based on modified I-Ride Franklin fixed-route.
- Provide shelters at key locations with the highest number of boardings/alightings.
- As new vehicles are procured as part of the regular fleet replacement the new vehicles should come equipped with bike racks.
- Install security systems on all buses including CCTV cameras with recording and download capability.
- Install communications systems on all buses, such as computer-aided dispatch and scheduling (CADS), geographic positioning systems (GPS) and automatic vehicle location

(AVL), and communications systems via voice or text (mobile data terminals or two-way radios).

- Install secure (possibly mechanical) farebox collection units on all fixed-route buses.

The following bullets summarize the impacts of implementing this scenario:

- **COSTS[17]:**
    - Capital costs to install bus stop poles with signs, schedules, and maps at 20 locations are estimated at $10,000 ($500 per sign including installation).
    - The cost for a single CCTV camera and recording device is estimated at $1,000 per unit, or $6,000 to outfit all six buses currently used by I-Ride for fixed-route, medical, and on-demand service.
    - The cost of the communication system is $5,000 per bus, or $30,000 to outfit all six buses currently used by I-Ride for fixed-route, medical, and on-demand service.
    - The cost of the mechanical farebox unit is $3,000 per bus, or $9,000 to outfit the three I-Ride buses utilized for fixed-route service.
    - The cost for a basic shelter is estimated at $15,000 per shelter. It is recommended that one year after the fixed-route service modifications are implemented, the locations with the highest ridership (boardings/alightings) be determined and the location for shelters prioritized based on these counts. Initially four locations are anticipated for prioritization including Walmart, Southampton Crossing Shopping Center, Paul D. Camp Workforce Training Center/Community College, and City Hall/Downtown Franklin. Many locations may not need a shelter, as the fixed-route will provide near door access including at the Southampton Memorial Hospital, Lakeview Medical Center, MLK Center, and Walgreens. At these locations it will be possible for users to either wait inside or wait outside under an awning. Thus the total anticipated cost in the timeframe of this TDP for shelters is $60,000.
    - The total capital cost for all of these elements is estimated at $115,000.
- **FUNDING SOURCES:** Potential funding sources include Capital Assistance, FTA Section 5311 Rural Areas, and Surface Transportation Program Flexible Funding.
- **SERVICE PROVIDERS:** These improvements would be implemented by a selected provider in cooperation with the City of Franklin, County of Southampton, and local businesses.
- **IMPLEMENTATION TIMING:** With adequate funding this scenario could be implemented in the short-term by the City of Franklin and County of Southampton in cooperation with SSSEVA.
- **RIDERSHIP RESPONSE:** Based on increase awareness, route and schedule information, and user comfort it is anticipated that ridership will increase 5% based on these improvements. Assuming no other scenarios are implemented, this equates to an increase of 285 riders annually over existing levels. These ridership figures are estimates generated through professional judgment and/or based on ridership growth reported from peers after modifying service or providing new service. They represent the potential growth that could occur for this service and should not be misconstrued as accurate projections of ridership response.

[17] These are typical costs indicated in TCRP reports, listed from vendors, or sourced from other transit agency documents.

- **REVENUE:** Revenue is expected to increase $285 annually based on an increase in ridership of 285 (as described above).

4.3 Conclusion

This chapter presented first the needs for additional transit services in the County of Southampton and City of Franklin and then several improvement scenarios to meet those needs. These scenarios include modifications to existing services, new services, and capital improvements. The scenarios provide adequate detail to estimate the cost and potential ridership response from the improvement. In addition, potential funding sources and recommended implementation timing are provided. Based on this comprehensive listing of potential improvement scenarios, the following chapter will recommend elements for inclusion over the multi-year duration of the transit plan where they can be categorized as achievable under the fiscally constrained transit development plan. Table 4-1 below summarizes the improvement scenarios described in this chapter.

Table 4-1 – Improvement Scenario Summary Table

Improvement Scenario	Major Improvement Elements
Franklin Fixed-Route Adjustments	• Re-brand I-Ride services to make it clear service is available to all ages • Provide route deviation with 24-hour notice for seniors/disabled only • Increase span of service to provide eleven hours of service • Increase frequency of service to be every hour • Eliminate incursions into and through various origin properties, primarily apartment complexes • Eliminate, reduce, and consolidate incursions into and through various destination properties, primarily retail establishments
Courtland Fixed-Route Conversion	• Convert the Courtland fixed-route into an on-demand shuttle service to Armory Drive with two round trips daily • Shuttle will operate from 1pm to 4pm Tuesdays and Thursdays and pick up users at their origin location in the Town of Courtland • Pick-up service requires notice by 10AM same-day • Shuttle will serve stops along Armory Drive also served by the Franklin fixed-route • Shuttle will be coordinated with I-Ride Franklin to allow for timed transfers between the two routes

Improvement Scenario	Major Improvement Elements
Create TMA	• The TMA will: o Centralize coordination, outreach, and expansion elements; o Organize a human services coordination group; o Develop targeted outreach to improve general awareness of transit options; o Coordinate re-branding efforts; o Create a transit hotline; o Coordinate with the City, County, State, and local businesses to designated Park & Ride locations for carpooling and vanpooling; o Provide ride-matching services for persons seeking to carpool/vanpool; o Develop a formal vanpool program through an agreement with a vanpool leasing firm; and, o May oversee the contract for operation of the fixed-route bus service.
Travel Training	• Visit people in their homes to discuss their transit needs o Customized to meet the individuals' needs, whether it is a basic orientation to the fixed-route system or an in-depth, hands-on training
Community Recreation Shuttles	• Shuttles during the summer to provide access for children and young people to various programs o Alleviate overcrowding on I-Ride fixed-route buses
Modify Traditional Demand Response	• Modify existing Traditional Demand Response service to provide the same basic service, but only available in specific areas of the County on designated days • Provide pick-ups in a designated zone of the County on a specified day and transport users to the City of Franklin for services • Service outside of Southampton County would not be provided on these days • By limiting the service by zone and by day, more trips can be combined improving the efficiency of the service and reducing costs • Non-seniors could take advantage of the service if their trip could be coordinated with the trip of a senior requesting service.

Improvement Scenario	Major Improvement Elements
Remote Communities Shuttle	• A new shuttle service would be initiated utilizing the same basic structure as the modified demand responsive service, but open to all ages (18+) • The shuttle would provide a vital link between remote communities and service in Franklin allowing persons with limited mobility (no transit services, one or zero vehicle households) access to shopping, medical appointments, and other services available in Franklin that are not available in these smaller communities • These shuttles would operate Monday, Wednesday, and Friday only with the same zonal system as the demand responsive (North, West, and South) • This service would require 24-hour advance notice and would cost $2 each way for a total cost of $4 round-trip
Franklin Fixed-Route Expansion	• Increase the weekday span of service to provide 12 hours of service • Add a vehicle to the modified Franklin fixed-route to decrease the headway to 30 minutes • Provide weekend service with one-hour headways (one vehicle) including Saturdays from 8:00am to 4:00pm and Sundays from 9:00am to 4:00pm
Capital Improvements	• Provide bus stop poles with signs, schedules, and maps at all stop locations based on modified I-Ride Franklin fixed-route • Provide shelters at key locations with the highest number of boardings/alightings • As new vehicles are procured, as part of the regular fleet replacement, the new vehicles should come equipped with bike racks • Install security systems on all buses including CCTV cameras with recording and download capability • Install communications systems on all buses • Install mechanical fareboxes on fixed-route buses

5 SERVICE AND FACILITY RECOMMENDATIONS

This chapter identifies service and facility needs that are recommended for inclusion over the six-year duration of the transit plan. A more comprehensive listing of potential services and facility needs were identified in Chapter 4 of this TDP. Recommended service and facility improvements presented in this chapter are based on the previously described scenarios that have been identified by the project team as having priority based on local needs and funding limitations.

Where sufficient federal, state, and local funding has been identified for either the estimated capital or operating costs associated with a specific recommendation, the activity has been categorized as achievable under the fiscally "constrained" transit development plan. Where a substantial portion or the total required amount of estimated capital or operating costs for a specific action cannot be easily identified, the activity has been identified as being in need of additional funding and has been considered to be achievable only under the fiscally "unconstrained" transit development plan. This designation does not mean that the action cannot be accomplished during the six-year TDP cycle ending in FY 2018, but rather that additional sources of federal, state, or local funding beyond those currently anticipated to be available for transit service in Southampton County and the City of Franklin will need to be identified and committed to the specific project.

5.1 Service Recommendations – Fiscally Unconstrained

Chapter 4 of this TDP identified the following potential service and facility improvements for consideration over the TDP's six-year time period of FY 2013 to FY 2018:

1. Franklin Fixed-Route Adjustments
2. Courtland Fixed-Route Conversion
3. Create TMA
4. Travel Training
5. Community Recreation Shuttles
6. Modify Traditional Demand Response
7. Remote Communities Shuttle
8. Franklin Fixed-Route Expansion
9. Capital Improvements

As was noted in Chapter 4, several potential service expansion projects are unlikely to be initiated in the short term due to the current fiscal situation. These services can be considered for the later years of the TDP, based on available funds for operating and capital costs.

5.2 Service Recommendations – Fiscally Constrained

Because of the economic downturn, it is expected that the local government tax base will not be growing at a significant rate. In addition, future federal and state funding levels are somewhat uncertain at this point. Therefore, it is recommended that Southampton County/City of Franklin focus on modifications to existing transit services to improve them, and then expand to provide additional services as funding commitments are made available to support these services. The proposed initiation of the new services should be considered the only element of the "unconstrained" TDP program of

projects. However, should additional operating assistance funds become available from federal, state, or local sources, one or more of these potential improvement and growth scenarios can be implemented.

Based on the feedback from the project team and anticipated funding levels, the following potential service expansions are recommended for inclusion in the TDP:

1. Franklin Fixed-Route Adjustments (includes re-branding)
2. Courtland Fixed-Route Conversion to On-Demand Shuttle
3. Transit Coordinator[18] (human services coordination, marketing, travel training)
4. Modify Traditional Demand Response

Courtland Fixed-Route Conversion

As described in Chapter 4, this improvement includes conversion of the existing fixed-route service in the Town of Courtland to an on-demand shuttle between Courtland and Armory Drive in the City of Franklin. The adjustments included in this scenario have several benefits. The same basic service that is provided today with the Courtland fixed-route service, access to Armory Drive, is maintained but with added convenience. The service will be door-to-door, providing additional convenience to users. The service will be coordinated with the Franklin fixed-route service to allow for transfers and access to additional services. By shifting the service to the afternoon the service allows for same-day on-demand service. The operating costs are reduced by nearly half providing additional funds that can be repurposed for other service improvements.

As it will not be possible to utilize existing vehicles to provide this service, due to restrictions attached to the funding used to acquire them, one vehicle will need to be purchased for this service. Several key assumptions have been made in the availability and use of federal and state aid grants for public transportation that apply to this service:

- The total cost to implement this scenario would be $56,000 in FY 2013. Table 5-1 summarizes the costs and funding, both by type and by year.
- Operating costs are expected to total $16,000 in FY2013:
    - 5311 grant funding could be utilized to provide 50 percent of the operating costs, state operating assistance provides an additional 15 percent, and local jurisdictions provide 35 percent.
- One new vehicle will need to be purchased for this service[19]. The modified route is 28 miles long; resulting in vehicle usage of 5,824 miles annually (includes miles from origin to start of route and back, known as deadhead miles). As a result the vehicle is not anticipated to require replacement during the timeframe of this TDP.
- Capital costs are expected to total $40,000 in FY2013:
    - One new 15-passenger lift-equipped Ford Econoline 350 vans (10 passengers plus a wheelchair) at a cost of $40,000.
    - 5311 grant funding could be utilized to provide 80 percent of the capital expenditures, state aid operating assistance provides an additional 10 percent, and local jurisdictions provide 10 percent of the capital costs.
- A 2 percent cost increase per year for both operating and capital costs for duration of the TDP.

[18] The Transit Coordinator position will include portions of both the Transportation Management Association and Travel Trainer positions described in Chapter 4.

[19] The spare vehicle for the Franklin fixed-route will be used as a spare for the Courtland On-Demand shuttle.

Table 5-1 – Courtland Fixed-Route Conversion Cost Breakdown

6	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Total Operating Cost	$16,000	$16,320	$16,650	$16,980	$17,320	$17,670
Total Capital Cost	$40,000	--	--	--	--	--
Total Cost	**$56,000**	**$16,320**	**$16,650**	**$16,980**	**$17,320**	**$17,670**
FTA 5311 Capital Grant	$32,000	--	--	--	--	--
State Capital Assistance	$4,000	--	--	--	--	--
FTA 5311 Operating Grant	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000
State Operating Assistance	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400
Non-Local Funding Total	**$46,400**	**$10,400**	**$10,400**	**$10,400**	**$10,400**	**$10,400**
Local Match Operating Funds	$5,600	$5,710	$5,830	$5,940	$6,060	$6,180
Local Match Capital Funds	$4,000	--	--	--	--	--
Local Match Total	**$9,600**	**$5,710**	**$5,830**	**$5,940**	**$6,060**	**$6,180**

Franklin Fixed-Route Adjustments

As described in Chapter 4 this improvement includes adjustments to the existing fixed-route service in the City of Franklin to improve the service efficiency, increase the span, and reduce the headways to one hour. The adjustments included in this scenario have several benefits. The route will be more efficient, allowing for a headway of one hour. One hour headways increase the convenience and usability of the system by serving each stop at the same time every hour. The increased span of service allows for use by a greater number of residents that will be able to utilize the service for employment and education related trips. Re-branding and targeted outreach will ensure that the population served is aware that the service can be utilized by all ages and increase awareness overall. Route deviation will allow the service to continue to serve seniors and persons with disabilities with special needs.

Due to an increase in the number of service hours when compared to the existing fixed-route service, and the need for re-branding, the operating costs for this service are estimated to increase $30,100 over the existing cost, with an initial cost of $121,400 in FY2013. As it will not be possible to utilize existing vehicles to provide this service, due to restrictions attached to the funding used to acquire them, two new vehicles will need to be purchased for this service (one primary plus one spare). Several key assumptions have been made in the availability and use of federal and state aid grants for public transportation that apply to this service:

- The total cost to implement this scenario in FY 2013 is $246,400. Table 5-2 summarizes the operations and capitals costs and funding sources, both by type and by year.
- Operating costs are expected to total $121,400 in FY2013:
  - $5,000 is assumed in FY2013 for re-branding.
  - $116,400 is assumed annually for operations and maintenance of the fixed-route.
  - 5311 grant funding could be utilized to provide 50 percent of the operating expenditures, state operating assistance provides an additional 15 percent, and local jurisdictions provide 35 percent of the increase in operating costs.
- $1,500 annually beginning in FY2015 is assumed for maintenance of bus stop signs and schedule replacements.

- Two new vehicles will need to be purchased for this service, one primary vehicle and one spare vehicle[20]. The modified route is 14 miles long, resulting in vehicle usage of 39,800 miles annually (includes miles from origin to start of route and back, known as deadhead miles). As a result, the primary vehicle will need to be replaced every three years. The replacement of the spare vehicle is assumed to occur outside the timeframe of this TDP.
- Capital costs are expected to total $124,000 in FY2013, $10,000 in FY2014, and $65,800 in FY2016:
    - Bus stop poles with signs, schedules, and maps (20 locations) at a cost of $500 each, or $10,000 total, is assumed in FY2014.
    - Two new 20-passenger lift-equipped body-on-chassis Ford E-450 at a cost of $124,000 ($62,000 each) in FY2013.
    - One replacement vehicle in FY2016 at a cost of $65,800.
    - 5311 grant funding could be utilized to provide 80 percent of the capital expenditures, state aid operating assistance provides an additional 10 percent, and local jurisdictions provide 10 percent of the capital costs.
- A two percent cost increase per year for both operating and capital costs for duration of the TDP.

Table 5-2 – Franklin Fixed-Route Adjustments Cost Breakdown

7	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Total Operating Cost	$121,400	$123,830	$127,800[21]	$130,330	$132,910	$135,500
Total Capital Cost	$124,000	$10,000[22]	--	$65,800	--	--
Total Cost	**$225,400**	**$133,830**	**$127,800**	**$196,130**	**$132,910**	**$135,500**
FTA 5311 Operating Grant	$60,700	$60,700	$63,900	$63,900	$63,900	$63,900
State Operating Assistance	$18,210	$18,210	$19,170	$19,170	$19,170	$19,170
FTA 5311 Capital Grant	$99,200	$8,000	--	$52,640	--	--
State Capital Assistance	$12,400	$1,000	--	$6,580	--	--
Non-Local Funding Total	**$190,510**	**$87,910**	**$83,070**	**$142,290**	**$83,070**	**$83,070**
Local Match Operating Funds	$42,490	$43,340	$44,730	$45,620	$46,520	$47,430
Local Match Capital Funds	$12,400	$1,000	--	$6,580	--	--
Local Match Total	**$54,890**	**$44,340**	**$44,730**	**$52,200**	**$46,520**	**$47,430**

Transit Coordinator

The improvement concepts in Chapter 4 included a Transportation Management Association (TMA) and a Travel Training position. After further discussion with the project team it was determined that certain aspects of the TMA should be regional, while other aspects should be more locally focused. As a result, it is recommended that a new one-half-Full Time Employee (FTE) Transit Coordinator position be created. This person will be responsible for creating and coordinating a human services coordination group, marketing transit services, providing travel training, and providing transit information to interested residents. As a result the efficiency and utilization of the human services being delivered will increase. General awareness of all transit services and access to this information will increase. Travel training will generate new users and shift existing demand response users to fixed-route services reducing costs. It is important to note that the majority of the Demand Response users are traveling to

[20] This spare will be used as a spare for the Courtland On-Demand Shuttle as well.
[21] $1,500 annually for bus stop pole maintenance and schedule updates begins in FY2015
[22] 20 bus stop poles with signs, schedules, and maps

destinations served by the fixed-route. There is a significant opportunity to leverage the Transit Coordinator position to assist these users in shifting to the fixed-route.

It is recommended that Southampton County and the City of Franklin coordinate with the Hampton Roads Transportation Organization (HRTPO) to implement the more regional aspects of the TMA described in Chapter 4, such as coordinating carpooling and vanpooling programs. The American Community Survey (ACS) data estimates that as much as 11% of County residents, and 18% of Franklin residents carpool or vanpool, indicative of significant demand for longer commuting trips.

The salary of this half-time Transit Coordinator was estimated to be $16,850. This figure was based on the average 2010 salary for a "Community and Social Service Specialists, All Other" ($35,410) and for "Dispatchers, except fire/police" ($33,680) for the Hampton Roads region found in the Bureau of Labor Statistics Occupational Employment and Wage estimates database. A two percent wage inflation cost per year was included in the program cost scenarios. Several key assumptions have been made in the availability and use of federal and state aid grants for public transportation that apply to this position:

- The position could be operated from Southampton County, the City of Franklin, or SSSEVA offices.
- The salary cost is $16,850 with $1,440 in mileage reimbursement annually resulting in a total cost of $18,300.
- The part-time Transit Coordinator is hired using 5317 Capital funding for 80 percent of the cost for this position ($14,640), with the Commonwealth providing 17.5 percent of the cost ($3,200), and local jurisdictions providing 2.5 percent of the cost ($460)[23].

Table 5-3 – Transit Coordinator Cost Breakdown

8	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Total Operating Cost	$18,300	$18,670	$19,040	$19,420	$19,810	$20,210
Total Capital Cost	--	--	--	--	--	--
Total Cost	**$18,300**	**$18,670**	**$19,040**	**$19,420**	**$19,810**	**$20,210**
FTA 5311 Operating Grant	$14,640	$14,640	$14,640	$14,640	$14,640	$14,640
State Operating Assistance	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200
Non-Local Funding Total	**$17,840**	**$17,840**	**$17,840**	**$17,840**	**$17,840**	**$17,840**
Local Match Operating Funds	$460	$470	$480	$490	$500	$510
Local Match Capital Funds	--	--	--	--	--	--
Local Match Total	**$460**	**$470**	**$480**	**$490**	**$500**	**$510**

Modify Existing Traditional Demand Responsive Service

As described in Chapter 4, this improvement concept includes modifying the existing service to operate by zone by day of week. The modification to the existing demand response service would not result in any additional costs, as SSSEVA would operate this service utilizing existing drivers and existing vehicles. However, by modifying the demand responsive service to operate in zones, with trips out of the County/City limited to two days, efficiency is expected to be gained as a result of more trips being combined. The resulting improvement in efficiency should result in lower operating costs.

In addition, it is recommended that SSSEVA begin offering rides to non-seniors, piggybacking on senior related demand response trips. In other words, if a senior was traveling from Boykins to Franklin at a

[23] The state and local jurisdiction funding can vary annually.

given time on a given day, a non-senior would be allowed to join this trip. This in effect is a cost-neutral method by which to phase in the Remote Community Shuttle concept described in Chapter 4. In this fashion, non-seniors will be able to call SSSEVA and request demand responsive trips. SSSEVA will match this person with a similar trip being made by a senior.

5.3 Fiscally Constrained Service Recommendation Summary

Table 5-4 summarizes the operating and capital statistics for the improvements that are considered achievable under the fiscally constrained TDP including the Courtland fixed-route conversion, the Franklin fixed-route modifications, and the local Transit Coordinator position.

Table 5-4 - Operating and Cost Statistics for TDP Recommended Transit Services

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Annual Hours of Operation	3,408	3,408	3,408	3,408	3,408	3,408
Annual Miles	45,624	45,624	45,624	45,624	45,624	45,624
Estimated New Vehicle Requirements	4	0	0	1	0	0
Total Annual Capital Costs	$164,000	$10,000	$0	$65,800	$0	$0
Total Annual Operating Costs	$155,700	$158,800	$163,490	$166,760	$170,090	$173,500
Total Annual Costs	$319,700	$168,800	$163,490	$232,560	$170,090	$173,500

Note: Does not include vehicle replacements necessary to maintain existing medical shuttle and demand response service. These replacements and costs are detailed in chapters 6 and 7.

The remaining service expansion concepts described in chapter 4 of this TDP should be considered as options. This is due to the fact that funding for these elements cannot be easily identified and is considered to be achievable only under the fiscally "unconstrained" transit development plan. Again, this designation does not mean that the action cannot be accomplished during the six-year TDP cycle ending in FY 2018, but rather that additional sources of federal, state, or local funding beyond those currently anticipated to be available for transit in Southampton County and the City of Franklin will need to be identified and committed to the specific project.

1. Community Recreation Shuttles
2. Remote Communities Shuttle
3. Franklin Fixed-Route Expansion
4. Capital Improvements
    a. Bus Shelters
    b. Communication System (some combination of AVL, GIS, CADS, MBT, Two-way radio)
    c. Mechanical Fareboxes
    d. In-Vehicle Security System (CCTV)

6 CAPITAL IMPROVEMENT PROGRAM

This chapter describes those capital programs (vehicles, facilities, and equipment) required to carry out the operations and services set forth in the previous chapters. The costs for these capital investments are outlined in Chapter 5 along with the operating costs.

6.1 Facility and Maintenance Recommendations

Storage Facility
There are no existing facilities dedicated for storing or maintaining transit vehicles in Southampton County or the City of Franklin. Due to the limited number of vehicles anticipated for the transit services recommended in this TDP, and the limited funding options, the procurement of a stand-alone facility to house and maintain transit vehicles is not recommended at this time. However, it is recommended that County and City officials work to establish a secure location at which to park transit vehicles free of charge when not in use.

Maintenance
Unless a vehicle is under warranty or leased from the Virginia Department of Transportation (VDOT), I-Ride utilizes retail maintenance services to service, maintain, and repair all of their vehicles, at a negotiated rate of $89.82 per hour plus parts. VDOT vehicles are maintained by VDOT and billed to I-Ride at VDOT's standard rate. It is recommended that the transit provider release a request for proposals (RFP) for professional maintenance services with a target of $60 or less per hour.

Recommendations
Recommendations related to transit facilities and maintenance includes the following:

- Work with County and City officials to establish a secure location at which to park the vehicles when not in use; and
- Release a request for proposal (RFP) for professional maintenance services with a target of $60 or less per hour.[24]

6.2 Vehicle Fleet Recommendations

The following recommendations are made based on the assumption that the recommendations for the Courtland On-Demand Shuttle and Franklin fixed-route modifications are implemented.

Vehicle Replacement – Constrained Plan

Courtland and Franklin Routes

As was noted in prior chapters of this TDP, due to restrictions associated with the funding that was used to procure the existing vehicles, new vehicles are required for the services recommended in this TDP.

As described in chapter 5, new vehicles are required for both the Courtland on-demand shuttle and Franklin fixed-route. This includes a spare vehicle for the Franklin fixed-route. As a result of the low

[24] Peer average is $50 per hour

mileage expected annually on the vehicles utilized for the Courtland on-demand shuttle, the vehicle is not anticipated to need to be replaced during the timeframe of this TDP.

The desire is to maintain the fleet's maximum life at five years or 125,000 miles, which would necessitate replacement of one Franklin fixed-route vehicle every three years. Thus, the fleet replacement schedule would be:

- FY2013: Three new vehicles (one Courtland and two Franklin[25])
- FY2014: No vehicle purchases
- FY2015: No vehicle purchases
- FY2016: One replacement vehicle (Franklin fixed-route)
- FY2017: No vehicle purchases
- FY2018: No vehicle purchases

Shuttles and Demand Response

Two 10-passenger wheel chair equipped vans are used for the demand responsive service. Their model year is 2006 and their mileage is approximately 49,400. Although their annual mileage is not known they are currently averaging 10,000 miles per year. Although their mileage is expected to remain low relative to their age, it is recommended that their replacement be carried out in a staggered fashion to spread the capital costs over multiple years. Thus it is recommended that one be replaced in FY2014 and one in FY2015.

The medical shuttle utilizes a 12-passegner van model year 2007 with approximately 49,000 miles. This vehicle is averaging 12,250 miles per year. It is recommended that this vehicle be replaced in FY2017 when it is ten years old but will have less than 125,000 miles. The capital costs associated with these vehicle replacements will be included in the financial plan in chapter 7. By staggering the vehicle replacement as shown in Table 6-1 the probability of acquiring federal, state, and local match funding is increased. Table 6-1 summarizes the fleet replacement requirements for all vehicles including fixed-route, shuttles, and demand response.

Table 0-1 – Fleet Replacement Schedule

9	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Franklin Fixed-Route Vehicles	2	--	--	1	--	--
Courtland Shuttle Vehicles	1	--	--	--	--	--
Medical Shuttle Vehicles	--	--	--	--	1	--
Demand Response Vehicles	--	1	1	--	--	--

Fleet Expansion – Unconstrained Plan

Chapter 4 presented three concepts for service expansions. Given the current fiscal situation, it is unlikely that these additional services would be funded without strong local financial support. If the fiscal situation changes and more funding becomes available or strong local support allows it, the expansion of services would require additional buses to be purchased. In the case of the fixed-route expansion, the buses would need to be replaced at a faster rate, as the extended span of service and weekend service would mean that the buses would reach the end of their useful life slightly faster, so it

[25] One primary and one spare for Franklin. This spare will be used as a spare for the Courtland On-Demand Shuttle.

would accelerate the replacement of the existing buses if this service was initiated. The following is the purchasing schedule for the expansion concepts identified in Chapter 4:

- Remote Communities Shuttle (FY 2017): New vehicle purchase in FY 2017
- Franklin Fixed-Route Expansion (FY 2017): New vehicle purchase in FY 2017
- Community Recreation Shuttles (FY 2018): New vehicle purchase in FY 2018

7 FINANCIAL PLAN

This chapter identifies potential funding sources for annual operating and maintenance costs and funding requirements and sources for bus purchases and other facility improvements.

7.1 Operation and Maintenance Costs and Funding Sources

Based on the latest budget information available from I-Ride for the last completed fiscal year, the system's operating budget was approximately $191,700 in FY 2011.

Funding sources for the adopted FY 2011 operating budget are as follows:

- Federal Funding: $132,700 (69%)
- Local Jurisdictions: $30,000 (19%)
- United Way: $4,000 (2%)
- Camp Foundation: $25,000 (13%)

While useful in understanding the breakdown of existing funding sources, this budget includes some services and administrative costs that fall outside the scope of this TDP. As I-Rides administration costs are distributed across all of their services, and a breakout of these costs were not available during this TDP for Southampton County/City of Franklin related services only, they are not included in this financial plan. As a result, the costs represented in this chapter are purely for operations and maintenance of the recommended services described in Chapter 5.

Typically, a TDP's financial plan would begin with these costs and funding sources as the "base year" values for the estimation of future year operating costs and revenue streams. However, SSSEVA's funding for I-Ride currently comes from non-traditional transit funding sources related to senior services. Following the pattern from previous chapters, this TDP will base the projected funding on more typical state and federal transit funding sources.

While SSSEVA may continue to operate I-Ride using senior services funding, this approach provides an objective outlook on funding transit services in Southampton County and the City of Franklin through more traditional sources. Annual operating and maintenance (O&M) costs during the TDP time period are projected to be $155,700 and grow to $173,500 in FY 2018. It is assumed that a two percent annual inflation rate is applied to these "base year" costs to estimate the annual O&M costs over the TDP time period.

Federal operating assistance funds are assumed to remain at a constant amount during the TDP time period. In FY 2013, federal operating assistance is projected to cover approximately 56 percent of total annual O&M costs. This percentage is projected to decrease each year during the TDP time period since the total O&M costs are assumed to increase at a rate of two percent each year due to inflationary factors, and the amount of annual federal operating assistance funds are assumed to remain at the FY 2013 levels.

State operating assistance funds are also assumed to remain at a constant amount during the TDP time period. In FY 2013, federal operating assistance is projected to cover approximately 15 percent of total annual O&M costs. This percentage is projected to decrease each year during the TDP time period since

the total O&M costs are assumed to increase at a rate of two percent each year due to inflationary factors, and the amount of annual federal operating assistance funds are assumed to remain at the FY 2013 levels.

State formula assistance grants for public transportation operating expenses are awarded on the basis of the total annual amount of state funds available expressed as a percentage of the total annual amount of transit operating expenses, subject to a cap of 95% of eligible expenditures. Eligible expenditures are defined as costs of administration, fuel, tires, and maintenance parts and supplies (payroll costs of mechanics and drivers are excluded).

While ridership growth is expected based on the improvement concepts recommended as part of this TDP, accurate projections of ridership at the route level are not possible. As a result, to be conservative the existing annual farebox revenue for I-Ride is assumed to remain flat throughout the TDP timeframe. In addition, it is assumed that the fares remain flat at $1.00 per boarding for the duration of the TDP.

Table 7-1 presents the TDP financial plan for the funding of the annual O&M costs through the TDP six-year time period including the Franklin fixed-route, Courtland Shuttle, and Transit Coordinator position. Using the assumptions identified above of the level of federal and State operating assistance funding, the local government funding requirements are anticipated to steadily increase through the TDP time period, from approximately $43,880 in FY 2013 to approximately $59,110 in FY 2018. As a percentage of the total estimated system operating costs, the local government share is anticipated to increase from approximately 28 percent of the total annual cost in FY 2013 to 34 percent of the total annual cost in FY 2018. If a procurement for maintenance services results in a lower hourly rate for vehicle service and repairs the overall maintenance costs will decrease. However, as maintenance costs only account for approximately two percent of the budget, this is not seen as having a significant impact on the budget overall.

Table 0-1 – TDP Financial Plan

10	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Operating Statistics						
Annual Revenue Hours	3,408	3,408	3,408	3,408	3,408	3,408
Annual Operating Costs	$155,700	$158,820	$163,490	$166,760	$170,100	$173,500
Anticipated Funding Sources						
Federal (FTA 5311)	$83,340	$83,340	$86,540	$86,540	$86,540	$86,540
State (Operating Assistance)	$23,810	$23,810	$23,180	$23,180	$23,180	$23,180
Farebox	$4,670	$4,670	$4,670	$4,670	$4,670	$4,670
Farebox Recovery Ratio	3.0%	2.9%	2.9%	2.8%	2.7%	2.7%
Local Government Funding Required	$43,880	$47,000	$49,100	$52,380	$55,710	$59,110
Local Government Funding Percentage	28.0%	29.5%	30.0%	31.4%	32.8%	34.0%

7.2 Bus Purchase Cost and Funding Sources

Table 7-2 summarizes the vehicle replacement schedule, anticipated costs, and funding sources for the vehicles that will be required for implementation of the TDP recommendations in chapter 5 and continue to operate existing medical shuttles and demand response services.

Table 0-2 – Vehicle Purchase Costs and Funding Sources

11	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Vehicle Replacement Statistics						
Required Vehicle Purchases	3	1	1	1	1	0
Vehicle Capital Costs	$164,000	$40,800	$41,620	$65,800	$43,300	--
Anticipated Funding Sources						
Federal (FTA 5311)	$131,200	$32,640	$33,300	$52,640	$34,640	--
State (Capital Assistance)	$16,400	$4,080	$4,160	$6,580	$4,330	--
Local Funding Required[26]	$16,400	$4,080	$4,160	$6,580	$4,330	--
Local Funding Percentage	10.0%	10.0%	10.0%	10.0%	10.0%	--

Notes: One Courtland and two Franklin vehicles in FY2013, Demand Response vehicle replacement in FY2014 and FY2015, Franklin fixed-route replacement vehicle in FY2016, and Medical Shuttle replacement in FY 2017.

7.3 Non-SSSEVA Operator Considerations

The current I-Ride vehicles were purchased with FTA 5310 funding. This funding restricts their use for seniors and disabled persons. As such, until they are replaced with vehicles purchased through non-restrictive funding, they could not be used by SSSEVA or an outside contractor to operate public transit service in Southampton County/City of Franklin. If funding becomes available to replace the existing fleet, and purchase a spare vehicle, then a local jurisdiction could release a request for proposal (RFP) for the operation of transit service using these newly purchased vehicles.

The total operations and maintenance cost of the TDP recommended Franklin fixed-route service is expected to cost $116,400 per year.[27] 5311 grant funding could be utilized to provide 50 percent of the operating costs ($58,200), state operating assistance provides an additional 15 percent ($17,460), and local jurisdictions would need to provide 35 percent ($40,740) local match.

7.4 Phased Implementation of Recommendations

Implementation Options

There are two implementation options for Southampton County and the City of Franklin:

1. Apply for 5311 funding in February 2012 (as shown in the TDP analyses) OR
2. Use a phased approach

Although the County and/or City can choose to apply for the 5311 funds immediately (February 2012), this report recommends using a phased approach because it allows time to:

1. Build consensus and support for transit service investment and expansion in the City and County (elected officials and citizens).

[26] SSSEVA currently uses a mixed of local funding and grants to meet match requirements for vehicle purchases.
[27] Does not include administrative costs nor the $5,000 allocated for re-branding. 3,024 hours of service at $38.50 per hour (current I-Ride cost per hour).

2. Establish partnerships with foundations and other potential non-governmental funding sources, to determine how and how much each is willing to contribute toward a 5311 local match.
3. Improve data collection methods. (See data collection plan below.)

Short-Term Improvement Recommendations

The Phased approach would mean that I-Ride funding and service would generally remain the same for one to two years (or whatever the period of time is before the County or City applies for 5311 funds).

No or very low cost improvement recommendations for the existing service provider to implement during this interim period are:

1. Make Franklin fixed-route more efficient by eliminating the incursions.
2. Convert the Courtland fixed-route to a shuttle service.
3. Improve data collection methods (SSSEVA beginning this process already).
4. Provide quarterly reports (written and in-person) on SSSEVA transit services to the County and City elected officials. These same reports and presentations can be used in developing non-governmental partnerships. (See data collection plan below.)
5. Establish a pilot program for modifying the Traditional Demand Response service.
6. Release a Request for Proposal (RFP) for professional maintenance services ($60 or less per hour).
7. Work with the County or City to establish a secure location to park the transit vehicles, free of charge.

There will likely be some cost savings associated with the Courtland fixed-route conversion to shuttle service. This report recommends that these funds, in addition to other grants/resources available to SSSEVA, be used for the following improvements (in order of importance):

1. Rebrand (make clear that I-Ride and Courtland shuttle are for all ages/abilities).
2. Expand the span of service for the Franklin route from 7 a.m. to 6 p.m.
3. Increase frequency of Franklin service to every hour, on the hour.
4. Advertise the Courtland and Franklin fixed-route services.
5. Hire a part-time transit coordinator.
6. Make capital improvements (permanent signage, etc.)

After such time as the Courtland fixed-route is transitioned to an on-demand shuttle service, SSSEVA should closely track costs over a six month period for this new service to evaluate cost savings as a result of the change in service. During this time SSSEVA should evaluate their existing fleet and funding sources used for vehicle purchases to determine if any of these vehicles can be used to implement a remote community shuttle pilot using funds saved from the Courtland conversion.

Data Collection Plan

This table provides an outline of the data that SSSEVA should collect for the purposes of managing its services, determining future needs, and providing information to Southampton County, the City of Franklin, DRPT, and their non-profit funding partners. In addition to the data listed below, SSSEVA should redistribute the survey conducted as part of the TDP on an annual basis to gauge changes over time. Questions can be added, but the basic structure should remain the same so as to allow for year-over-year comparison.

Category	Data Collected	Service(s) Data Collected On	Detailed Description	Reported As
Ridership	Stop Level Ridership	Franklin Fixed Route	Boardings collected daily by trip.	• Average daily ridership per route per month for each day type (i.e., weekday and Saturday and Sunday if service is expanded) • Average daily boardings by stop per month
Ridership	Deviation Requests	Franklin Fixed Route	Number and location of deviation requests.	• Monthly deviations by location.
Ridership	Boardings	Courtland On-Demand Shuttle, Medical Shuttles	Number and location of boardings collected daily by trip.	• Average monthly ridership • Location of pickups in Courtland and for Medical shuttles
Trips	Service Operation	Courtland On-Demand Shuttle, Medical Shuttles	Number of days per month service operates	• Number of days demand existed for service
Trips	Number of trips made	Demand Response	Number of demand response trips per month	• Total monthly trips served
Trips	Number of trips refused	Demand Response	Number and origin-destination of trips turned down due to lack of capacity	• Trips for seniors turned down • Trips for non-seniors (remote communities) turned down
Trips	Platform hours of operation	Franklin Fixed Route, Courtland On-Demand Shuttle, Medical Shuttles	Number of hours per month the vehicle is in operation, including time from the garage to the route	• Hours by route

Category	Data Collected	Service(s) Data Collected On	Detailed Description	Reported As
Trips	Revenue miles of operation	Franklin Fixed Route, Courtland On-Demand Shuttle, Medical Shuttles	Number of miles per month the vehicle drives in revenue service	• Miles on the actual route for Fixed Route • All miles for On-Demand Shuttles
Trip Patterns	Origin Destination Data	Franklin Fixed Route, Courtland On-Demand Shuttle	Sampled origin-destination patterns via origin-destination survey, conducted twice annually.	• Determine trip patterns for understanding of service needs
Trip Patterns	Origin Destination Data	Demand response	Origins and destinations by street address for each trip, including whether the trip was combined with any other trips (other seniors and/or remote community riders)	• Average monthly ridership, travel trends
Financial	Cost per hour	Franklin Fixed Route, Courtland On-Demand Shuttle, Medical Shuttles	Total[28] administrative costs related to transportation, total maintenance costs, total fuel costs across, divided by total service hours, plus average hourly labor cost.	• Fully allocated cost per hour of providing service. • Cost per trip
Financial	Fare revenue	Franklin Fixed Route, Courtland On-Demand Shuttle, Medical Shuttles, Demand response	Fares collected by route by day.	• Monthly fare revenues by route/service
Capital Assets	Vehicle mileage	All vehicles	Monthly mileage by vehicle	• Tracking vehicle useful life

[28] Ideally SSEVA can break out its costs just for Southampton County and the City of Franklin to be distributed among service hours.

Quarterly Reports

Key information to include in the quarterly reports to elected officials, foundations, and other interested parties includes:

- Ridership: Monthly by route
- Trips: Number of times Courtland trip and Medical Shuttle trips made
- Number of on-demand trips made: Number that included non-seniors from "remote communities"
- Cost of operations: budgeted and actual, monthly
- Fare revenue: by route, total monthly
- Cost per rider: by route, average monthly
- Riders per revenue hour: average monthly

Annual Report (items in addition to those in quarterly reports)

Key information to include in the transit service provider annual report, in addition to that provided in the quarterly reports includes:

- Revenue sources by type (grant, state operating assistance, foundations, etc.)
- Budget vs. actual expenditures by route

8 TDP MONITORING AND EVALUATION

This TDP has presented a comprehensive evaluation of I-Ride Transit service along with an assessment of the community's transit needs and a financially-constrained short-range plan designed to meet those needs. Key elements that have been addressed in this TDP include:

- An overview of I-Ride's services, fleet, and facilities;
- A compilation of goals, objectives, and standards that guide operations and service delivery;
- A historical analysis and peer agency review of I-Ride service and financial characteristics;
- An on-board passenger survey detailing rider demographics, travel behavior, and opinions;
- Extensive staff and stakeholder outreach regarding current and future transit service;
- A detailed evaluation of existing service characteristics, with identification of system strengths and weaknesses;
- A summary of existing and future land use, population, and employment for the service area;
- An assessment of unconstrained service and facility projects to meet community transportation needs; and
- A fiscally-constrained six-year operating, capital, and financial plan that enhances the existing network and initiates new local services.

This TDP provides a framework and roadmap by which I-Ride, Southampton County, and the City of Franklin can make future improvements to transit services and operations. It is the community's plan, reflecting the input and guidance from the following sources:

- I-Ride staff;
- The County of Southampton;
- The City of Franklin;
- Community Stakeholders; and,
- I-Ride riders themselves.

It is designed to be a living plan that is used to place day-to-day decisions in an overarching context, and can be updated as needed to reflect the evolving nature of I-Ride and the community.

This chapter details the measures and controls that ensure the TDP can be effectively executed and maintained by aligning with local, regional, and state goals and providing for periodic monitoring of the TDP program.

8.1 Coordination with Other Plans and Programs

Goals and objectives from this TDP should be reviewed and incorporated into the County's Comprehensive Plan and Capital Improvement Plan as appropriate, and the City of Franklin's Comprehensive Plan as well. Coordination efforts should take place with major regional employers, medical facilities, and the HRTPO. Formal coordination meetings with other regional transit providers are suggested as a means to ensure continual communication and awareness of service planning efforts.

8.2 Service Performance Monitoring

This TDP has identified specific system-wide service performance measures to ensure I-Ride's existing performance characteristics do not degrade substantially. Corrective measures are to be taken if these

monitoring efforts identify service performance degradation (e.g., through route alignment adjustments, headway and/or span of service adjustments). This TDP has recommended a monitoring program that could be used for periodic service evaluation. In advance of the annual TDP monitoring and service evaluation described in Section 8.3 below, the system should be analyzed based on the performance measures described in Chapter 2 of this TDP. This analysis will evaluate the performance of the system based on changes and improvements implemented during the previous year.

8.3 Annual TDP Monitoring and Service Evaluation

The DRPT will require submittal of an annual letter that provides updates to the contents of this TDP. Recommended contents of this "TDP Update" letter include:

- A summary of ridership trends for the past 12 months both by mode and by route. New routes should be evaluated after two years to provide adequate time for the new route to establish ridership and provide an accurate baseline to compare against.
- A description of TDP goals and objectives that have been advanced over the past 12 months.
- A list of improvements (service and facility) that have been implemented in the past 12 months, including identification of those that were noted in this TDP.
- An update to the TDP's list of recommended service and facility improvements (e.g., identify service improvements that are being shifted to a new year, being eliminated, and/or being added). This update of recommended improvements should be extended one more fiscal year to maintain a six-year planning period.
- A summary of current year costs and funding sources.
- Updates to the financial plan table presented in Chapter 7 of this TDP. This table should be extended one more fiscal year to maintain a six-year planning period.

Appendix A: Potential I-Ride Peer Systems

Location	Routes	Area Served	Population	Service Type(s)	Ridership	Notes/Comments
Southampton and Franklin, VA	**2**	**Franklin, Courtland (610 sq. miles)**	**27,000**	**Fixed route, demand response, medical shuttles to destinations outside county**	**8,869 (2010)**	**Fixed-route ridership 5,285, demand response 3,570**
Central/East Texas	6	16 Counties, 13k sq. miles	932,441	Fixed route, Para-transit, Demand Responsive		Too large geographically
Tasley, VA (Eastern Shore)	3	Two counties, serving a corridor 40 miles long	46,600	Deviated fixed route	57,800	Close in population, route size, and demographic/land use characteristics
Rockbridge, VA	NA	Rockbridge County (600 sq. miles)	35,100	Demand responsive, including to medical shuttles to destinations outside county	15,100	Population, size, and demand response and medical shuttles closely match. RADAR operating two deviated fixed-routes (Maury Express) as well.
Fredricksburg, VA	21	4 counties + Fredricksburg	25,000	Deviated fixed route		Too large in all regards
Bozeman, MT	4	20 sq. miles	37,000	Fixed route	233,000	College Campus
Big Sky, MT	2	County is 228 sq. miles but transit serves a very small portion of it.	2,400	Fixed route		Resort
South Hill, Virginia	NA	Mecklenburg, Brunswick, and Halifax. (1,400 square miles)	52,600	Demand responsive, including to medical shuttles to destinations outside county	5,172	No fixed route, NTD data available
Cottage Grove, OR	1	Cottage Grove, OR - 3 sq. miles - Trips to adjacent areas upon request	9,500	Deviated Fixed Route / Demand Responsive / Medical Demand Responsive		Too small in size to be considered a peer

(Peers comparison continues on the next page.)

Location	Routes	Area Served	Population	Service Type(s)	Ridership	Notes/Comments
Southampton and Franklin, VA	**2**	**Franklin, Courtland (610 sq. miles)**	**27,000**	**Fixed route, demand response, medical shuttles to destinations outside county**	**8,869 (2010)**	**Fixed-route ridership 5,285, demand response 3,570**
Beaufort, SC region	15	7 Counties	180,000	Fixed Route / Medicaid/Veteran Medical Demand Responsive		Too large in all regards
Hamlin, WV	7	4 Counties - 1,800 sq. miles	113,000	Deviated fixed route / Medical On-Demand	55,600	Too large in all regards
Danville, VA	11	44 sq miles	44,000	Fixed route / Demand Responsive		Too larger in terms of services
Petersburg, VA	9	23 sq. miles	30,000	Fixed route / paratransit		Too larger in terms of services
Buchanan, Dickenson, Russell, and Tazewell counties	15			Fixed route / medical demand responsive / veteran / childcare / senior nutrition		Too large geographically
Blackstone, VA	1	3.5 sq. miles	3,500	Fixed Route	39,626	Too small, nothing other than fixed route, NTD Data available
James City County, the City of Williamsburg, and the Bruton District of York County	9	9 sq miles	14,000	Fixed route / paratransit		Tourism, too large in terms of services
Orange, VA	1	3.5 sq. miles	4,100	Fixed route	26,866	Nothing other than fixed route, NTD Data available
Altoona, PA	12	25 sq. miles	69,500	Fixed route / paratransit	700,000	Too large in terms of service and ridership
Bluefield, VA	2	7 sq. miles	5,226	Deviated fixed route / Dial-a-ride	35,225	Small population, small area
Augusta County, VA	2	1001 sq. miles	118,100	Deviated fixed route, Demand Responsive	51,800	Individual elements closely match

Appendix B: I-Ride Survey Instruments (On-Board and Senior Center Surveys)

I-Ride

Senior Services of Southeast Virginia
6340 Center Drive #5
Norfolk, VA 23502
757-461-9481

Customer Survey: How Are We Doing?

Please take a few minutes to complete this survey. The information will be used to improve current bus service in Southampton and Franklin. Thank you for your participation!

Please only complete this survey one time.

I-Ride Use

On what bus route did you receive this survey?

○	○	○	○	○	○
I-Ride Franklin	I-Ride Courtland	Senior Center Shuttle	Sentara Wellness Shuttle	Ivor Medical Center Shuttle	Western Tidewater Free Clinic Shuttle

How often do you use I-Ride, on average? *(please choose ONE)*

○	○	○	○	○
Less than once a month	Once a month	Once a week	2-3 times each week	Every Day

Where are you COMING FROM right now? *(please choose ONE)*

○	○	○	○	○	○	○
Home	Work	Shopping or Meal	Medical/Dental/ Healthcare	School (students only)	Social/ Recreational	Other (please specify) _____

What is the location name or closest intersection of the place you're COMING FROM? (for example, Courtland Health Care Center, or intersection of North High St. and 4th Ave.)**:**

_____

Where are you GOING TO? *(please choose ONE)*

○	○	○	○	○	○	○
Home	Work	Shopping or Meal	Medical/Dental/ Healthcare	School (students only)	Social/ Recreational	Other (please specify) _____

What is the location name or closest intersection of the place you're GOING TO? (for example, Steven Woods Apartments, or intersection of North High St. and 4th Ave.)

_____

Have you ever transferred between the I-Ride Franklin and the I-Ride Courtland buses? (There is a transfer point at the Walmart in Franklin.)

○ Yes ○ No

How did you find out about the I-Ride bus service? *(please all that apply)*

○ Word of mouth ○ Website ○ Senior Center ○ At a bus stop ○ Social Services Agency ○ Employer ○ Other (please specify) _____

If this bus was not available, how would you have made today's trip? *(please choose ONE)*

○ Drive my own car ○ Borrow a car ○ Taxi or pay someone to take me ○ Get a free ride ○ Walk or bike ○ Would not make the trip ○ Take a bus somewhere else ○ Other (please specify) _____

Rider Experience

Are you satisfied with the I-Ride service?

○ Very Satisfied ○ Somewhat Satisfied ○ Somewhat Dissatisfied ○ Very Dissatisfied

What is the MOST important improvement needed for I-Ride? *(Please choose ONE answer)*

More frequent service (bus comes more often) ○
Faster service (same route takes less time) ○
More destinations (bus goes to more places) ○
Lower fare (bus ride costs less money) ○
Improved bus stops (benches, covered area, etc.) ○
Other (please explain below): ○

_____

Rider Information

What is the name of the street you live on and the nearest cross street (for example, North High St. and 4th Ave.)?:

_____

What is your age?

○ Under 16 ○ 16-18 ○ 19-24 ○ 25-34 ○ 35-44 ○ 45-54 ○ 55-64 ○ 65-74 ○ 75 or Over

What is your approximate annual household income? (Total for everyone living in your residential unit)

○	○	○	○	○	○	○
Under $10,000	$10,000-$20,000	$20,000-40,000	$40,000-$60,000	$60,000-$80,000	$80,000-$100,000	$100,000 or Over

Additional Comments

_____

_____

_____

_____

_____

_____

Thank you for taking the time to fill out our survey. We rely on your feedback to help us improve our services!

Please return this survey to your bus driver before you leave the bus!

I-Ride

Senior Services of Southeast Virginia
6340 Center Drive #5
Norfolk, VA 23502
757-461-9481

How Are We Doing?

Please take a few minutes to complete this survey. The information will be used to improve current bus service in Southampton and Franklin. Thank you for your participation! *Please only complete this survey one time.*

I-Ride Use

Have you ever heard of the I-Ride bus service?

○ Yes ○ No

How did you find out about the I-Ride bus service? *(please choose ONE)*

○ Word of mouth ○ Website ○ Senior Center ○ At a bus stop ○ Social Services Agency ○ Employer ○ Other (please specify) _____

How often do you use I-Ride, on average? *(please choose ONE)*

○ Less than once a month ○ Once a month ○ Once a week ○ 2-3 times each week ○ Every Day ○ I've never used I-Ride

When you use I-Ride, where are you GOING TO? *(choose all that apply)*

○ Home ○ Work ○ Shopping or Meal ○ Medical/Dental/ Healthcare ○ Social/ Recreational ○ Other (please specify) _____

What are the specific locations you've accessed using I-Ride? (for example, Senior Center, Courtland Health Care Center, or intersection of North High Street and 4th Avenue):

When the I-Ride bus is not available, how do you access your destinations? *(choose all that apply)*

○	○	○	○	○	○	○	○
Drive my own car	Borrow a car	Taxi or pay someone to take me	Get a free ride	Walk or bike	Do not make the trip	Take a bus somewhere else	Other (please specify) _____

Rider Experience

Are you satisfied with the I-Ride service?

○	○	○	○
Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied

If you use I-Ride, what is the MOST important improvement needed for I-Ride? *(please choose ONE answer)*

More frequent service (bus comes more often) ○
Faster service (same route takes less time) ○
More destinations (bus goes to more places) ○
Lower fare (bus ride costs less money) ○
Improved bus stops (benches, covered area, etc.) ○
Other (please explain below): ○

_____

If you don't use I-Ride, why not? *(choose all that apply)*

Does not come often enough ○
Too slow ○
Does not go to the places I want to go ○
Too expensive ○
Problem with bus stops or vehicles (please explain below) ○

_____

Didn't know about I-Ride until now
Other (please explain below): ○

_____

Rider Information

What is the name of the street you live on and the nearest cross street (for example, North High St. and 4th Ave.)**?:**

_____

What is your age?

○	○	○	○	○	○	○	○	○
Under 16	16-18	19-24	25-34	35-44	45-54	55-64	65-74	75 or Over

What is your approximate annual household income? (Total for everyone living in your residential unit.)

○	○	○	○	○	○	○
Under $10,000	$10,000-$20,000	$20,000-40,000	$40,000-$60,000	$60,000-$80,000	$80,000-$100,000	$100,000 or Over

Additional Comments

_____

_____

_____

_____

_____

_____

Thank you for taking the time to fill out our survey. We rely on your feedback to help us improve our services!

Appendix C: I-Ride Driver Interview Questionnaire

Southampton –Franklin TDP August 2011
Operator Questionnaire

Interviews to last approximately ½ hour.

1. How long have you been working for Senior Services?

2. Which route(s)/services do you drive most regularly? How often do you drive them, e.g., three days a week all day, one trip per week, etc.
- I-Ride Courtland/Southampton
- I-Ride Franklin/Isle of Wight
- Senior Center Transportation
- Western Tidewater Free Health Clinic (Suffolk)
- Horizon Medical Center/Dental Clinic (Ivor)
- Demand response (door to door)

3. On the Courtland/Southampton route:
    a. In your estimation, where are the largest numbers of people getting off the bus (Library, Food Lion, Dollar General)?
    b. Do most people travel from Courtland all the way to the Walmart?
    c. Are there people who just ride to the Food Lion or even within Courtland?
    d. If you could change any parts of the route, what would you change?
    e. If you could make any improvement to this service what would it be and why (Route, schedule, frequency, etc.)?

4. On the Franklin/Isle of Wight route:
    a. In your estimation, where are the largest numbers of people getting off the bus (College, Downtown, Walmart, etc.)?
    b. Do you notice any travel between the residential areas or do most people come to or from the somewhere on Armory Drive?
    c. Have you heard any comments about the length of the route?
    d. What about comments regarding the looping through the parking lots along Armory Drive?
    e. If you could change any parts of the route, what would you change?
    f. If you could make any improvement to this service what would it be and why (Route, schedule, frequency, etc.)?

5. Do you have any suggestions for changes to the Senior Center Transportation/Western Tidewater/Horizon Medical?

6. Do you have any ideas for where new bus service would work? This could be a fixed route like the Southampton/Courtland or Franklin/Isle of Wight or it could be something else, such as a service people sign up for, a once a week shuttle, etc.

7. What are the biggest challenges to you as an operator that you would like to see fixed?

8. Does the I-Ride service stop and pick up/drop off at locations other than the official bus stops?

    - If so, are these stops always along the established route? Are there locations where these unofficial stops occur frequently?

    - If so, does the service ever deviate from the established route? Are there locations where these stops occur frequently off of the official route?