



Central Area Rural Transit System Five Year Transit Service Plan 2020 - 2025

Why CARTS Board of Directors and Administration Conducted the Study

- Receive independent evaluation of existing operations
- Solicit riders, stakeholders and general public's opinions of CARTS existing operations



Why CARTS Board of Directors and Administration Conducted the Study

- Educate public about our operations and decision making process
- Develop sustainable future service alternatives to meet future community travel demands under various financial options



Why CARTS Board of Directors and Administration Conducted the Study

- Create stakeholder support to help with improving public transportation service in the Central and Southern Kenai Peninsula service area



Who conducted the Study?

- AMMA – Transit Planning
- Transit Marketing
- Trillium Solutions
- Jarrett Walker & Associates



CARTS Currently Provides Public Transportation Service

- Demand Responsive Door-to-door service
- Uses owned vehicle fleet and contracts with local vendors
- 13 zone fare system
- 24-hour service during weekdays
- Ionia mileage reimbursement program
- *Note: 24-hour service, seven days a week service was reduced in July 2017 due to elimination of local government funding*



Users of Public Transportation Services

- Non-licensed people of all ages: children to seniors
- Individuals and families without access to a personal vehicle
- Environmentally conscious travelers
- Tourists



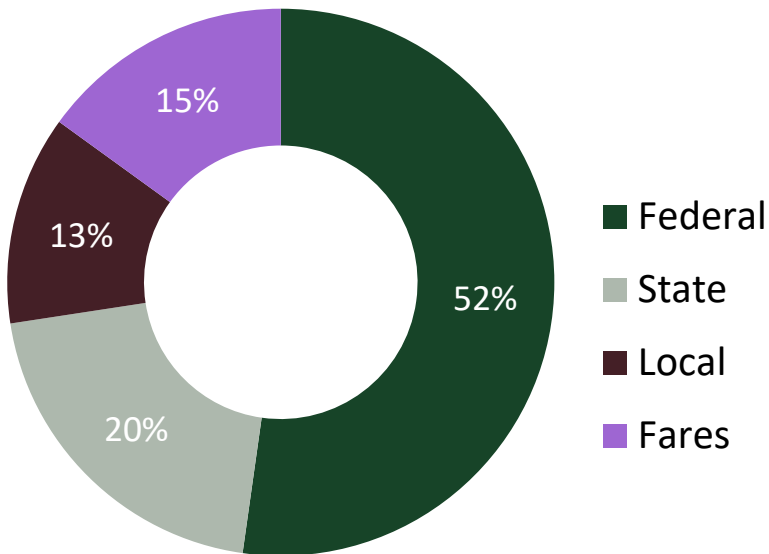
Expansive Geography, Low Population Density and Limited Transportation Infrastructure

- 655 square miles in central Peninsula service area
- 670 square miles in the southern Peninsula service area

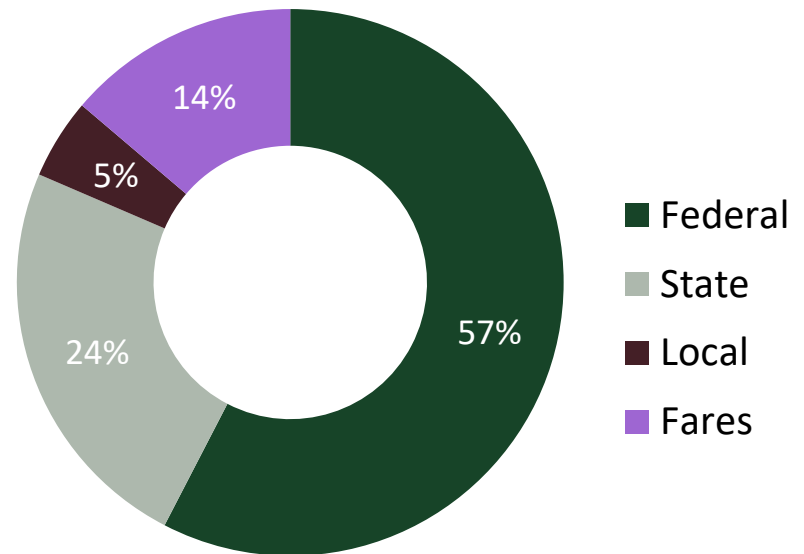


CARTS Funding Sources (2016/17 Fiscal Year Expenditures)

2016 Income Distribution by Fund Type



2017 Income Distribution by Fund Type



Transit Service Providers on the Kenai Peninsula

- Private companies: Local cab companies
- CARTS: a non-profit organization that is a recipient FTA and Alaska DOT&PF funding
- Human Services organizations
- Senior Center providers
- Alaskan Native Tribes: Kenaitze and Ninilchik
- *Note: No government agency on the Kenai Peninsula provides public transportation to the general public. KPB provides busing for public school children.*



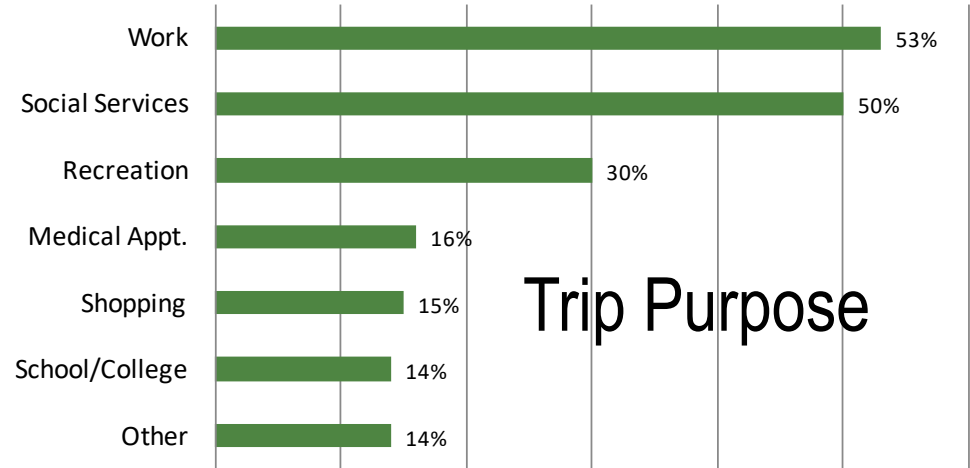
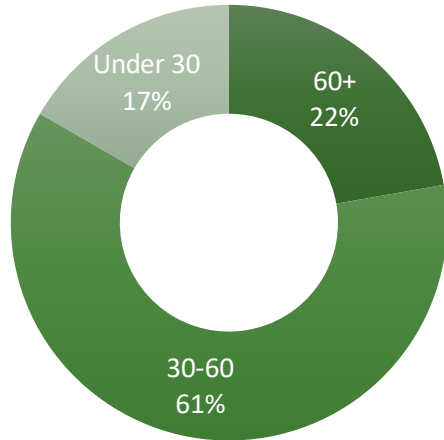
Who Participated in the Study

- Riders – through an on board survey (80 respondents)
- Three community open houses (45 participants)
- Stakeholder interviews with 34 participants
- Community based workshops in Soldotna and Homer with over 50 participants

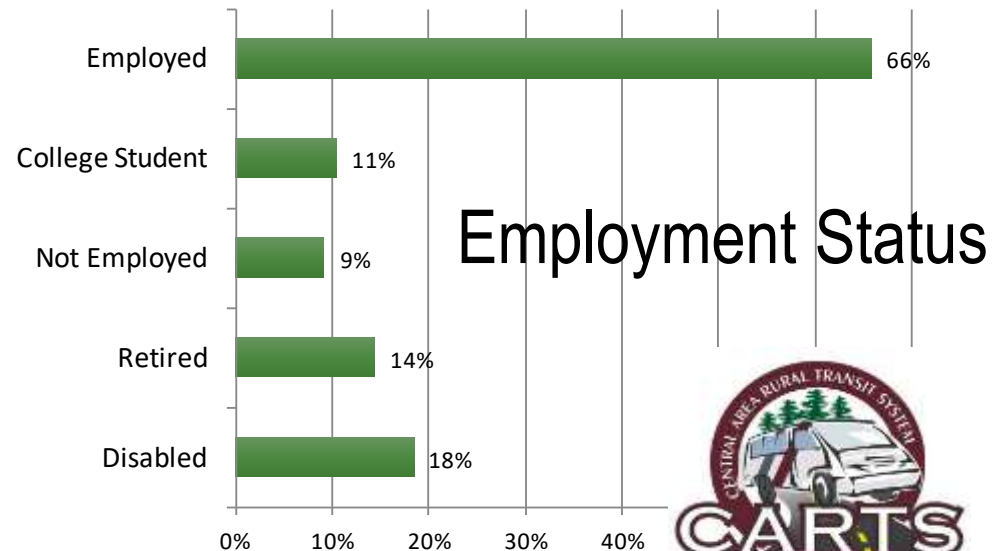
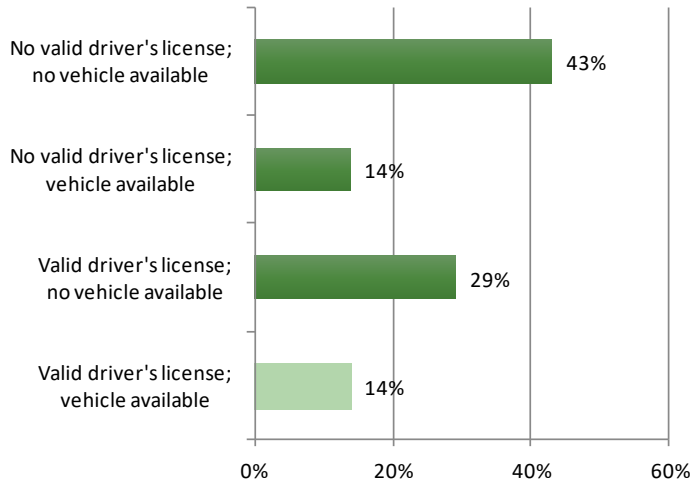


Central Peninsula – 2018 Onboard Survey

Age

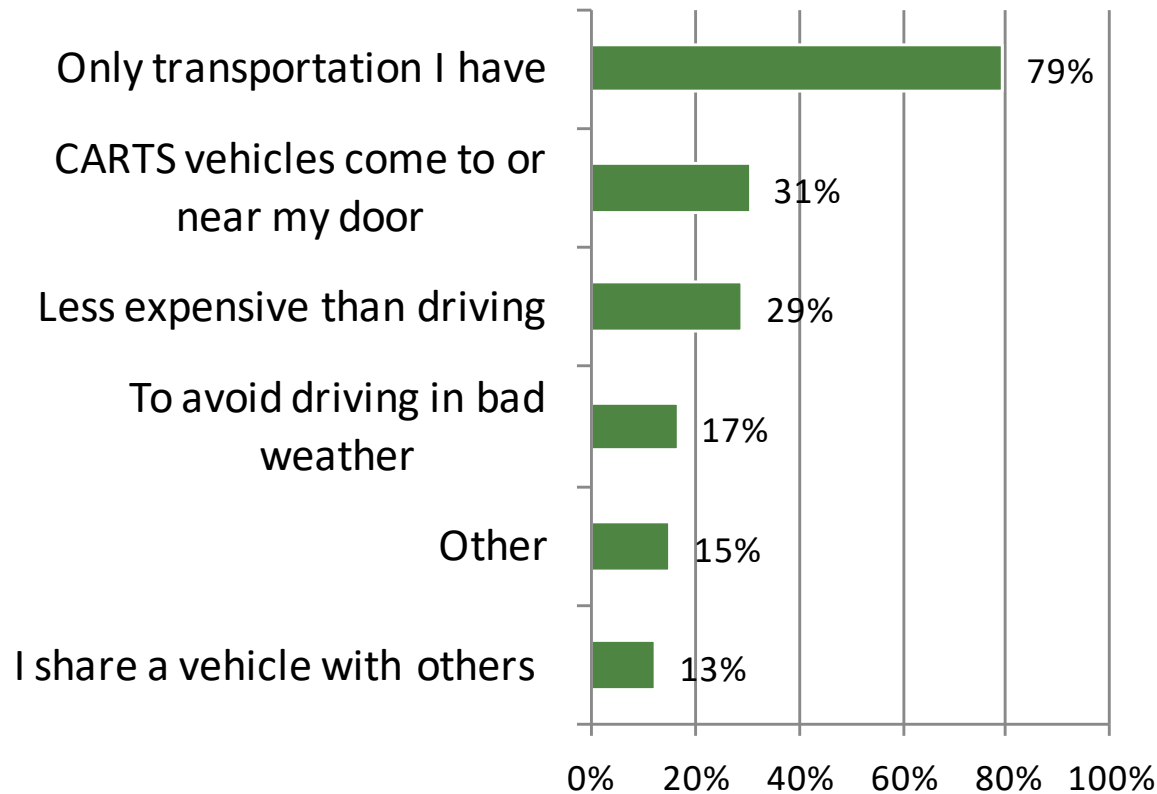


Vehicle & License



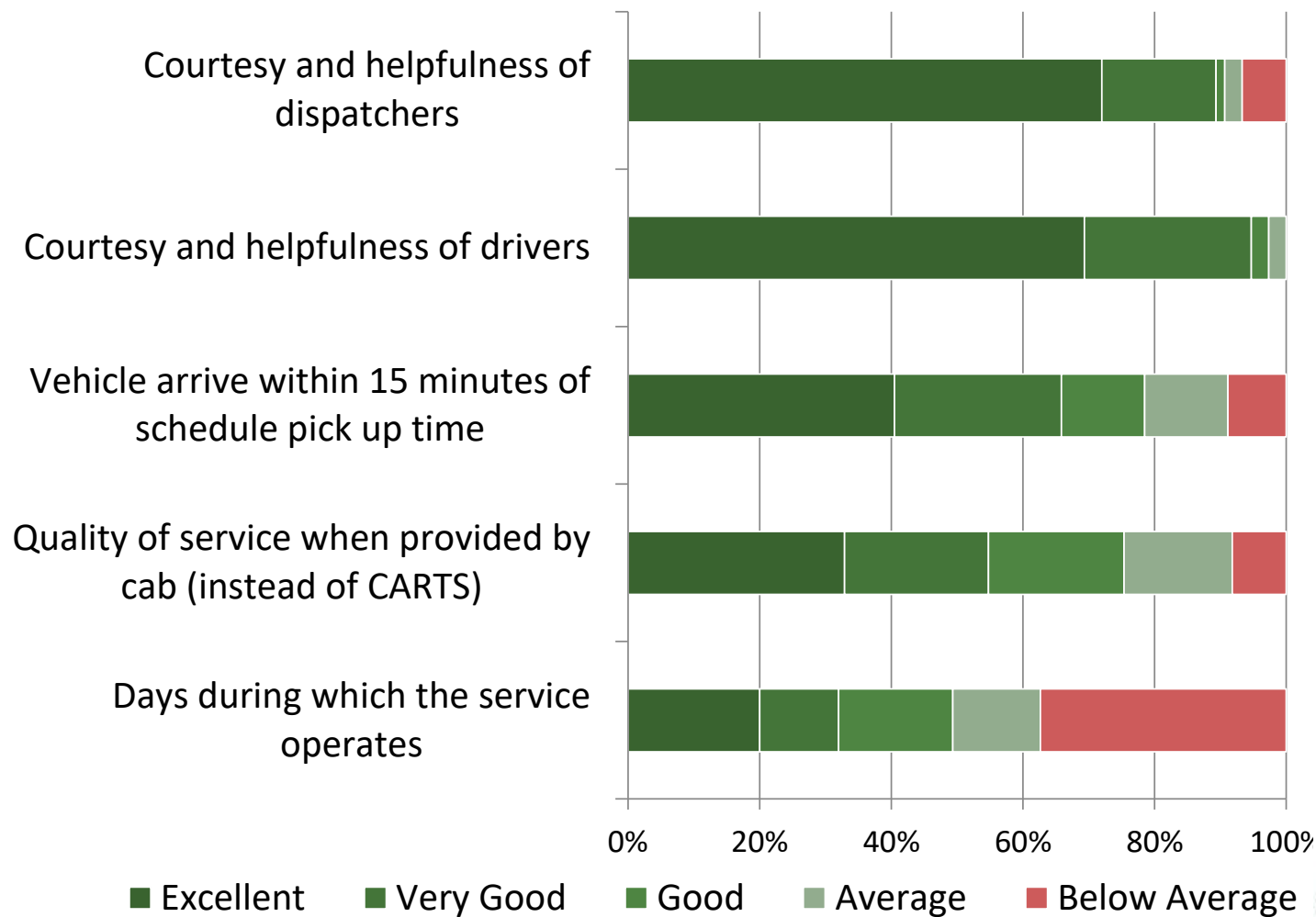
Central Peninsula – 2018 Onboard Survey

Why do you ride CARTS?



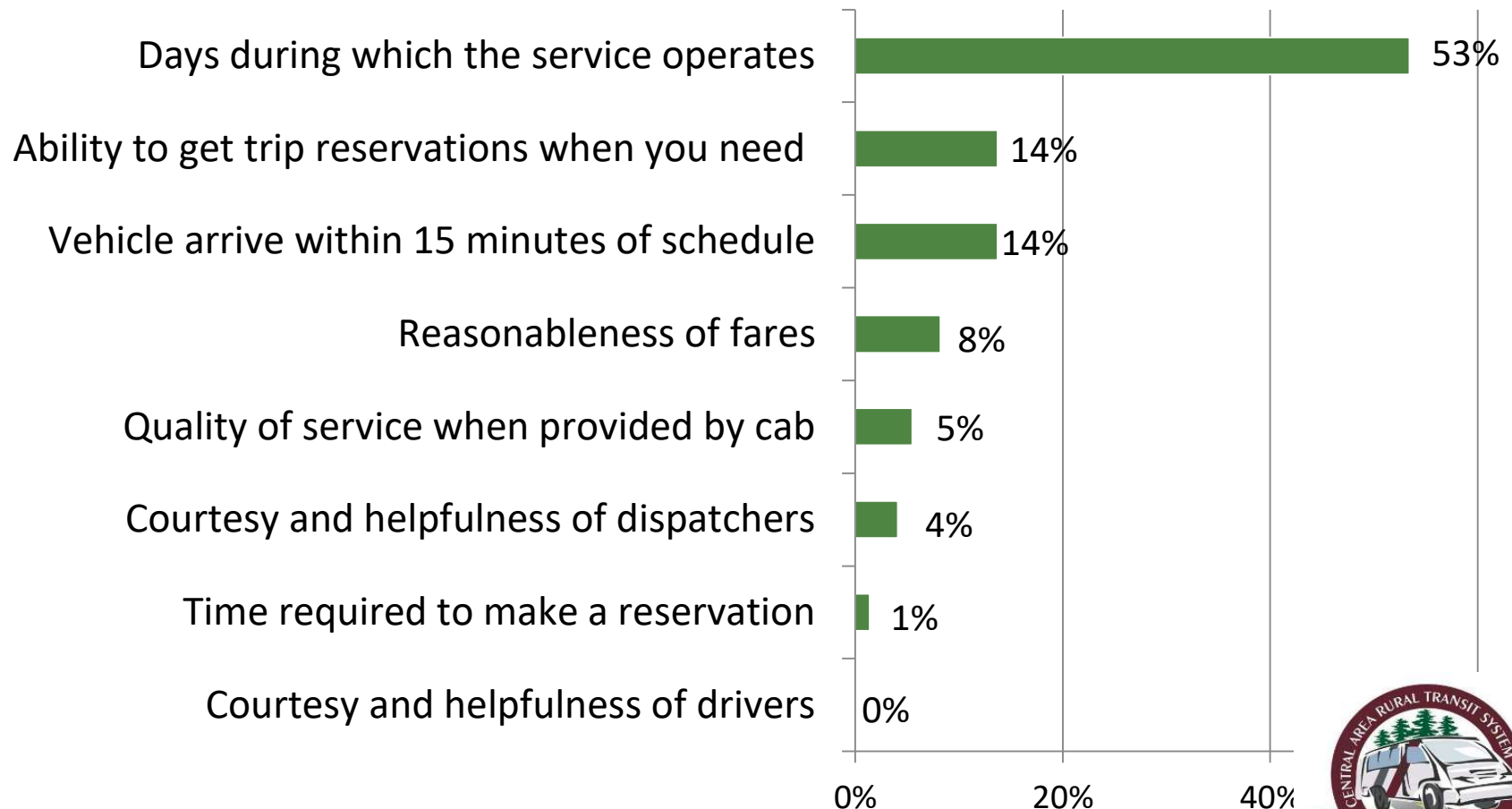
Central Peninsula – 2018 Onboard Survey

How would you “rate” these service elements?



Central Peninsula – 2018 Onboard Survey

What “one” element would you like to see improved?



Key Themes Heard During Stakeholder and Public Discussions

- Recognition of CARTS Historic Role in Filling Public Mobility Gaps
- Critical Role of Local Match Monies for CARTS to Continue Maximizing FTA Funding



Key Themes Heard During Stakeholder and Public Discussions

- Need to Clarify Rider Policies and Promote CARTS Services
- Cost-effective Mix of Dedicated Vehicles and Taxi Service
- Interest in New Service Models
- Uneven CARTS Community Support



Public Transportation Service Needs

- Central Peninsula
 - 24 hour, seven day service particularly for work related trips
 - KPC area service
 - Trips between communities
 - More lift-equipped services
- South Peninsula
 - Restore CARTS public transportation services



Resulting Plan Goals

- Goal 1: Respond to CARTS' market niche mobility needs, within available or potential funding levels
- Goal 2: Improve the rider experience and ensure no erosion of existing service to existing CARTS riders
- Goal 3: Improve CARTS program cost efficiency and productivity
- Goal 4: Ensure a sustainable CARTS service plan



Overview of Five Year Plan Components

- One financially constrained plan-remain at current service level
- Three service plan expansion scenarios
- Revised rider communications
- New community communications strategies



Financially Constrained – Current Service Level

Service Description	Year 1 Total Operating Cost	Driver Count	Mode	Operating Cost	Trip Goal	Fully Allocated Avg Cost per Trip
Provide 24-hr demand service and 24-hr Alaska Cab service	\$653,138	4.5	Demand Dedicated Vehicle	\$535,500	15,000	\$35.70
			Demand Alaska Cab	\$97,890	3,000	\$32.63
			Ionia	\$19,748	4,200	\$4.70
			Total	\$653,138	22,200	\$29.42



Alternative #1 – Restore Weekend and Homer Service

Service Description	Year 1 Total Operating Cost	Driver Count	Mode	Operating Cost	Trip Goal	Fully Allocated Avg Cost per Trip
Provide 18-hr demand service 7-days a week and 24-hr Alaska Cab service	\$1,129,072	8	Demand Dedicated Vehicle	\$825,484	25,700	\$32.12
			Demand Alaska Cab	\$163,150	5,000	\$32.63
			Homer Voucher Program	\$120,690	9,000	\$13.41
			Ionia	\$19,748	4,200	\$4.70
Total				\$1,128,961	43,900	\$25.71



Alternative #2 – Adding Single Direction Checkpoint Service

Service Description	Year 1 Total Operating Cost	Driver Count	Mode	Operating Cost	Trip Goal	Fully Allocated Avg Cost per Trip
Provide 18-hr demand service 7-days a week with single-direction checkpoint service 5-days a week and 24-hr Alaska Cab demand service.	\$1,129,188	8	Checkpoint service	\$304,318	18,556	\$16.40
			Demand Dedicated Vehicle	\$521,280	16,000	\$32.58
			Demand Alaska Cab	\$163,150	5,000	\$32.63
			Homer Voucher Program	\$120,690	9,000	\$13.41
			Ionia	\$19,748	4,200	\$4.70
Total				\$1,129,186	52,600	\$21.42



Alternative #3 – Adding Bi-Directional Checkpoint Service

Service Description	Year 1 Total Operating Cost	Driver Count	Mode	Operating Cost	Trip Goal	Fully Allocated Avg Cost per Trip
Provide 18-hr demand service 7-days a week with bi-directional checkpoint service 5-days a week and 24-hr Alaska Cab demand service.	\$1,430,340	11	Checkpoint service	\$601,880	36,700	\$16.40
			Demand Dedicated Vehicle	\$524,538	16,100	\$32.58
			Demand Alaska Cab	\$163,150	5,000	\$32.63
			Homer Voucher Program	\$120,690	9,000	\$13.41
			Ionia	\$19,748	4,200	\$4.70
Total				\$1,430,006	71,000	\$20.14



Overview of Five Year Plan Components

- Expanded technology tools
- Implementation plan to expand public transportation services with added local stakeholder support
- Performance based reporting by CARTS to community stakeholders and general public



Questions?

