

Liberty Transit Service to 4IBCT Area Background Brief

The 4IBCT Commander asked if Liberty Transit service to the 4IBCT was feasible. The request was passed forward through the DOL to the Liberty Country Transit Steering Committee.

Personnel working for the Liberty Transit system conducted a survey, and 4IBCT Soldiers completed the survey during February 2012. The transportation engineer/planner compiled and analyzed the results.

Roughly 31% of the brigade participated in the survey. (1059/3495) ***Percentages shown below are percent of those who responded to that question, which may be less than half of all respondents.***

Summary of the results

- Where do you live:
 - **47% live in 4IBCT barracks,**
 - **38.7% off base (50% of these in Hinesville,**
 - **13.3% in MFH**
- Current transportation: **85.3% have POV**
- Currently use Liberty Transit: **97.1% said “no”**
- Most important factor for public transportation(top answers)
 - **51.8% Frequent service**
 - **46.1% Travel time**
 - **26.1% Service offered later in the evening**
- How likely to use public transportation to/from 4IBCT area: **26.8% are extremely or very likely; 30.6% are moderately or slightly likely to use public transportation**
- Why use public transportation (top answers)
 - **45.7% Parking is hard to find**
 - **46.2% Avoid traffic congestion**
 - **48.9% Driving is expensive**
- Trips to and from 4IBCT area (top answers)
 - **PX**
 - **Shoppette**
 - **Walmart/shopping downtown**
- Likely times to ride(top answers)
 - **Midday (1100 - 1300)**
 - **Late (1700-later)**
- How often would you ride
 - **38.3% 4 days or more**
 - **61.7% 3 days or less**
- Is there adequate information available to you about Liberty Transit
 - **40.4% Yes**
 - **59.6% No**
- Are you aware of the Mass Transit Benefit Program (MTBP)
 - **26.3% Yes**
 - **73.7% No**
- Are you interested in the MTBP to ride for free?
 - **Of all respondents, 39.8% Yes**
 - **Of all respondents, 60.2% No**
 - **Of those extremely or very likely to ride, 62.9% Yes**

Note – Mass Transit Benefit Program (MTBP) is a Federal program to reimburse people who use mass transit to commute to/from work. Eligibility is based on frequency of use, not mileage/distance.

Liberty Transit planners continued with the study to determine the feasibility of adding or extending routes to service the 4IBCT area. They considered the Soldiers' duty day, whether or not Soldiers in the barracks could use the MTBP (they can – no mileage restriction – must use 50% of the month) and the demographic information about potential riders. The majority of potential riders live in the barracks (39%) or off-post (44%), with the rest of the potential riders living in MFH (16%). The bulk of the potential frequent riders live in the 4IBCT barracks.

The planners determined that the best option would be to extend Route #3 once in the morning to deliver riders just before PT, and once in the evening just after 1700 to return them home. A lunch route was considered but dismissed due to potential route, travel time, and DFAC utilization.

The plan is not considered feasible at this time due to excessive cost. Understanding that all transit systems operate at a loss, the cost of this route extension would be \$22.0K annually. In order to extend the route, it would need to be self-sufficient. Required ridership would be twice the carrying capacity of a single bus.

Liberty Transit is very interested in providing service to 4IBCT in the future. A comprehensive study is underway and will include 4IBCT options. Additionally, a Transportation Investment Act optional T-SPLOST would provide additional funding (if passed July 31st) and perhaps provide enough funding to extend a Liberty Transit route to 4IBCT.



Fort Stewart Briefing

June 22, 2012





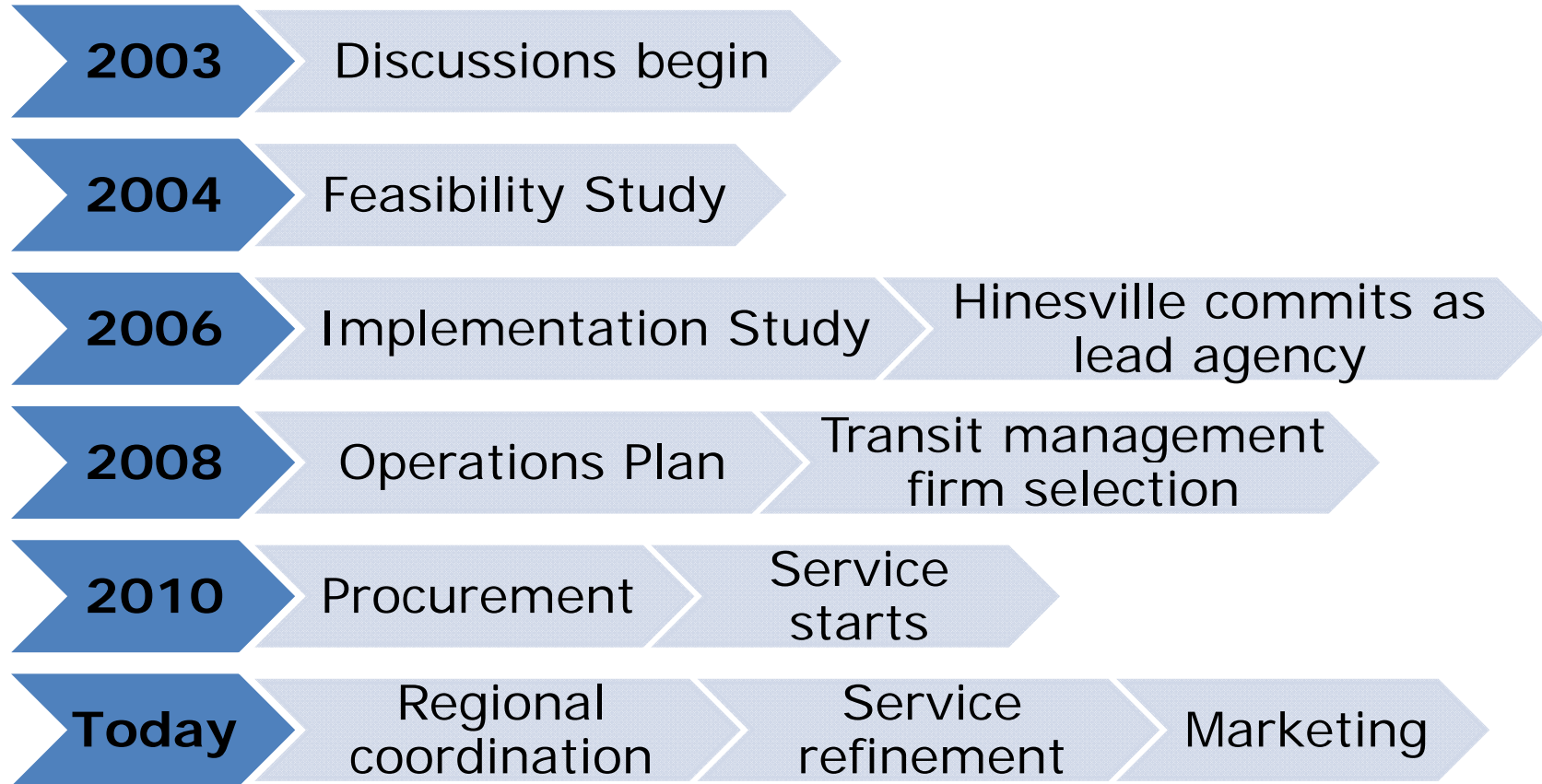
Agenda

- System overview and history
- 4IBCT service assessment
- Strategic Plan





Timeline





Operations Plan - Fort Stewart Role

- Assist in service planning
 - Directly involved since fall 2008
 - Transit Steering Committee and staff level
- Marketing and promotion
 - Print Ride Guides, ads, etc.
 - Sell fare media on post
 - Create and distribute content for Marne TV, Frontline, etc.
- Mass Transit Benefit Program
 - Administer
 - Promote
- Install signs, shelters, etc.
- Document expenses for grant administration





Startup

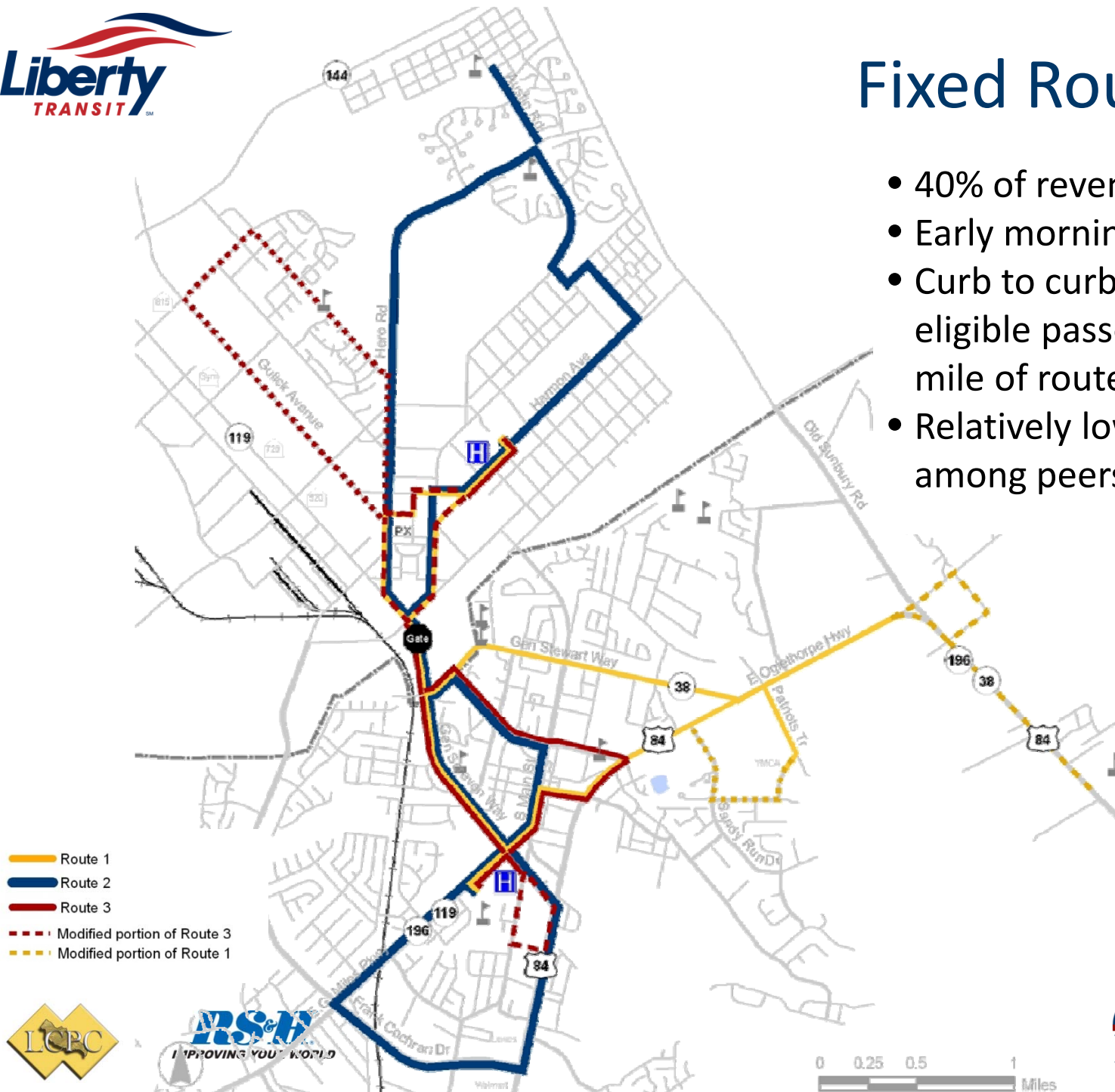
- October 2010 service began
 - Targeted November 2008 start date
 - First year grant delayed more than a year
 - Stimulus funds became available early 2009
- Change in Hinesville and Fort Stewart leadership
- Inconsistency in FTA and GDOT guidance





Fixed Route Service

- 40% of revenue miles on post
- Early morning for PT
- Curb to curb service for eligible passengers within $\frac{3}{4}$ mile of routes
- Relatively low ridership among peers





4IBCT Service and Survey

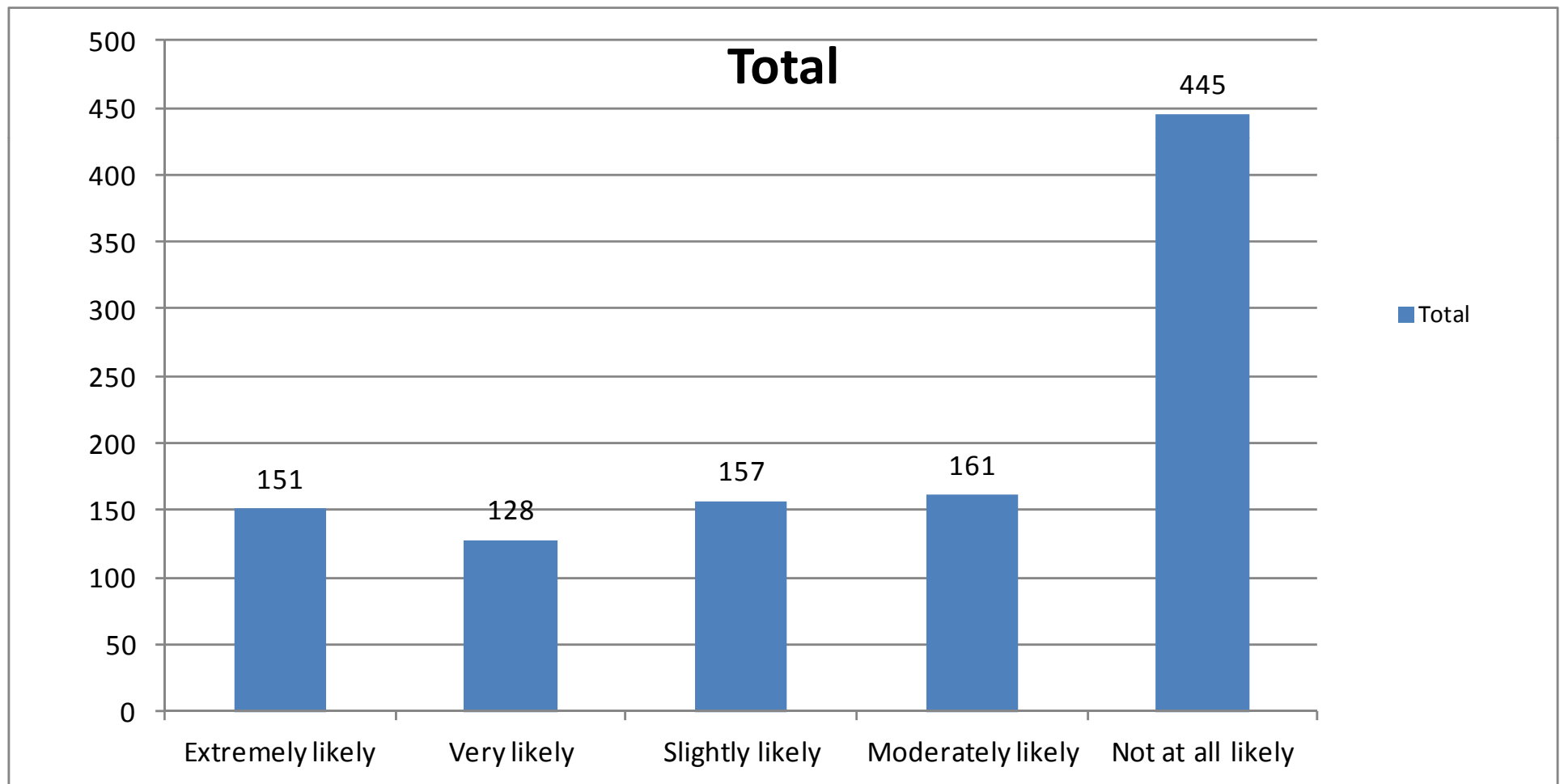
- 4IBCT Command requested service
 - TSC authorized study
- Assess willingness to use Liberty Transit
 - Survey coordinated with DOL and 4IBCT Mobility Officer
 - Distributed to 4IBCT troops electronically
- Explore least cost options
- Determine revenue to cover *increased* costs
- Brief Command on results



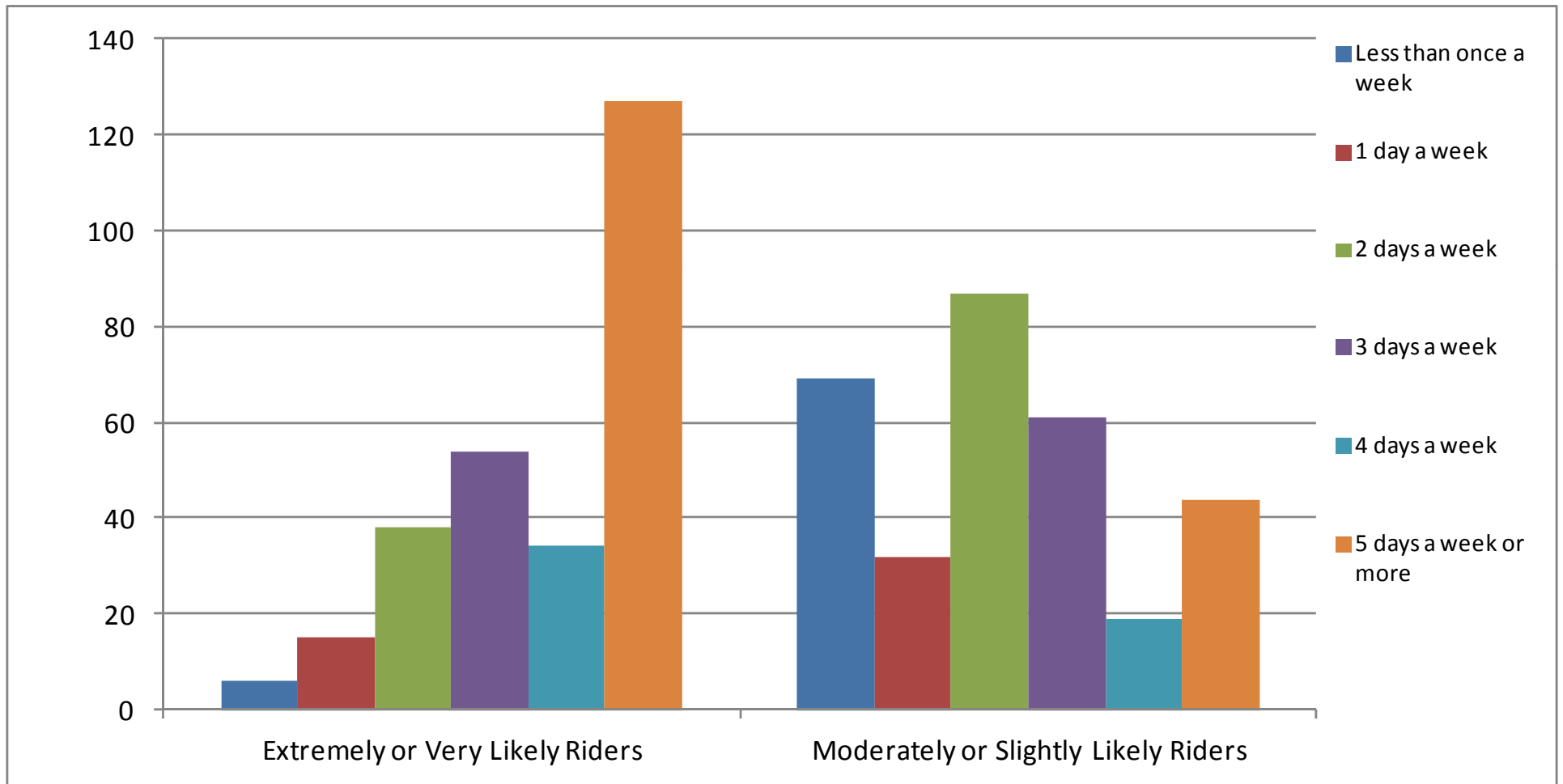


How likely to ride LT

- About ¼ of respondents are extremely or very likely to ride

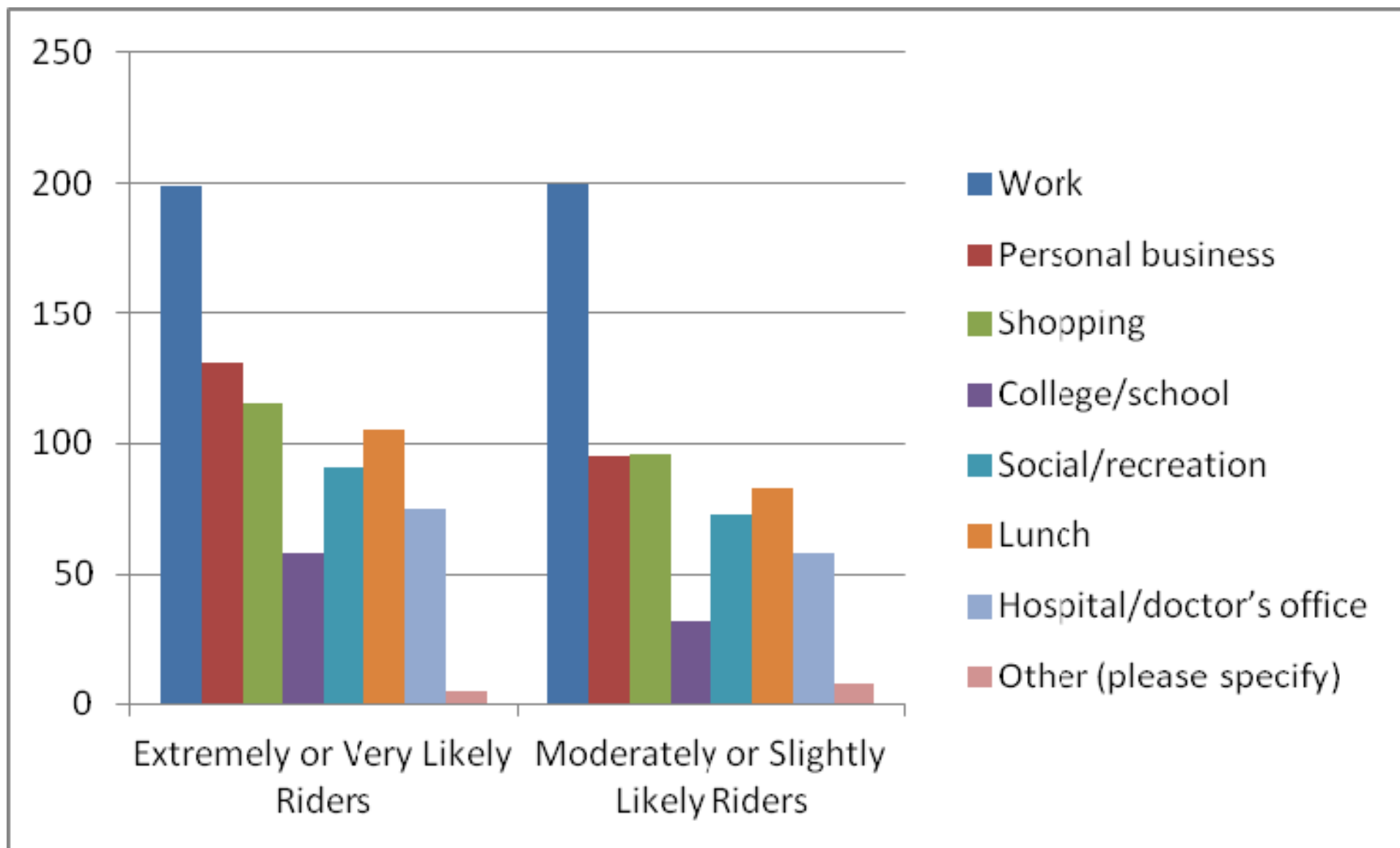


How many days a week



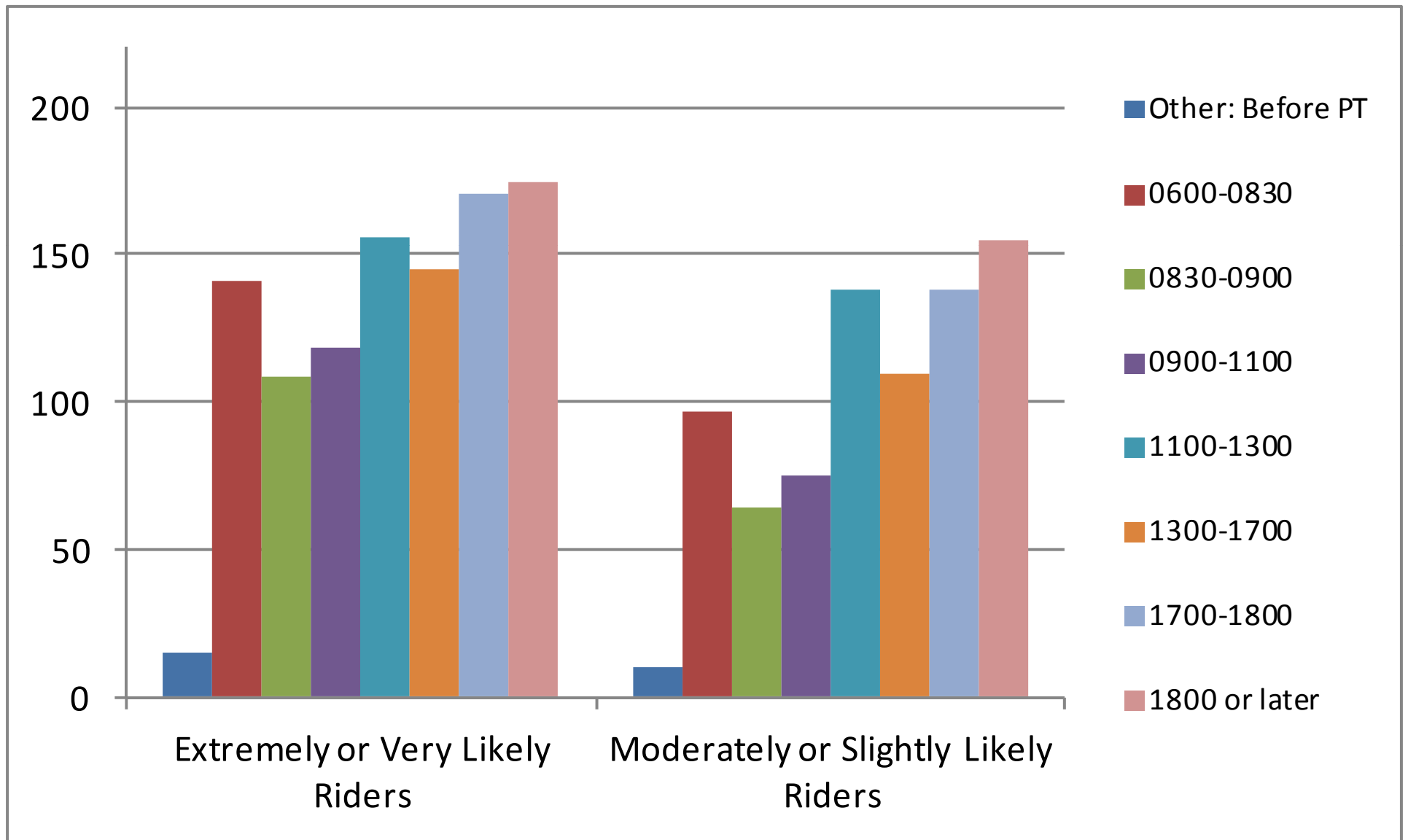


Trip Purpose



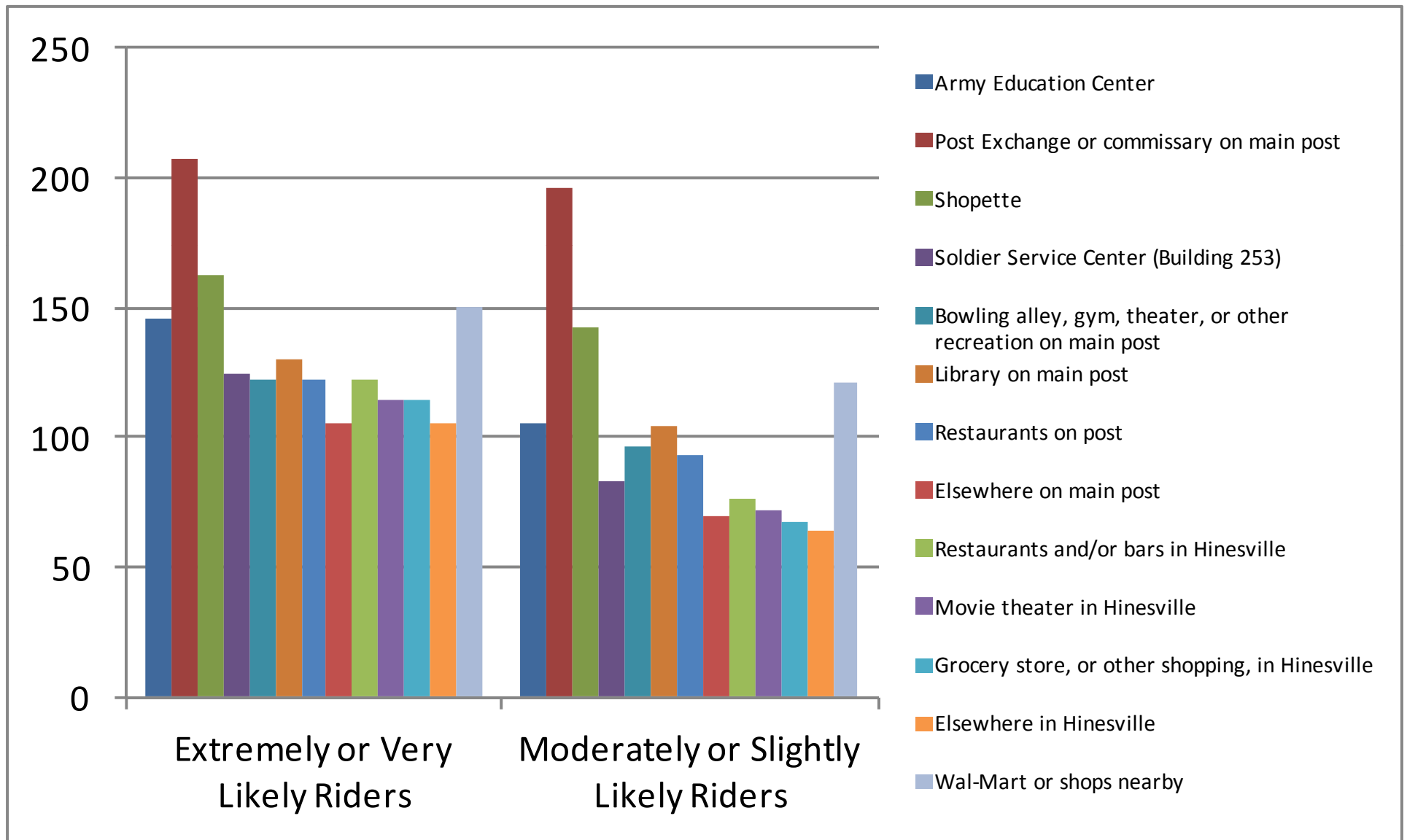


Time of Day



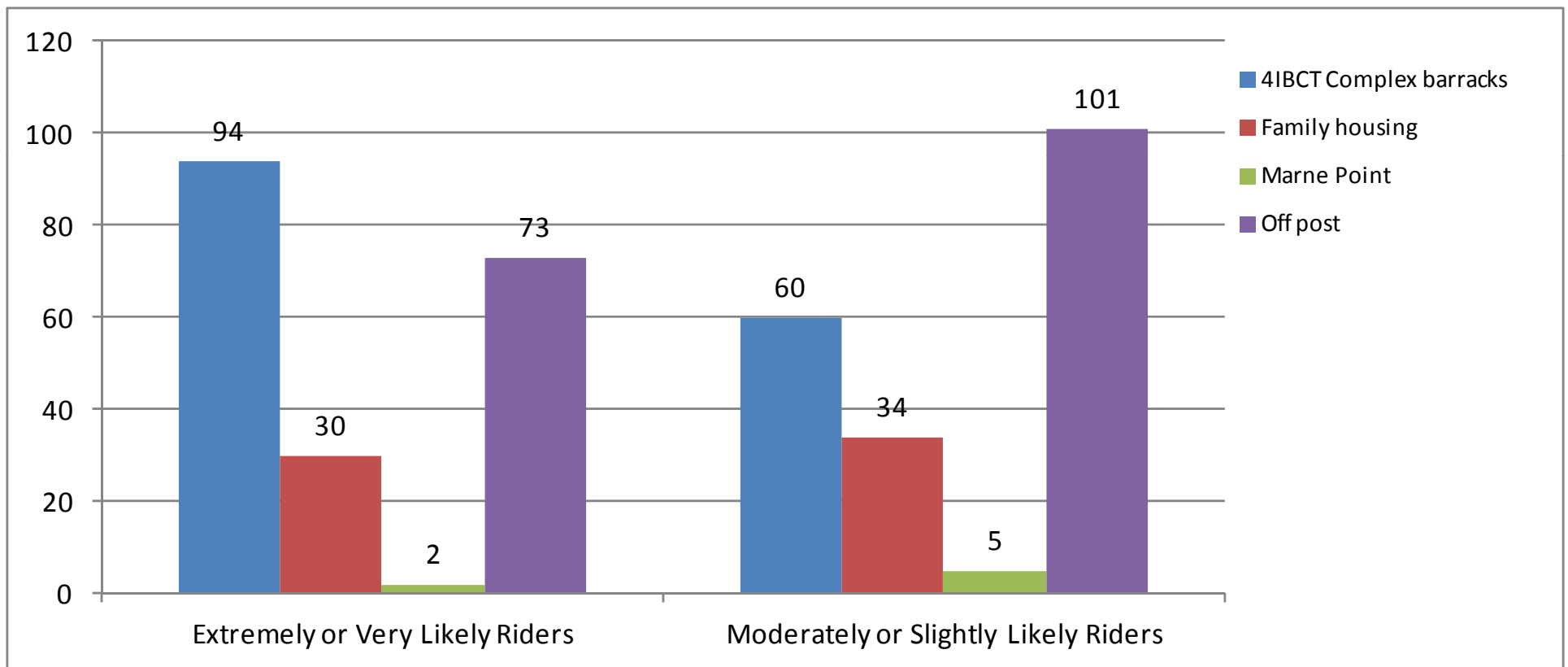


Destinations of likely riders



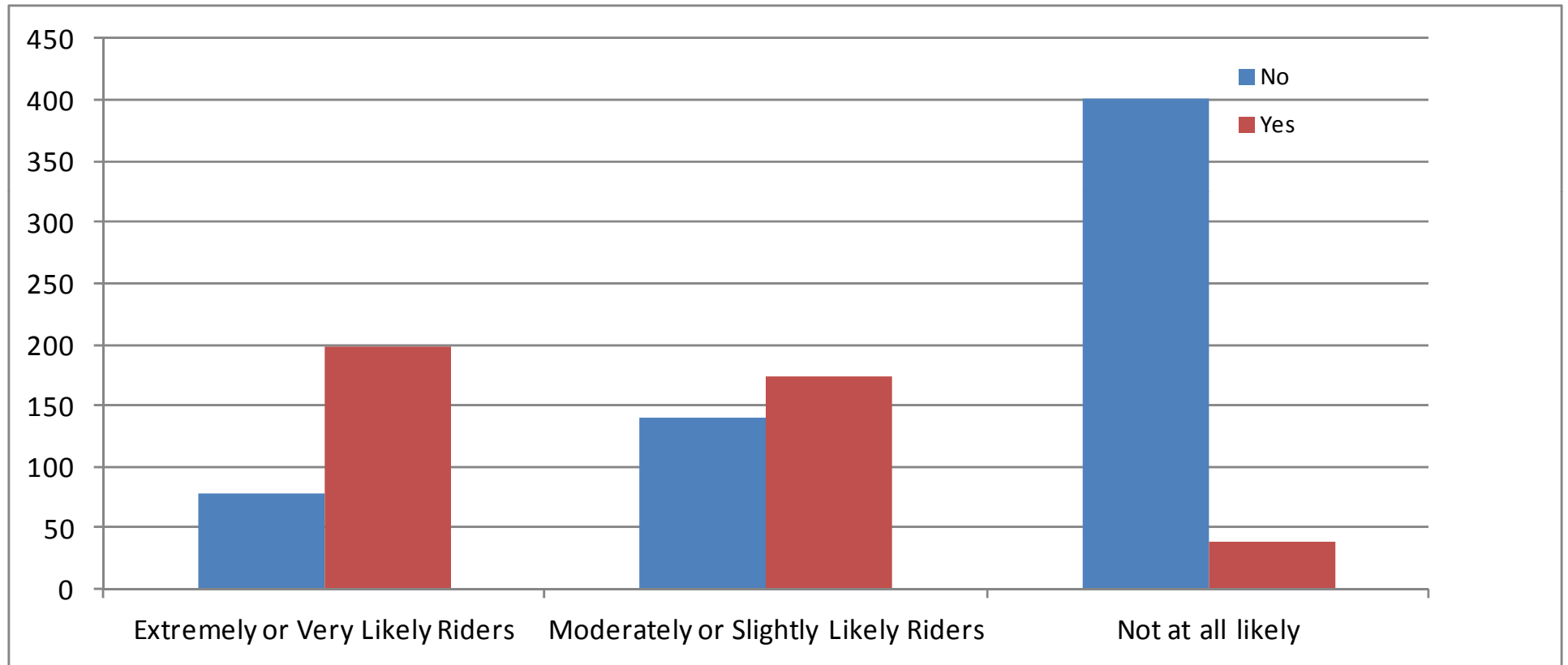


Potential Work Trip Origins





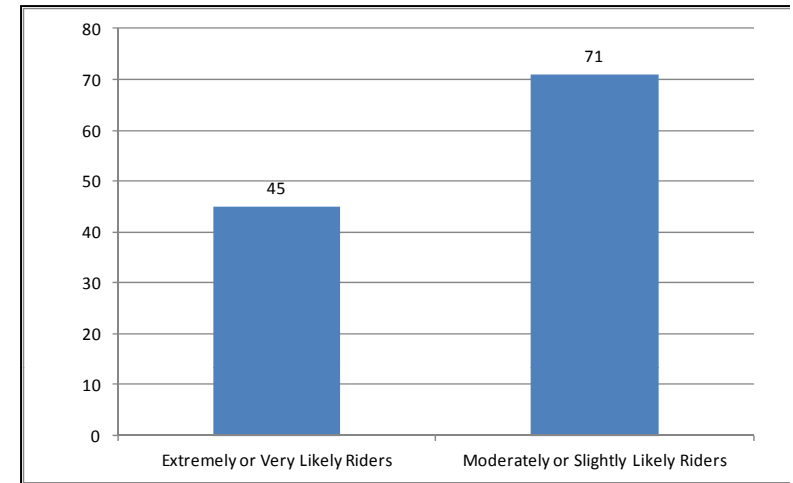
Interested in MTBP





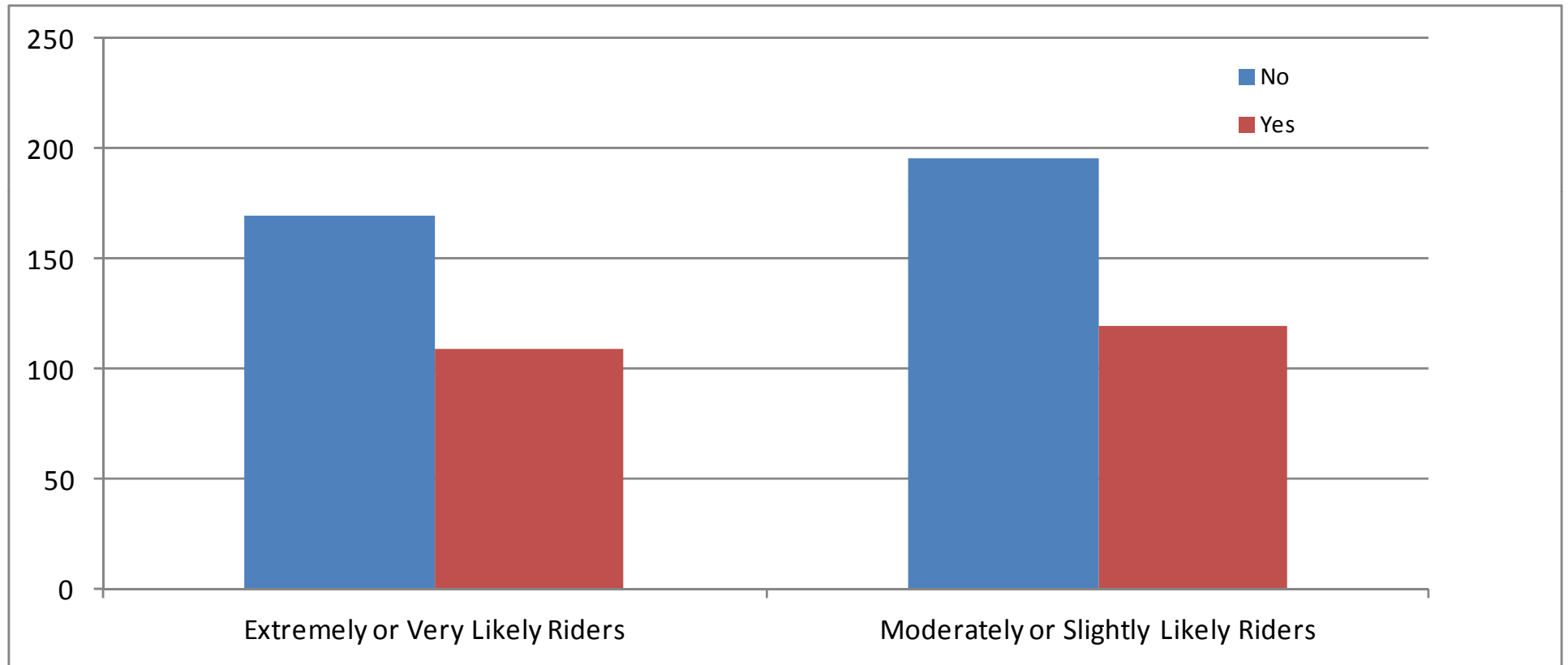
Revenue Possibilities

- 4% of respondents
 - Or 20% of Hinesville residents who responded
 - Commute from Hinesville
 - Extremely or very likely to ride LT
 - Interested in MTBP
- 2% of respondents
 - Or 3% of respondents who live in 4IBCT complex
 - Live in 4IBCT
 - Extremely or very likely to ride LT
 - Can't make trips because of a lack of transport
 - Ride 4 or more days per week





Adequate information about LT





Summary

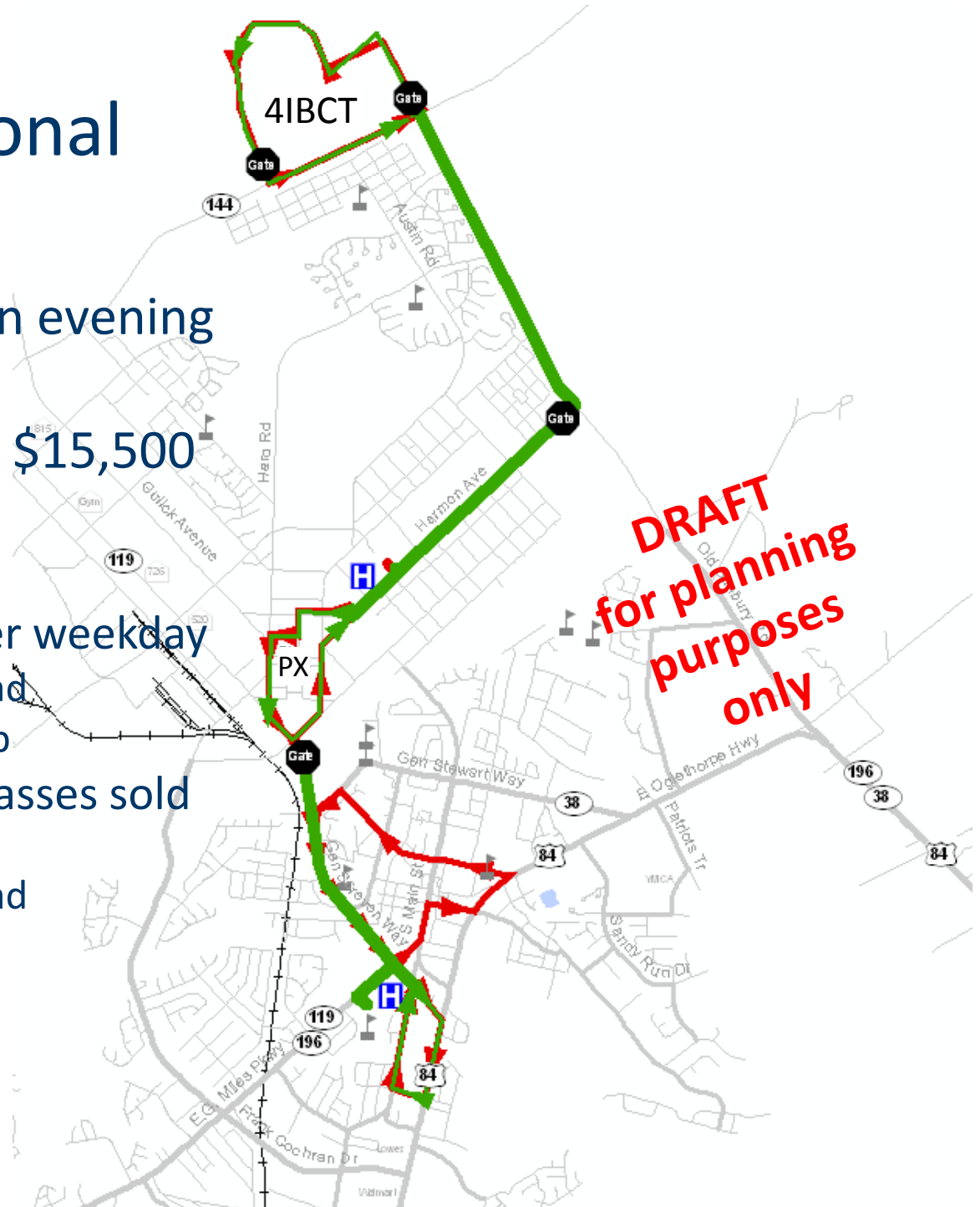
- Lunch not highest ranked purpose or time of day
 - For lunch riders, on post is highest ranked choice
- Likely riders want public transportation...
 - to/from PT and to/from work (even within 4IBCT)
 - after work
 - for personal business and shopping
 - to destinations on post
 - nights and weekends
- Frequent service and travel time are two most important factors





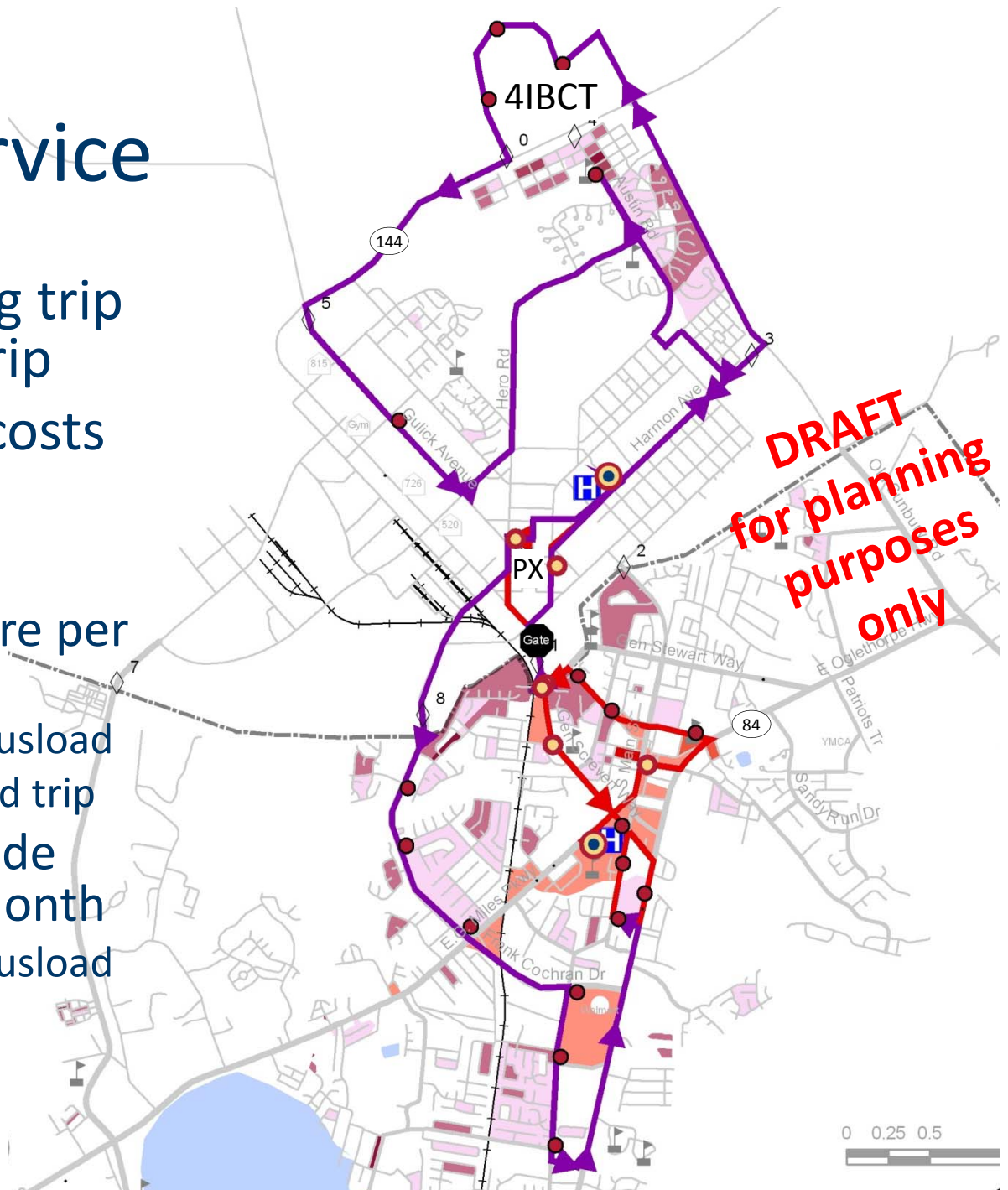
Lunch and Personal Business Route

- To 4IBCT at lunch and in evening
- Lunch schedule is tight
- Service *increases* costs \$15,500 per year
- Revenue needed
 - 40 riders at full fare per weekday
 - More than one busload
 - \$2 per rider round trip
 - Or 50 unlimited ride passes sold per month
 - More than one busload
 - \$30 pass



Commute Service

- One 4IBCT morning trip and one evening trip
- Service *increases* costs \$22,000 per year
- Revenue needed
 - 45 riders at full fare per weekday
 - More than one busload
 - \$2 per rider round trip
 - Or 60 unlimited ride passes sold per month
 - More than one busload
 - \$30 pass





MTBP

- Maximum \$125 per month

Eligibility

- Commute from residence to workplace
 - Must use transit majority of days (> 50% of month or quarter)
- No Installation or POC may restrict the benefit to eligible service members and employees for qualified means of transportation. This includes restricting the amount of fare media a program participant may receive based on commuting distance.





Strategic Plan

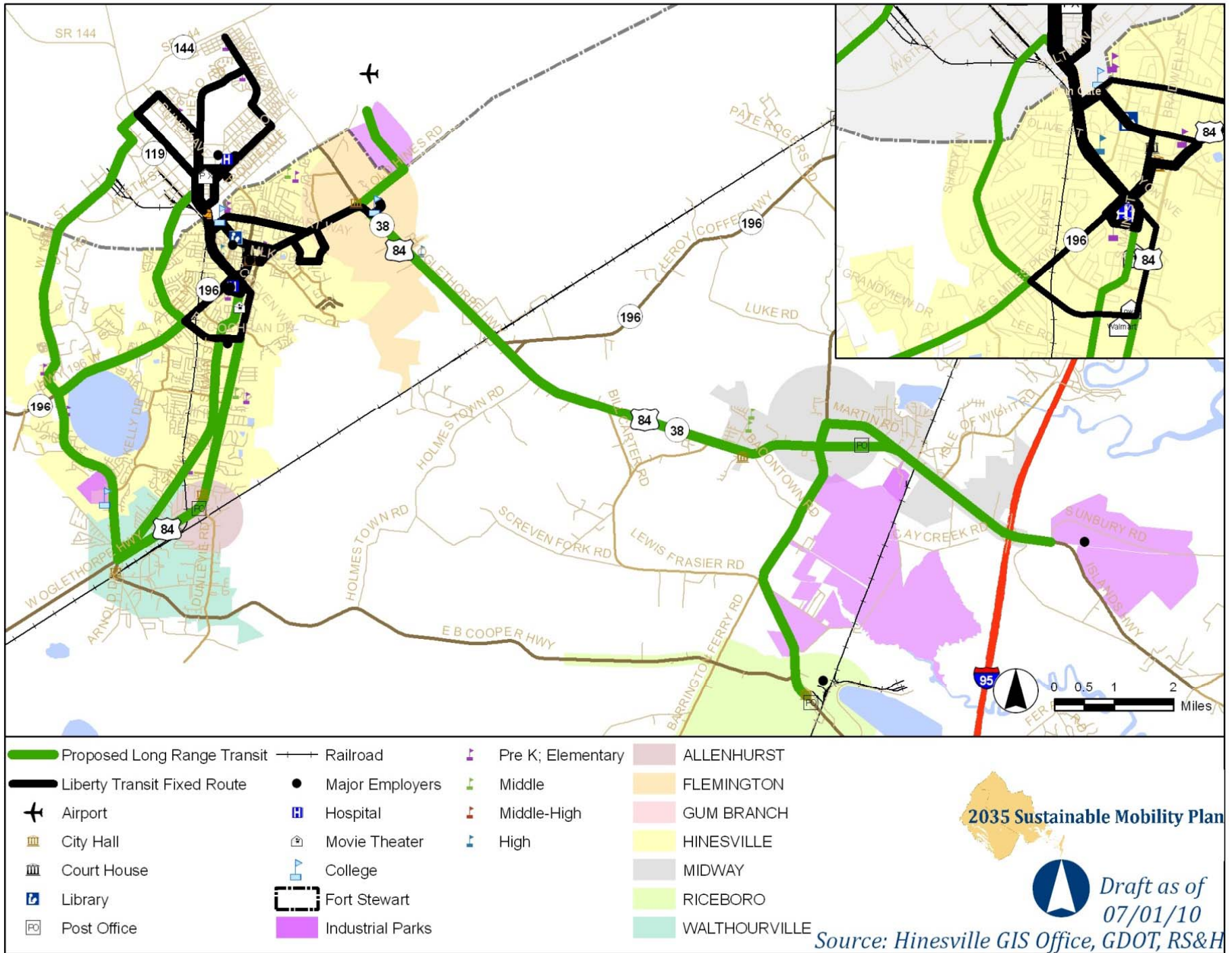




Overview

- Assess need for and performance of system
- Strategies
 - Increase cost-effectiveness
 - Pending T-SPLOST funding for transit
- Public and stakeholder involvement
 - Fort Stewart
 - Savannah Tech and Career Academy
 - Human services providers
 - Wal-Mart
 - American Eagle and other major employers
- Wraps up in December 2012







Upcoming events

- City Council work session July 17, 2012
- Online survey for general public
- Public Workshops
 - Schedule TBD
- T-SPLOST Town Hall Meetings
 - June 28, July 11, July 18





Thank you.

