

ATKINS

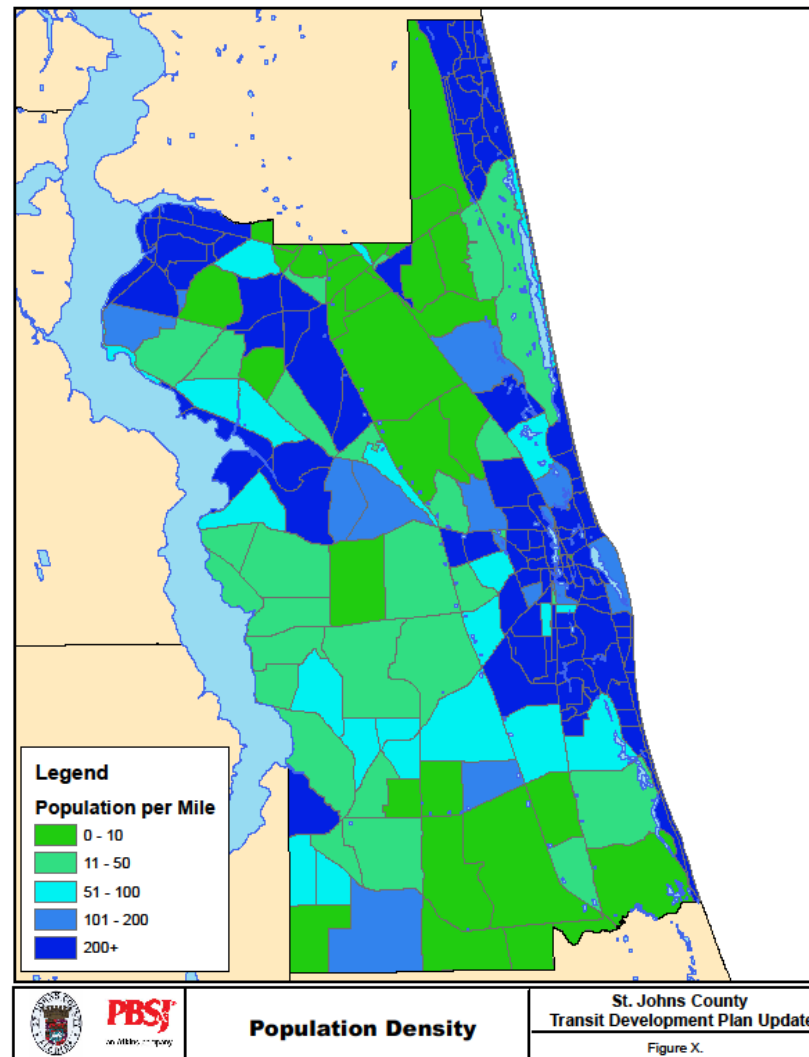
St. Johns County Transit Development Plan Update

2012-2021



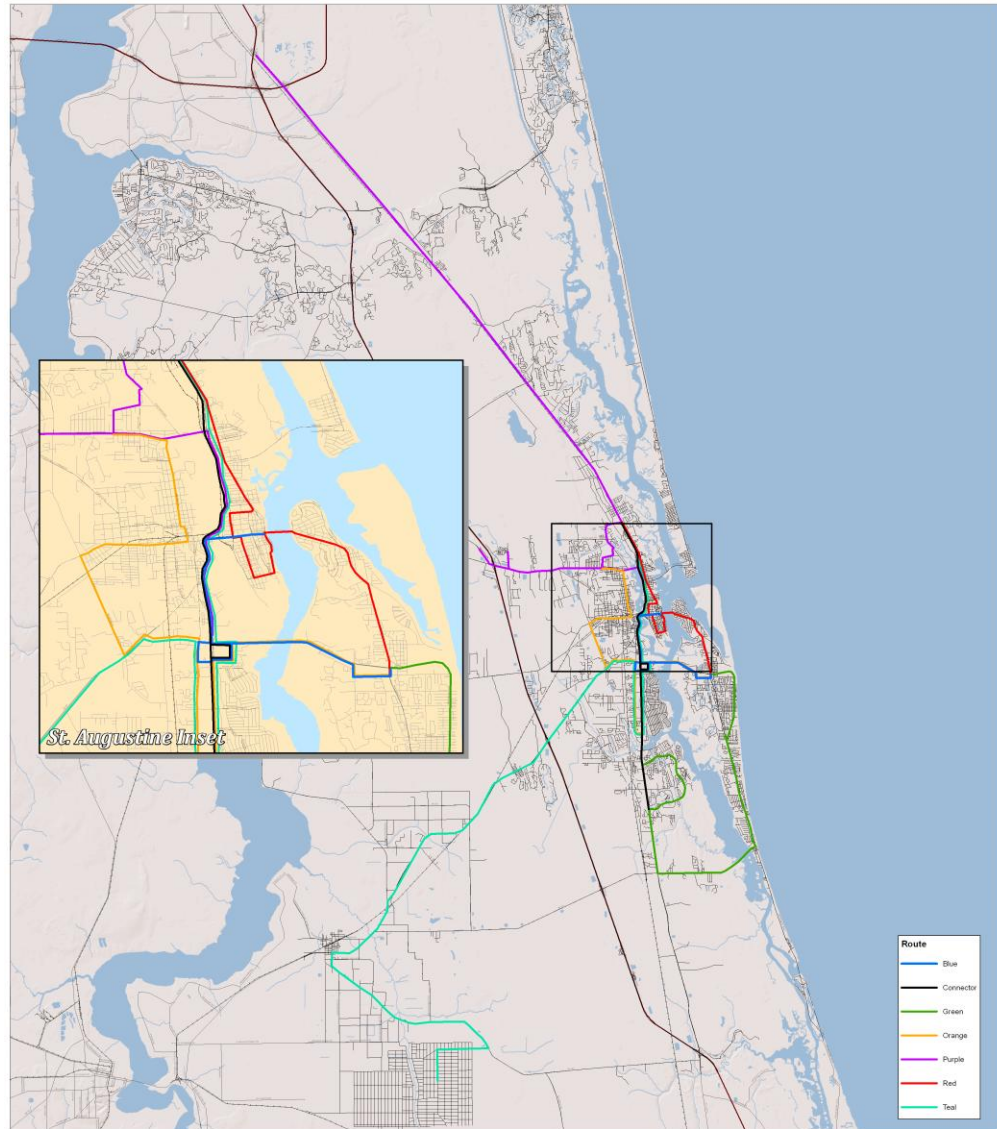
Demographic Information

- Population
 - 190,000 people in 2010
 - 51% increase from 2000
- Employment
 - 64% over age 16 in labor force
 - St. Augustine, Ponte Vedra, WGV
- Income
 - 2009 Median HH income = \$64k
 - Significantly higher than Florida
- Journey to Work
 - Average commute time = 25 min.
 - 62% work in St. Johns
 - 35% work in Duval
 - 3% work in Clay, Putnam, Flagler



Current System and Ridership

- Fixed-Route
 - 57,000 trips in 2004
 - 186,000 trips in 2010
- Demand Response
 - 130,000 in 2004
 - 87,000 in 2010



Fixed Route System

Public Involvement Summary

- On-Board Survey – 124 responses
 - 70% ride primarily because they don't drive or no car is available
 - 60% ride at least 4 days a week
 - 60% of trips are within City, 25% within County
 - Overall satisfaction with system – 4.5 (1 to 5 scale)
 - Value of bus fare (service for \$) – 4.8 (1 to 5 scale)
 - 1st choice – 34% more frequency, 33% Sunday, 18% later evenings
 - 2nd choice – 27% Sunday, 24% later evenings, 19% more frequency
- Telephone survey – 150 responses
 - 90% awareness of Sunshine Bus and St. Johns COA
 - 80% felt Sunshine Bus was a very good or good value
 - 90% agreed that public transportation is an important service
 - 52% agreed that taxpayer funding for transit should be increased

Public Involvement Summary

- Stakeholder and Agency Meetings
 - Sunshine Bus Company staff and bus operators
 - Council on Aging staff
 - Commissioner Ken Bryan (Disadvantage Coordinating Board)
 - WorkSource
 - St. Johns County Planning staff
 - St. Johns County Public Works staff
 - City of St. Augustine staff
 - City of St. Augustine Beach staff
 - FDOT District Two staff
 - Jacksonville Transportation Authority (JTA) staff

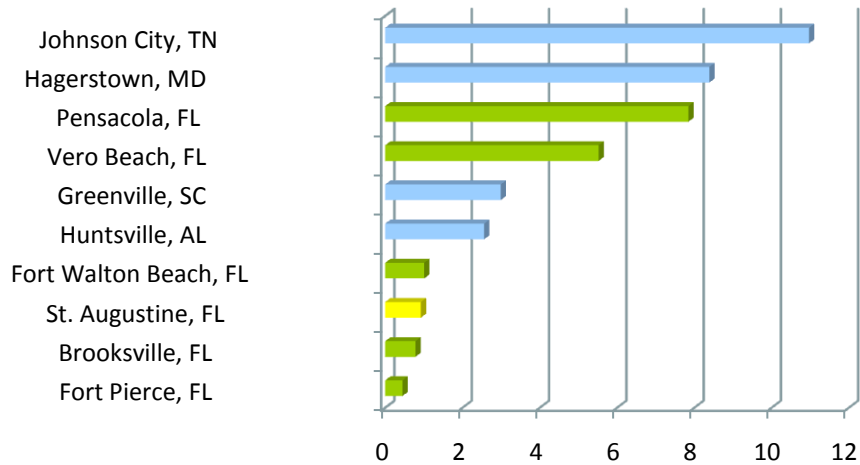
Peer Review of Similar Systems

- 9 peer city systems reviewed (5 in Florida, 4 in southeast)
 - Pensacola, Ft. Walton Beach, Vero Beach, Fort Pierce, and Brooksville
 - Huntsville (AL), Greenville (SC), Hagerstown (MD), Johnson City (TN)
- Comparisons made for fixed-route and demand response
 - Service area
 - Passenger statistics
 - Revenue statistics
 - Bus fleet data
 - Fare information
 - Operation and Maintenance Costs
 - Farebox Recovery

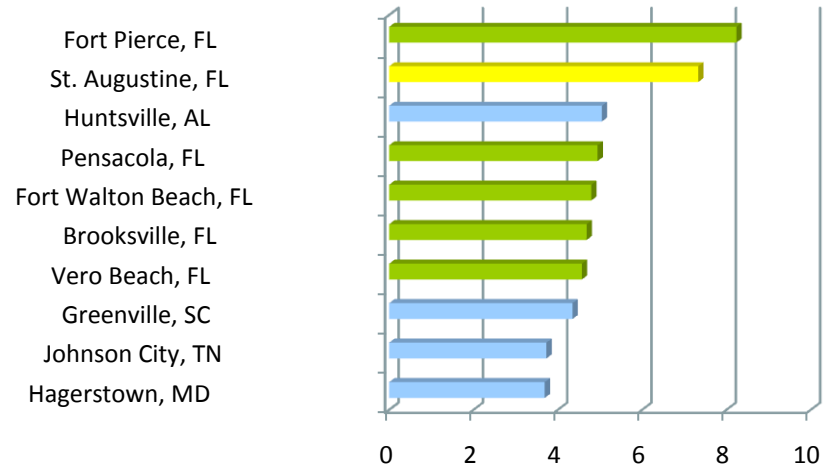
Peer Review (Fixed-Route)

- Relatively low ridership w/ room to grow
- Second-longest average trip length

Passenger Trips Per Capita



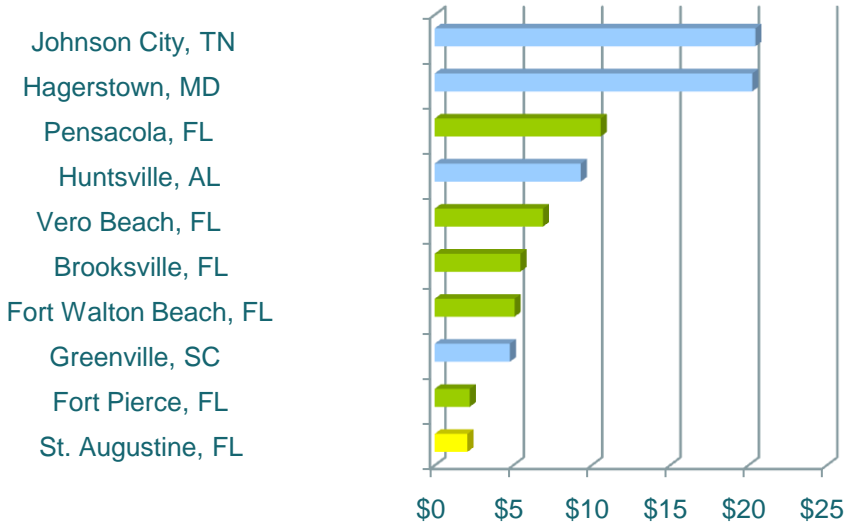
Average Passenger Trip Length



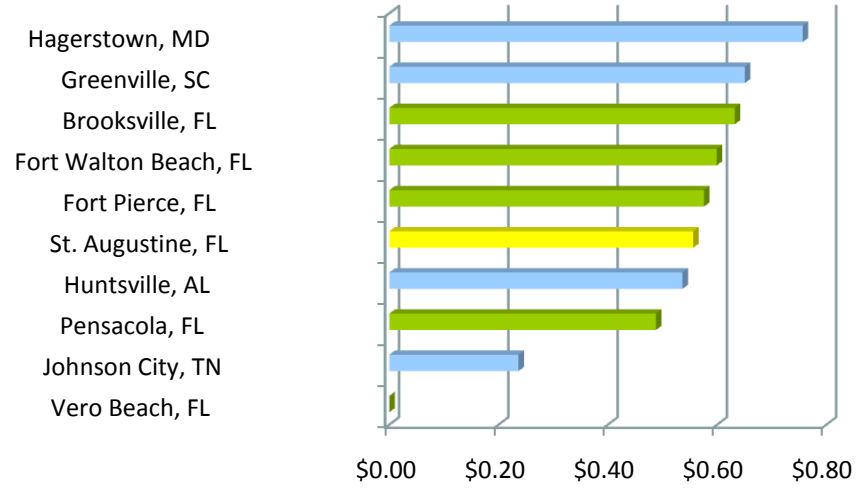
Peer Review (Fixed-Route)

- Lowest operating expenses per capita
- Reasonable value

Operating Expense per Capita



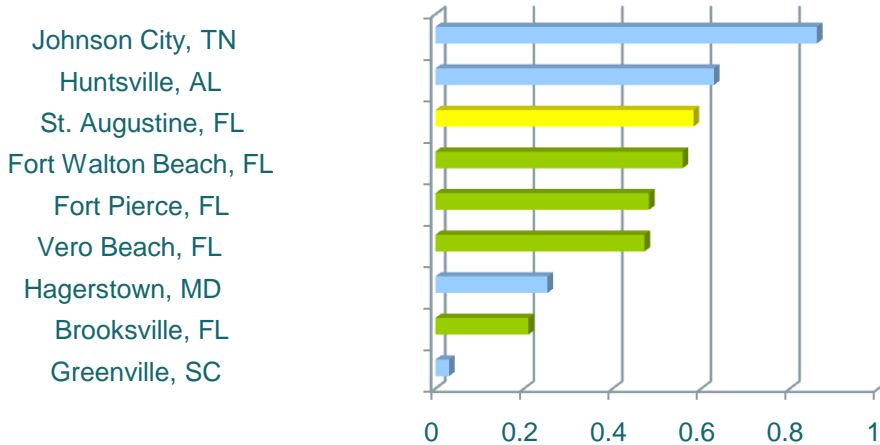
Average Fare



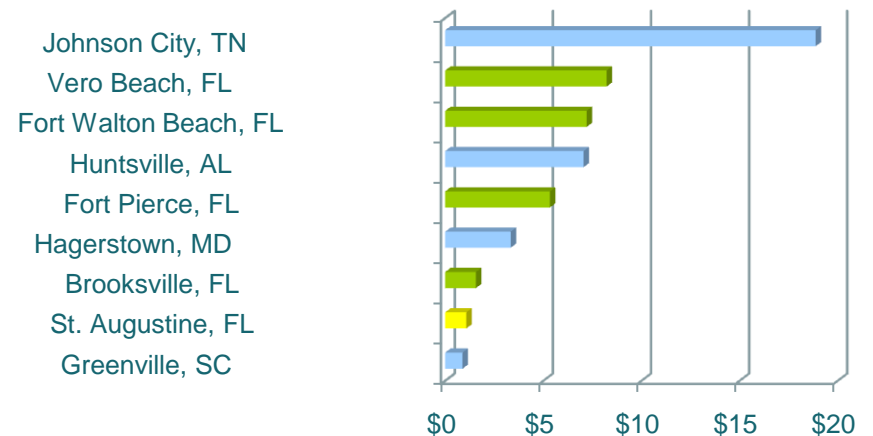
Peer Review (Demand Response)

- Passengers Trips per capita similar to others
- Second-lowest operating expenses

Passenger Trips Per Capita



Operating Expense per Capita



Mission and Goals

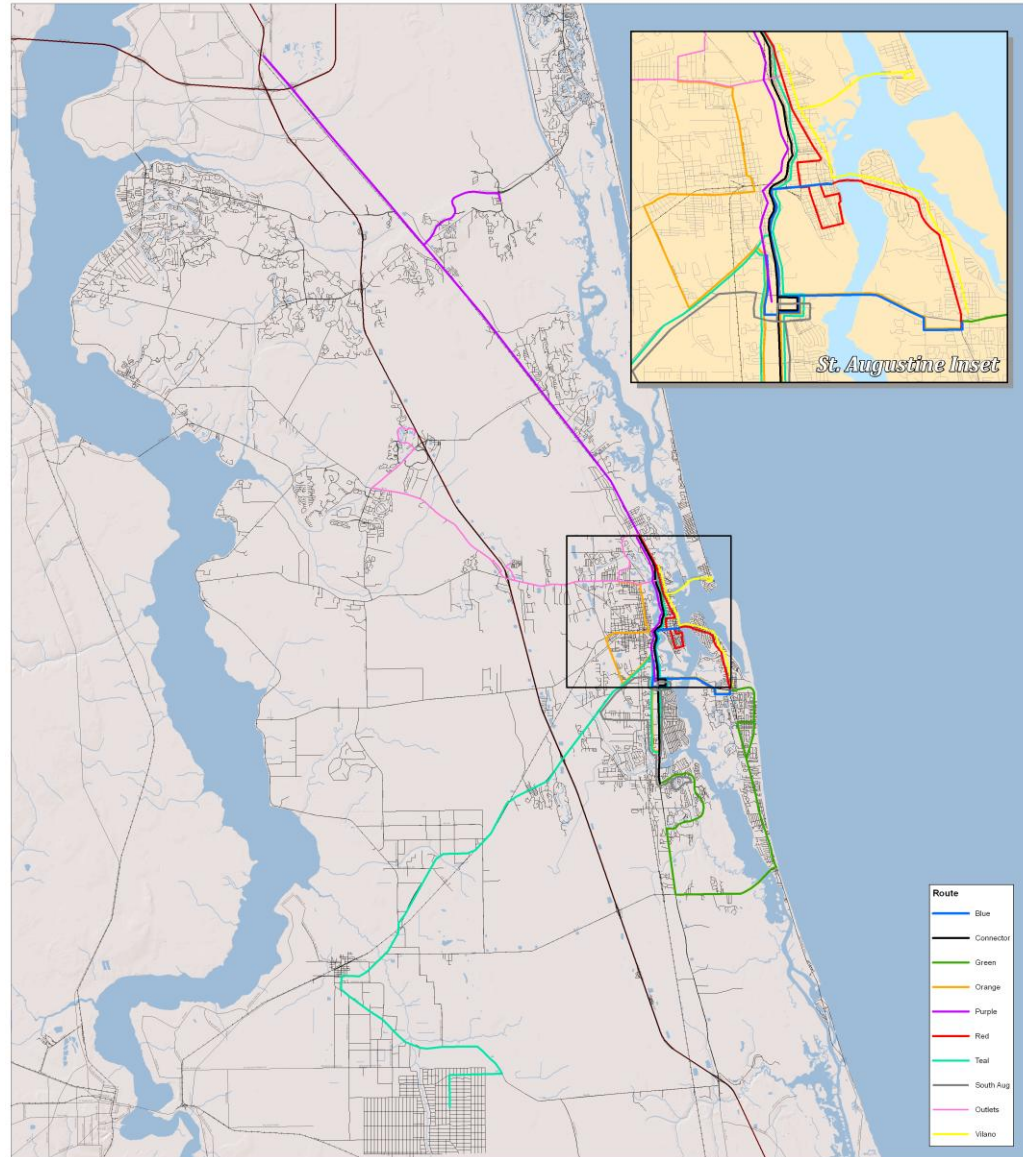
- Define mobility market needs and design feasible service plans
- Maintain and continuously improve customer focused service and products
- Provide an efficient and effective transportation system
- Enhance and improve multi-modal connectivity throughout the region
- Support community's vision for Quality of Life issues including recreation, growth management, and overall mobility and accessibility
- Communicate the role of transit in St. Johns County
- Continue the cooperative culture between the County, Council on Aging, and other mobility service partners which values respect, integrity, accomplishments, and open communication
- Establish the appropriate infrastructure necessary to maintain and expand fixed-route and paratransit services in the future

Proposed Fixed-Route Service Enhancements

- Modify Purple Route to serve US 1 corridor – 2012
- Add new route serving Outlet Mall area – 2012
- Add new route serving Vilano Beach area – 2013
- Add new route serving South Augustine area – 2014
- Add limited Sunday service – 2015
- Streamline remaining routes to improve headways – 2015
 - Every 2 hours Mon-Sat on Green, Red, Blue, Orange, Vilano, S. Aug.
 - Every hour Mon-Sat on Connector route

Proposed Fixed-Route System

- Service expanded to:
 - Vilano Beach
 - South Augustine
 - World Golf Village
 - Nocatee



Proposed Route System

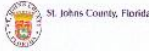
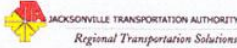
Proposed Fixed-Route Capital Enhancements

- Purchase 15 buses (28 passenger) for existing and new service
- Shared parking at Depot, Kmart, & US 1 South Food Lion
- Construct 3 intermodal centers
 - Depot – 2013
 - Kmart – 2015
 - Amtrak Station (US 1) - 2017
- Construct 2 Park & Ride lots
 - Government Center – 2015
 - US 1 / Racetrack Rd – 2018
- Install 20 bus shelters from 2012 to 2016 (+ 14 identified in 2011)
- Install 50 additional signs designating stops (30 w/ seating)

Proposed Capital Enhancements



ST. JOHNS COUNTY - ADMINISTRATION PARK & RIDE LOT



August 2008



Projected Fixed-Route Ridership

- TBEST software used
- Slight increase (5%) over 10 years w/out enhancements
- Ridership more than doubles w/ enhancements

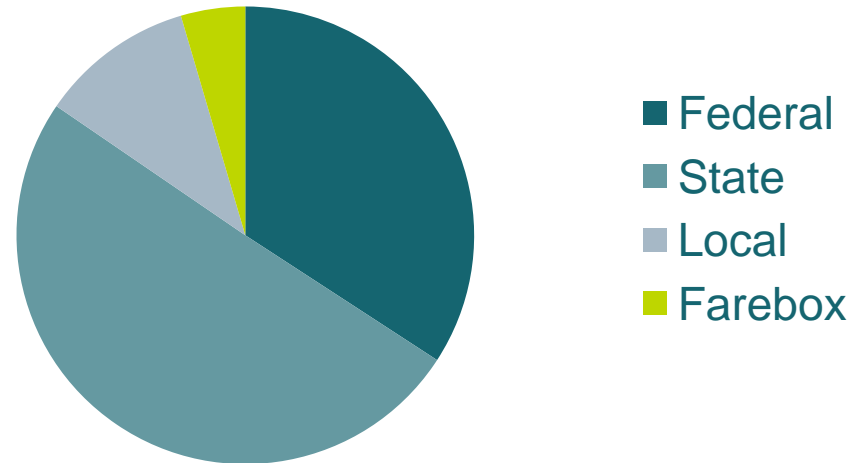
Sunshine Bus Ridership Projections											
Route	Base Ridership (2012)		Base Ridership (2021)		Alternatives Ridership (2021)			Base Percent Increase		Alternatives Percent Increase	
	Weekday	Saturday	Weekday	Saturday	Weekday	Saturday	Sunday	Weekday	Saturday	Weekday	Saturday
Blue Line	104	78	113	83	125	85	40	8.7%	6.4%	20.2%	9.0%
Connector	98	73	103	73	105	80	40	5.1%	0.0%	7.1%	9.6%
Green Line	97	81	99	81	135	100	60	2.1%	0.0%	39.2%	23.5%
Orange Line	118	91	123	115	130	120	70	4.2%	26.4%	10.2%	31.9%
Purple Line	99	85	101	89				2.0%	4.7%		
Purple Line - Avenues					180	150	50				
Purple Line - Outlets					170	150	50				
St Augustine South					75	60	30				
Red Line	111	93	116	101	130	115	50	4.5%	8.6%	17.1%	23.7%
Teal Line	31	14	32	14	50	15	10	3.2%	0.0%	61.3%	7.1%
Villano Beach					150	125	50				
Total	658	515	687	556	1250	1000	450	4.4%	8.0%	90.0%	94.2%

Summary of Projected Costs

- Operating Costs for Fixed Route Service
 - Maintain existing service - \$9.8 million
 - Extra cost for new / enhanced service - \$5.8 million
- Capital Costs for Fixed Route Service
 - Existing service - \$15.8 million (includes new facilities)
 - New / Enhanced Service - \$1.4 million
- Operating Costs for Demand Response Service
 - Maintain existing service - \$21.7 million
 - Savings w/ streamlined service - \$2.1 million
- Capital Costs for Demand Response Service
 - Existing Service - \$2.6 million (replacement buses)

Summary of Projected Revenues

- Total Costs - \$55 million
- Total Revenues - \$55 million
 - Federal - \$18.8 million
 - State - \$27.7 million
 - Local - \$6 million
 - Farebox - \$2.5 million



Projected Farebox Revenues

- Projected revenue of \$178,000 in FY 2012
 - Fixed-Route = \$115,000
 - Demand Response = \$63,000
- Fare increase assumed for FY 2013
 - One-Way – Increase from \$1.00 to \$1.25 (\$0.50 to \$0.65 for discount)
 - Daily – Increase from \$3.00 to \$3.75 (\$1.50 to \$1.90 for discount)
 - Monthly – Increase from \$25 to \$30 (\$12.50 to \$15.00 for discount)
- Fare increase assumed for FY 2018 (Fixed-Route only)
 - One-Way – Increase from \$1.25 to \$1.50 (\$0.65 to \$0.75 for discount)
 - Daily – Increase from \$3.75 to \$4.50 (\$1.90 to \$2.25 for discount)
 - Monthly – Increase from \$30 to \$36 (\$15.00 to \$18.00 for discount)
- Projected revenue of \$299,000 in FY 2021

TDP Update – Next Steps

- Public Meeting – June 2011
- Draft Report – July 2011
- BOCC Adoption – August 2011
- Transmit to FDOT for approval – by September 1, 2011

- View document at www.northfloridatpo.com

- Comments must be received by July 5th
 - Gary Mackey (St. Johns County Planning) – gmackey@sjcfl.us
 - Lisa Love (Council on Aging) – llove@stjohnscoa.com
 - Wiatt Bowers (Atkins) – wiatt.bowers@atkinsglbal.com

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St. Johns County Transit Development Plan Update

2012-2021

