

Attachment 1

2011 ANNUAL FAREBOX RECOVERY RATIO REPORT PASCO COUNTY PUBLIC TRANSPORTATION (PCPT) August 2011

Current Farebox Recovery Ratio

The farebox recovery ratio for PCPT averaged 20.6% in the first three quarters of FY10/11. Ridership is starting to increase (from 1st to 2nd quarter +7%; from 2nd to 3rd quarter +5%). Should economic conditions improve; ridership should increase further based on past trends. PCPT is projecting the current farebox recovery ratio to rise to 22.0% in FY11/12. PCPT management and fiscal staff continue to monitor this ratio.

Prior Year Fare Studies and Changes

There are currently six transit routes in West Pasco and three in East Pasco. From 2009 to 2010, PCPT had a ridership decrease of 15.8%. The decrease in ridership last year can mainly be attributed to the widespread economic conditions, the substantial increase in fares from November 2009 and the reduction in fuel costs. However, the previous ten years since 2000, when PCPT started five day a week service, there has been a steady increase in ridership. During most of this time period, fares remained at \$.50 (full fare) and \$.25 (half fare). On March 1, 2008, fares increased to \$1.00 (full fare) and \$.50 (half fare). Then again on 11/1/09, fares increased to \$1.50 (full fare) and \$.75 (half fare).

Proposed Fare Changes for the Upcoming Years

Pasco County Board of County Commissioners authorized a fare increase based on a study presented to the Board that went into effect on November 1, 2009. In December 2009, PCPT implemented a Reduced-Fare Photo Identification (ID) Program. This ensured that only persons entitled to reduced fare privileges are able to use reduced fares and passes. There is no fare increase scheduled for the 10/11 or 11/12 fiscal years. Instead, PCPT will concentrate its efforts on increasing ridership to increase farebox recovery.

Strategies that will Effect the Farebox Recovery Ratio

Following is a list of strategies that PCPT will employ to improve the farebox recovery ratio.

- Monitor key performance indicators for individual fixed routes
- Ensuring that transit continues to serve major activity centers, potentially increasing effectiveness of the service
- Increase ridership by continuing to transition capable paratransit riders to the fixed route
- Utilize cost efficiencies through careful budgeting, monitoring and controlling of expenditures required to operate and administer transportation services
- Determine most cost-effective mode of service
- Continue to review maintenance costs relative to total system costs
- Increasing ridership through enhanced marketing and community relations activities
- Adopt future fare strategies that will encourage ridership by making transit more attractive and convenient to use
- Maintain a fare collection system that reduces opportunities for fare abuse and minimize the administrative costs associated with fare collection
- Monitoring the changes in routes recommended in the Comprehensive Operational Analysis study

**Revised Table 8-1
Ten-Year Priority Listing of Alternative Implementation**

Priority	Project	New Tentative Year
1	Continue Operating Fixed-Route Service	Indefinitely
2	Continue Operating Paratransit Service as Appropriate	Indefinitely
3	Acquire Security Cameras	2010-2019
4	Expand Infrastructure at Existing Bus Stops	2010-2019
5	Continue Transit Marketing Program	2010-2019
6	Continue Regional Coordination	2010-2019
7	Assist in Development Review	2010-2019
8	Continue to Monitor Performance Data	2010-2019
9	Map Daycare Facilities	2010
10	Re-Evaluate §5307 Funds	2011
11	Implement Moon Lake Road Route	2012
12	Implement Cross-County Connector	2013
13	Implement Later Evening Service (all routes)	2014
14	Acquire APCs	2014
15	Add Express Service on US 19	2015
16	Increase Frequency on Existing Routes (except Route 19)	2016
17	Implement Land O'Lakes Circulator	2017
18	Increase Frequency on Route 19	2018
19	Add Sunday Service on Existing Routes	2019
20	Implement Hudson Area Route	2020
21	Implement Zephyrhills to Wesley Chapel Route	2021
22	Implement Bruce B. Downs Route	Unfunded
23	Implement Wesley Chapel Flex Route	Unfunded

Attachment 2
Revised Table 8-1
Ten-Year Priority Listing of Alternative Implementation

Priority	Project	New Tentative Year
1	Continue Operating Fixed-Route Service	Indefinitely
2	Continue Operating Paratransit Service as Appropriate	Indefinitely
3	Acquire Security Cameras	2010-2019
4	Expand Infrastructure at Existing Bus Stops	2010-2019
5	Continue Transit Marketing Program	2010-2019
6	Continue Regional Coordination	2010-2019
7	Assist in Development Review	2010-2019
8	Continue to Monitor Performance Data	2010-2019
9	Electronic Voice Announcement System	2011
10	Ticket Vending Machine	2011
11	Re-Evaluate §5307 Funds	2011
12	Refueling System Component Upgrade	2011
13	Implement Moon Lake Road Route	2012
14	Automated Scheduling/Routing Software	2012
15	Implement Cross-County Connector	2013
16	Implement Later Evening Service (all routes)	2014
17	Acquire APCs	2014
18	Add Express Service on US 19	2015
19	Increase Frequency on Existing Routes (except Route 19)	2016
20	Implement Land O'Lakes Circulator	2017
21	Increase Frequency on Route 19	2018
22	Add Sunday Service on Existing Routes	2019
23	Implement Hudson Area Route	2020
24	Implement Zephyrhills to Wesley Chapel Route	2021
25	Implement Bruce B. Downs Route	Unfunded
26	Implement Wesley Chapel Flex Route	Unfunded

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4	Expand Infrastructure at Existing Bus Stops	2011-2020
5	Continue Transit Marketing Program	2011-2020
6	Continue Regional Coordination	2011-2020
7	Assist in Development Review	2011-2020
8	Continue to Monitor Performance Data	2011-2020
9	Electronic Voice Announcement System	2012
10	Ticket Vending Machine	2012
11	Re-Evaluate §5307 Funds	2012
12	Refueling System Component Upgrade	2012
13	Automated Scheduling/Routing Software	2012
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PASCO COUNTY TEN YEAR TRANSIT DEVELOPMENT PLAN

2011 ANNUAL PROGRESS REPORT

Update Preface

The first ten-year major update to the Transit Development Plan (TDP) was completed in June 2008, endorsed by the Pasco County Metropolitan Planning Organization and subsequently adopted by the Pasco County Board of County Commissioners (BOCC) on July 22, 2008. In accordance with revised Rule Section 14-73.001, Florida Administrative Code, a major update is to be completed every fifth year with a ten year planning horizon; the TDP is to be reviewed and revised as necessary, and a progress report submitted annually to the Florida Department of Transportation (FDOT).

This submittal is the third progress report of the currently adopted ten year TDP. This review provides:

- An updated summary of the past year's accomplishments;
- Analysis of the discrepancies between the Plan and its implementation;
- Revisions to the Plan for the upcoming year;
- A revised implementation Program for the tenth year;
- Added recommendations for the new tenth year of the Plan
- A revised financial Plan;
- A revised list of projects or services needed to meet the goals and objectives; and
- Farebox Recovery Report

2010-2011 Update Summary

There are currently six transit routes in West Pasco and three in East Pasco. Pasco County Public Transportation (PCPT) had a ridership decrease of 15.8 percent from 2009 to 2010. The primary factors for this decrease in ridership are likely attributable to the prevailing economic conditions, the decrease in fuel costs and the substantial increase in fares in November 2009. In addition, due to budgetary constraints, routes did not expand and service hours did not lengthen. Holiday service was also eliminated from the previous fiscal year.

PCPT experienced a 20.6 percent farebox recovery ratio in the first three quarters of the 2011 fiscal year. Based on the ridership projections and the fare increase that went into effect on 11/1/09, PCPT is projecting a slight rise in the farebox recovery ratio. PCPT management and accounting staff will continue to monitor this ratio (See Attachment 1 – 2011 Annual Farebox Recovery Ratio Report).

Marketing is an ongoing process with new strategies continually being evaluated. PCPT continues to develop and expand on the transit marketing program as time, staffing and funding allow. PCPT also manages the Pasco bus stop bench program through a commercial marketing company. This program continues to maintain passenger amenities while improving roadside appearance.

PCPT initiated the agency sponsored bus pass program in January 2001. This initiative continues to expand annually with 6,176 agency-sponsored monthly bus passes sold between July 2010 and June 2011. Agencies also purchased 2,902 daily bus passes, sixty 20-ride passes and 50 one-way fares for their clients during this same time period.

As mentioned earlier, the first ten-year major update to the TDP was developed in 2008. Since that adoption, several enhancements were implemented.

- Electronic fareboxes were installed on East Pasco transit buses
- Shelter implementation plan was developed to place shelters at various locations throughout the transit service area (eight shelters were placed in this time period)
- Reduced Fare Photo ID Card Program was approved July 28, 2009 and implemented on December 1, 2009
- The first Comprehensive Operational Analysis (COA) was conducted on PCPT bus routes and the changes were implemented July 1, 2011
- Security camera system placed in bus yard

With the acquisition of stimulus funds from the American Reinvestment and Recovery Act (ARRA), eight heavy-duty replacement buses and security cameras for all transit buses were acquired. With the remaining ARRA funds, approximately 60 transit bus shelters will be acquired and placed at popular bus stops. Also, construction plans for a bus wash rack and fuel station were completed in West Pasco and other intended purchases under the vehicle replacement program were completed.

PCPT continues to meet with transit systems in neighboring counties to coordinate services and discuss potential regional projects. Also, PCPT staff participated in numerous meetings and workshops to promote regional transportation through the Tampa Bay Area Regional Transit Authority (TBARTA).

PCPT staff also coordinates with developers and County planners to ensure transit amenities are incorporated into future developments. These requests are now being relayed electronically through the Pasco County Development Review Department.

Recommendations for enhancements will be reviewed, evaluated and implemented based on future funding and existing need.

Discrepancies between the Plan and its Implementation

Not all of the planned tasks will be completed in fiscal year 2010/2011, the third year of the ten-year TDP. A new Moon Lake route enhancement will not be implemented in the coming fiscal year in accordance with the FY 2010 Annual Progress Report. Also, the evaluation of the 5307 funding split between the Tri-County Area has yet to take place. With the data becoming available from the 2010 census it is hoped that this will take place in the coming fiscal year.

Revision to the Plan for Upcoming Year

Due to continued budget constraints for fiscal year 2011/2012, PCPT is still limited in planning new routes to the system due to the inability to commit the required local matching funds. However,

PCPT is planning to implement a new limited cross-county route in fiscal year 2011/2012 with the award of corridor funding. This route along the SR 54 Corridor is essential to serve this expanding corridor, connect both the east and west service areas and to promote Pasco County economic growth.

Recommendations for the fourth year of the Ten-Year Implementation Plan from the 2008 TDP to expand infrastructure are on schedule. Construction plans for a bus wash rack and maintenance shop are underway in East Pasco and planned purchases under the vehicle replacement program are still underway. In addition, a new automated transit/paratransit software system; electronic voice announcement system; and electronic passenger counters are also being researched for purchase in the upcoming year.

In 2011, PCPT and its consultant completed a Comprehensive Operational Analysis (COA) of current bus routes. Several improvements to the system were implemented on July 1, 2011. With these improvements, PCPT was able to provide service to two new areas at no additional cost. In East Pasco, this included the Groves shopping center and the Park and Ride at Victorious Life Church where PCPT now meets with the Hillsborough Area Regional Transit Authority (HART) system. In West Pasco, another area now being served as a result of the COA is a section of the Trinity area including the YMCA, the Mease Healthcare Clinic and the Mitchell High School/Seven Springs Middle School Complex.

Revised Implementation Program for the Tenth Year

For the immediate future, budgeting for additional new service is tentative as a result of budgetary shortfalls and slow economic recovery. The planned implementation for a Moon Lake Road bus route and successive enhancements has been retained with new proposed dates pending future funding availability. Additional enhancements scheduled for 2014 and beyond, including later evening service, increased frequency, and adding Sunday Service have also been kept in the current plan. See Attachment 2 for the Revised Table 8-1, *Ten-Year Priority Listing of Alternative Implementation* of the 2009-2018 TDP major update, which reflects the transit plans for 2012 and beyond.

Recommendations for the New Tenth Year of the Plan

As the economy strengthens and funding becomes available, PCPT will continue to follow the revised priority list from the 2009-2018 TDP. However, depending on need at the time, some project priorities may occur sooner or be pushed back to later years (See Attachment 2). Additional non-vehicle capital infrastructure projects consist of the following: electronic voice announcement system, ticket vending machines and automated scheduling/routing software.

In the new tenth year of the TDP, PCPT will continue to research ways to provide efficient, safe and cost effective public transportation to the citizens and visitors of Pasco County. Staff will continue to evaluate realignment issues and may execute another COA. New advanced technologies will be integrated into the system as they become available and funding allows. Through TBARTA, PCPT will implement more regional connections to Hernando, Pinellas and Hillsborough Counties.

With the new mobility fee adopted in Pasco County, a new stream of funding for transit should be available in future years. Transit Oriented Design is being planned with future development along the SR 54 corridor.

Revised Financial Plan

The 2011 Annual Progress Report includes the revision of the Five-Year Projected Revenues and Costs Plan (Attachment 3). This plan has been updated in order to provide current budget estimates as well as budget projections from FY2012–FY2016.

List of Projects or Services Needed to Meet Goals and Objectives

The Goals and Objectives from the 2009-2018 TDP along with the various projects and services to help meet them are as follows:

Goal 1: Improve Quality of Service

Objective 1.1: Maintain on-time performance of 90 percent or better.

Objective 1.2: Maintain current level of service and expand service hours on existing routes while exploring opportunities to provide new service as demand arises.

Objective 1.3: Maintain and seek to enhance existing performance monitoring program.

Objective 1.4: Continually work to improve conditions for all PCPT employees.

Objective 1.5: Maintain vehicle replacement program.

Objective 1.6: Research and pursue funding for incorporating advanced technologies.

PCPT will continue to strive for on-time performance along the nine fixed bus routes. This is important in order to retain the current riders, entice new passengers and maintain a reputation of reliability and quality of service. One way to help ensure on-time performance is to increase the revenue miles between vehicle system failures by keeping proper maintenance of the buses. PCPT will continue to coordinate with County fleet staff to make certain that all is being done to keep the buses on the road. In addition, ARRA funding will significantly improve and expedite the replacement of older buses with those that are better designed for heavy duty use, while allowing for more fuel efficiency. Monitoring the scheduled routes and operators is an ongoing process of the operations staff.

The Transportation Manager and fiscal staff routinely meet to discuss available funding and procurement processes to ensure that the transit equipment program (new and replacement) remains on schedule.

Staff will continue to pursue new and existing funding sources to ensure that current levels of service are maintained and that enhancements and expansions continue to occur.

Goal 2: Increase Public Awareness of PCPT through Education and Marketing

Objective 2.1: Distribute schedules and system information in public places throughout the County for residents and visitors (e.g., shopping centers, Chambers of Commerce, libraries, etc.).

Objective 2.2: Develop an on-going public involvement process through surveys, discussion groups, interviews with passengers and drivers, and public workshops.

Objective 2.3: Pursue marketing and advertising opportunities through community associations and clubs.

With the decrease in transit passenger trips in the past fiscal year, it remains even more critical to market and promote the PCPT system. Continued efforts will be made to increase ridership through route adjustments and delivery of reliable service to better serve the population.

There is a program in place to ensure that schedules are made available to the following individuals/agencies: current transit users, individual requests, apartments/mobile home parks, libraries, civic associations, Human Service/Government Agencies, hospitals/doctors offices, real estate offices, Chambers of Commerce, Hotels, Pasco Hernando Community College Bookstores, Pasco County Housing Authority, United Farm Workers, Social Security Administration and the Veterans Administration Clinic. Public service announcements and promotional advertisements may be placed in the St. Petersburg Times, the Tampa Tribune, the Suncoast News, the Zephyrhills News or the Laker. PCPT staff conducts presentations to civic organizations, homeowners associations, employee orientations, schools and agencies throughout Pasco County and regularly supports special events such as transportation workshops, senior day events, hurricane expositions, health fairs, Pasco County Community Awareness Fair and the Pasco Expo.

In an ongoing effort to enhance the marketing program and operational goals, PCPT is considering or currently working on numerous activities that will further promote or improve the system. Some of these marketing activities include:

- Bus ride incentive program through commercial sponsors.
- Promotions that partner with other government agencies such as the Public Library System and the Clerk of the Court (free rides for jurors).
- Direct mailing opportunities.
- Summer bus promotions for students.
- Paid on-bus advertising.
- Additional bus pass sales outlets.

Goal 3: Pursue Coordination Activities with Other Jurisdictions and Transportation Providers

Objective 3.1: Ensure coordination and consistency with local, regional, and state plans for the future provision of public transit service in Pasco County.

Objective 3.2: Identify areas for cooperative efforts with neighboring county transit systems, including Pinellas Suncoast Transit Authority (PSTA), HART, and The Hernando Express Bus.

Objective 3.3: Coordinate public transit efforts with social service agencies and programs.

PCPT is currently providing service in Pinellas County through Routes 18 and 19, which connects with PSTA Routes 19 and 66. Service is provided to Hillsborough through connection of the park and ride in Wesley Chapel. The Bikes on Buses program further enhances the public transportation relationship between Hillsborough, Pasco and Pinellas Counties. Also, all three systems allow all riders reciprocal use of their reduced fare photo ID cards.

The major update to the 2009-2018 TDP looks to strengthen future regionalization through the following recommendations:

- Implement Cross County Connector Route on SR 54 to connect West Pasco with HART Route 51X (2012)

- Express Bus Service – US 19 from Pinellas County to Hernando County (2015)
- Coordination with TBARTA staff, consultants, and the Transportation Managers Committee to promote regionalization

PCPT staff meets with neighboring transit agencies and FDOT on a regular basis to discuss regionalized transit. Periodic workshops or meetings are held with social service agencies to keep them informed on current and proposed transit routes and to determine their transportation needs. Staff continues to meet with Pasco County Growth Management and developers to make provisions for future transit amenities. PCPT staff continues to coordinate with not-for-profit agencies who have received New Freedom funds for transportation and travel training for disabled individuals.

Goal 4: Identify and Meet Needs for Public Transit

Objective 4.1: Strive to ensure the availability of service to meet the public transit needs of the citizens and visitors in Pasco County.

Objective 4.2: Identify and address transportation needs of transit-oriented populations in the County.

Objective 4.3: Investigate the need for other service opportunities, such as specialized fixed route bus service, park-and-ride services, and carpooling/vanpooling.

Objective 4.4: Continue to improve infrastructure including benches, shelters, and signage at bus stops.

As the PCPT transit system expands, bus stops are added accordingly. Currently, PCPT has 832 bus stop signs installed throughout the service area. Transit bus shelters, which protect riders from the harsh Florida elements, can be built for approximately \$17,000 and higher, depending on size and amenities desired. On March 9, 2004, Pasco County voters approved the “Penny for Pasco,” which added a penny to the six percent sales tax in Pasco for a ten-year period, which began January 1, 2005. This revenue stream helps fund a number of identified critical projects for the County, Cities and School Board. One of the projects scheduled to be funded under this sales tax involves the design, procurement, and placement of approximately 33 bus shelters throughout two of Pasco County’s key corridors (U.S. Highway 19 and U.S. Highway 301). Two of the eight bus shelters previously mentioned were funded through Penny for Pasco. This project also included a major transfer center that accommodates connections between local service and corridor service. PCPT also received ARRA funds to purchase approximately 60 additional bus transit shelters.

As mentioned earlier, PCPT staff coordinates transit amenities with future commercial and residential projects undergoing development in Pasco County. This would include such amenities as bus stops, shelters, park-and-rides, bus bays, etc. With the collaboration of legal and growth management staff, Pasco County is working to make transit amenity requirements of new developments part of the County Land Development Code.

Goal 5: Pursue Transit-Friendly Land Use and Regulations

Objective 5.1: Support Land Development Regulations that encourage transit-friendly development.

Objective 5.2: Develop incentives for developers and major employers to promote public transportation (e.g., Pasco County has passed a new mobility fee that will replace current impact fees. The mobility fee can be used for road construction, buses, park-and-ride lots, sidewalks and bicycle paths. The mobility fee is intended to drive growth to urbanized West Pasco and the

emerging State Roads 54/56 corridor across the county's southern tier and to discourage the expansion of sprawling housing developments in rural areas.)

Objective 5.3: Improve connectivity of sidewalks and bicycle facilities along existing and future public transportation corridors.

In 2005, PCPT and its Consultant developed a Transit Infrastructure Guidelines Manual that developers can use in designing shelters and other transit amenities. The Office of the Pasco County Attorney is in the process of developing a county ordinance incorporating some of the guidelines of the manual to further define and enforce transit oriented design with developers. PCPT staff has also been meeting with developers of major commercial or residential projects to ensure that future transit amenities are included.

Farebox Recovery Report

See Attachment 1 for the 2011 Annual Farebox Recovery Ratio Report

ATTACHMENT:

- 1) 2011 Annual Farebox Recovery Ratio Report
- 2) Revised Table 8-1, *Ten-Year Priority Listing of Alternative Implementation*
- 3) Five-Year Projected Revenues and Costs Plan