TRANSIT DEVELOPMENT PLAN

RECOMMENDATION PRESENTATION

FEBRUARY 2019

FOURSQUARE INTEGRATED
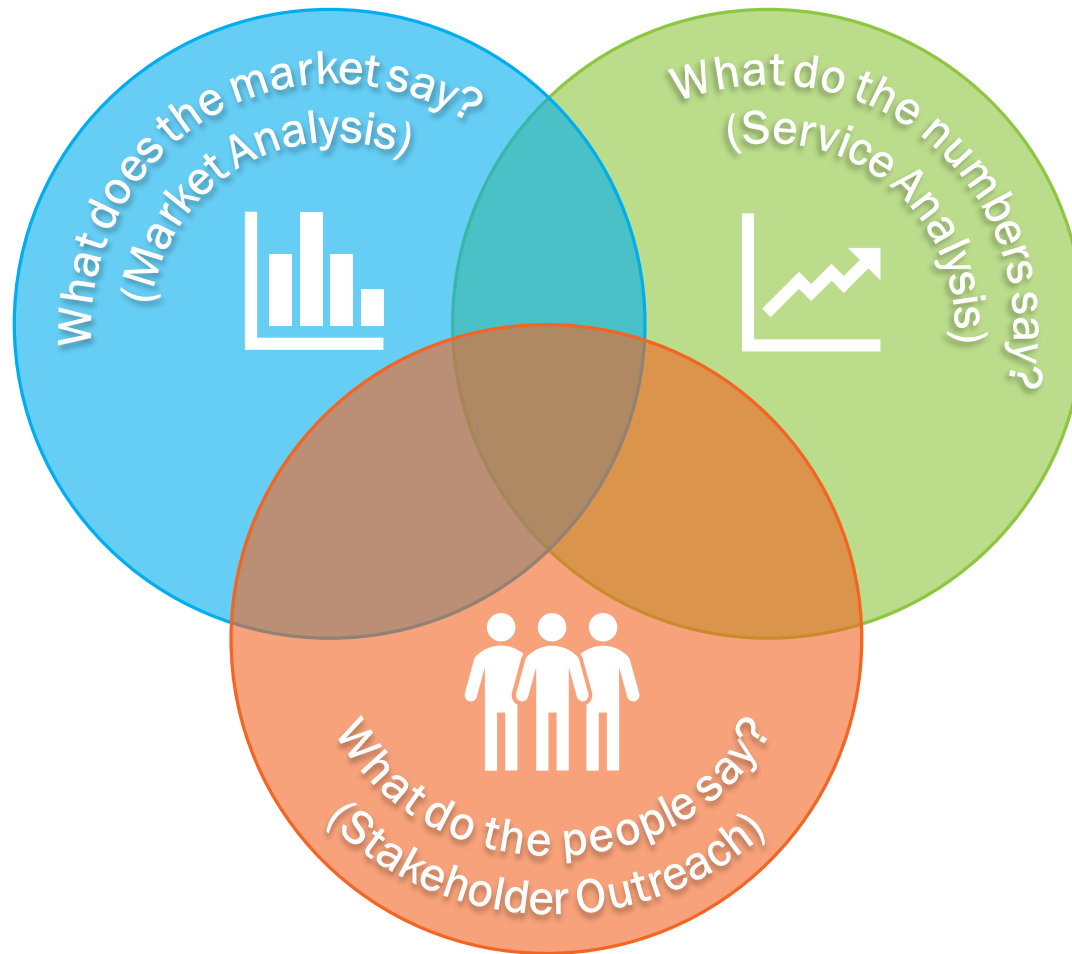TRANSPORTATION PLANNING

Project Background

- EMTA ridership has declined in recent years, as the city continues its transformation from an industrial and manufacturing hub, to a smaller, but more diversified economy led by health care, tourism, insurance, and higher education.

- The purpose of this study is to assess how well EMTA's existing network aligns with the transit needs and transit potential of the changing region.
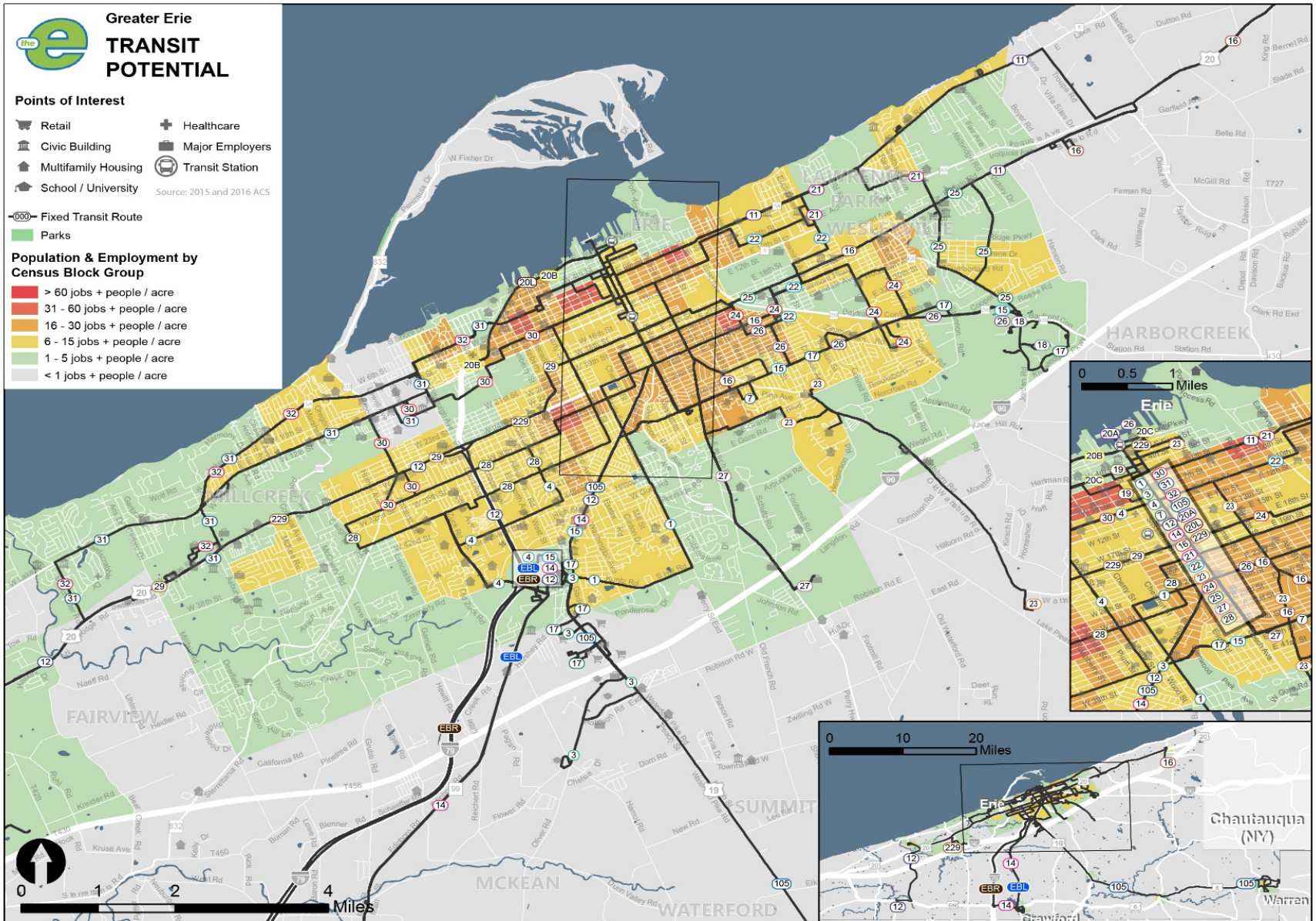
Study Goals

- Identify existing system's strengths, weaknesses, and opportunities
  - Review travel patterns
  - Assess system efficiency
  - Identify unmet transit needs

- Recommend service improvements
  - Serve existing riders better
  - Attract new riders
  - Improve over-all system productivity
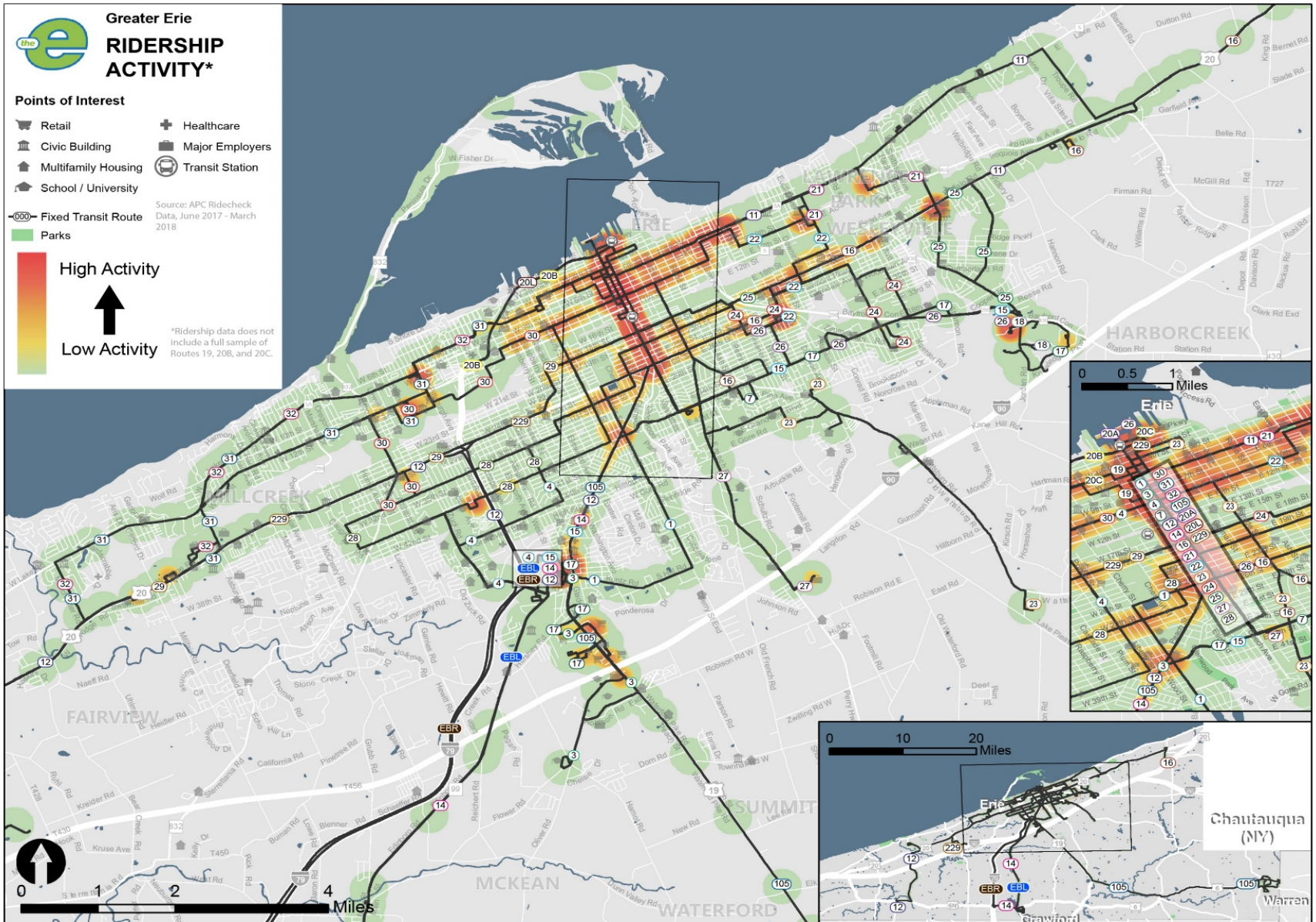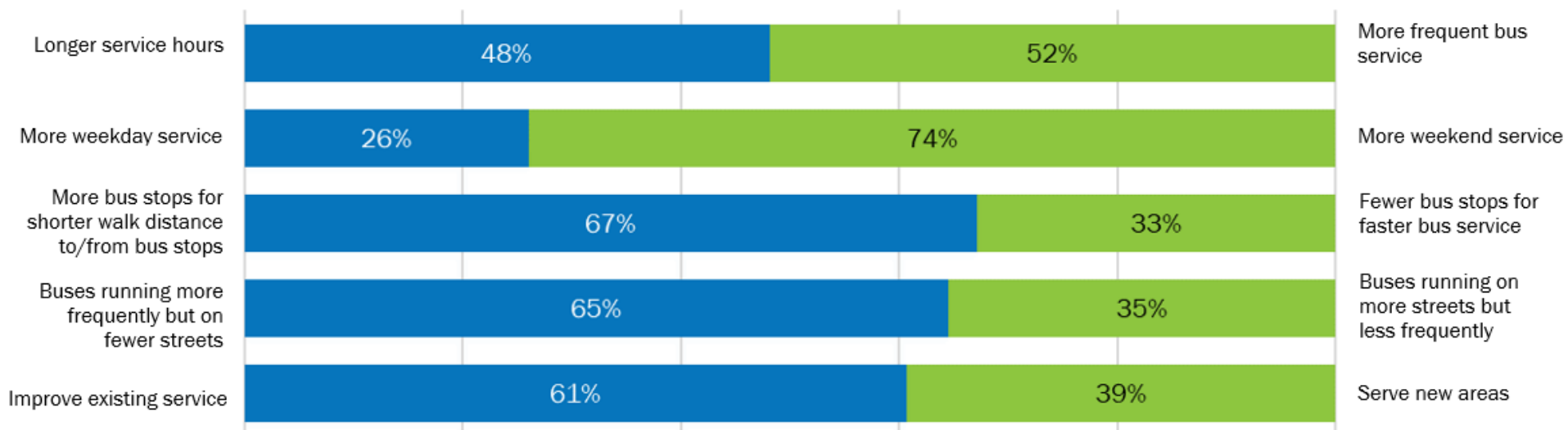
Study Approach

Market Analysis

Greater Erie
TRANSIT POTENTIAL

Points of Interest

Retail

Civic Building

Multifamily Housing

School / University

Healthcare

Major Employers

Transit Station

Source: 2015 and 2016 ACS

Fixed Transit Route

Parks

Population & Employment by Census Block Group

- > 60 jobs + people / acre
- 31 - 60 jobs + people / acre
- 16 - 30 jobs + people / acre
- 6 - 15 jobs + people / acre
- 1 - 5 jobs + people / acre
- < 1 jobs + people / acre

Service Analysis

Stakeholder Outreach

EMTA Rider Survey Preferences

Longer service hours	48% / 52%	More frequent bus service
More weekday service	26% / 74%	More weekend service
More bus stops for shorter walk distance to/from bus stops	67% / 33%	Fewer bus stops for faster bus service
Buses running more frequently but on fewer streets	65% / 35%	Buses running on more streets but less frequently
Improve existing service	61% / 39%	Serve new areas

Service Redesign - Guiding Principles

- **Service Should be Simple:**
  - For people to use transit, service should be designed so that it is easy to use and intuitive to understand

  - **Service Should Operate at Regular Intervals:**
    - In general, people can easily remember repeating patterns, but have difficulty remembering irregular sequences.

  - **Routes Should Operate Along a Direct Path:**
    - The fewer directional changes a route makes, the easier it is to understand. Circuitous alignments are disorienting and difficult to remember.

  - **Routes Should be Symmetrical:**
    - Routes should operate along the same alignment in both directions to make it easy for riders to know how to get back to where they came from.

  - **Routes Should Serve Well Defined Markets:**
    - The purpose of a route should be clear, and each should include strong anchors and a mix of origins and destinations.

  - **Service Should be Well Coordinated:**
    - At major transfer locations, schedules should be coordinated to the greatest extent possible to minimize connection times for the predominant transfer flows.

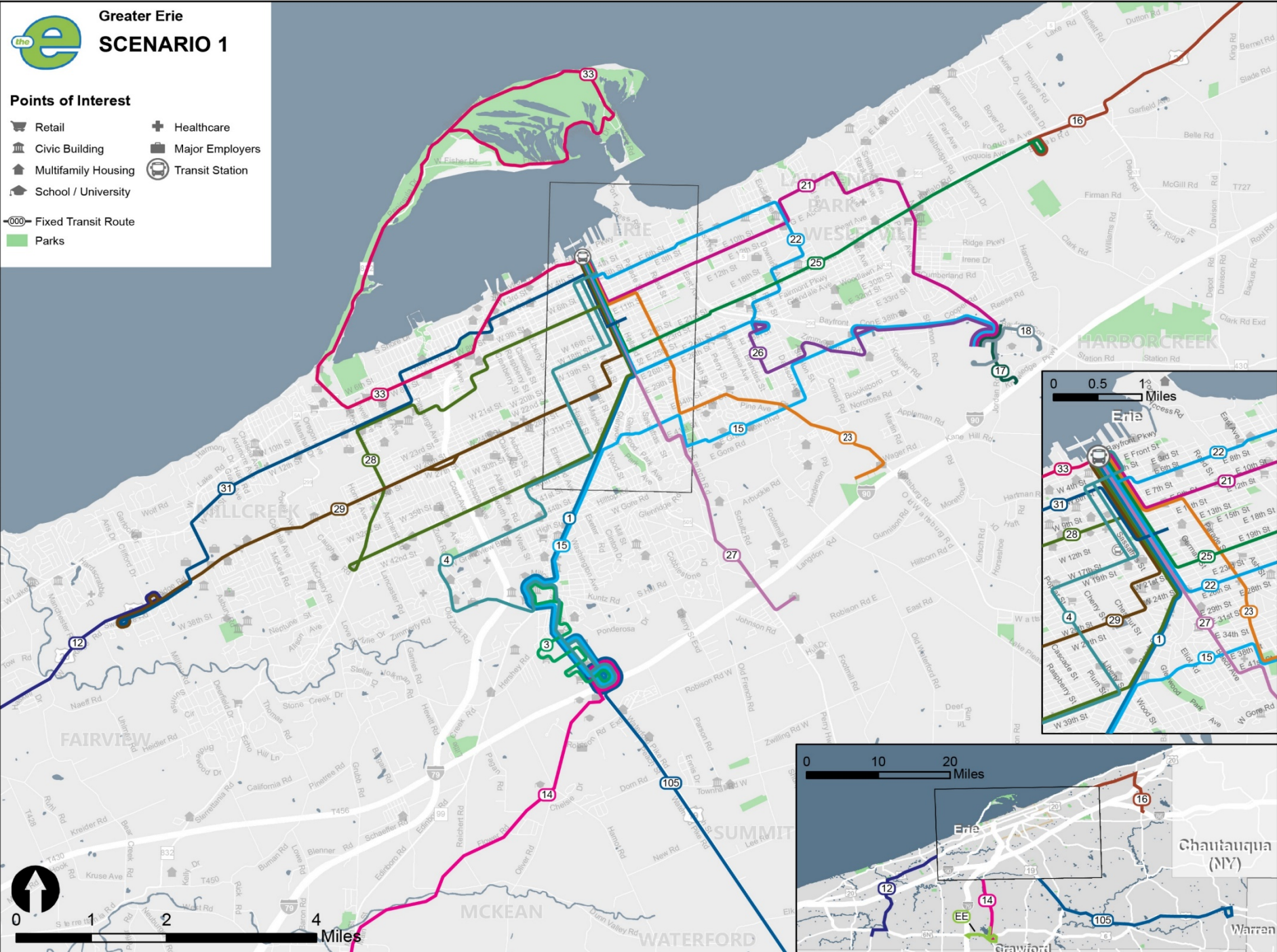# Service Redesign - Preliminary Scenarios

- Two Scenarios:
  - Scenario 1: "Maximize Downtown Access"

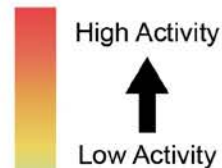 - Scenario 2: "Maximize Cross-Town Connections"

Greater Erie
SCENARIO 1

Points of Interest

🛒 Retail
🏛 Civic Building
🏠 Multifamily Housing
🎓 School / University
➕ Healthcare
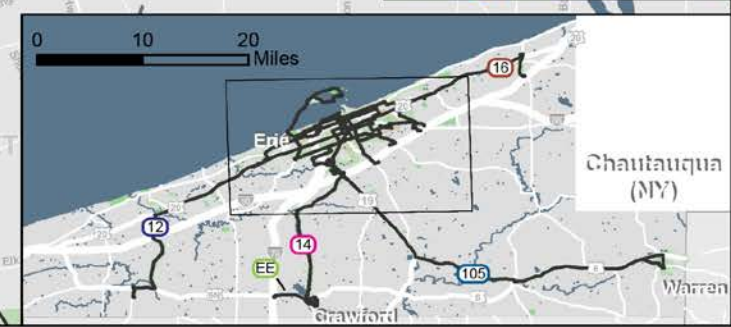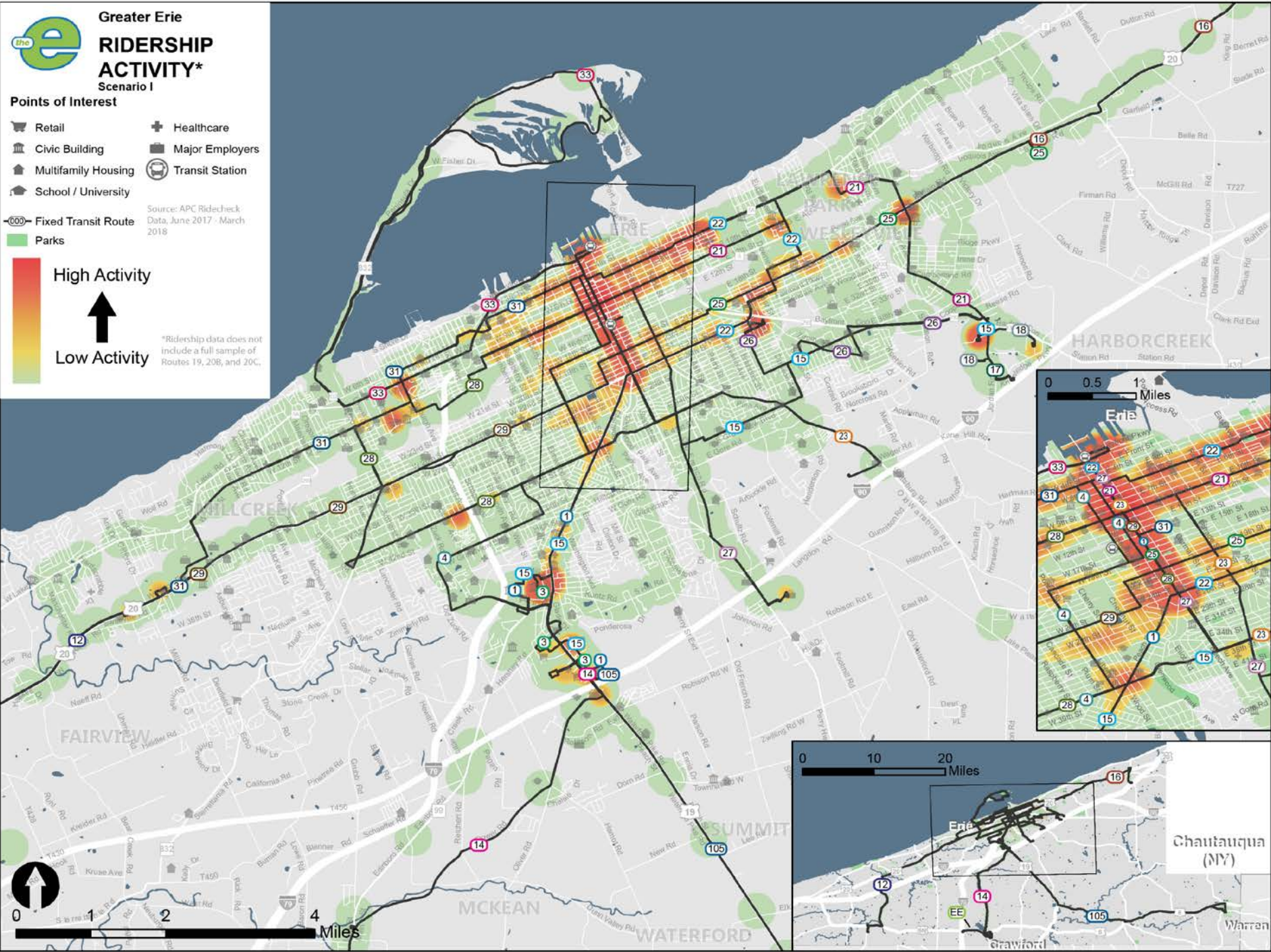🏢 Major Employers
🚌 Transit Station

Fixed Transit Route

Parks

RIDERSHIP ACTIVITY*

Scenario I

Points of Interest

🛒 Retail   ✚ Healthcare

🏛 Civic Building   🏢 Major Employers

🏠 Multifamily Housing   🚌 Transit Station

🏫 School / University

-⦿- Fixed Transit Route

Parks

Source: APC Ridecheck Data, June 2017 - March 2018

High Activity

Low Activity

*Ridership data does not include a full sample of Routes 19, 20B, and 20C.

ERIE

HARBORCREEK

MILLCREEK

FAIRVIEW

MCKEAN

WATERFORD

SUMMIT

Erie

0   0.5   1   Miles

0   10   20   Miles

Erie

Chautauqua (NY)

Crawford

Warren

0   1   2   4   Miles

Greater Erie

TRANSIT
POTENTIAL
Scenario I

Points of Interest

🛒 Retail ✚ Healthcare
🏛 Civic Building 🏢 Major Employers
🏠 Multifamily Housing 🚌 Transit Station
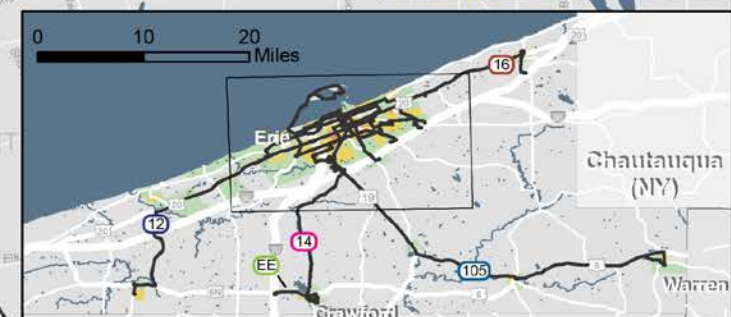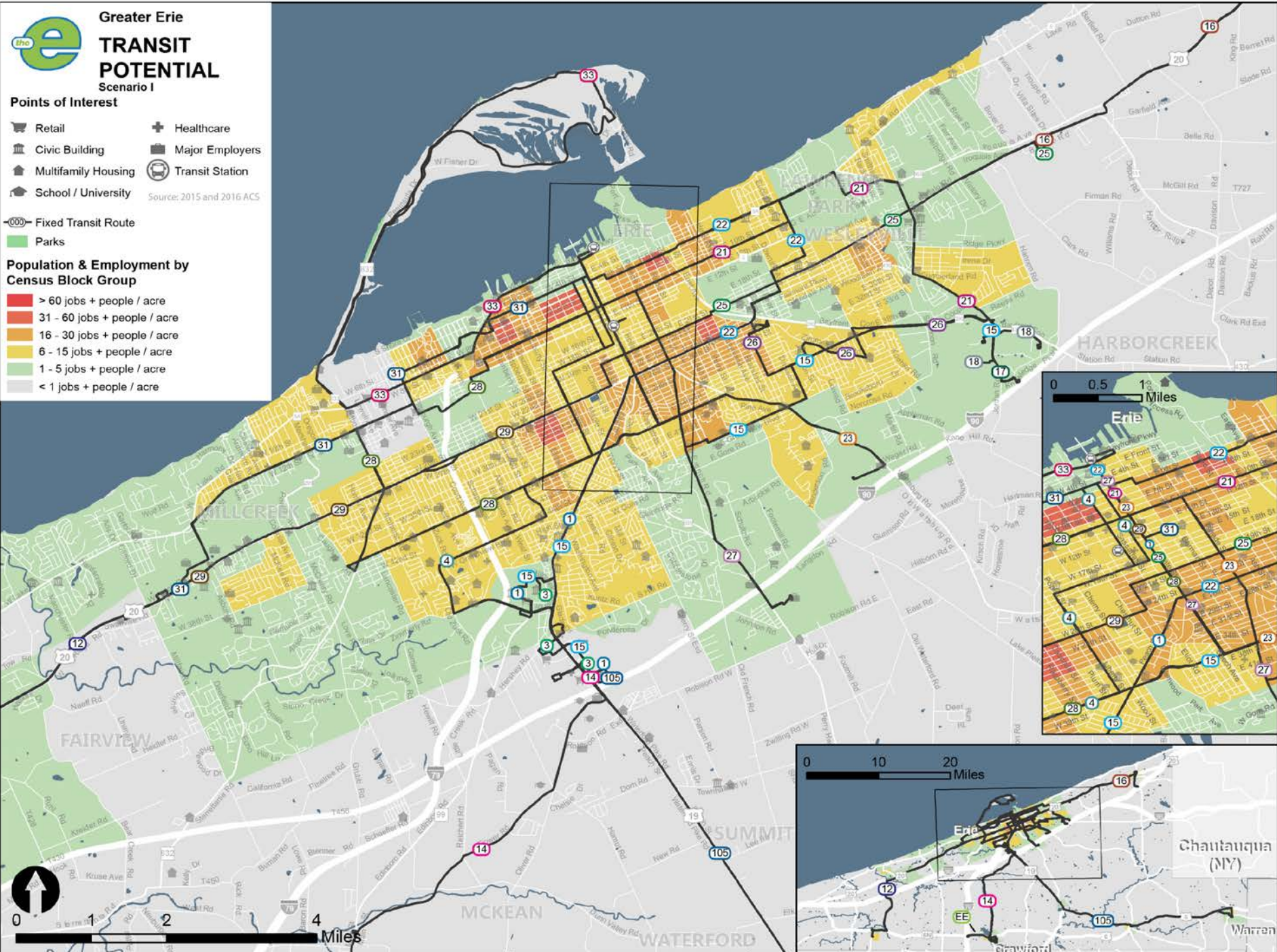🏫 School / University Source: 2015 and 2016 ACS

—⬤— Fixed Transit Route
Parks

Population & Employment by Census Block Group

- \> 60 jobs + people / acre
- 31 - 60 jobs + people / acre
- 16 - 30 jobs + people / acre
- 6 - 15 jobs + people / acre
- 1 - 5 jobs + people / acre
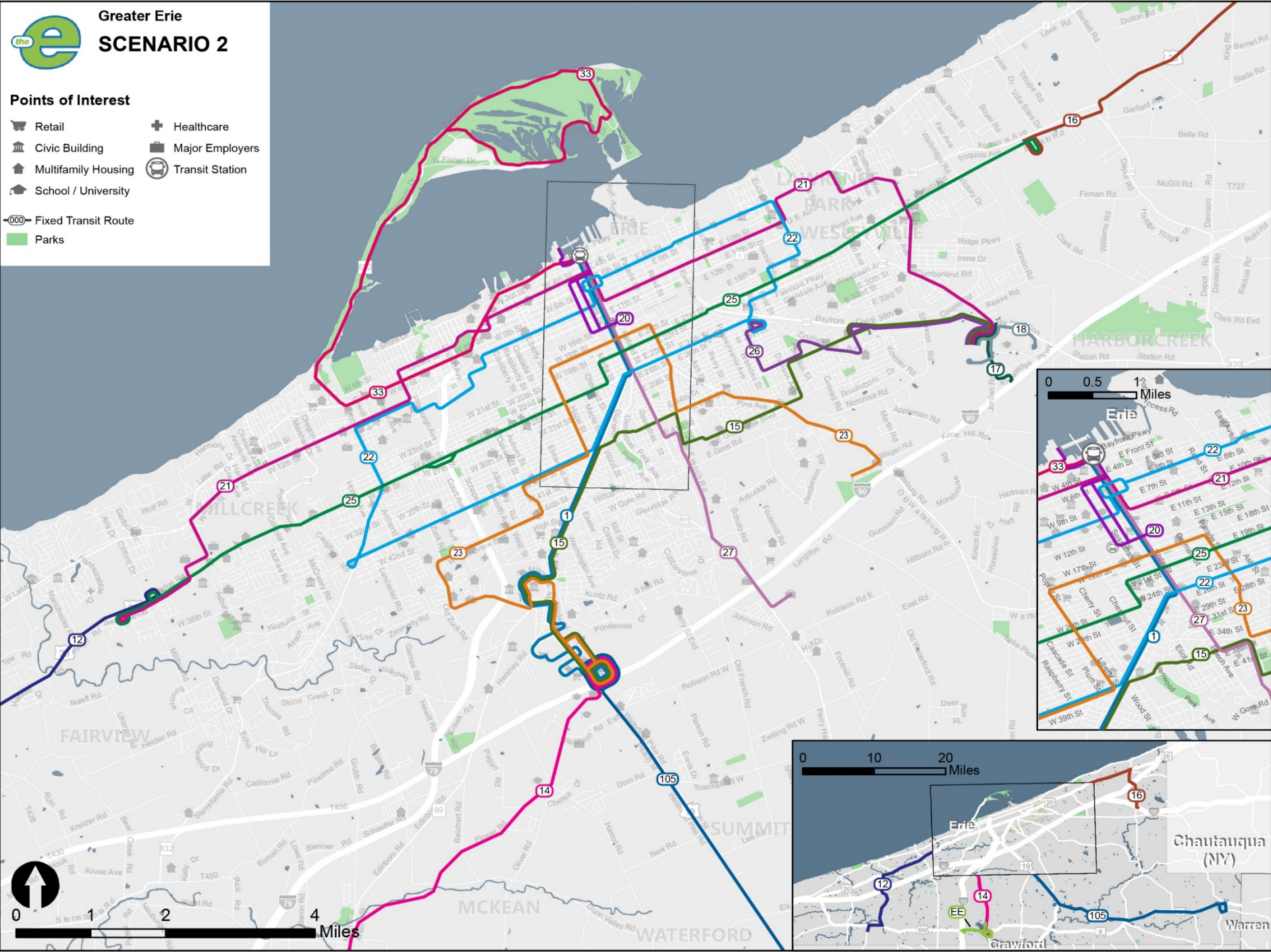- \< 1 jobs + people / acre

Erie

0 0.5 1 Miles

0 10 20 Miles

0 1 2 4 Miles

HARBORCREEK
MILLCREEK
FAIRVIEW
MCKEAN
WATERFORD
SUMMIT
Chautauqua (NY)
Warren
Crawford
ERIE

Greater Erie
SCENARIO 2

Points of Interest

🛒 Retail   ➕ Healthcare

🏛 Civic Building   💼 Major Employers

🏠 Multifamily Housing   🚌 Transit Station

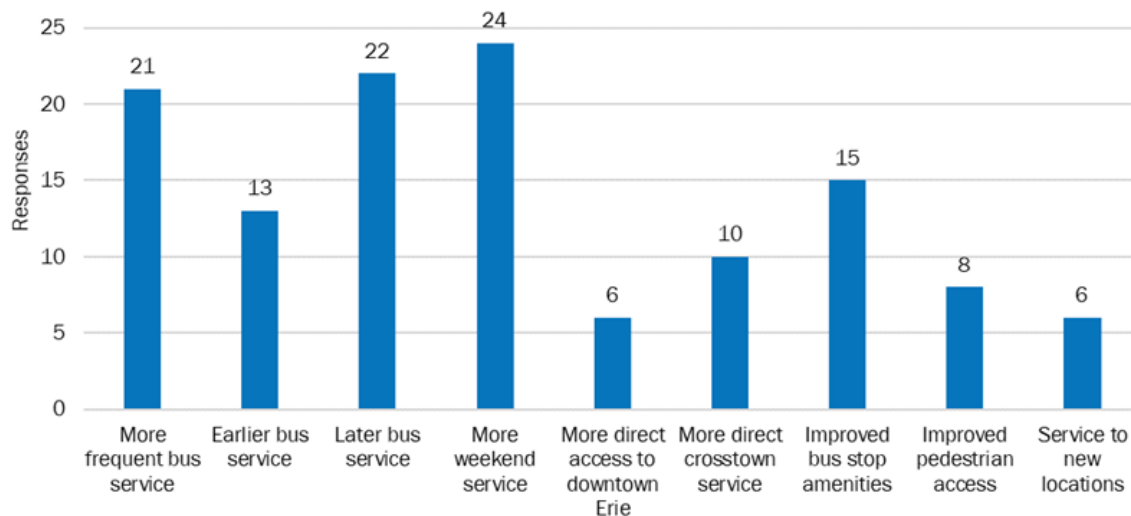🎓 School / University

⬤⬤ Fixed Transit Route

🟩 Parks

Service Redesign - Preliminary Scenarios

- ## Public Reaction:
  - 37 surveys submitted online and at public meetings in September 2018
    - 11 preferred Scenario 1
    - 11 preferred Scenario 2
    - 9 preferred current service design
    - 6 gave no preference

FOURSQUARE INTEGRATED
TRANSPORTATION PLANNING

Service Redesign - Preliminary Scenarios

- ## Public Reaction:

  - Most "no-change" comments referenced regional routes (12, 14, 105, 229)

  - Example comments:
    - "Route 12 needs a stop at the mall. Many riders need that stop being one of their main stops."
    - "Route 14 ceasing service downtown via Peach Street would eliminate one-seat rides for users."
    - "Both scenarios jeopardize the Corry Loop that is essential and used by many of our community who have no other way to get where they need to go."

Service Redesign - Preliminary Scenarios

- **Recommended Scenarios:**
  - Restructured "Core" Network
    - Fast and frequent spine service along State and Peach Street (highest-ridership corridor)
      - 20-minute peak frequency / 30-minute off peak
      - Links downtown to Peach Street retail destinations
    - Enhanced cross-town service
      - Multiple connection opportunities to spine
    - Simplified circulators
      - Two Penn State Behrend shuttles
      - One downtown circulator
  - Unchanged "Regional Link" Network
    - Commuter routes (Routes 12, 14, 105, 229)
    - Community circulators (Routes EE, CL)
    - Special services (Routes 7, 33)

FOURSQUARE INTEGRATED
TRANSPORTATION PLANNING

Greater Erie
SCENARIO 3

Points of Interest
- Retail
- Civic Building
- Multifamily Housing
- School / University
- Healthcare
- Major Employers
- Transit Station
- Fixed Route Service
- Limited / Special Service
- Parks

Outlying Services

Regional Links

Saturday Night Service

Seasonal Service

Greater Erie

Peak Period Service

Legend

- 🛒 Retail
- 🏛 Civic Building
- 🏠 Multifamily Housing
- 🏫 School / University
- ✚ Healthcare
- 🏢 Major Employers
- 🚌 Transit Station
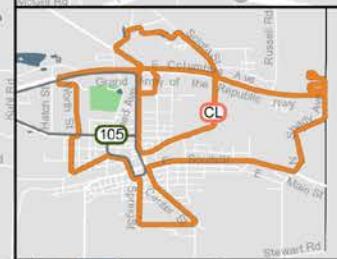
- Fixed Route Service
- Limited / Special Service
- Parks

Frequency
- 20 Minutes
- 30 Minutes
- 60 Minutes
- 120 Minutes
- >120 Minutes
- Seasonal / Less Than Daily
- No Peak Period Service

0 1 2 Miles

Outlying Services

*Edinboro Express also runs weekday shuttle service to the Porreco College

Regional Links

0 10 20 Miles

Erie

Chautauqua (NY)

Warren

Crawford

Saturday Night Service
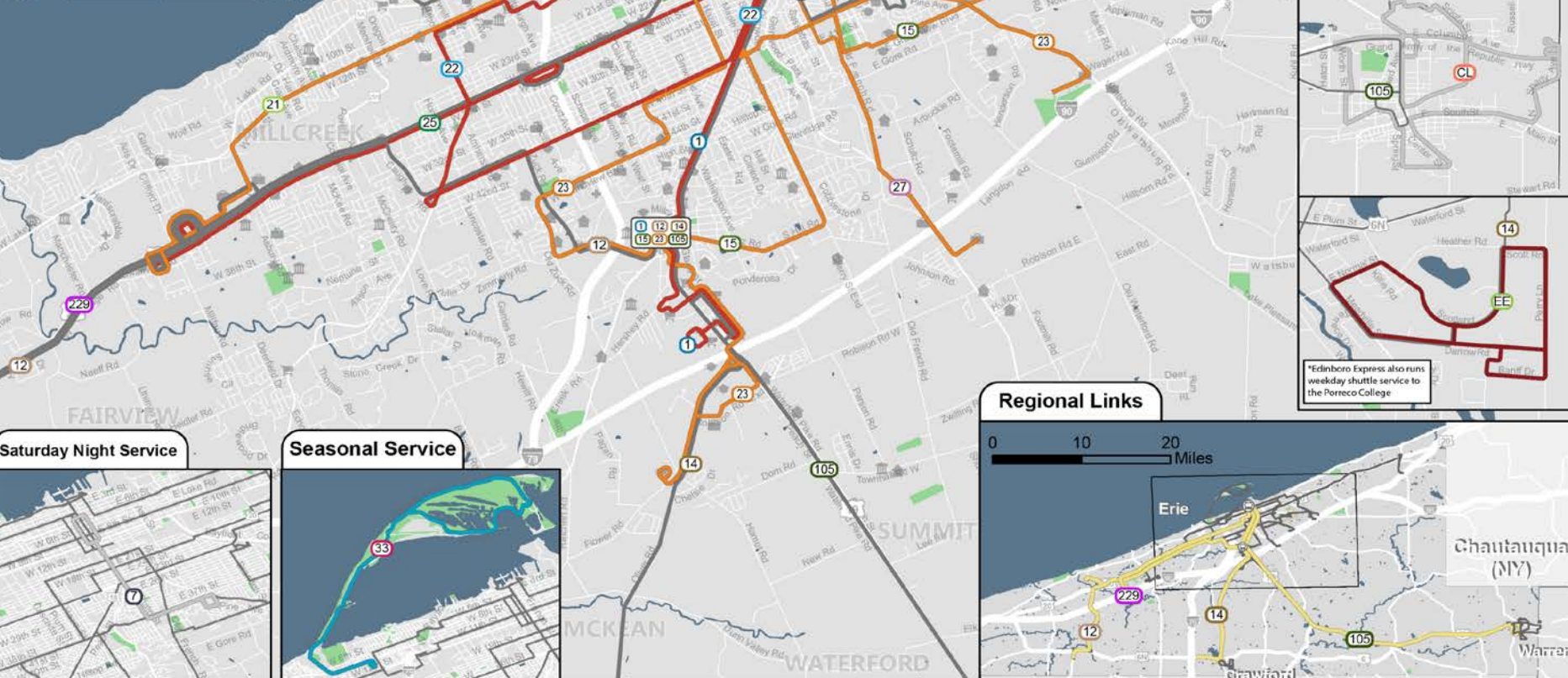
Seasonal Service

Greater Erie

Off-Peak Period Service

Legend

- Retail
- Civic Building
- Multifamily Housing
- School / University
- Healthcare
- Major Employers
- Transit Station

- Fixed Route Service
- Limited / Special Service
- Parks

Frequency
- 20 Minutes
- 30 Minutes
- 60 Minutes
- 120 Minutes
- >120 Minutes
- Seasonal / Less Than Daily
- No Off-Peak Period Service

0   1   2 Miles

Outlying Services

*Edinboro Express also runs weekday shuttle service to the Porreco College

Saturday Night Service

Seasonal Service

Regional Links

0   10   20 Miles

Erie

Chautauqua (NY)

Warren

Saturday Service

Legend

- Retail
- Civic Building
- Multifamily Housing
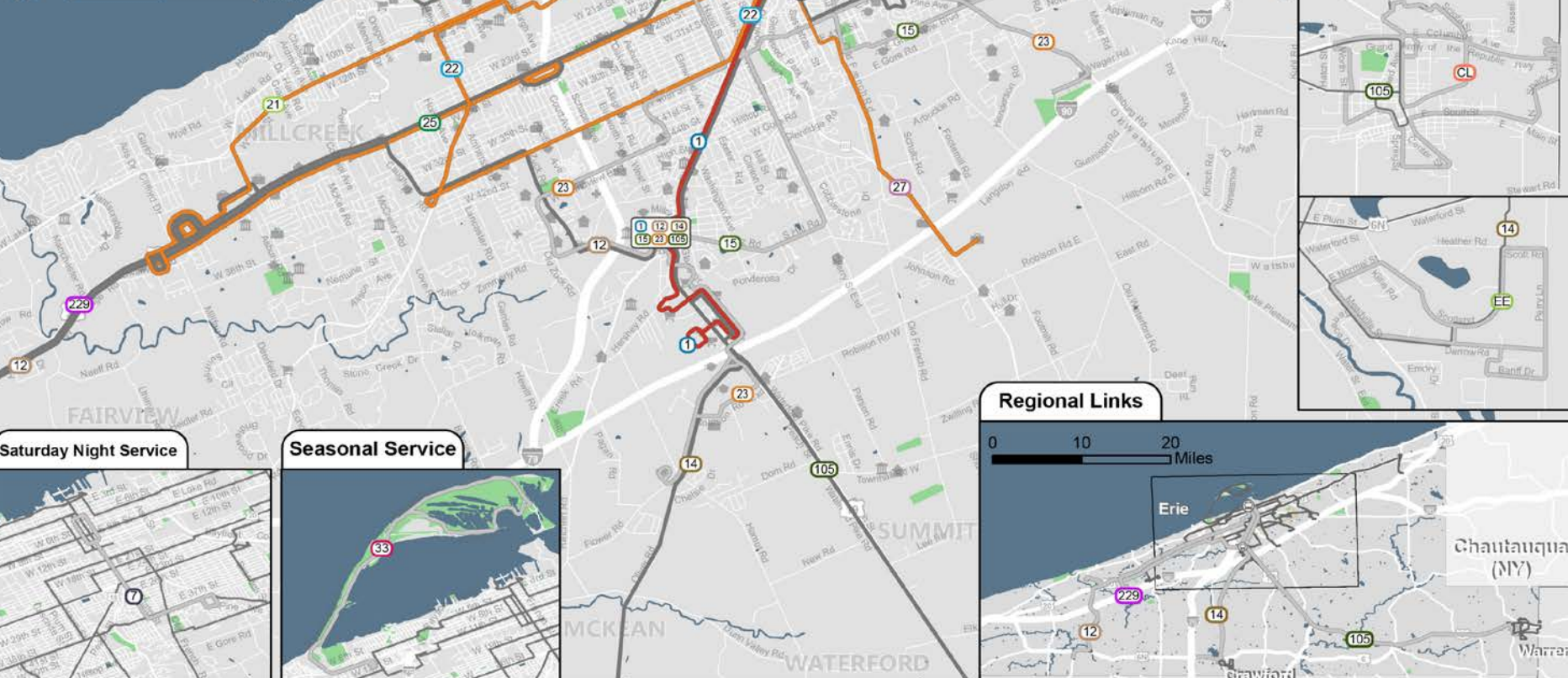- School / University
- Healthcare
- Major Employers
- Transit Station
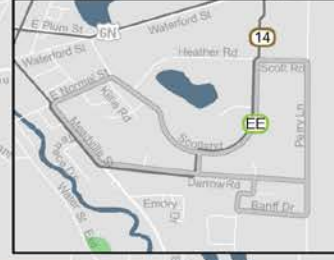
Fixed Route Service
Limited / Special Service
Parks

Frequency
- 20 Minutes
- 30 Minutes
- 60 Minutes
- 120 Minutes
- >120 Minutes
- Seasonal / Less Than Daily
- No Saturday Service

0   1   2   Miles

Outlying Services

*Edinboro Express also runs Saturday shuttle service to Millcreek Mall and Walmart

Regional Links

0   10   20   Miles

Erie

Chautauqua (NY)

Warren

Saturday Night Service

Seasonal Service

Greater Erie Sunday Service map

TRANSIT DEVELOPMENT PLAN

RECOMMENDATION PRESENTATION

FEBRUARY 2019

FOURSQUARE INTEGRATED
TRANSPORTATION PLANNING