

REGIONAL TRANSIT FEASIBILITY STUDY

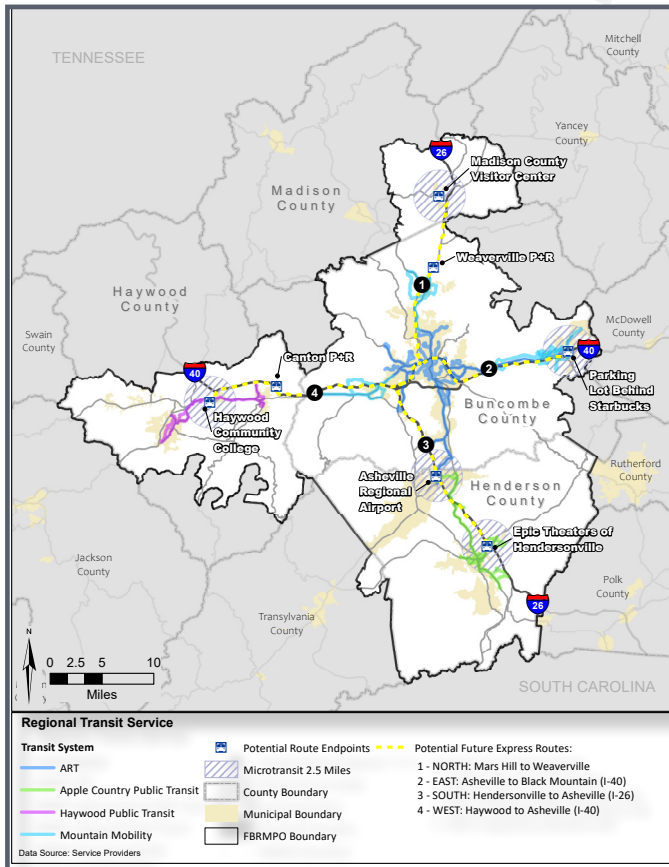
PROGRESS

The French Broad River MPO (FBRMPO) Regional Transit Feasibility Study is a 4-county regional mobility initiative. The goal of the project is to create a cohesive vision that reflects the region's preferences for transit connectivity. Since our first round of public engagement, we have identified opportunities and constraints, analyzed existing services and travel patterns, and created preliminary recommendations.

GOALS

Equity plays an important role in this study and its recommendations. The effect that transit has on minority, low-income, zero-vehicle household, and disability populations will be highlighted throughout the course of the study.

ROUTES



PUBLIC ENGAGEMENT RESULTS

Our first survey was distributed from November 30th to December 31st, 2020. We received 96 responses. The results showed strong support for regional transit even though more than 60% of respondents were not currently transit riders. Additionally, we organized two Focus Groups with stakeholders from around the region. Focus Group participants showed interest in carpool, vanpool, and shuttle options while expressing the importance of strengthening public transportation at a regional level to provide opportunities for the entire community.

BENEFITS OF REGIONAL TRANSIT

Effective Use of Resources	A transit agencies have scarce resources. Planning and administrative funds are a shared function in a position that are often unrelated to transit.
Cost Savings and Shared Costs	Providers could benefit from cost sharing when it comes to purchasing, procurement, grant administration and compliance, and scheduling/customer service for demand response
Streamlined Services	Regionalization can improve customer experience because riders are not restricted by inconvenient political boundaries. By consolidating routes, reducing transfers, providing amenities throughout the region, and implementing a consistent fare structure, riders may enjoy an improved and efficient experience.
Formal Coordination Efforts	Facilitated coordination efforts would allow agencies to respond to ridership changes and other circumstances in a timely manner and would remove barriers for riders. Some systems, like Charlotte Area Transit System (CATS), uses their board as the formal coordination mechanism to provide transit service to the Charlotte Region
Branding	Though often overlooked, having a consistent brand in the region would bring awareness of the role that public transportation plays in the community. This would help riders navigate the system and commute across the region.
Maximize and Leverage Participation for Grants and Additional Funding	This could benefit transit systems by leveraging more power to match grants and demonstrate regional needs.
Partnerships	A regional approach might attract new funding sources and partners, which is particularly important for vanpool programs where employer participation is necessary for its success.

Q1 - Q3 / Sept 2020 - March 2021

Deliverables



Data and Steering Committee input led to an Overview of Existing Transit Network. A report on opportunities and constraints was created after public engagement. Memoranda on governance and funding sources based

Q4 / Jan - June 2021

Develop Recommendations



Second round of public engagement to receive feedback on future routes and implementation.

March 22 - April 22, 2021

Public Engagement (Round 2)



Public engagement via static, virtual meeting, and survey on the study's website to determine the preferred routes and stops for a regional transit service.

June 2021

Final Report



Final Regional Transit Feasibility Study report will be completed. This will include recommendations for the future of regional transit (such as potential routes, funding opportunities, and governance).

TIMELINE

PROJECT PARTNERS

- Asheville Rides Transit (ART)
- Mountain Mobility – Buncombe County
- Apple Country Public Transit – Henderson County
- Haywood Public Transit – Mountain Projects
- Madison County Transportation Authority

WHAT CAN YOU DO?

The second public survey will be open from March 22nd through April 22nd.

- Watch the presentation on the study's website, read the materials, and complete the survey on the study's website.

Please visit frenchbroadrivermpo.org/regional-transit-feasibility-study/ for more information and updates.

