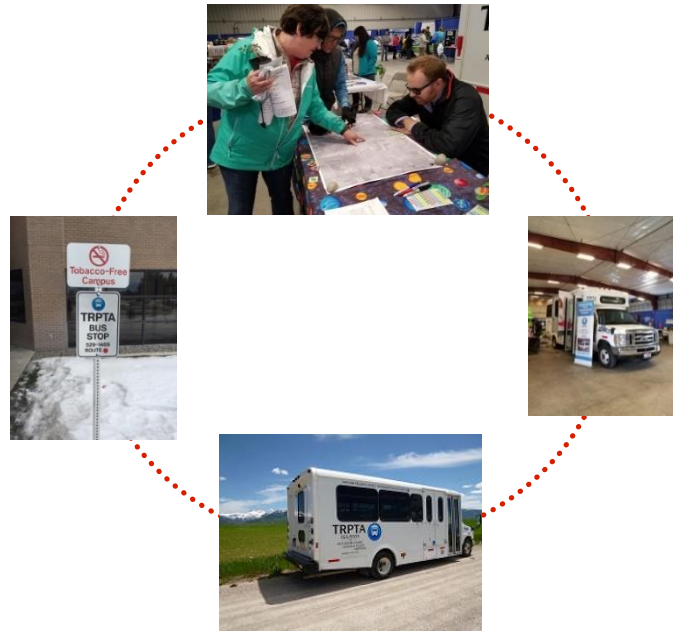


Moving Forward: Targhee Regional Public Transportation Authority's Short Range Transit Plan



September 2017

Prepared for
Targhee Regional Public Transportation Authority (TRPTA) and
Bonneville Metropolitan Planning Organization (BMPO)



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Chapter 1

Overview of Targhee Regional Public Transportation Authority

INTRODUCTION

This document presents the Short Range Transit Plan (SRTP) for Targhee Regional Public Transportation Authority (TRPTA). This plan is the culmination of a planning process that involved determining the transit needs in the TRPTA service area, analyzing existing transportation services and their ability to meet those needs, and recommending both organizational and service initiatives aimed at improving service delivery. This SRTP provides a short-term vision of public transportation for the region, and includes strategies that will help guide transportation decisions over the next five years.

The planning process was guided by the TRPTA Board of Directors, as well as a project advisory committee that included key community stakeholders. The TRPTA Board of Directors approved this plan on October 12, 2017.

The SRTP planning process was conducted simultaneously with the development of a Public Transit-Human Service Plan (PTHSP), and the advisory committee met periodically to review interim documents, to provide input on transportation needs and potential improvements, and to guide the overall direction of both planning efforts. A list of the agencies that participated on the project advisory committee is provided in Appendix A. It is anticipated that the SRTP and the PTHSP will be used in conjunction, and will serve as blueprints and practical documents for future discussions and efforts in the region to improve mobility.

PLAN CONTENTS

This SRTP is structured in the following order to address all plan requirements:

- **Chapter 1: Overview of TRPTA** (this chapter) provides background information on the organization and an overview of the services provided through the system. .
- **Chapter 2: Existing Transportation Services** details current services operated by TRPTA, with a particular focus on the fixed routes provided in the Idaho Falls area. It also includes information on other transportation providers in the region.
- **Chapter 3: Transit Needs Analysis** provides an assessment of current and potential transit needs in the region. This assessment results from a rider survey and community

outreach events, major components of planning efforts that helped to identify unmet transportation needs. This chapter also includes analysis of demographic trends and current land uses, and appropriate information from other plans.

- **Chapter 4: Service and Organizational Alternatives** discusses options that were developed to improve current transit services for consideration by local stakeholders and the community.
- **Chapter 5: Operations Plan** discusses operational considerations and provides a summary of projected services to be provided by TRPTA over the next five years.
- **Chapter 6: Capital Plan** discusses capital considerations and provides a capital improvement plan.
- **Chapter 7: Financial Plan** discusses financial considerations and provides a financial plan with capital and operating budget forecasts.
- **Chapter 8: Monitoring and Evaluation** proposes a process for periodically monitoring progress in implementing this plan, particularly for assessing and evaluating services.

BACKGROUND

TRPTA was established under Idaho Code Title 40, Chapter 21 as a regional public transportation authority in 1996. TRPTA’s mission statement states that authority “seeks to provide the highest level of transit and customer service in the safest, most efficient manner possible to the greatest number of citizens at the lowest possible cost”.

HISTORY¹

TRPTA is a legal, governmental entity as established by Idaho Code. It was voted into existence by the voters of Bonneville County in 1994. During the first years of its existence, it contracted for urban transit services with a non-profit transportation provider. On July 1, 2002, it started operating its own buses as the P.T.A. or Public Transit Authority transit service, with four new routes and no bus facility. In July 2003, a transit facility located at 1810 W. Broadway, Idaho Falls was purchased. On July 3, 2006 TRPTA purchased the assets of CART, Inc., hired its staff, and assumed all of the transportation services previously provided by CART, Inc.

¹ TRPTA Website

GOVERNANCE AND ORGANIZATIONAL STRUCTURE

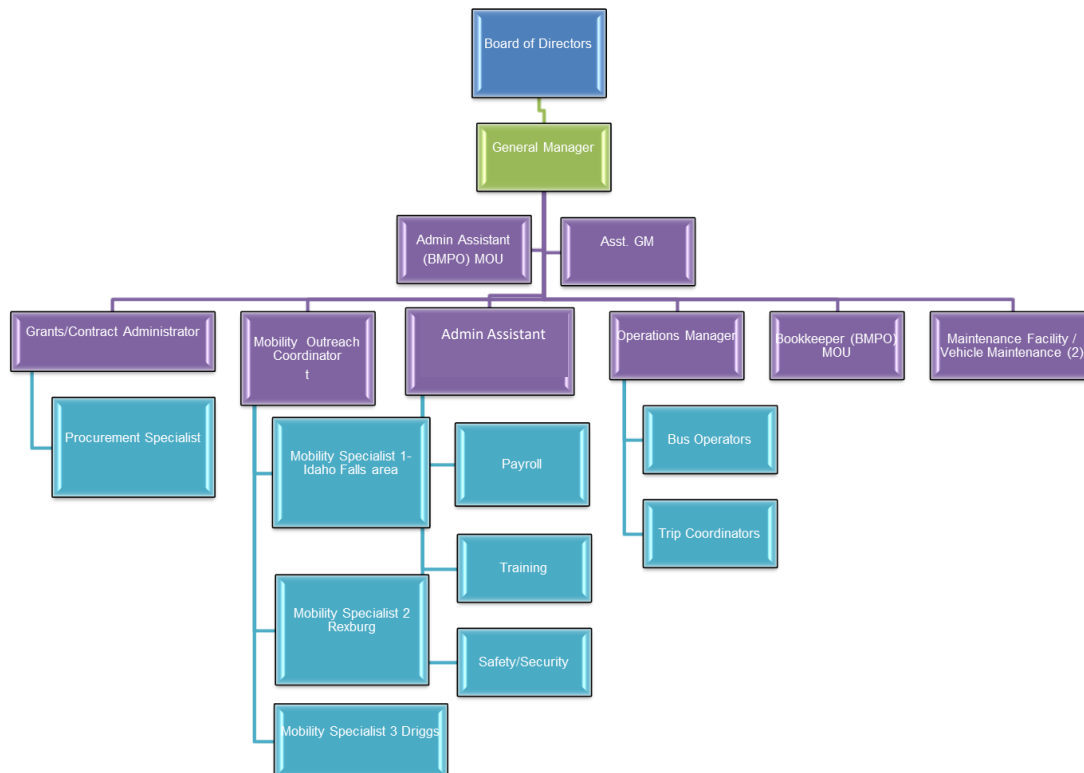
Idaho Code requires that an authority have a governing board appointed by and serving at the pleasure of the governing bodies of counties, incorporated cities and highway districts located wholly or partially within the authority. TRPTA is governed by a Board of Directors that consists of representatives from the following jurisdictions or communities:

- Bonneville County (2 representatives)
- City of Idaho Falls (2 representatives)
- City of Ammon
- City of Iona
- City of Ucon
- City of St. Anthony
- City of Rexburg

The current composition of the TRPTA Board of Directors is included in Appendix B.

The organizational structure for the agency is shown in Figure 1- 1.

Figure 1- 1: Organizational Structure



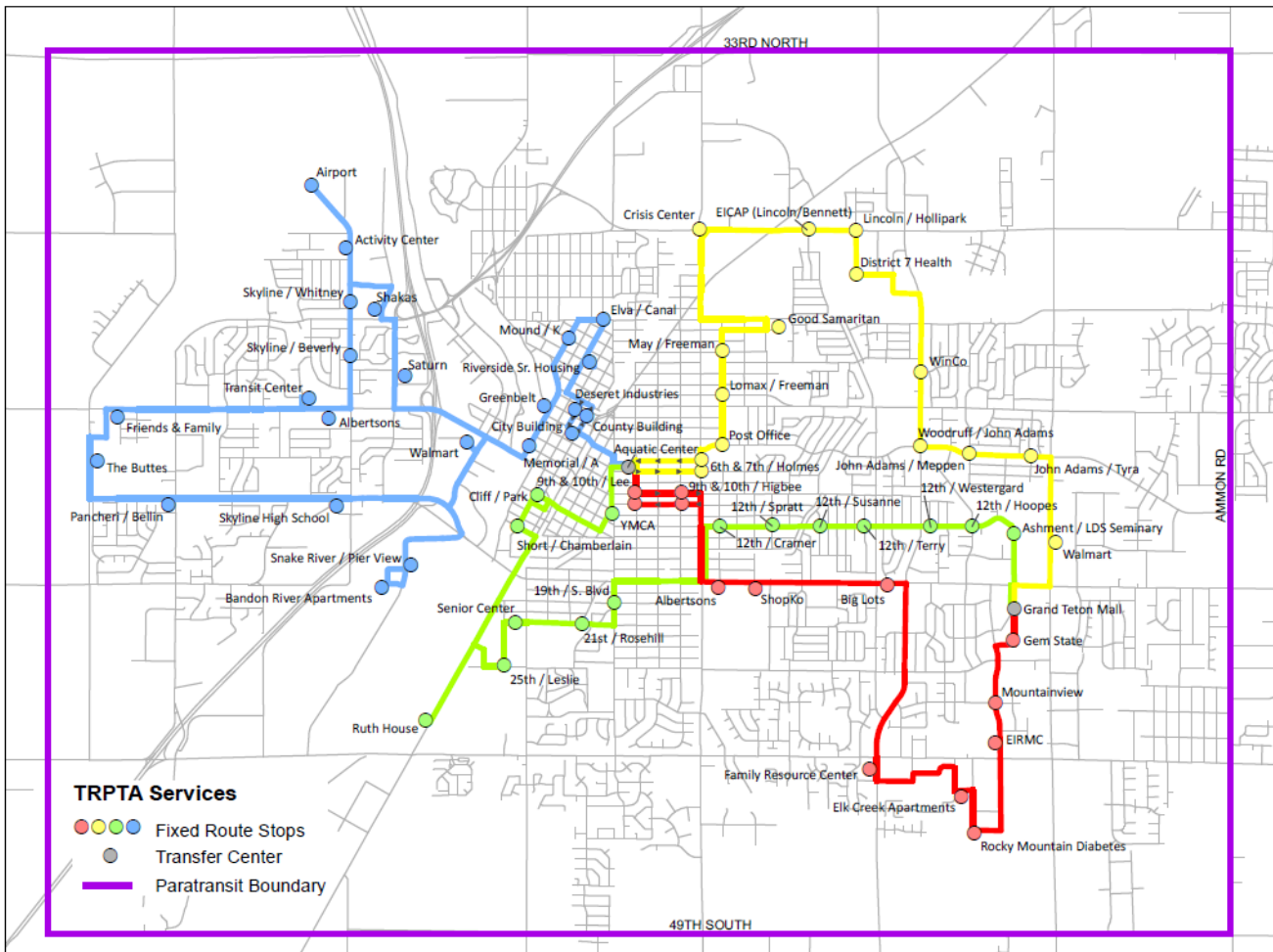
OVERVIEW OF TRANSIT SERVICES PROVIDED AND AREAS SERVED

TRPTA operates a variety of transportation services to meet mobility needs in the region. The following section provides an overview of the public transit services operated by the organization.

Fixed Routes

TRPTA has a core service consisting of four fixed routes in the City of Idaho Falls. The Blue, Green, Red, and Yellow Routes operate Monday through Friday between 7:00 a.m. and 5:30 p.m. ADA Paratransit service within a ¾ mile of the four fixed routes is available for customers who cannot access fixed route stops due to a disability. These routes as depicted on the TRPTA website are shown in Figure 1-2, and detailed in Chapter 2 of this plan.

Figure 1-2: TRPTA Fixed Routes



Demand Response Services

TRPTA provides the following demand response services for the general public:

- Idaho Falls: Demand Response (curb-to-curb) service only for customers traveling to/from origins and destinations outside of, into and/or around the ADA paratransit boundaries. Reservations must be made by 4:00 p.m. the prior day.
- Rexburg: Demand Response (door-to-door) service only. Rides must be scheduled the prior day by 4:00 p.m.
- Driggs: Demand Response (door-to-door) service only. Rides must be scheduled the prior day by 4:00 p.m.

Demand response services are coordinated with various specialized services, primarily Non-Emergency Medical Transportation (NEMT) provided through an agreement with Veyo (the broker for NEMT under contract to the State of Idaho that is funded through Medicaid).

Feeder Services

TRPTA operates the following feeder services that provide connections between outlying communities to Idaho Falls (and the fixed route system) and between communities, Monday through Friday:

- Ammon feeder: Commuter fixed schedule service with three inbound trips in the morning and three outbound trips in the afternoon/evening.
- Rexburg/St Anthony: Limited fixed schedule service that makes five round trips from 7:00 a.m. to 4:15 p.m.
- Iona/Idaho Falls: Fixed schedule service that provides two morning and one afternoon inbound trips and two afternoon outbound trips.
- During the summer of 2016 TRPTA began a new service connecting Idaho Falls to Rexburg. The service completes four round trips per day. The route also serves Rigby and Ucon. Service operates on weekdays.
- Rexburg/Driggs: Limited fixed schedule service operating one morning and one afternoon round trip.

FARE STRUCTURE

The current fare structure for the various TRPTA routes and services is provided in Table 1-1.

Table 1-1: TRPTA Fare Structure

Fixed Routes	Fares
General Public (transfers included)	\$1.75
Seniors (ages 60+) with picture ID (transfers included)	\$0.75
Students with picture ID (transfers included)	\$0.75
Disabled riders with TRPTA ID (transfers included)	\$0.75
Children ages 5 and under	Free
10 Ride Punch Cards (general public)	\$17.50
10 Ride Punch Card (all other riders)	\$7.50
Demand Services	
General Public	\$6.00
Paratransit	\$3.50
Feeder and Other Services	
Ammon Route (connections to fixed routes)	Free
Rexburg-Driggs	\$12.00
Rexburg-Victor	\$15.00
Rexburg-Saint Anthony	\$3.00
Iona-Idaho Falls	\$6.00

Source: TRPTA brochure

EXISTING FLEET

TRPTA's existing fleet as of FY 2016 is provided in Table 1-2. As indicated in the inventory, 23 vehicles in the fleet have over 100,000 miles, and six have over 200,000 miles. This inventory served as a key component of the capital plan that included in Chapter 6 of this SRTP.

Table 1-2: Existing TRPTA Vehicle Fleet FY 2016

Year	Vehicle	Year End Odometer	Location	Mode of Service	Anticipated Replacement Year	Seating	Wheelchairs
2005	273	257,675	Idaho Falls	Route	2017	18	2
2007	214	216,830	Idaho Falls	Route	2017-18	18	4
2008	822	223,250	Idaho Falls	Route	2017-18	18	4
2008	824	216,965	Idaho Falls	Route	2017-18	18	4
2009	758	109,572	Idaho Falls	Demand	2017	10	2
2009	799	128,405	Idaho Falls	Demand	2017	10	2

Year	Vehicle	Year End Odometer	Location	Mode of Service	Anticipated Replacement Year	Seating	Wheelchairs
2009	304	132,407	Idaho Falls	Demand	2017	10	2
2009	480	220,624	Idaho Falls	Demand	2017-18	20	4
2009	479	193,834	Idaho Falls	Route	2018	16	3
2009	275	165,603	Idaho Falls	Demand	2019	16	3
2009	274	156,782	Idaho Falls	Demand	2018	16	3
2009	277	159,220	Idaho Falls	Demand	2018	16	3
2009	276	168,157	Idaho Falls	Demand	2018	16	3
2009	478	216,868	Idaho Falls	Route	2017-18	16	3
2010	845	127,418	Driggs	Demand	2019	14	2
2010	846	122,907	Rexburg	Demand	2019	14	2
2010	847	94,840	Rexburg	Demand	2021	14	2
2010	844	110,507	Rexburg	Demand	2021	14	2
2010	839	76,474	Rexburg	Demand	2017	12	2
2010	840	76,474	Idaho Falls	Demand	2021	14	2
2010	298	123,539	Rexburg	Demand	2020	16	3
2010	297	129,376	Idaho Falls	Demand	2020	16	3
2010	803	117,830	Driggs	Demand	2021	16	3
2010	799F	113,691	Idaho Falls	Demand	2021	14	2
2010	800	195,274	Idaho Falls	Demand	2019	18	3
2010	801	83,072	Idaho Falls	Demand	2021	16	3
2010	802	92,426	Driggs	Demand	2019	16	3
2012	357	66,674	Idaho Falls	Demand	2021	14	2
2012	374	62,806	Idaho Falls	Demand	2021	14	2
2012	474	46,494	Driggs	Demand	2021	14	2
2012	829	92,426	Rexburg	Demand	2017	14	2
2012	865	97,122	Rexburg	Demand	2021	14	2
2012	879	38,219	Rexburg	Demand	2021	14	2
2012	998	34,033	Rexburg	Demand	2022	14	2
2015	4799	7,267	Car		2021	5	
2015	5281	8,259	Car		2021	5	
2015	5937	7,375	Car		2021	5	
	900	136,581	Idaho Falls	Demand	2020	16	3

Source: TRPTA

Chapter 2

Existing Transportation Services

INTRODUCTION

This chapter provides an assessment of existing TRPTA services, with a focus on key operational and financial data. Particular attention is on the fixed routes that offer general public transit service in the Idaho Falls area. It concludes with information on other transportation services in the region.

Appropriate information for this chapter was obtained from reports provided by TRPTA and through previous plans and studies. These documents included the TRPTA 5-Year Financial Plan. There will be continued refinement and analysis of data related to previous and projected ridership and system performance through the finalization of this plan. TRPTA provides a wide variety of transportation services, and public transit is coordinated with other transportation options provided by the organization. Therefore, financial and operating data typically used to assess public transit services was not readily available and as noted in this chapter assumptions were made. Similar assumptions were used or made in the development of alternatives and recommendations detailed later in the S RTP.

RIDERSHIP

Recent and estimated ridership data for TRPTA services are provided in Table 2-1. Previous ridership data from this source varies from data in the National Transit Database (NTD), and work is ongoing to finalize and document appropriate information.

Table 2-1: System Ridership

Ridership per Service	FY2014	FY2015	FY2016 Estimated
Fixed Routes	36,888	41,725	42,977
Idaho Falls	31,875	30,627	31,546
Ammon	4,806	5,160	5,315
Rexburg	14,781	15,214	15,670
Driggs	9,232	6,179	6,364
Other	1,024	924	952
Total	98,606	99,829	102,824

Source: TRPTA 5-Year Financial Plan FY2017-FY2021

SYSTEM PERFORMANCE OVERVIEW

System Performance Overview

Transit services are typically evaluated for both efficiency (doing things right) and effectiveness (doing the right things). Efficiency is usually analyzed by operating cost per hour, mile, passenger trip, and farebox recovery. Effectiveness emphasized by passenger productivity is usually analyzed by passenger trips per mile and per hour. The most useful single measure is the passenger trips per hour measure, as it reflects usage in relation to the amount of service provided. Generally speaking, the majority of transit operating costs are hourly (wages and benefits), so higher values of trips per hour reflect better use of resources.

Table 2-2 provides an overview of the performance data for TRPTA for FY2014 through FY2016. As noted in the table the data is from a variety of sources, and similar to the ridership data work is ongoing to confirm and finalize this information. In addition, a more detailed analysis of specific public transit services operated by TRPTA further is provided later in this document.

Table 2-2: System Performance Overview

Performance Category	FY2014	FY2015	FY2016 ⁽¹⁾
Passenger Trips ⁽²⁾	98,606	99,829	102,824
Revenue Miles ⁽³⁾	638,131	639,460	443,778
Revenue Hours ⁽³⁾	32,114	40,831	28,974
Passenger Trips per Mile	0.15	0.16	0.23
Passenger Trips per Hour	3.07	2.44	3.55
Operating Costs ⁽⁴⁾	\$2,224,767	\$1,720,532	\$1,811,914
Operating Cost per Trip	\$22.56	\$17.23	\$17.62
Operating Cost per Revenue Hour	\$69.28	\$42.14	\$62.54
Operating Cost per Revenue Mile	\$3.49	\$2.69	\$4.08
Miles per Hour	20	16	15
Farebox Revenue ⁽⁵⁾	\$48,927	\$53,172	\$42,624
Farebox Recovery Ratio	2.20%	3.09%	2.35%

(1) Estimated Passenger Trips and Operating Costs from TRPTA 5-Year Financial Plan

(2) FY2014 and Fy2015 from TRPTA 5-Year Financial Plan

(3) Source for FY 2014 = NTD; for FY 2015 and 2016 obtained from TRPTA "Productivity by Service" output via RouteMatch software

(4) Source for FY 2014 and 2015 = TRPTA 2015 Independent audits; FY2016 = FY16 Audit

(5) Source for FY2014 and 2015 = NTD; FY2016 from TRPTA "Transaction Detail By Account" Report

ROUTE PROFILES

The following section profiles the four fixed routes and the feeder services. Each profile includes a service description and narrative covering major stops and destinations. Route specific passenger boarding and alighting data is collected by TRPTA and is presented in a map, except for the Idaho Falls/Rexburg Route where only overall ridership is tracked.

Blue Route

Description

The Blue Route is the only route in the TRPTA system that operates on the west side of Idaho Falls, and is depicted in Figure 2-1 with its stops activity. From the Aquatics Center transfer location the route connects the neighborhood directly north of downtown to the west side. The western portion of the route is a long loop traveling primarily on Broadway Street to the north and Pancheri Drive to the south. Weekday service is provided every 60 minutes from 6:55 a.m. to 5:53 p.m. Annual service hours on the Blue Route are approximately 2,860. Annual service miles are approximately 48,260.

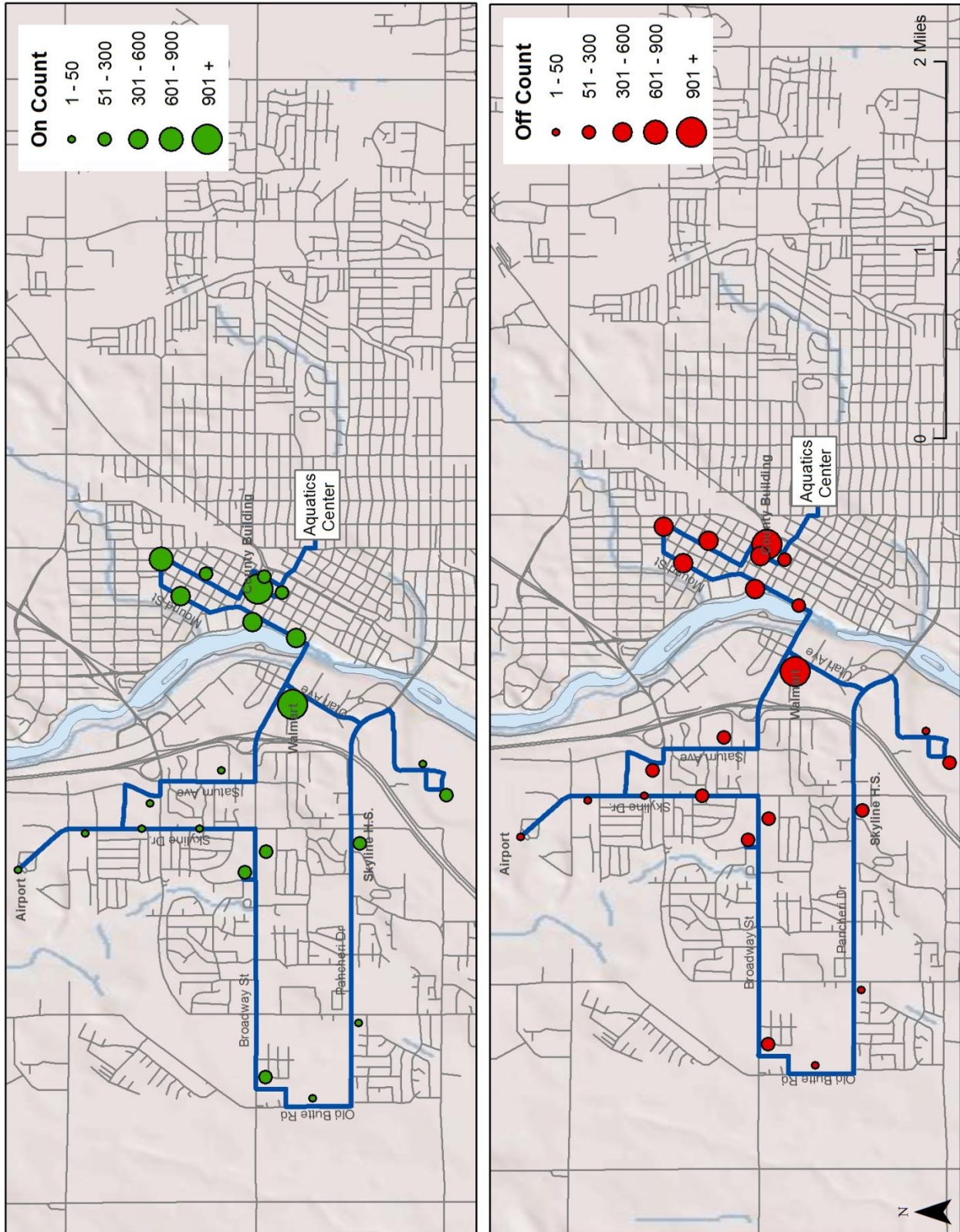
Major Stops and Destinations

- Walmart
- County offices/DMV
- Riverside Senior Housing
- Airport
- TRPTA Transit Center
- Skyline High School

Route Observations

- While the Blue Route sees more ridership than other routes in the TRPTA system, the majority of ridership is to Walmart and areas east on the river. This is due to the long looping nature of the western portion of the route. Depending on what side of the loop the origin or destination is on, the departure leg or return leg can be very long.
- It was reported that trips to the airport average less than one trip per month.
- Buses often have difficulty exiting Walmart due to traffic during peak hours.
- The direction vehicles travel on the loop increases the amount of unprotected left turns and limits pedestrian access/bus stop effectiveness on Old Butte Road.
- Unprotected left turns: Exiting Albertsons Broadway Street; at Friends and Family; and Janessa Lane and Old Butte Road.

Figure 2-1: Blue Route Profile



Green Route

Description

The Green Route connects the Aquatics Center to Ruth House on S. Yellowstone Highway before heading east to Grand Teton Mall along 21st Street, 17th Street and 12th Street. Figure 2-2 depicts the Green Route and its stop activity. The Green Route serves many human service locations and residential areas. Weekday service is provided every 60 minutes from 7:00 a.m. to 5:52 p.m. Annual service hours on the Green Route are approximately 2,860. Annual service miles are approximately 45,500.

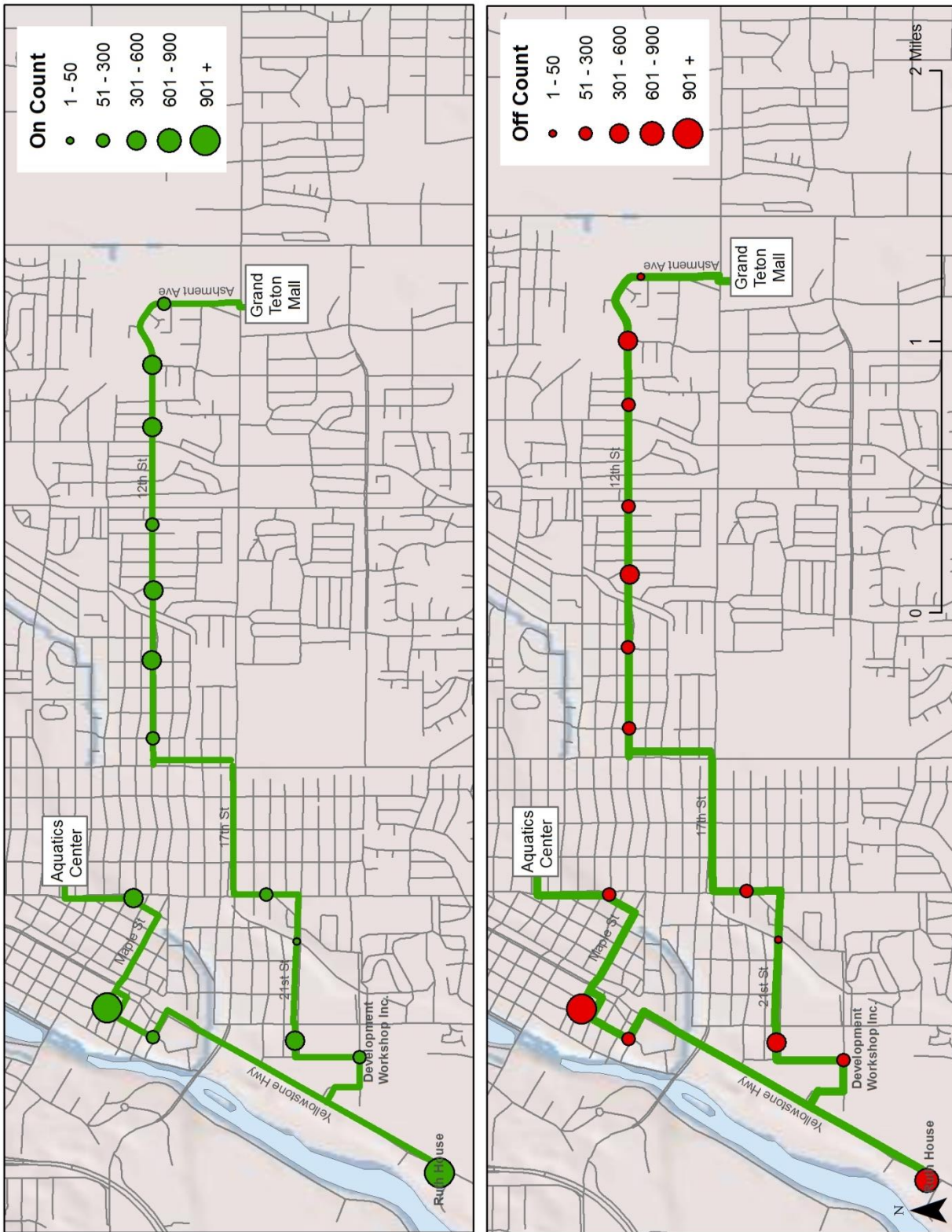
Major Stops and Destinations

- Ruth House
- Development Workshop, Inc.
- Senior Citizens Community Center
- Department of Health and Welfare
- Eastern Idaho Technical College
- YMCA

Route Observations

- The Green Route is the only route in the TRPTA system that consistently contends with crossing train tracks along Yellowstone Highway. If the train crossing is closed, the route often has to wait for a full route cycle to catch up on the schedule.
- The central portions of the route meander through minor residential streets. During winter months some streets can become unpassable due to lack of snow removal and street parking.
- Human service locations generate the most activity for this route, particularly the Department of Health and welfare.
- Unprotected left turns:
 - Yellowstone Highway and Short Street (inbound)
 - Chamberlain Avenue and Short Street (outbound)
 - Cliff Street and Chamberlain Avenue (outbound)
 - Ruth House and Yellowstone Highway
 - 23rd Street and Yellowstone Highway
 - 21st Street and Leslie Avenue (inbound)
 - 21st Street and S Boulevard

Figure 2- 2: Green Route Profile



Red Route

Description

The Red Route connects the Aquatics Center to the medical complexes in the south eastern portion of Idaho Falls and eventually to Grand Teton Mall. Figure 2-3 depicts the Red Route and its stop activity. The Red Route serves many medical locations and commercial areas along 17th Street. Weekday service is provided every 60 minutes from 7:00 a.m. to 5:52 p.m. Annual service hours on the Red Route are approximately 2,860. Annual service miles are approximately 36,920.

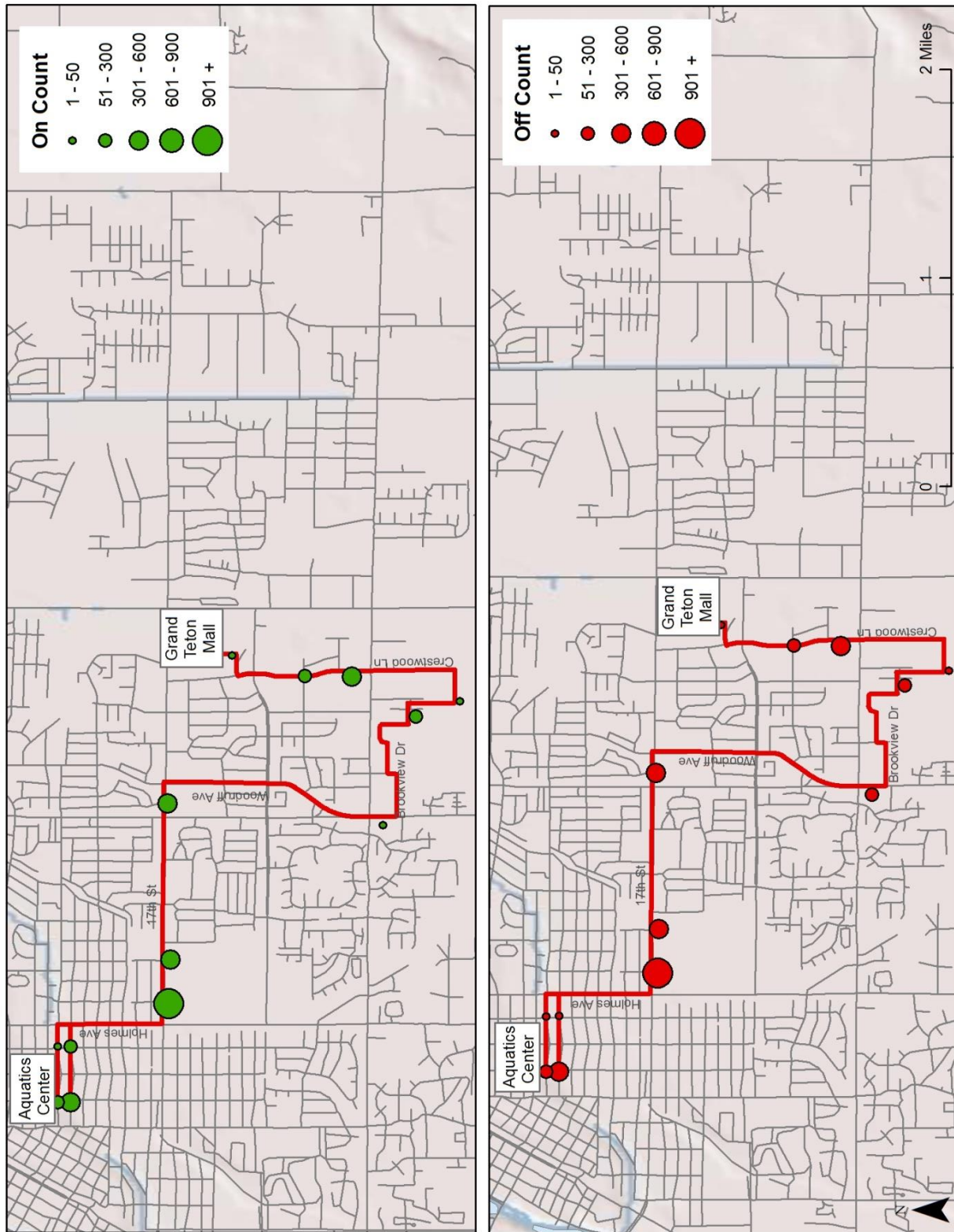
Major Stops and Destinations

- Mountain View Hospital
- Eastern Idaho Regional Medical Center (EIRMC)
- Family Resource Center
- Albertsons
- Sam's Club
- Big Lots

Route Observations

- The portions of the Red Route adjacent to the Aquatics Center (Lee Avenue 10th Street, 9th Street) meander through minor residential streets. During winter months some streets can become unpassable due to lack of snow removal and street parking.
- EIRMC and Albertsons generate the most activity for this route.
- Significant portions of this route along 17th Street travel in commercial parking lots. This practice results in additional unprotected left turns, increased safety issues (e.g., cars backing out of spaces, increased pedestrian traffic in the right of way), and difficulty in winter conditions and confusion for riders.
- Unprotected left turns:
 - Albertsons Parking Lot
 - Sam's Club Parking Lot
 - Big Lots Parking Lot
 - 15th and Elk Creek Drive
 - Elk Creek Drive and Merlin Drive
 - Merlin Dr. and Madison Avenue
 - Madison Avenue and Potomac Way
 - EIRMC

Figure 2-3: Red Route Profile



Yellow Route

Description

The Yellow Route connects the Aquatics Center to a variety of human service locations in the northern portion of Idaho Falls and eventually the Grand Teton Mall, and is depicted in Figure 2-4 with its stop activity. The route serves many human service locations and commercial areas along Lincoln Road and Woodruff Avenue. Weekday service is provided every 60 minutes from 7:00 a.m. to 5:55 p.m. Annual service hours on the Yellow Route are approximately 2,860. Annual service miles are approximately 42,640.

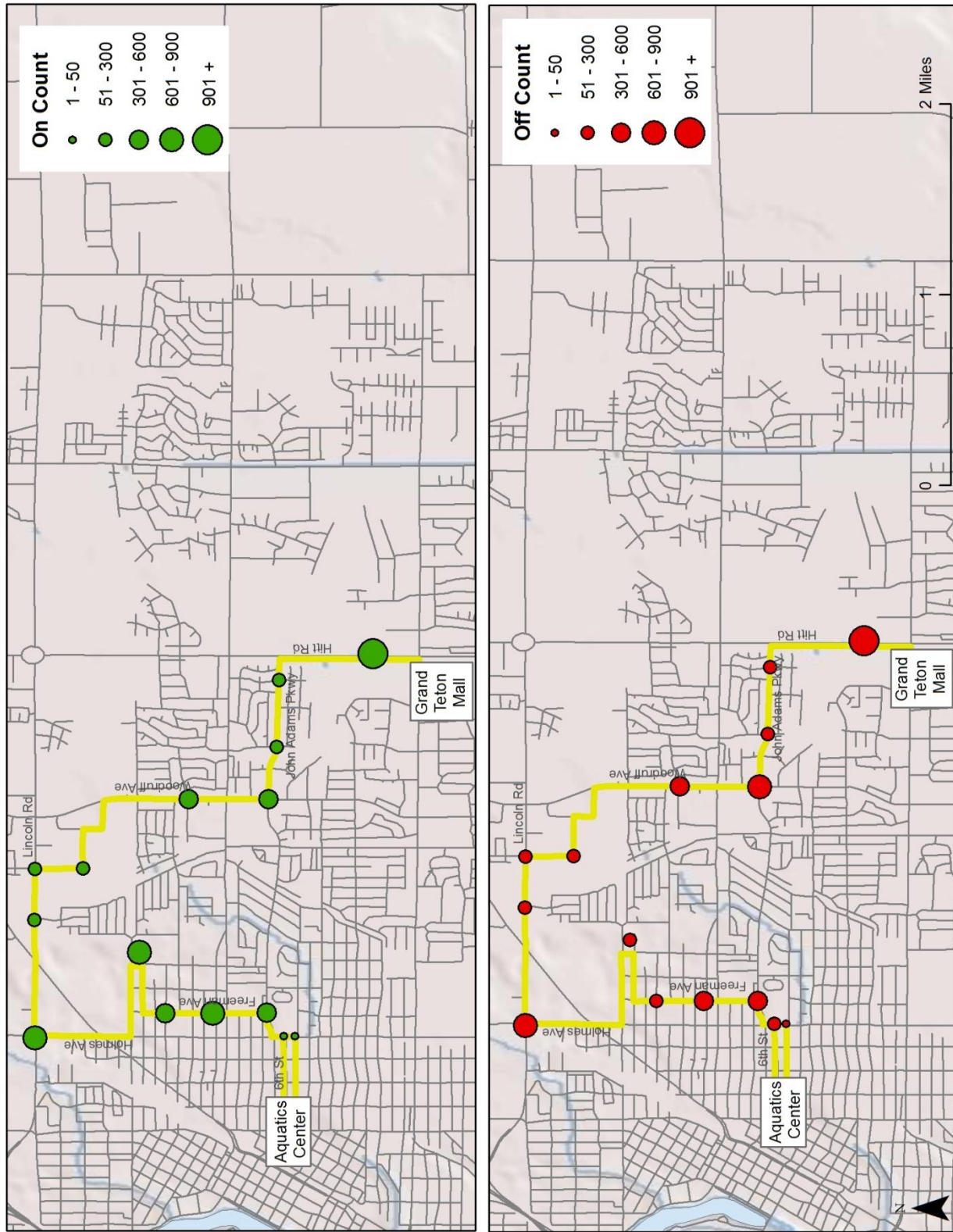
Major Stops and Destinations

- Good Samaritan Society
- Crisis Center
- Eastern Idaho Community Action Partnership
- Easter Seals Working Solutions
- Idaho Department of Labor
- Eastern Idaho Public Health
- Ammon Walmart
- Idaho Fall High School

Route Observations

- The northern portion of the route engages in a significant meandering on minor streets that do not receive priority snow removal and increase the amount of unprotected left turns.
- Meandering portions of the route along Hollipark Drive, Jones Street and Bentley Way generate very little route activity.
- The inbound stop at Lincoln Road and Bennett Avenue is difficult to navigate as the stop is only on the outbound side of the road requiring unprotected left turns upon arrival and departure of the outbound stop.
- Unprotected left turns:
 - Bentley Way and Woodruff Avenue
 - Lincoln Road and Bennett Way
 - Good Samaritan Society
 - Lincoln and Hollipark Drive
 - Walmart

Figure 2- 4: Yellow Route Profile



Ammon Route

Description

The Ammon Route is a fixed schedule point deviation route. The route makes several stops in Ammon and connects to the transfer location and the Grand Teton Mall. The feeder service has runs starting in Ammon at 6:40 a.m., 9:40 a.m. and 1:40 p.m. Runs starting at the Grand Teton Mall begin at 10:00 a.m., 2:00 p.m. and 5:00 p.m. The route will deviate up to $\frac{3}{4}$ of a mile from the stop location for eligible passengers with a disability. Annual service hours on the Ammon Route are approximately 390. Annual service miles are approximately 2,860.

Major Stops and Destinations

- Kmart
- Brian Creek
- Eagle Pines Plaza
- Rawson Street
- Southwich Lane
- Curlew Lane
- Sportsman Warehouse

Idaho Falls/Iona

Description

The Idaho Falls - Iona Route is a fixed schedule route that connects the EZ Mart in Iona to Grand Teton Mall and aquatics Center in Idaho Falls. The route runs on weekdays and is coordinated with NEMT trips. If no riders are at the Iona stop the route does not make the run. Therefore, maximum annual service hours on the Idaho Falls-Iona Route are approximately 728, and maximum annual service miles are approximately 9,100.

Idaho Falls/Rexburg Route

Description

As noted earlier, in 2016 TRPTA began a new service connecting Idaho Falls and Rexburg. The service completes four round trips per day departing Rexburg at 6:40 a.m., 9:20 a.m. 1:20 p.m., and 4:40 p.m. Departures from Idaho Falls are at 7:30 a.m., 8:30 a.m., 12:30 p.m., and 5:30 p.m. The route also serves Rigby and Ucon. Service operates on weekdays. Annual service hours on the Idaho-Rexburg Route are approximately 720. Annual service miles are approximately 32,645.

Major Stops and Destinations

- Walmart - Rexburg
- Broulims - Rexburg
- Brigham Young University Student Union - Rexburg
- Rexburg Senior Center – Rexburg
- Rigby Senior Center - Rigby
- Ucon Park and Ride - Ucon
- Grand Teton Mall – Idaho Falls

Rexburg /Driggs

Description

The Rexburg/Driggs Route is a fixed schedule route that connects the Rexburg to Driggs with limited service. There are two morning outbound trips and two afternoon inbound trips. The route runs on weekdays and is coordinated with NEMT trips. Therefore, maximum annual service hours on the Rexburg-Driggs Route are approximately 1,040, and annual service miles are approximately 49,920.

Rexburg /Saint Anthony

Description

The Rexburg /Saint Anthony Route is a fixed schedule route that connects Rexburg to Saint Anthony with limited service. Departures from Rexburg are at 7:00 a.m., 8:30 a.m., 10:30 a.m., 1:00 p.m., and 3:35 p.m. Departures from Saint Anthony are at 7:30 a.m., 9:05 a.m., 11:00 a.m., 1:35 p.m., and 4:10 p.m.. The route runs weekdays and is coordinated with NEMT trips. Therefore, maximum annual service hours on the Rexburg-St. Anthony Route are approximately 858; annual service miles are approximately 6,500.

COST ALLOCATION

As noted earlier, TRPTA provides services open to the public that are coordinated with NEMT and other contractual services. While this provides operational efficiencies, it also results in challenges when attempting to assess individual public transit services and to determine costs per service. In addition, while overall TRPTA operations are monitored and administered, specific data on individual routes and services was difficult for the organization to provide for the planning process, or was not available. The TRPTA staff reports challenges with producing reports through the current dispatching and scheduling software, and plans are underway to procure a different system. Therefore, recommendations discussed later in the SRTP include those related to data management and software selection.

As a result typical cost allocation methods are needed to fairly represent the actual cost of providing each of the transportation services (fixed-route, demand response, etc.) operated by an organization. Since most organizations have administrative and operating expenses for functions that support all of the transportation services, a methodology is needed to divide or allocate these costs among the individual services.

When it not possible to directly charge costs against services or grants, costs can be allocated based on the amount of resources needed to operate the services. In order to allocate costs to various programs or services, transit systems must have a mechanism in place to track miles and hours by program, service, and route. In this method, the number of hours (or miles) operated on each type of service is multiplied by the unit cost to calculate a total cost for the time period. The most accurate method uses a combination of miles and hours, and groups transportation costs into three categories:

- Fixed costs are constant over large increments of service (such as most administrative costs).
- Variable costs dependent on hours of service - vary with the hours of service provided (such as driver wages).
- Variable costs dependent on miles of service - vary with the miles of service provided (such as fuel and maintenance).

Using the limited transit service data, this methodology was employed to estimate the costs and performance of specific TRPTA public transit services. Appropriate assumptions were made, and involved:

- Using daily mileage provided by TRPTA for the fixed routes and the Ammon and Rexburg/ St. Anthony routes, and assuming 260 service days in FY2016.
- Using daily mileage provided by TRPTA for Idaho Falls/Rexburg route, and assuming 120 service days in FY2016 (since the service began in June, 2016).
- Estimating daily mileage on the Iona/Idaho Falls and Rexburg/Driggs routes, and assuming 260 service days in FY2016.
- Estimating hours for each service, and assuming 260 service days in FY2016.
- Estimating demand response service hours and miles by subtracting others services from the annual total.
- Using operating expenses included in TRPTA FY2016 Financial Statements (excluding depreciation costs since this is not an eligible expense under federal funding).

Table 2-3 provides estimated cost allocations in FY2016 for the public transit services operated by TRPTA. To reiterate, these allocations use a variety of assumptions, but are useful in providing some performance monitoring efforts and are necessary for developing options for service improvements and expansions presented later in this S RTP.

Table 2-3: Allocated Cost Worksheet – FY2016

Service Name	Total or Revenue Hours	Total or Revenue Miles	Allocated Costs	Cost per Hour	Cost per Mile
Fixed Routes	11,440	173,680	\$633,439	\$55.37	\$3.65
Demand Response	13,798	169,073	\$727,393	\$52.72	\$4.30
Ammon Route	390	2,860	\$18,821	\$48.26	\$6.58
Iona/Idaho Falls	728	9,100	\$38,541	\$52.94	\$4.24
Idaho Falls/Rexburg	720	32,645	\$59,541	\$82.70	\$1.82
Rexburg/Driggs	1,040	49,920	\$88,510	\$85.11	\$1.77
Rexburg/St. Anthony	858	6,500	\$41,595	\$48.48	\$6.40
Total	28,974	443,778	\$1,607,840	\$55.49	\$3.62

Some findings from this data in regard to typical performance measures include:

- Overall cost per trip for transit services in small urban and rural areas meets typical industry standards. Cost per hour for the Idaho Falls/Rexburg and the Rexburg/Driggs services, though, are higher and should be in the \$40-\$60 range.
- Overall cost per mile trip for transit services in small urban and rural areas meets typical industry standards. Cost per mile hour for the Rexburg/St. Anthony route is higher, and should be closer to the \$4.00 range.

Productivity

Next is an attempt to assess productivity measures using similar assumptions, particularly to assess the performance of TRPTA public transit services in the Idaho Falls and Ammon areas. The data for the fixed routes and the Ammon Feeder Route is provided in Table 2-4.

Table 2-4: Performance Measures – Idaho Fixed Routes and Ammon Feeder, FY2016

Performance Category	Fixed Routes	Ammon Feeder Route
Passenger Trips ¹	42,977	5,315
Revenue Miles	173,680	2,860
Revenue Hours	11,440	390
Passenger Trips per Mile	0.25	1.86
Passenger Trips per Hour	3.76	13.63
Allocated Costs	\$633,439	\$18,821
Operating Cost per Trip	\$14.74	\$3.54

(1) Estimated Passenger Trips from TRPTA 5-Year Financial Plan

Some key findings from this data in regard to typical performance measures include:

- Passenger trips per mile and hours on the fixed route service is far below industry standards. Passenger trips per hour should be in the 8-12 range, and passenger trips per mile should be in the 0.5 to 0.75 range. As noted, these routes will be the subject of further analysis and proposed service revisions during the next phase of the SRTTP process.
- Based on the assumptions, the Ammon Feeder Route is meeting productivity standards, and it is anticipated will be the subject of future service expansion recommendations.

FINANCIAL INFORMATION

Operating Budget

Looking ahead, TRPTA projected operating budgets for FY2016-FY2021 are included in Table 2-5. It should be noted that these budgets are for all services operated by TRPTA, and not just public transit services.

Table 2-5: Projected Operating Budgets for TRPTA for FY2016 – FY2021

Expense Item	FY2016*	FY2017**	FY2018 **	FY2019**	FY2020**	FY2021**
Salaries and Wages	\$737,645	\$856,146	\$873,269	\$890,734	\$908,549	\$926,720
Fringe Benefits	\$66,478	\$199,000	\$202,980	\$207,040	\$211,180	\$215,404
Payroll Related Expenses	\$86,038	\$100,000	\$102,000	\$104,040	\$106,121	\$108,243
Contract Services	\$137,438	\$1,101,894	\$1,123,932	\$1,146,411	\$1,169,339	\$1,192,726
Fuel and Oil	\$149,882	\$162,525	\$165,776	\$169,901	\$172,473	\$175,922
Maintenance	\$102,997	\$97,500	\$99,450	\$101,439	\$103,468	\$105,537
Insurance	\$75,192	\$69,210	\$70,594	\$72,006	\$73,446	\$74,915
Office Supplies	\$10,926	\$7,500	\$7,650	\$7,803	\$7,959	\$8,118
Professional Services	\$63,932	\$70,000	\$71,400	\$72,828	\$74,285	\$75,770
Training	\$11,016	\$25,000	\$25,500	\$26,010	\$26,530	\$27,061
Rent	\$2,611	\$2,611	\$2,663	\$2,716	\$2,771	\$2,826
Utilities	\$31,606	\$33,000	\$33,660	\$34,333	\$35,020	\$35,720
Depreciation	\$664,458		\$0	\$0	\$0	\$0
Advertising	\$2,213	\$10,000	\$10,200	\$10,404	\$10,612	\$10,824
Equipment and Supplies	\$161,181	\$145,000	\$147,900	\$150,858	\$153,875	\$156,953
Miscellaneous	\$75,634	\$100,000	\$102,000	\$104,040	\$106,121	\$108,243
Total	\$2,379,247	\$2,979,386	\$3,038,974	\$3,100,563	\$3,161,749	\$3,224,982

Source: TRPTA 5-Year Financial Plan FY2017-FY2021

* Estimated

** Projected

Capital Budget

The estimated capital budgets for TRPTA for FY2017-FY2021 are included in Table 2-6. These estimates were taken into account when developing the capital plan component of the SRTP.

Table 2- 6: TRPTA Estimated Capital Budgets for FY2017- FY2021

Expenditure	FY2017*	FY2018 *	FY2019*	FY2020*	FY2021 *
Route Revenue Vehicles (30-35')	\$270,000	\$135,000	\$0	\$344,250	\$60,750
Paratransit Revenue Vehicles (15-20')	\$80,000	\$80,000	\$80,000	\$148,000	\$36,000
Demand Response Vehicles (20-25')	\$80,000	\$80,000	\$80,000	\$148,000	\$36,000
Total	\$430,000	\$295,000	\$160,000	\$640,250	\$132,750

Source: TRPTA 5-Year Financial Plan FY2017-FY2021

*Estimated

FUNDING SOURCES¹

Federal Programs

As noted in the TRPTA 5-Year Financial Plan the majority of the organization's revenues are from federal grants that require local matching funds.

Small Urban Section §5307 Grant – Populations under 200,000

The Section 5307 grant is administered through the Federal Transit Administration (FTA) and TRPTA is the direct recipient of these funds. The 5307 grant allows demand response (door-to-door), fixed routes, paratransit, deviated fixed routes and commuter services.

Budgeted expenses are programmed in the Bonneville Metropolitan Planning Organization (BMPO) Transportation Improvement Program (TIP). After BMPO Policy Board approval, the TIP is sent to the Idaho Transportation Department (ITD) to be entered into the State Transportation Improvement Program (STIP). Once approved, TRPTA management prepares an application for the 5307 grant.

Historically, TRPTA is allocated approximately \$1.3 million for operations, maintenance and capital (planning, paratransit, mobility management, and fleet). Local match is also required - operations 50% federal/50% local; maintenance 80% federal/20% local; and capital 80% federal/20% local, depending on the purchase and use. Administration is not allowed for reimbursement under this grant without prior approval from FTA. TRPTA was granted approval on January 25, 2016 for FY 2013 and beyond at 95.66% of the total indirect cost at an 80/20 reimbursement rate based on FTA criteria for change:

- TRPTA makes a change in their accounting system,
- TRPTA exceeds Cost Allocation Plan (CAP)/ Indirect Cost Rate Proposal (ICRP) amount and/or rate approved, or
- TRPTA changes CAP/ICRP methodology.

Rural Grant Section § 5311

The Section 5311 grant is used in the rural areas of District 6 (Rexburg, Driggs, Victor, Saint Anthony, Sugar City) and surrounding areas of Fremont and Madison Counties. ITD is the direct recipient of the Section 5311 grant and is responsible for administering grant applications, assisting with funding decisions and for oversight. Section 5311 services include rural demand response (door-to-door), fixed route, and commuter service.

¹ Information from this section primarily from TRPTA 5-Year Financial Plan

Local match is required - operations 57.5% federal/42.5 local; maintenance 92.66% federal/7.34% local; administration 80% federal/20% local; and capital 80% federal/20% local, depending on type of use.

Section § 5310 Grant

TRPTA receives funds under the Section 5310 grant (49 U.S.C. 5310) through ITD for the purpose of assisting private nonprofit groups in meeting the transportation needs of seniors and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meet their needs. Funds are apportioned based on Idaho's share of the population for these two groups.

The future expectation is that after completion of the coordinated plan TRPTA will receive these funds through formula as a direct recipient and as a designated recipient chosen by the governor for rural and small urban areas. As a direct recipient TRPTA has flexibility in how it selects projects for funding but the decision process must be clearly noted in a state program management plan (Coordinated Human Services Plan). The selection process may be formula-based, competitive or discretionary, and TRPTA can include states or local government authorities, private non-profit organizations, and/or operators of public transportation.

The program aims to improve mobility for seniors and individuals with disabilities by removing barriers to transportation service and expanding transportation mobility options. This program supports transportation services planned, designed, and carried out to meet the special transportation needs of seniors and individuals with disabilities in all areas – large urbanized (over 200,000), small urbanized (50,000-200,000), and rural (under 50,000). Eligible projects include both “traditional” capital investment and “nontraditional” investment beyond the Americans with Disabilities Act (ADA) complementary paratransit services.

Section § 5339 Grant

TRPTA has access to the Buses and Bus Facilities program (49 U.S.C. 5339) grant that makes federal resources available to states and direct recipients to replace, rehabilitate and purchase buses and related equipment and to construct bus-related facilities including technological changes or innovations to modify low or no emission vehicles or facilities. This funding is provided through formula allocations and competitive grants. A sub-program, the Low- or No-Emission Vehicle Program (<https://www.transit.dot.gov/funding/grants/lowno>), provides competitive grants for bus and bus facility projects that support low and zero-emission vehicles.

Eligible recipients include direct recipients that operate fixed route bus service or that allocate funding to fixed route bus operators; state or local governmental entities; and

federally recognized Indian tribes that operate fixed route bus service eligible to receive direct grants under Sections 5307 and 5311.

TRPTA is eligible to receive this funding as a part of ITD's competitive process. As a direct recipient, TRPTA is also eligible for these funds through a formula from FTA for capital projects to replace, rehabilitate and purchase buses, vans, and related equipment, and to construct bus-related facilities, including technological changes or innovations to modify low or no emission vehicles or facilities.

Table 2-9, on the next page, provides an overview of previous and projected federal funding as reported by TRPTA.

Local Funding

The majority of TRPTA's local matching funds come from contract services with human services agencies such as Health and Welfare (through their broker) for Medicaid rides, Eastern Idaho Community Action Partnership and Area Agency on Aging, CLUB, Inc., and Foster Grandparents of Southeast Idaho. In addition, TRPTA has the opportunity annually to apply for local grants such as Community Development Block Grants and the United Way as match to offset costs of bus purchases. TRPTA leases its building/property and allows advertising on buses for additional funding.

Table 2-10 on Page 2-21 provides a review of overall operating revenues for FY2014 and FY2015. Work is ongoing with TRPTA to determine FY2016 revenues so that this information can be assessed in relation to the operating and performance data for that fiscal year presented earlier in this document. As highlighted in TRPTA's 5-Year Financial Plan, farebox revenue is not considered matching funds. Fares are subtracted from operations before the federal share is calculated, thus reducing the amount of federal and local match needed. TRPTA reports that all Medicaid and contract services revenues are pooled, and then used system wide in an effort to offset shortfalls in locations that do not fully support the system.

Table 2- 9: Federal Grant Funds

Grant	Recipient	2014	2015	2016	2017	2018	2019	2020	2021	Totals
5307 Small Urban		\$1,333,421	\$1,331,652	\$1,356,588	\$1,356,588	\$1,356,588	\$1,356,588	\$1,356,588	\$1,356,588	\$10,804,601
5310	ITD - Rural					\$50,069				\$50,069
	TRPTA - Small Urban			\$128,544	\$128,544	\$128,544				\$385,632
5311	ITD - Rural Fixed Route	\$434,147	\$351,087	\$543,148	\$543,148	\$543,148	\$543,148	\$543,148	\$543,148	\$4,044,122
5339	ITD - Rural Capital					\$93,333				\$93,333
	TRPTA- Small Urban			\$132,527	\$132,527	\$132,527	\$132,527	\$132,527	\$132,527	\$795,162
Totals		\$434,147	\$351,087	\$804,219	\$804,219	\$897,552	\$675,675	\$675,675	\$675,675	\$5,318,249

Source: TRPTA

Table 2-10: Operating Revenues

Funding Source	FY2014	Percent of Total Revenues	Percent of Local Revenues	Percent of Member Assessments
Member Assessments (Local)	\$172,378	11%	25%	
City of Idaho Falls	\$109,800			63.7%
Bonneville County	\$40,000			23.2%
Rural and Other	\$35,578			20.6%
City of Ucon	\$500			0.3%
City of Iona	\$1,500			0.9%
Federal Operating Grants and Assistance	\$878,901	54%		
Service Revenue (Contracts)	\$516,478	32%	74%	
Fare Revenue	\$49,459	3%		
Other Income	\$12,454	1%	1%	
Total Operating Revenue	\$1,629,670			

Funding Source	FY2015	Percent of Total Revenues	Percent of Local Revenues	Percent of Member Assessments
Member Assessments (Local)	\$170,300	11%	26%	
City of Idaho Falls	\$109,800			64.5%
Bonneville County	\$40,000			23.5%
Rural and Other	\$17,500			10.3%
City of Ucon	\$500			0.3%
City of Iona	\$0			0.0%
Federal Operating Grants and Assistance	\$818,390	54%		
Service Revenue (Contracts)	\$474,396	31%	73%	
Fare Revenue	\$42,243	3%		
Other Income	\$3,682	1%	1%	
Total Operating Revenue	\$1,509,011			

Source: TRPTA

ADDITIONAL TRANSPORTATION PROVIDERS

This section describes the transportation services available in the study area (the Idaho Falls urbanized area) beyond those provided by TRPTA. The inventory of resources is organized as follows:

- **FTA- Funded Public Transportation Providers** – Operators of fixed route, flex route, and demand response transportation services that are open to the general public, that are funded under FTA Section 5307 (urbanized) and Section 5311 (rural) programs.
- **Human Service Transportation Providers** – Public and private non-profit organizations that provide transportation to specific populations, such as seniors, individuals with disabilities, veterans, and people with low income.
- **Private For-Profit Transportation Providers** – Operators of contracted or private-pay services, intercity bus lines, and taxi companies are inventoried in this section.

FTA - Funded Public Transportation Providers

The following publicly-funded, public transportation operators currently provide services in District 6, but not within the Idaho Falls urbanized area (and therefore are outside of the study area):

- **City of Driggs** – Received Section 5311 funding and operates fixed route public transportation within the City of Driggs. In 2015, Driggs provided 16,644 passenger trips (per the Idaho Transportation Department’s 4th Annual Public Transportation Performance Report 2015).
- **Lemhi County** – Received Section 5311 funding and operates demand response public transportation in Salmon. In 2015, Lemhi County provided 9,049 passenger trips (per the Idaho Transportation Department’s 4th Annual Public Transportation Performance Report 2015).
- **Lost River Area Transit (Valley Vista Care)** – A private, faith-based, non-profit organization that provides skilled nursing care, assisted living, rehabilitation, and other programs as well as demand response public transportation in the Lost River area and Benewah County, Idaho. Lost River Area Transit receives Section 5311 funding and is also a non-emergency medical transportation (NEMT) provider. In 2015 Lost River Area Transit provided 9,473 passenger trips (per the Idaho Transportation Department’s 4th Annual Public Transportation Performance Report 2015). More information is available at https://www.valleyvista.org/index.php?option=com_content&view=article&id=17&Itemid=31.

- **START Bus (Jackson, Wyoming)** – Connects Driggs and Victor, Idaho with the Town of Jackson, Wyoming. The town receives Section 5311 from both Idaho and Wyoming (where its services are predominantly located). The START Bus system includes eight fixed routes and ADA paratransit. Schedules vary seasonally. The fare for service between Driggs and Jackson is \$8.00. In 2015, the town provided 26,567 passenger trips (per the Idaho Transportation Department’s 4th Annual Public Transportation Performance Report 2015). More information is available at <http://www.startbus.com/>.

Human Service Transportation Providers

This section inventories transportation services that are limited to clients of human services, residents of particular communities, or specific demographic groups (based on age, for example), provided by public or private non-profit organizations. Information sources include phone discussions with agency management, previous planning studies, and Internet research.

We begin with an introduction to two significant federal funding programs for human service transportation that are administered by state agencies: Section 5310 (noted earlier as a program received by TRPA) and the Idaho Medicaid Non-Emergency Medical Transportation (NEMT) Program.

Section § 5310 - Enhanced Mobility of Seniors and Individuals with Disabilities Grant Program

The Section 5310 – Enhanced Mobility for Seniors and Individuals with Disabilities (Section 5310) program is authorized under the provisions set forth in the Moving Ahead for Progress in the 21st Century Act (MAP-21), which was enacted on July 6, 2012, and reauthorized under the Fixing America’s Surface Transportation (FAST) Act, which was signed into law on December 4, 2015.

Section 5310 provides formula funding to states to assist private non-profit groups in meeting transportation needs of older adults and people with disabilities when transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. Funds are apportioned based on the population for these two groups in each state. Formula funds are apportioned to direct FTA recipients, who then award subrecipient grants for local projects.

In Idaho, ITD is the recipient for Section 5310 funding for rural and small urban areas. (For each large urban area such as Boise, a designated recipient is chosen by the governor.)

FTA affords Section 5310 recipients flexibility in how they select subrecipient projects for funding, such as formula-based, competitive or discretionary. The locally-determined process is documented in a state/program management plan. Subrecipients can include states or local

government authorities, private non-profit organizations, and/or operators of public transportation.

Idaho Medicaid Non-Emergency Medical Transportation Program

The Idaho NEMT Program is a program of the Idaho Department of Health and Welfare (DHW). This program funds transportation services to medically-necessary non-emergency healthcare appointments to Medicaid recipients without another means of transportation. DHW contracts with a private company, currently Veyo, to broker Medicaid-funded transportation in Idaho. The broker in turn contracts with a network of transportation providers (including public and private transportation providers) and independent driver-providers to operate Medicaid-funded transportation service for eligible recipients. The broker provides mileage reimbursement to Medicaid participants and other eligible individuals providing transportation for Medicaid covered medical services, currently reimbursed at \$4.21 per mile and \$1.17 each additional mile. To obtain Medicaid-funded NEMT, the eligible individual calls the broker at least 48 hours in advance, up to 30 days in advance. Case workers can schedule multiple rides electronically.

Medicaid-funded NEMT is commonly the largest state human service transportation program, and in rural areas, is typically the largest passenger transportation funding source of any kind. The State of Idaho's current statewide contract with Veyo, which began July 2016, is \$70.4 million for three years.²

Private NEMT providers in the Idaho Falls area are listed later in this inventory under "Private For-Profit Transportation Service Providers."

Area Agency on Aging of Eastern Idaho

The Area Agency on Aging of Eastern Idaho is a division of the Eastern Idaho Community Action Partnership, with a mission to help seniors live independently, in their own homes, for as long as possible. The Area Agency on Aging contracts with several providers in the area to provide transportation services to seniors (ages 60+). Contracted transportation providers include senior centers and nutrition sites in rural counties of its catchment area (including Custer, Fremont, Lemhi, and Madison Counties), and TRPTA in the Idaho Falls urbanized area/Bonneville County. In rural areas, where resources are limited, transportation is limited to transportation to the senior centers (in Ashton, Challis, Mackay, Rexburg, Salmon, and Saint Anthony) for congregate lunches. Within the TRPTA service area, seniors can travel to and from social services, medical and health care services, meals programs, places of employment, senior centers, shopping, civic functions, and recreation locations.

² "Idaho plans to more than triple services to children with serious mental illness, without increasing state funding," *The Spokesman-Review*, Jan. 21, 2017, <http://www.spokesman.com/blogs/boise/2017/jan/31/idaho-plans-more-triple-services-children-serious-mental-illness-without-increasing-state-funding/> (as accessed February 2017).

Area Agency on Aging-funded service is for those individuals who have no other means of transportation or who are unable to use existing transportation. Preference is given to older minorities and those with limited economic resources. Personal assistance for those with limited physical mobility is provided. All transportation services contracted by the Area Agency on Aging are free to seniors ages 60+. With the exception of TRPTA's fixed route system, all services are demand response. Senior rides are provided on TRPTA fixed route service except for seniors that qualify for ADA paratransit.

In 2016, Area Agency on Aging funded 20,256 senior rides (one-way trips) on TRPTA. The Area Agency on Aging annual budget for TRPTA-provided service is about \$46,500, funded by Title III of Idaho's Senior Services Act (SSA).

The Area Agency on Aging notes that senior transportation needs within the urbanized area are largely met, except for seniors for whom walking to a bus stop (e.g., more than ½ mile) is a hardship. Particularly in the winter, when sidewalks may be snow-covered, it can be treacherous for a senior to walk to a fixed route bus stop. Additional demand response services for seniors (i.e., those who do not meet the ADA paratransit eligibility criteria) could help alleviate this hardship. Outside of the TRPTA service area, services are very limited and many seniors must rely on family members or neighbors for transportation.

Development Workshop, Inc.

Development Workshop, Inc. is private, non-profit community rehabilitation program with a mission to assist individuals who have a disability or who are disadvantaged to recognize and achieve their chosen level of economic and social independence. Some of the services that Development Workshop offers to individuals include vocational training, paid employment opportunities, career placement services, and daily living skills training. Development Workshop provides services to businesses, including employees, janitorial and facilities maintenance, and manufacturing, assembly, and packaging. Development Workshop offers community employment services and other programs for individuals in Idaho Falls, Rexburg, Salmon, and Blackfoot, serving more than 560 individuals in FY2015. The organization employs more than one-hundred people at three manufacturing facilities located in Eastern Idaho. The Idaho Falls facility is located at 555 West 25th Street.

Development Workshop provides transportation services for its participants, including those who are eligible for Medicaid NEMT funding and need to travel to Development Workshop for day rehabilitation. These services are coordinated through the Idaho NEMT broker, Veyo. Participants who are not NEMT-eligible are often able to use TRPTA public transit or ADA paratransit services. During the day, Development Workshop transports participants to community-based activities, such as employment training. The organization owns a fleet of 44 vehicles, including vans, cars, and two lift-equipped Goshen coaches that are operated throughout eastern Idaho, including Blackfoot and Salmon. About 25 vehicles serve the

Bonneville County area. Development Workshop’s total annual transportation budget is approximately \$45,000.

Transportation to employment sites is the responsibility of individual participants, who often rely on rides from coworkers or family members. Public transit fares can be a financial hardship for individuals working part-time entry-level jobs. TRPTA services do not operate evenings and weekends when many entry level job shifts occur, such as in the retail and fast food sector.

Veterans Transportation Service

The Veterans Affairs (VA) Salt Lake City Health Care System Veterans Transportation Service (VTS) in partnership with the Utah Disabled American Veterans Volunteer Transportation Network (DAV/VTN) provides transportation services to veterans with special needs as well as veterans who do not have transportation to and from their outpatient appointments. The VTS routes transport veterans from the Idaho Falls catchment area (as well as other areas) to the Salt Lake City VA. All veterans enrolled in VA healthcare are eligible for this program, with priority given to veterans with disabilities (including those who use wheelchairs) and cancer patients. This service is free of charge. Rides must be scheduled at least 48 hours in advance either through the veteran’s primary care provider or by calling the DAV/VTS offices. Routes originating from Idaho Falls operate every other weekday (i.e., Monday/Wednesday/Friday in one week alternating with Tuesday/Thursday the next week) except federal holidays. Local routes operate to the Pocatello Outpatient Clinic on Tuesdays. More information is available at: http://www.saltlakecity.va.gov/veterans_transportation_service.asp

Private For-Profit Transportation Providers

Salt Lake Express

Based in Rexburg, Salt Lake Express operates scheduled intercity bus and airport shuttle service across Utah, southern Idaho, and portions of Montana, Wyoming, Arizona, and Nevada. Routes serving Idaho Falls travel to Pocatello (and points west to Boise and south to Salt Lake City), Jackson, Wyoming, West Yellowstone, Montana, and Great Falls, Montana.

Figure 2-1 displays the Salt Lake Express Route network.

Salt Lake Express stops in Idaho Falls are located at:

- Idaho Falls Regional Airport – 2140 Skyline Drive
- Shaka’s Sinclair – 1520 Grandview Drive
- Flying J – 6485 Overland Drive (South of Idaho Falls off I-15)

Current schedules serve the Shaka's Sinclair stop with:

- 11 southbound trips to Pocatello Transit Depot and 11 northbound trips
- 9 northbound trips to Rexburg and 9 southbound trips
- 4 northbound trips to West Yellowstone and 2 southbound trips
- 2 eastbound trips to Jackson, WY and 2 westbound trips
- 2 northbound trips to Butte, MT and 2 southbound trips

Door-to-door stops can be scheduled with advanced request and for an additional charge. Salt Lake Express also operates charter bus service.

Non-Emergency Medical Transportation Providers

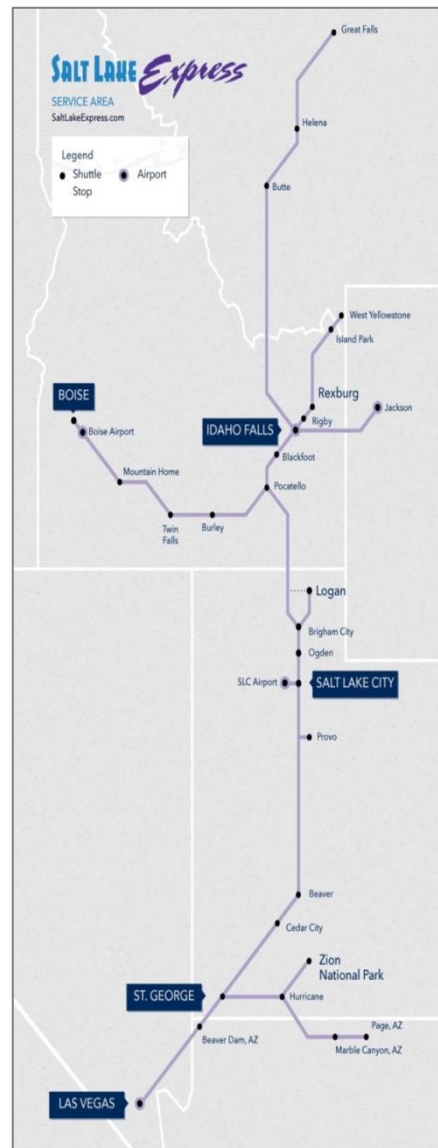
The following private non-emergency medical providers were identified in the study area:

- ABC Express –Idaho Falls
- All-Star Transportation –Idaho Falls
- Always In Time Transportation –Idaho Falls
- CT Transportation, LLC –Idaho Falls
- En Route Transportation –Idaho Falls
- Foothill Transportation –Iona
- Helping Hands Outreach –Idaho Falls
- Road Runner Shuttle, LLC –Idaho Falls
- Rollin Shuttle Services LLC –Saint Anthony
- SOS Transportation, LLC –Idaho Falls
- Teton Transportation –Idaho Falls
- Tibbitts Transportation, LLC –Idaho Falls

Private Services

The following private service providers are located in the study area:

Figure 2-1: Salt Lake Express Routes and Stops



- **Country Coach Shuttle Service, LLC** – Provides airport shuttle service; based in Pocatello.
- **SafeRide Taxi** – Provides taxi and airport shuttle 24/7; based in Idaho Falls.
- **Teton Stage Lines** – Provides motor coach charter and school bus services; based in Idaho Falls.
- **Tibbitts Transportation, LLC** – Provides door-to-door and curbside service to regional airports and private aviation facilities, charter van service for special events and ski resorts, NEMT, social visits, pharmacy, shopping, and alcohol/drug abuse recovery support services transportation. Service is available 24/7 for groups up to 6 people; based in Idaho Falls.

Transportation Network Companies (TNCs) are also available in the area. A recent check indicated that five to seven Uber drivers were available, though this number and TNC company will vary.

Other Transportation Providers

Grand Targhee Resort Shuttle

The Grand Targhee Resort in Wyoming operates a seasonal ski shuttle between Buffalo Junction and Driggs, Idaho and the resort. During the 2016-2017 ski season, this fixed route service operated on 35 minute headways with the first trip leaving Buffalo Junction at 6:10 a.m. and last trip returning at 10:40 p.m. (with no return trips stopping in Driggs before 11:00 a.m.). The one-way cash fare for this service is \$2. A 12-ride “punch pack” costs \$20 and an unlimited season pass is \$150. The shuttle stop in Buffalo Junction is located at 715 Moraine Court and the shuttle stops in Driggs are located at 60 Main Street and Little Avenue and 5th Street. More information is available at:

<http://www.grandtarghee.com/vacation-planning/teton-travel-options/targhee-ski-shuttle/>

Chapter 3

Transit Needs Analysis

INTRODUCTION

This chapter documents the qualitative and quantitative need for public transit in the TRPTA service area. It details customer and community input obtained through an extensive outreach process. This chapter also uses previous studies, demographic data, and land use to assess the need for transit in the region. Overall, this input and data provide a collective transit needs analysis that served as the foundation for the development of alternatives and recommendations included in the next chapter.

CUSTOMER SURVEY

An important task in the transit needs analysis was to gather opinions from system users concerning TRPTA's current fixed route and demand response services, as well as to develop a passenger profile. With input from TRPTA staff, an onboard survey was prepared for these purposes. The survey was administered onboard TRPTA vehicles from March 20-31, 2017. TRPTA management distributed and collected the surveys from drivers who in turn distributed and collected them from riders. A copy of the onboard survey instrument is provided in Appendix C. Eighty-eight surveys were collected (although not all respondents answered every question).

Trip Information

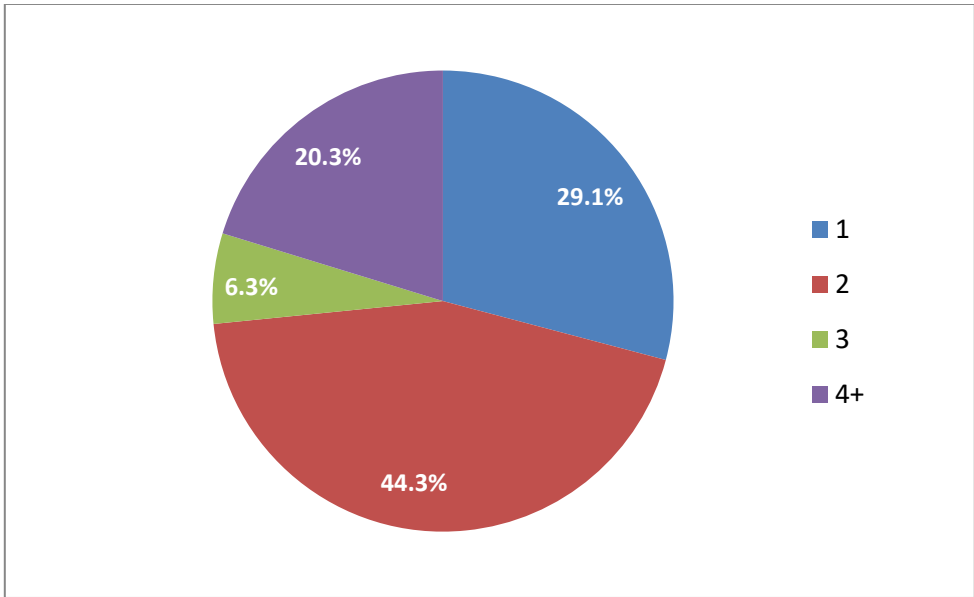
Survey respondents were asked several questions pertaining to their trip. The first question asked participants to indicate which TRPTA route they boarded. A plurality of participants answered they rode demand response. After demand response, the most popular routes were the Blue, Red, Green, and Yellow Routes. Table 3-1 shows the routes which survey participants boarded.

Table 3- 1: Routes Passengers Boarded

Route	Number of Responses	Percent of Total
Demand Response	40	47.1%
Blue Route	12	14.1%
Red Route	10	11.8%
Green Route	9	10.6%
Yellow Route	9	10.6%
Iona/Idaho Falls	2	2.4%
Rexburg/Driggs	1	1.2%
Rexburg/St. Anthony	1	1.2%
Idaho Falls/Rexburg	1	1.2%
Ammon Route Feeder	0	0.0%
Total Responses	85	100.0%

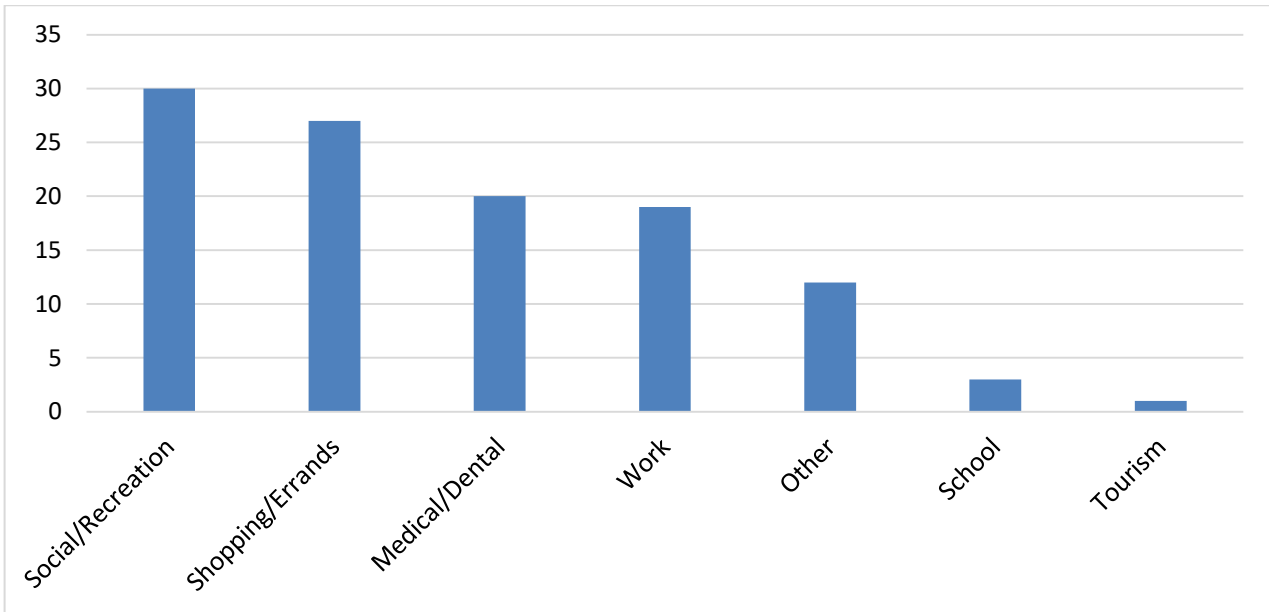
The survey asked participants how many buses they needed to ride in order to complete their one-way trip, with 29.1% of respondents answering they only required one bus. 44.3% required two buses, 6.3% required three, and 20.3% required four or more. Figure 3- 1 illustrates the results of this question.

Figure 3- 1: Number of Buses Required for Completing Trip



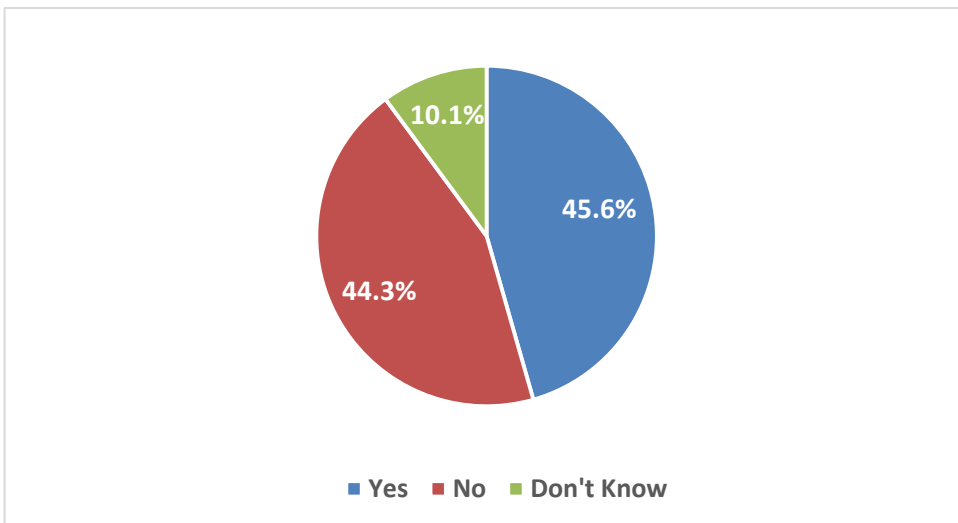
The survey responses indicated that social/recreation activities were the primary reason for their trip (30 responses) followed by shopping/errands (27 responses) and medical/dental (20 responses). This portion of the survey was tabulated by counting total responses instead of overall percentage because riders were asked to mark more than one response if necessary. Figure 3- 2 summarizes the trip purpose for TRPTA riders that completed a survey.

Figure 3- 2: Trip Purpose



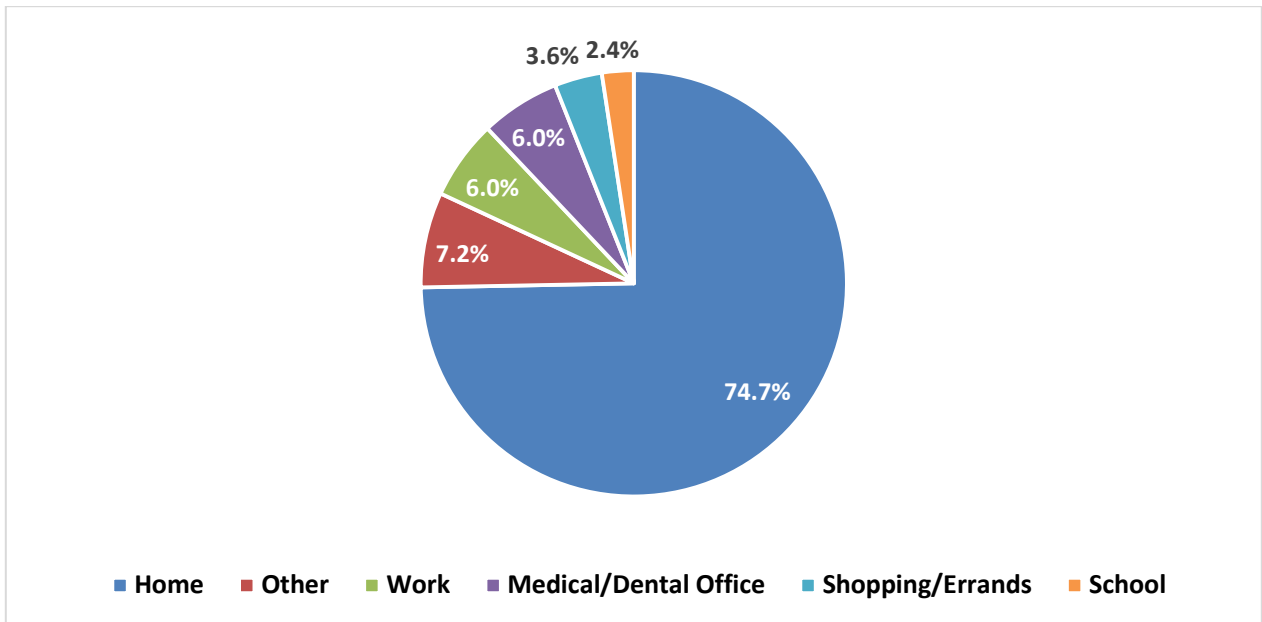
Customers were asked whether or not their trip was part of a round-trip on the bus. 45.6% of riders said “Yes”, 44.3% said “No”, and 10.1% stated they did not know. Figure 3-3 summarizes these findings.

Figure 3-3: Round-Trip Status



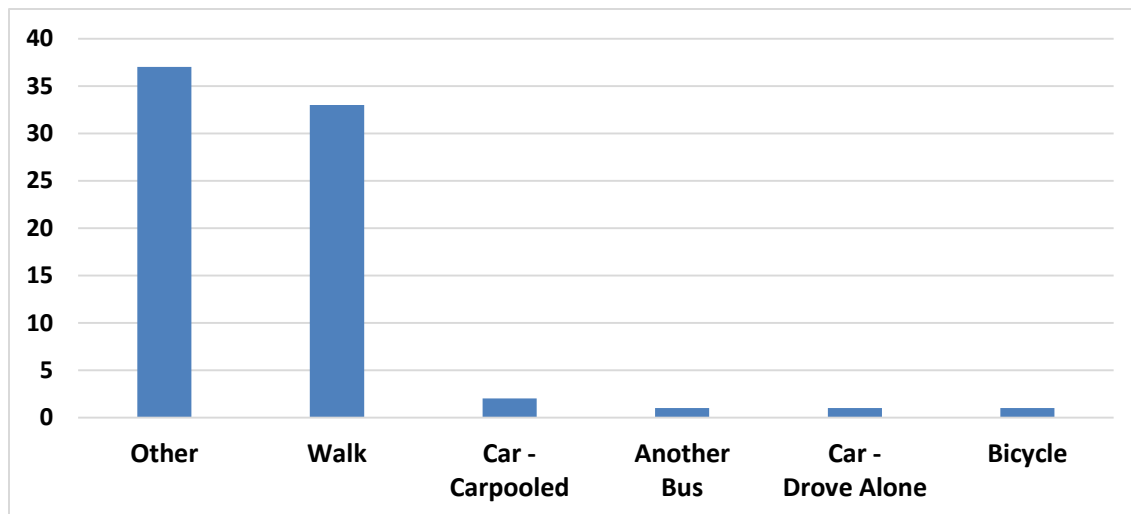
Riders were then asked where they were coming from before this one-way trip. 74.7% of customers said they came from home. Other popular responses were “Other”, “Work”, and “Medical/Dental Office.” Figure 3- 4 summarizes all of the responses.

Figure 3- 4: Trip Origins



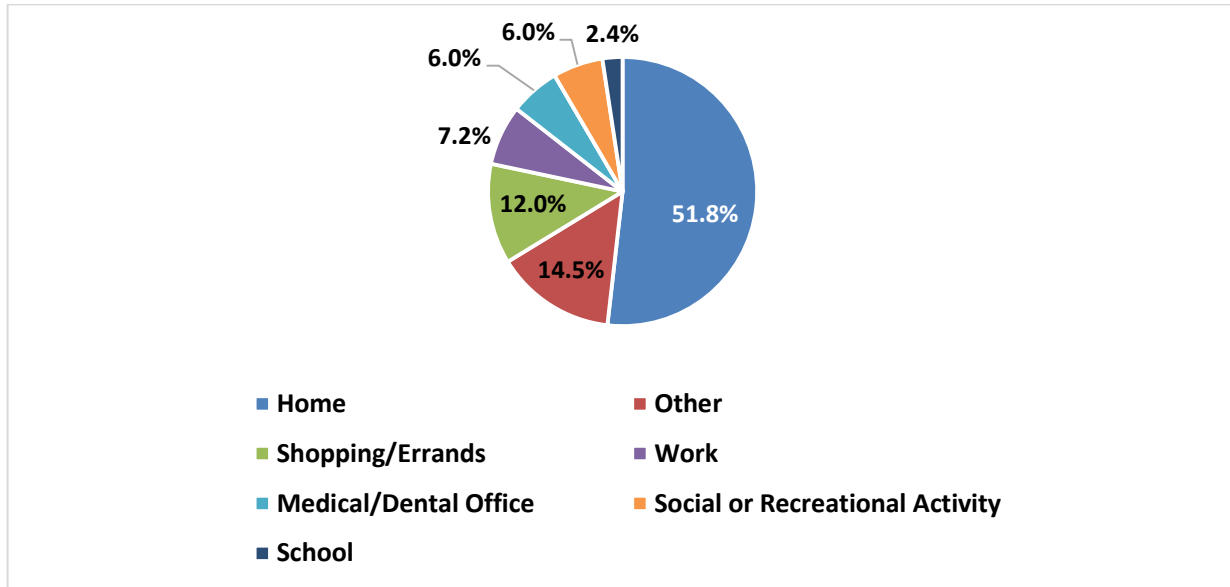
TRPTA customers were asked how they traveled to the bus stop. The most popular response was “Other”, but 84% of those who marked “Other” were door-to-door customers. The single most popular mode for traveling to a bus stop was walking. Additionally, the average distance walked to a TRPTA stop was 2.4 blocks. This portion of the survey was tabulated by counting total responses instead of overall percentage because riders were asked to mark more than one response if necessary. Figure 3-5 summarizes all of the responses.

Figure 3- 5: Mode of Transit to Bus Stop



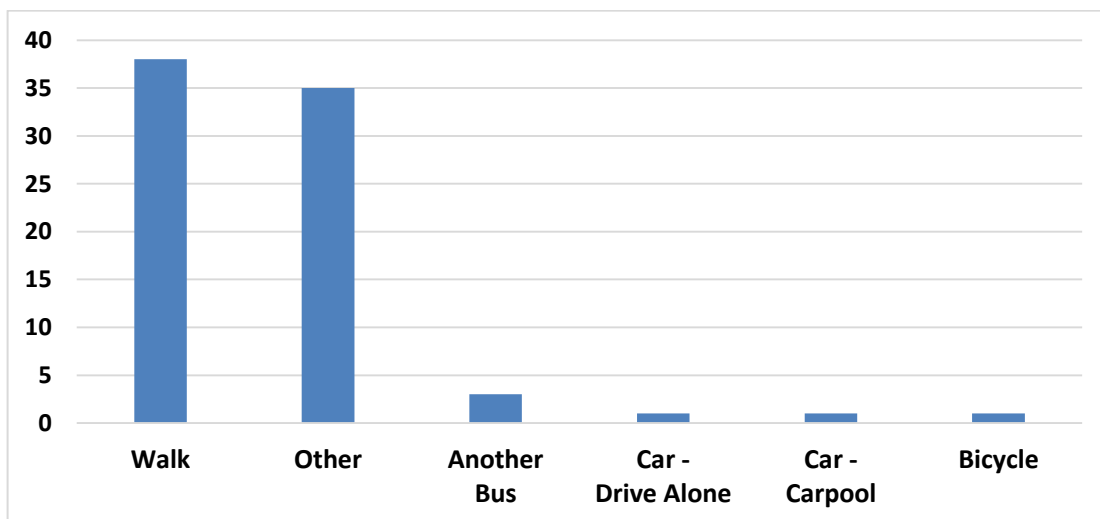
Riders were asked to indicate their final destination after taking their one-way trip. A majority responded they were traveling home. The next three most common responses were “Other”, “Shopping/Errands”, and “Work.” Figure 3- 6 summarizes all of the responses.

Figure 3- 6: Trip Destinations



Customers were asked about how they reached their final destination from the bus stop. The most common response was “Walk” with “Other” the second most common response. 86% of those who marked “Other” were door-to-door customers. Furthermore, the average distance walked from a TRPTA stop was 2.3 blocks. This portion of the survey was tabulated by counting total responses instead of overall percentage because riders were asked to mark more than one response if desired. A summary of all responses can be seen in Figure 3- 7.

Figure 3- 7: Mode of Transit from Bus Stops

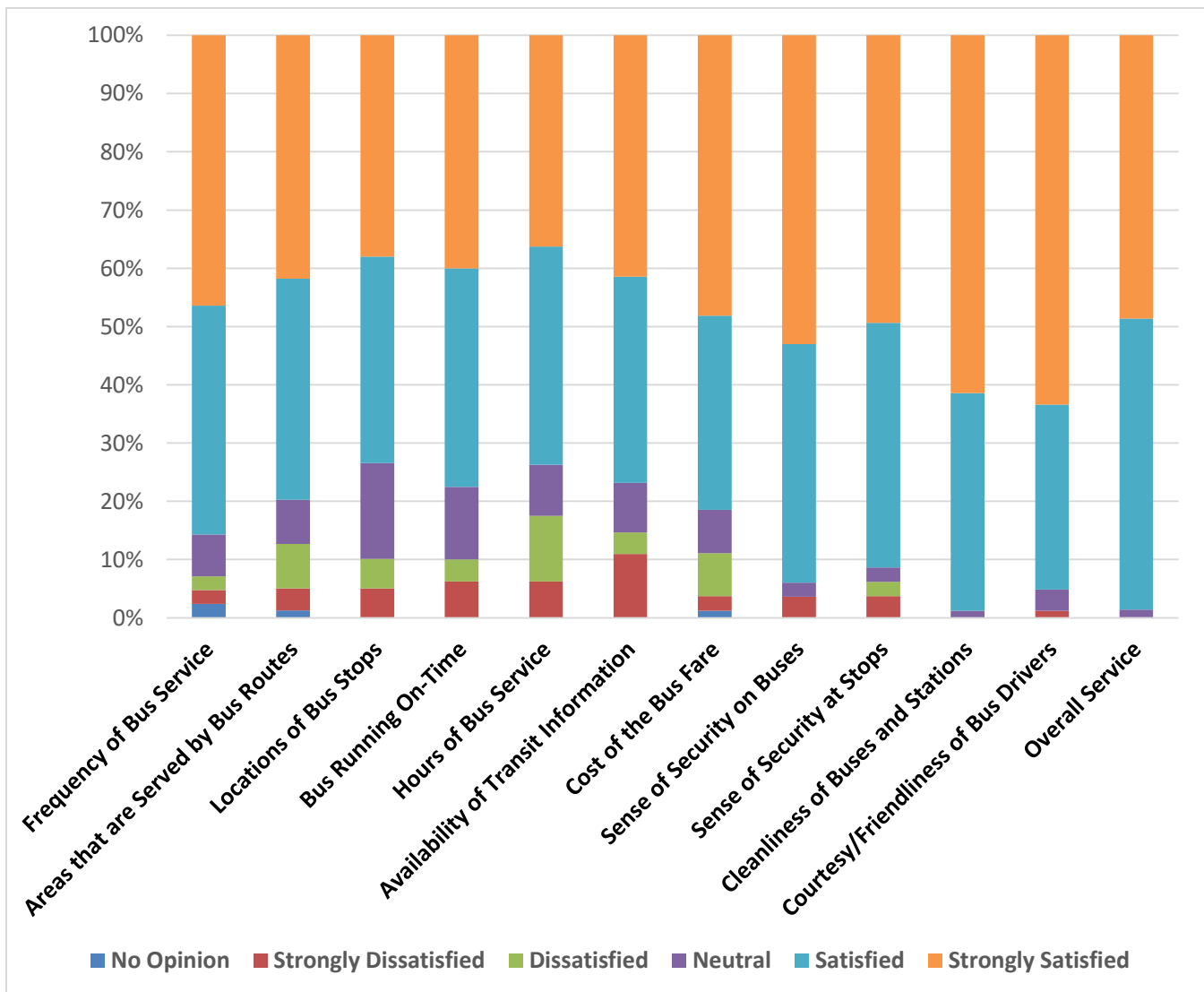


Rider Satisfaction

The survey asked several questions to determine rider satisfaction and elicit suggestions for improvement.

Riders were asked to rate their satisfaction with various aspects of TRPTA services and give their overall satisfaction. 98.6% of customers were either strongly satisfied or satisfied with the service. Customers were most satisfied with the cleanliness of buses and stations, the courtesy/friendliness of bus drivers, and the sense of security on buses. Riders were most dissatisfied with the hours of bus service, availability of transit information, and the areas that are served by bus routes. A summary of all responses can be seen in Figure 3- 8.

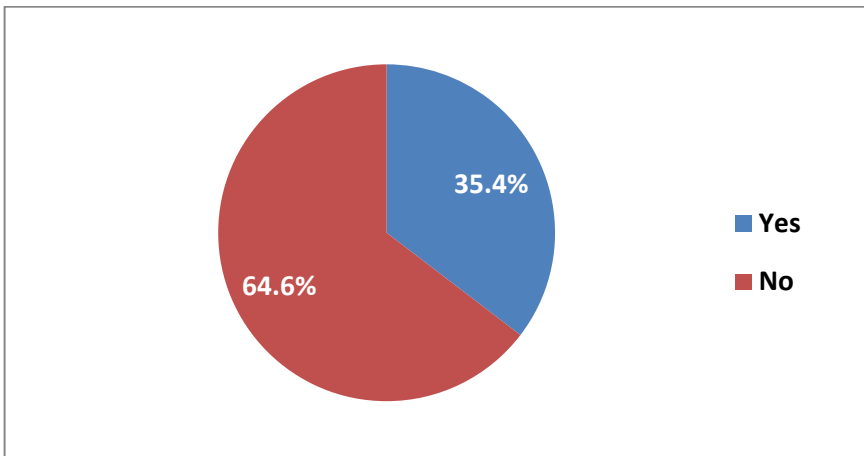
Figure 3- 8: Rider Satisfaction with TRPTA Services



Riders were asked what they liked best and least about the service. Favorite aspects of TRPTA were the staff, its availability, and its convenience. Common responses for what riders like least about TRPTA included that there is no weekend service, it is difficult to reach dispatch after 4:00 p.m., and the need for more areas serviced by TRPTA.

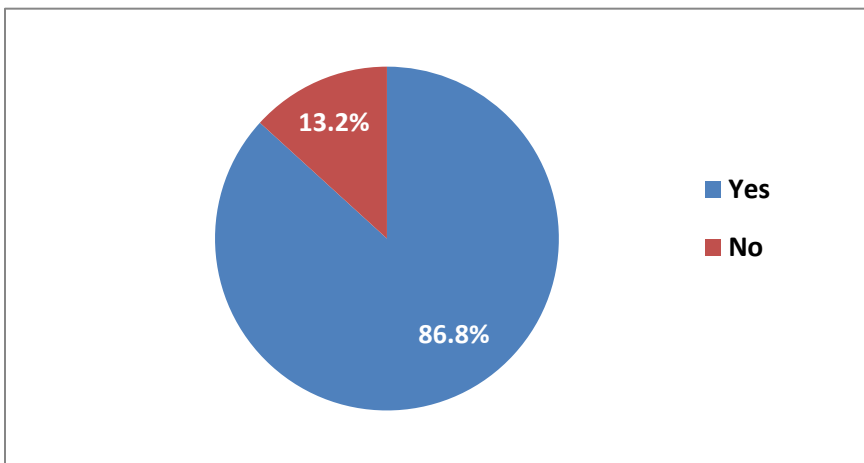
When asked if there were places riders needed to go that TRPTA does not serve, 64.6% replied “No” and 35.4% replied “Yes.” Common suggestions for stops include: Ammon, Shelley, and the library. This is shown in Figure 3- 9.

Figure 3- 9: Are there places in the area that you need to go that TRPTA does not serve?



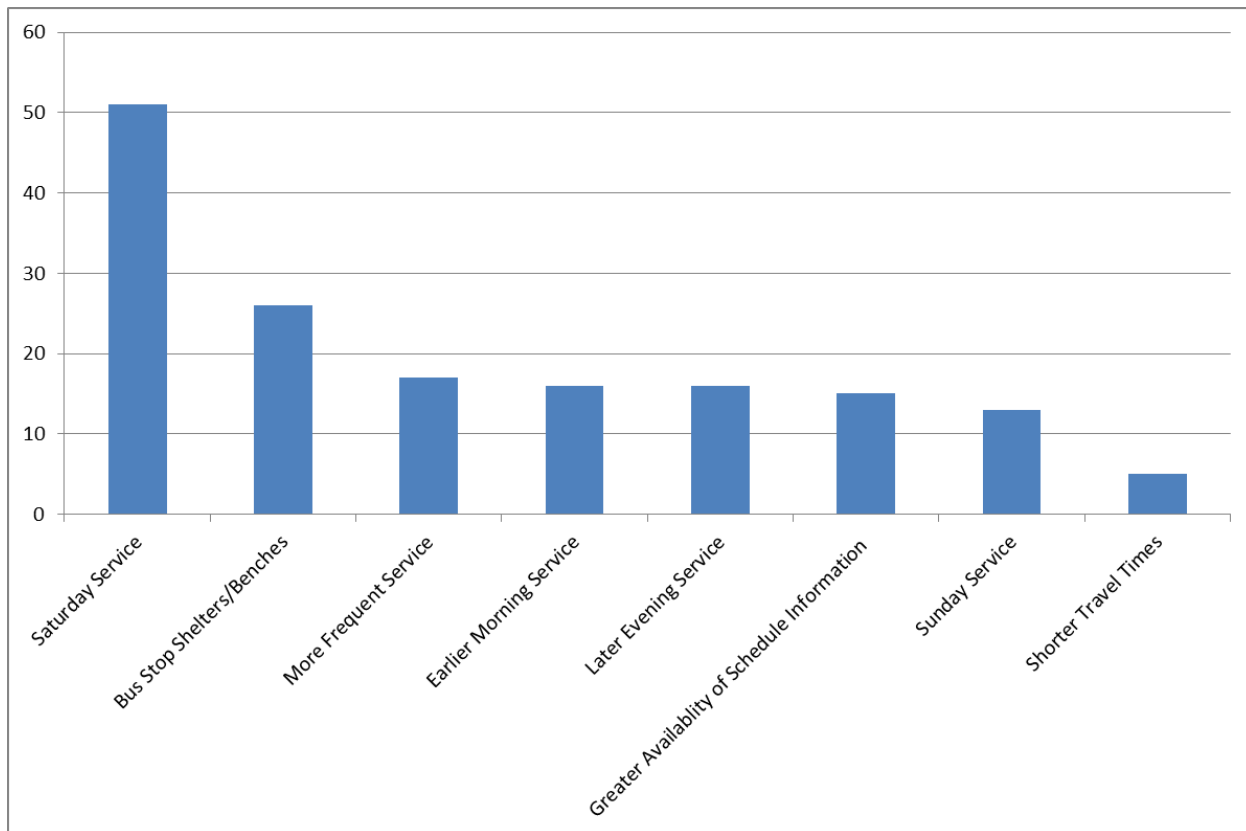
Riders were then asked if the bus fare price was reasonable. 86.8% of riders agreed the fare was reasonable while 13.2% disagreed. Customers suggested the bus should be free, 50 cents, offer a discounted round-trip, and the disabled pass should be discounted more. Results for this question are shown in Figure 3- 10.

Figure 3- 10: Is the bus fare reasonable?



Customers were asked which service improvements would be most helpful to them. The most popular response was “Saturday Service”, followed by “Bus Stop Shelters/Benches” and “More Frequent Service.” This portion of the survey was tabulated by counting total responses instead of overall percentage because riders were asked to mark more than one response if desired. A summary of responses can be seen in Figure 3-11.

Figure 3- 11: Desired Service Improvements

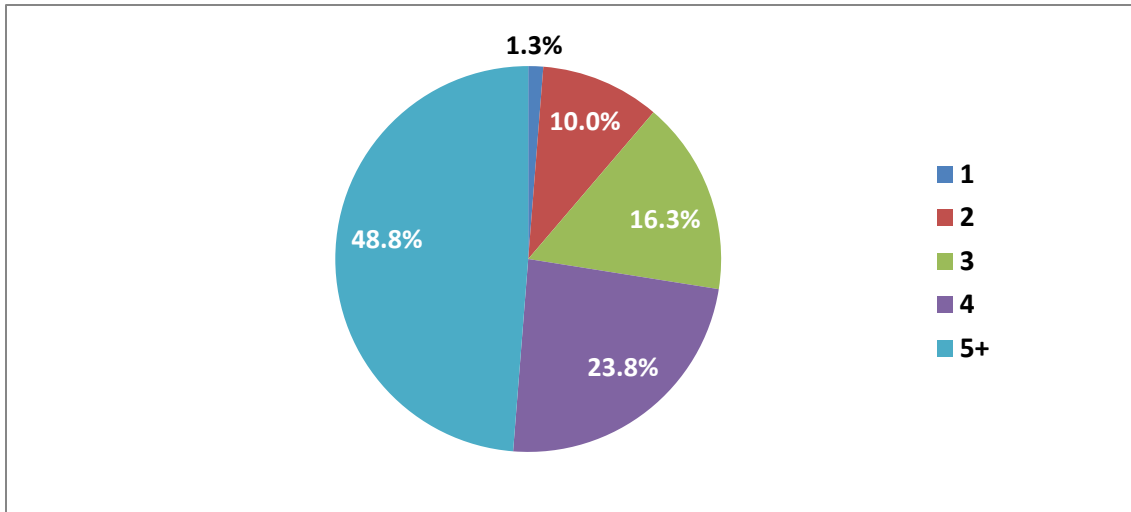


Passengers were asked their top choice for service improvement. The most popular responses included: weekend service, later hours, and building bus shelters/benches.

Rider Profile

Several questions on the survey asked riders to provide information about themselves. These responses are summarized below to form the TRPTA passenger profile. Figure 3-12 shows that a plurality of riders take the bus five or more times a week.

Figure 3-12: Number of Bus Rides per Week



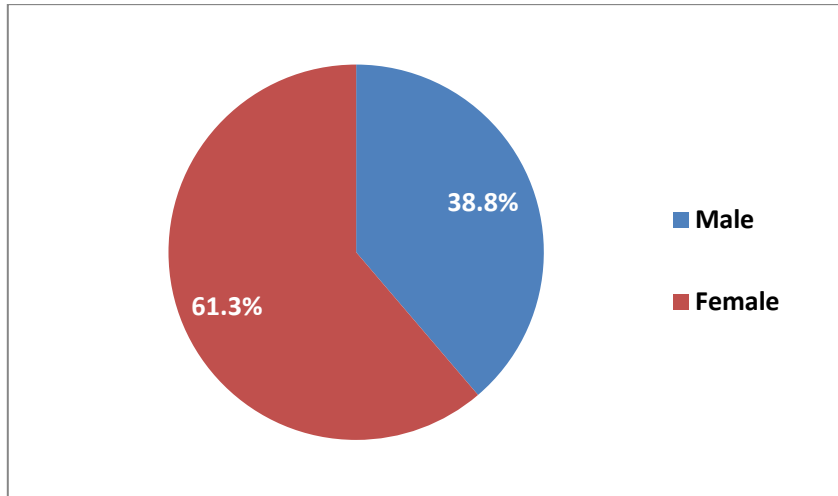
Riders were asked for their home zip code. 89.5% riders live in the 83402, 83406, 83401, and 83404 zip codes. Full results can be seen in Table 3-2.

Table 3-2: Home Zip Codes

Zip Code	Number of Responses	Percent of Total
83402	26	34.2%
83406	17	22.4%
83401	14	18.4%
83404	11	14.5%
83440	3	3.9%
83442	3	3.9%
83403	1	1.3%
83405	1	1.3%
Total Responses	76	100.0%

The gender distribution of TRPTA riders is provided in Figure 3-13. 61.3% of respondents were female and 38.8% were male.

Figure 3-13: Gender



TRPTA riders were asked how many people lived in their household. Out of 71 responses, the average number of people living in a household was four.

The age distribution of TRPTA riders is provided in Table 3-3. The data shows that the vast majority of riders are working age adults; note that 39.7% of survey respondents are between 35 and 49 years old. No surveys were submitted by individuals 17 or younger.

Table 3-3: Age of Survey Participants

Age	Number of Responses	Percent of Total
12 or younger	0	0.0%
13 - 17	0	0.0%
18 - 24	3	4.1%
25 - 34	13	17.8%
35 - 49	29	39.7%
50 - 64	15	20.5%
65 and older	13	17.8%
Total Responses	73	100.00%

The survey asked riders if they had a valid driver’s license, how many cars are owned by their household, and whether a car was available for their trip. Figure 3-14 reveals that 70% of TRPTA riders do not have a driver’s license.

Figure 3-15 shows that 60.8% of customers do not have a car. Additionally, 91.1% of TRPTA riders reported that they did not have a car available to them on the day of their trip, see Figure 3-16.

Figure 3- 14: Has a Driver’s License

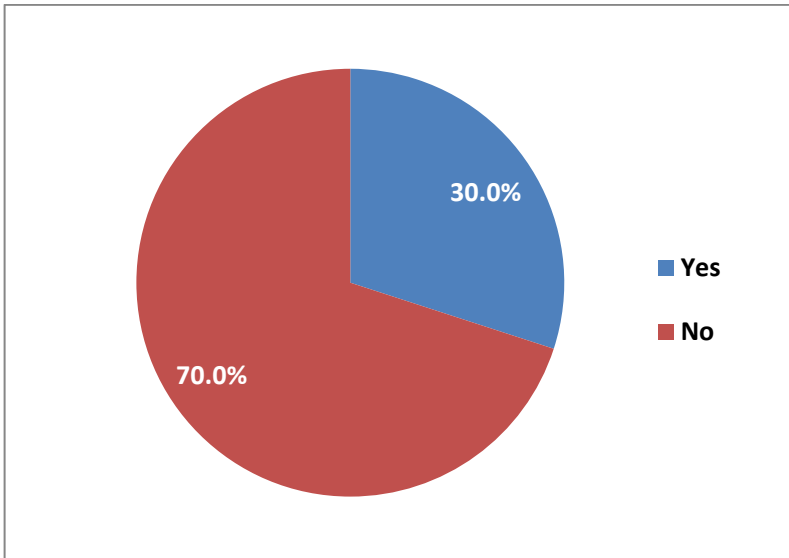


Figure 3- 15: Number of Cars in Household

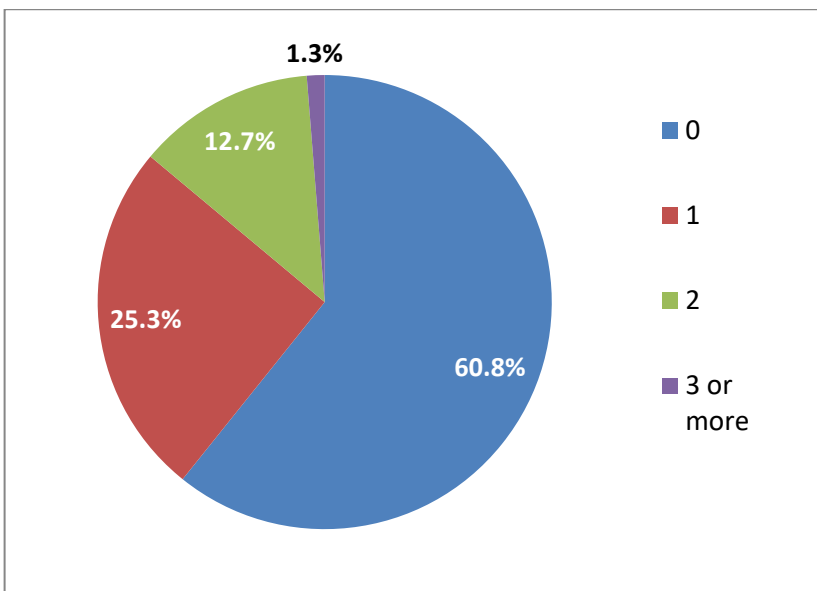
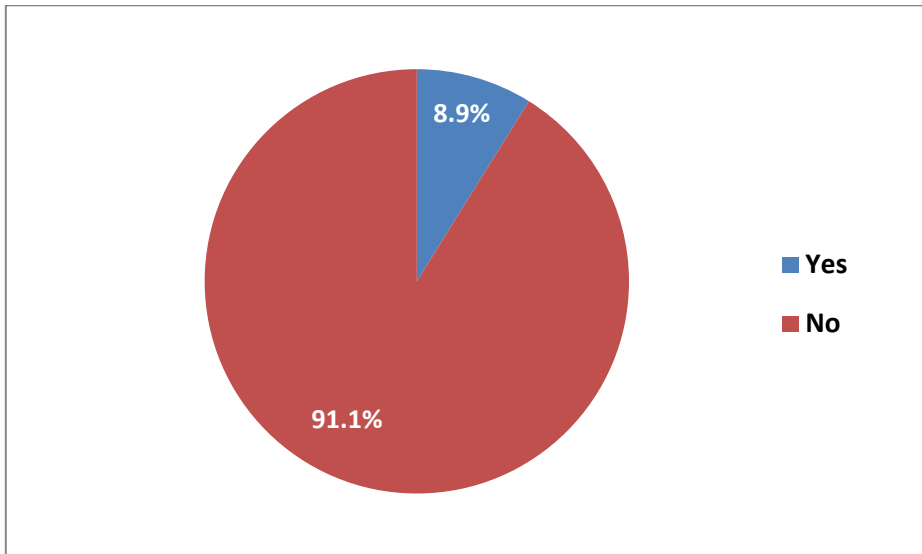
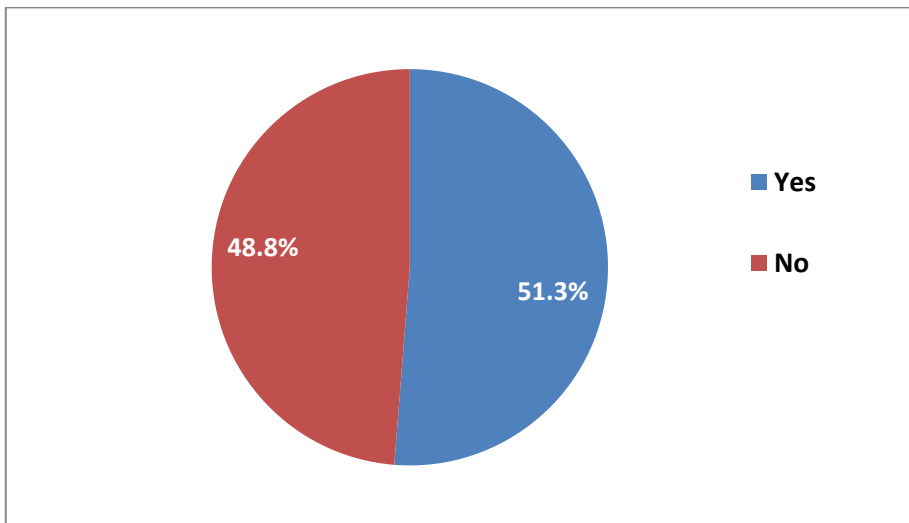


Figure 3-16: Car Availability



Survey participants were asked whether they had a cell phone with internet access. 51.3% of riders said they have a cell phone with internet access while 48.8% did not. This is summarized in Figure 3-17.

Figure 3-17: Do you have a Cell Phone with Internet Access?



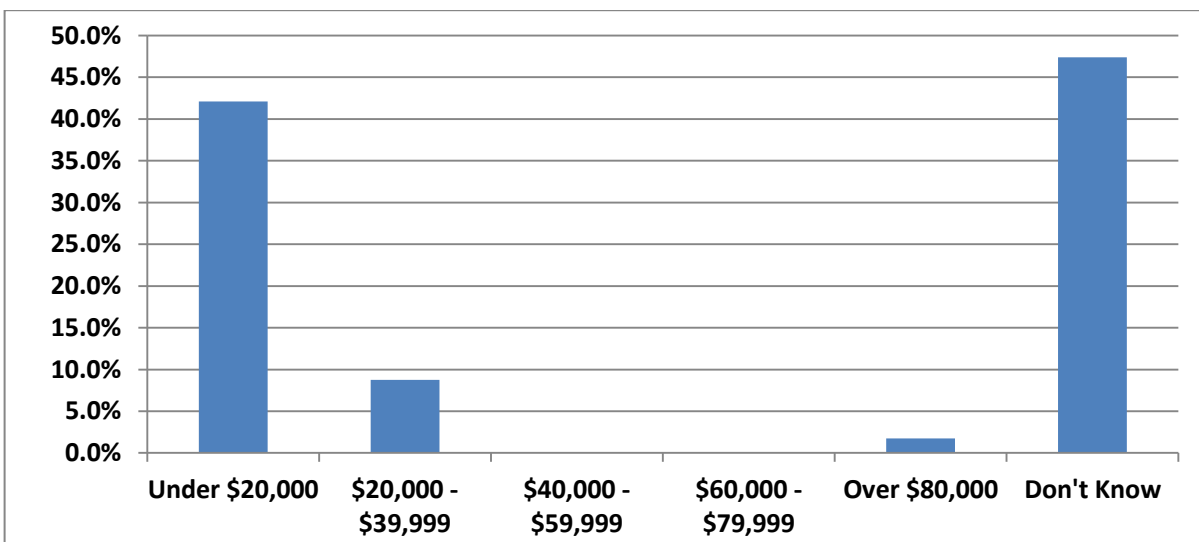
Riders were then asked about their employment status. Of the various employment types listed on the survey, the three with the highest response rates were: “Not Employed” (31 responses), “Employed Full-Time” (16 responses), and “Retired” (15 responses). This portion of the survey was tabulated by counting total responses instead of overall percentage because riders were asked to mark more than one response if necessary. A full break down of responses can be seen in Figure 3-18.

Figure 3-18: Employment Status



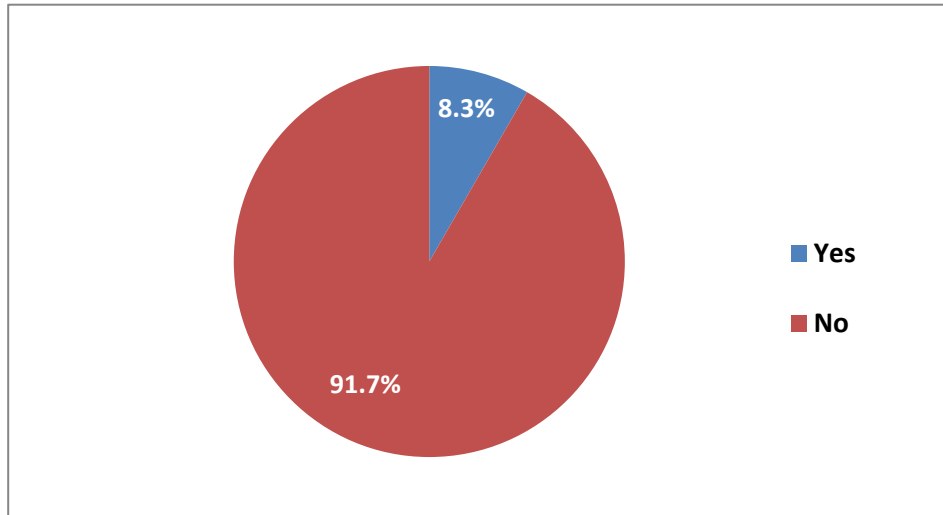
TRPTA riders reported relatively low incomes with 42.1% reporting a household income of less than \$20,000 a year. It should be noted that 47.4% of respondents indicated they did not know their annual household income. Complete household income results are provided in Figure 3-19.

Figure 3-19: Household Income



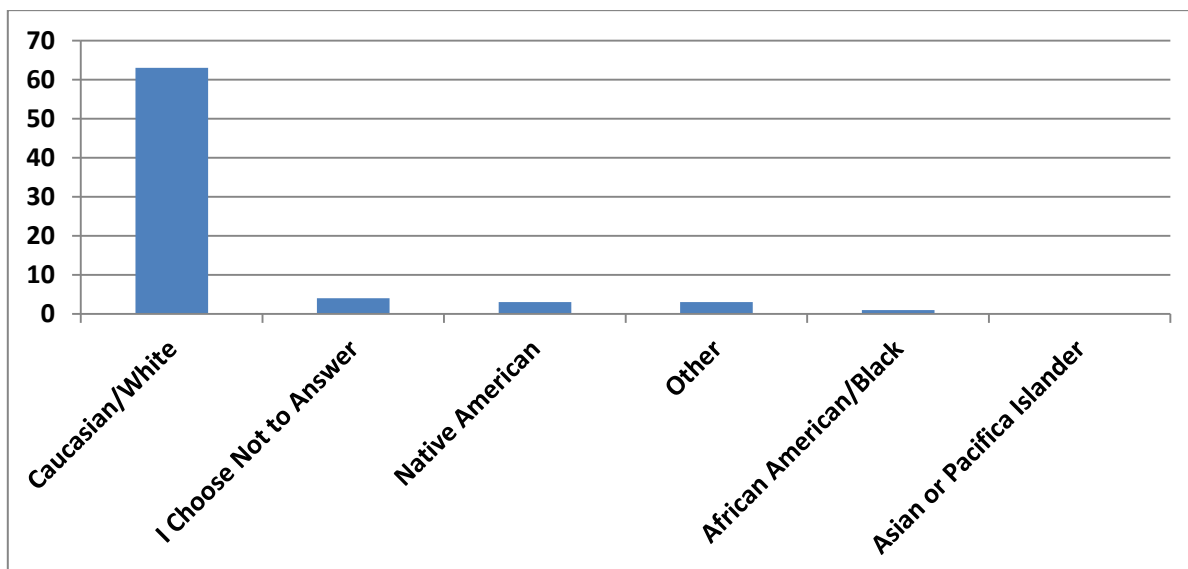
Customers were asked whether or not they were of Hispanic origin. 91.7% of respondents indicated they were not of Hispanic origin and 8.3% indicated they were. This is shown in Figure 3-20.

Figure 3-20: Are You of Hispanic Origin?



Survey respondents were asked how they classified their ethnicity. The majority of respondents indicated they were Caucasian/White (63 responses), three respondents identified as Native American, three identified as “Other”, and one identified as African American/Black. This portion of the survey was tabulated by counting total responses instead of overall percentage because riders were asked to mark more than one response if necessary. A full break down of responses can be seen in Figure 3-21.

Figure 3-21: Ethnicity



Comments

Respondents for sixteen of the completed surveys provided comments. Many comments reflect passenger satisfaction with TRPTA and particularly satisfaction with the staff.

- One satisfied rider commented: *“I am handicapped in wheelchair. TRPTA provides me with the transportation I need to go back and forth to Journey’s. Thank you for that!”*
- One rider suggested, *“I feel this would be more popular if more people knew the cost, routes and how kind most of the drivers are and promptness was better.”*

A complaint found in the comments section was dissatisfaction with the behavior of some drivers. One individual reported, *“I have had a few issues with drivers- they ask personal questions. One sat with me while training when there was other seats. One pulled out in front of a car. Another missed my stop. Another passed right by me. One tried to double stamp my card.”*

PUBLIC OUTREACH

Chapter 2 provided a summary of the results from project kickoff activities. These activities involved discussions with TPTA and BMPO, a kickoff meeting with key stakeholders, and individual on-site or phone interviews with community stakeholders unable to attend the kickoff meeting. Key issues and themes identified during these project kickoff activities included the need for expanded transportation services, improved outreach efforts, and consideration of bus stop improvements.

KFH Group and TRPTA staff conducted additional outreach to bolster the information obtained at the outset of the project in order to build upon the results of the rider survey, and to provide the community with the opportunity to provide input on transportation needs and potential improvements,:

- Community Workshops
 - April 20, 2017 - Idaho Falls
 - April 21, 2017 – Ammon
 - April 21, 2017 - Ucon
- “Meeting on a Bus”
 - April 22, 2017 as part of the Idaho Falls Earth Day Celebration

The following section provides a summary of results from these outreach efforts.

Expanded Transportation Services

- A transit route for special events in the City of Idaho Falls would help visitors travel around areas that would attract them, such as hotels, restaurants, retail sites, convention center, and airport. Areas of particular focus were near new developments at Snake River Landing and downtown Idaho Falls. It was suggested that a route like this could serve as a connection from the airport to the new convention center. A smaller vehicle than what is currently operating along TRPTA's fixed routes may be a better option for this type of route.
- Other new routes or route expansion ideas included:
 - A downtown circulator route for visitors and a weekend shopper shuttle for residents, as no weekend service exists.
 - More stops in Rigby and Ucon for the Idaho Falls to Rexburg route.
 - A pilot route in Ammon.
- Deseret Industries is located in Idaho Falls and is served by a bus stop. TRPTA noted that Deseret will be moving to Ammon in the future. A stop near their new location would maintain the transit accessibility that currently exists.
- New retail has been built in Ammon that is about ½ mile from the nearest TRPTA fixed bus route (along the Red route) or ⅓ mile from the nearest feeder stop. Retail occupants include Cabela's, Hobby Lobby, Broulim's Fresh Foods, restaurants and smaller retail occupants. These locations are east of 25th Street and south of Sunnyside Road.
- E. Sunnyside Road was mentioned on several occasions as a major thoroughfare that should be considered during route re-design, however the train tracks at the intersection of Sunnyside Road and Yellowstone Highway should be avoided.
- Staff mentioned creating more stops in Rigby and Ucon for the Idaho Falls-Rexburg route.
- Human service routes connecting senior and assisted living locations with the Food Basket (food pantry) on at least a weekly basis. A stakeholder with Community Food Basket expressed a desire for coordinating trips for clients between the Soup Kitchen and Community Food Basket.

Operational Concerns and Issues

- Stakeholders proposed ideas for a different transfer center for TRPTA fixed routes:
- Placer Avenue between Ash Street and Elm Street. This is near the Community Food Basket, First Presbyterian Church, and St. Luke’s Episcopal Church. The Elm Street - YMCA bus stop is already located along Elm Street near this area.
- Corner Avenue between Elm Street and Walnut Street. This is close to the Elm Street - YMCA bus stop. Both of these proposed locations are 5-6 blocks south of the current Aquatic Center.
- There were problems mentioned about routes being late due to buses navigating through snow, as well as buses along the Blue Route and the south portion of the Red Route having to be pulled out from being stuck. It was suggested that routes be changed so that they follow the roads plowed first, or to develop a particular snow route that deviates to utilize roads that are plowed first. A stakeholder at the Ammon meeting stated that these challenges in the winter make it difficult for riders, and asked how TRPTA plans for the “seasonal aspects” of planning for the routes.
- According to a TRPTA driver, trains are a frequent cause of delay along the Green Route, with the intersection of Sunnyside Road and Yellowstone Highway being cited as the worst area.
- Stakeholders in Ammon asked about access to schools in Ammon; the closest bus stop to a school (Hillcrest High School) is the Sportman’s Warehouse feeder stop.
- It was noted that ridership on the current route for Iona/Idaho Falls is limited, as customers that could take this route prefer to use the demand service for the same cost as this feeder route.
- A TRPTA staff member suggested that service on routes could improve if buses stopped going through parking lots and stayed on the roads. The stop for Albertson’s on the Blue Route was specifically mentioned as a stop that could use this improvement.
- The existing bus routes could better use the grid system in the city to cover the primary roads. Average Daily Traffic (ADT) volumes should be considered when assessing these alternatives.
- There are four bridges that span the Snake River, with the Blue Route only crossing one of the bridges.

- There should be consideration of reversing the Blue Route to eliminate unprotected left hand turns.
- According to a TRPTA bus driver, there is a lot of ridership for the soup kitchen which is near the Aquatic Center (transfer center). He explained that it is difficult to access this transfer center when there are sporting events that take up parking.

Policies and Procedures

- Stakeholders in Ammon expressed a desire to provide monthly passes for regular transit riders.

Improve Coordination

- Coordination between TRPTA, the Food Basket, soup kitchen, Area Agency on Aging and other interested human service groups would help expand access to food services to the residents that need it most.

Additional Transportation Options

- Uber exists in the City of Idaho Falls, along with several taxi cab companies.
- Allow private sector transportation to serve the airport so that increases in efficiency and effectiveness on the Blue Route can be achieved.
- Continue efforts to reduce duplication between Idaho National Laboratory (INL) bus service and TRPTA.

Expanded and Improved Outreach Efforts

- TRPTA provided Saturday service in the past, although it was discontinued. If it is provided again in the future, it will need to be carefully marketed to be successful.
- Surveying local colleges and schools to assess transit demand from students could raise awareness for TRPTA and help address unmet need.
- Greater demand for transit exists in Ammon. Marketing efforts to raise community awareness is needed to gather more support for better service to the city.
- A TRPTA transit rider expressed having difficulty with the current route maps. This rider suggested that individual pamphlets for each route, with more detail, would be helpful.

- Travel training services for seniors and individuals with disabilities may help reduce the need for paratransit trips.

Funding Considerations

- Finding local business partnerships may help provide funding for route expansions such as a weekend shopper shuttle and downtown circulators for visitors.
- During the Ammon stakeholder meeting the Mayor of Ammon expressed a need for more and/or stronger quantitative evidence in order to provide more funding to TRPTA. For example: What are the residents paying for the service per capita?

Capital Improvements and Considerations

- A High-Intensity Activated Crosswalk (HAWK) beacon may be installed on Lincoln Road. This could provide improved pedestrian access to a portion of the Yellow Route that operates on this road depending on where it is installed.
- Some TRPTA vehicles are past their useful life. Vehicle maintenance staff expressed a desire for lifts to more easily perform repairs on vehicles.
- TRPTA drivers expressed concern that larger vehicles (30 to 40 feet) would have maneuverability issues in Ammon and parts of Idaho Falls.
- Benches currently placed at bus stops are not owned by TRPTA. Stakeholders in Ammon mentioned that some of these benches are placed in dangerous locations on the street. TRPTA said they will express this concern to the City of Idaho Falls, which is in charge of the benches.
- Evaluating the placement and ADA accessibility of benches could improve rider satisfaction and safety. It was mentioned that shelters for bus stops would help riders, especially in the winter.
- Currently, some TRPTA buses do not have bike racks. Adding bike racks was suggested by a TRPTA rider in the Ammon meeting.
- Not all bus stops have signage. This was mentioned as a complaint by a stakeholder in the Ammon meeting. Busy stops should be considered for bus stop improvements such as shelters.

PREVIOUS PLANS AND STUDIES

The following previous plans and studies were reviewed, and a summary relevant to the S RTP and PTHSP process included in this section:

- Bonneville MPO Short Range Transit Plan 2007-2012
- Modifying TRPTA Checkpoint Service
- TRPTA 5-Year Financial Plan
- Idaho Local Mobility Management Network 6A Mobility Plan (Final Draft Plan – December, 2011)
- Idaho Public Transportation Plan (under development)
- Bonneville MPO 2040 Long Range Transportation Plan
- Bonneville MPO Complete Streets Strategy
- City of Idaho Falls Comprehensive Plan

Bonneville MPO Short Range Transit Plan 2007-2012

The 2007-2012 Short Range Transit Plan was prepared by LSC Transportation Consultants, Inc. for the BMPO and completed in November 2006. This plan includes the results of an on-board survey, an in-depth analysis of TRPTA services, management, and organizational structure in 2006. At that time, TRPTA was operating a checkpoint bus service with designated bus stops but no fixed route between these stops, allowing vehicles to deviate up to three-fourths of a mile of a route with prior day reservation. This service operated weekdays only from 7:00 a.m. to 6:00 p.m. Route frequencies at the time were not specifically identified in the report, but, based on recommendations, appear to have been inconsistent with no less than 60 minutes between buses.

The recommended service plan preferred by stakeholders included restructuring the checkpoint system to a hybrid system (combining elements of radial, grid, and suburban service route structures into a single interconnecting network) consisting of seven flex routes (deviated fixed routes) and one “jump” route that provides connections across the flex routes. Other preferred service recommendations included decreasing headways, expanding weekday service hours, adding Saturday service, creating commuter service, developing a rideshare broker program for the region, and expanding the service area.

The 2007-2012 transit plan called for a four phase implementation of improvements:

- Phase I – Hybrid System (years 2008 and 2009) – The plan recommended that TRPTA implement a hybrid system with flex routes operating on a pulse system with 30-minute peak/60-minute off-peak headways, connecting at the new transit facility on

Broadway at Capital, the Aquatic Center, and the Grand Teton Mall area. The flex loop routes would deviate from the routes up to three-fourths of a mile, and during off-peak times, five of the vehicles would operate demand response service. A jump route would link the three transfer stations together, operating similarly to a limited express service on 30-minute peak/60-minute off-peak headways.

- Phase II – Service Expansion (years 2010 to 2011) – The recommended second phase included expanding the operating hours of the hybrid system to include weekday evening service (through 9:00 p.m.). In addition, two new regional commuter routes, operated during morning and evening peak hours, would link rural communities with Idaho Falls. The plan suggested that these routes could initially be operated as vanpools, transitioning to transit bus service when ridership grew.
- Phase III – Weekend Service (years 2011 to 2012) – The third phase recommended expanding days of service to operate the seven flex routes and the jump route on Saturdays on 30-minute headways from 7:00 a.m. to 6:00 p.m.
- Phase IV – Service Area Expansion (years 2012 to 2015) – The final phase of the plan called for expanding the service area of the hybrid system and adding commuter service to the City of Pocatello (one trip in both the morning and evening weekday peak periods).

Organizationally, the plan recommended that TRPTA remain with the existing organizational structure of a regional transportation authority, work with other regional transit authorities in the State of Idaho to allow those authorities to be able to levy a tax (with voter approval), and adopt an administrative structure that includes a Transit General Manager that reports to the TRPTA Board, Transit Manager that reports to the Transit General Manager, and Lead Dispatcher that reports to the Transit Manager.

Capital recommendations included installing bus stops and shelters at key locations (at about every 1,200 feet along each route). Eighteen replacement vehicles and five additional vehicles were identified as being needed to implement the full plan. New transit facilities were recommended at Broadway and Capital (to include an administrative office, a passenger waiting area, and a passenger transfer station), the Aquatic Center (transfer station) and the Grand Teton Mall (transfer station). Formal park-and-ride lots were recommended to support regional commuter service.

Modifying TRPTA Checkpoint Service

This study was prepared by LSC Transportation Consultants, Inc. for the BMPO and was completed in November 2012. The study was conducted to provide technical assistance in modifying TRPTA checkpoint service to better serve the needs of the community. Study efforts included an analysis of the current checkpoint service, soliciting public input,

developing and evaluating transit alternatives, and developing a service plan based on the select the preferred service option.

Alternative service types considered included fixed routes, service routes (defined in the report as fixed routes specifically designed to serve older adults and individuals with disabilities), flexible routes (such as route deviation, flex routes, or checkpoint service), and demand response service (particularly in Ammon, Iona, and Ucon).

The service recommended in the study report was fixed route operating on consistent hourly headways, Monday through Friday from 7:00 a.m. to 6:00 p.m., complemented by ADA paratransit service within three-fourths of a mile of the fixed routes, and general public demand response service *outside* of the three-quarter mile radius (but not within) that would provide service to the nearest transfer point on the fixed route service (for a \$2.50 fare, twice the fixed route fare) or operate outside of the fixed route area (for a \$5.00 fare).

Bus stop signage was recommended at fixed stops, as were benches at stops with high passenger activity and transfer stops. Additional shelters were not recommended in this plan. To make it easier for passengers to know which bus to board, operating a different type of vehicle on fixed route versus demand response service was recommended.

The recommendations in the study report reiterated recommendations that were in the 2007-2012 Short Range Transit Plan that had not been implemented. These recommendations include expanding service hours to 9 p.m. on weekday evenings, operating two regional commuter routes to link rural communities with Idaho Falls (starting as vanpools), and increasing service frequencies to 30 minute headways. Expanding fixed routes to Iona and Ammon was also recommended.

TRPTA 5-Year Financial Plan

The TRPTA 5-Year Plan for FY2017-FY2021 includes the following proposed projects as part of the Operating Plan:

- Increase the number of fixed routes in the urbanized area from four to five by 2017. The additional route will help to serve students with continuing education needs and the Idaho National Laboratory (INL) that is embarking on a national project (REDI) which will create jobs and bring in business and employees with transportation needs.
- Create a fixed route service to connect Idaho Falls and Rexburg communities with stops in Rigby and Ucon. This service in rural areas will enhance affordable access to health care, shopping, education, employment, public services, and recreation; enhance the use of public transportation systems in rural areas; and encourage employment-related transportation alternatives to the general public, low-income, persons with disabilities, and senior populations.

- Coordinate with local transportation providers to better utilize Section 5310, 5311 and 5307 opportunities for purchase of service and contracting. The project fulfills the directive of the Idaho Code and the goals of the TRPTA Board of Directors to provide the areas served with the best quality service at the lowest possible cost. Contracting services may be reimbursed at an 80/20 rate, depending on the type of contract, for up to 50% of operational expenses, thus saving 30% on half of the operations. This allows TRPTA to reserve assets to be used over a longer term and expend less on maintenance.
- Enhance employee benefits (pay wages and insurance).
- Rebranding - Begin with fleet replacement with a change in the type and style of rolling stock to better serve increased ridership and technology needs of the customers and business community (Wi-Fi capabilities, body color, in-cab marketing ability)
- Purchase and install bus shelters for stops in major ridership areas.

Idaho Local Mobility Management Network 6A Mobility Plan (Final Draft Plan – December 2011)

The Idaho Transportation Department (ITD) and the Community Transportation Association of Idaho (CTAI) sponsored the development and update of Local Mobility Management Network (LMMN) Mobility Plans for local areas across the state, feeding into ITD District plans and a statewide mobility plan, documenting the statewide network of transportation services referred to collectively as the I-way. KFH Group, under contract to ITD and in collaboration with CTAI, developed the original (2009) LMMN plans and prepared the initial round of updates. The most recent update found for LMMN 6B, which surrounds Idaho Falls, is a draft final plan dated December 2011. However, as noted in this plan, *“while the BMPO lies within the boundaries of LMMN 6B, all transportation planning and the expenditure of funds within its own boundaries - the cities of Idaho Falls, Ammon, Iona, Ucon, and the defined ‘urbanized area’ - are coordinated exclusively by the BMPO”* and this document did not address mobility issues or projects within the BMPO boundary. Instead, this document addressed eastern Bonneville, Teton, Madison, Jefferson, Butte, Clark, and Fremont Counties.

This plan recommends a series of local, district, and statewide strategies for services, infrastructure, and mobility management. Strategies that specifically connect with or travel through Idaho Falls, Ammon, Iona, and Ucon included:

- Improve feeder transportation within LMMN 6B.
- Provide mobility services along the Rexburg to Idaho Falls travel segment.
- Provide direct air transportation between Idaho Falls and Boise.
- Provide services connecting District 6 communities:

- Salmon/Challis – Idaho Falls
 - Shelley – Idaho Falls
 - Island Park – Ashton - St. Anthony – Rexburg – Idaho Falls
 - Teton Valley – Idaho Falls
- Intercity public transportation services between Rexburg Idaho, and the Utah Stateline-Salt Lake City.
 - Intercity public transportation services between Jackson and Idaho Falls.
 - Expand, coordinate, and market ride-share programs for commuters in the Rexburg-Pocatello corridor.
 - Sustain and continue to grow services to meet commuter needs in District 5 and District 6, into and between the larger urban centers of Idaho Falls and Pocatello.

Idaho Public Transportation Plan (under Development)

It appears that the I-way planning process may have been replaced by a new statewide planning process for an Idaho Public Transportation Plan, currently under way. A District 6 open house for the Idaho Public Transportation Plan was held in Driggs, Idaho on January 9, 2017. A slide presentation for this open house indicates that a local human service transportation coordination plan covering the non-urbanized area in counties in District 6 will be part of the Idaho Public Transportation Plan.

Bonneville MPO 2040 Long Range Transportation Plan

The Bonneville Metropolitan Planning Organization (BMPO) 2040 Long Range Transportation Plan was completed in May 2016. This document includes the following information about recent and planned TRPTA improvements

Recent Improvements to Address Constraints and Deficiencies

Since the initiation of fixed route services, TRPTA has improved services to the Idaho Falls Airport, Snake River Landing, low to moderate income communities and enhanced intercity connectivity with Salt Lake Express. TRPTA has also implemented feeder stops with deviated routing in Ammon and Iona.

Planned and Programmed Projects to Address Constraints and Deficiencies

For the past few years TRTPA has been in the process of evaluating their mission and vision, status of responsibilities as a regional transit authority and their organizational and operational structures. This process will continue. Various changes have been made consistent

with their findings. Operating, capital, paratransit, maintenance, mobility management and planning funds are programmed through 2020.

A summary of TRPTA focused on the lack of local funds to match available federal dollars to replace buses meeting or exceeding their service life, a critical issue.

Recommended strategies and investments in this plan for public transportation are described as in the following sections.

General Services and Operations

- *Coordinate efforts with state-wide mobility management activities to focus on building partnerships with local businesses and schools to secure local matching funds.*
- *Continue to look for opportunities to reduce operational costs such as developing feeder services.*
- *Emphasize and enhance services to facilities of higher education.*
- *Emphasize and enhance services to areas beyond the urbanized area such as from Idaho Falls to Rexburg.*
- *Evaluate bus stops for walkability, accessibility and multi-modal connectivity (training, assessment and GIS overlay).*
- *Expand marketing efforts.*

Plans and Programs

- *Create a public transportation user committee (possibly from members of joint TRPTA/BMPO that report to TRPTA Board and TAC/Policy Board)*
 - *Identify roles and responsibilities*
 - *Meet annually with bike and pedestrian committee*
 - *Obtain mobility management input*
- *2017 Short Range Transportation Plan*
 - *Evaluate efficiency of existing fixed routes and demand response services outside a ¾ mile radius of the fixed routes*
 - *Evaluate potential expansion of service area including routes and stops, frequency, hours and weekends of operations*

- Explore future transit corridors (mode priority with standards; see Chapter 3 A. Roadways I. Access Management and Mode Priorities)
 - Implement downtown routing and bus stop plan
 - Review the positive (complement) and negative (competitor) impacts of car sharing on existing public transit services
 - Explore the feasibility of implementing a rideshare program
 - Update transit land use design standards from 2006 SRTP (accepted and used – plan reviews)
- **Capital Investment Plan**
 - Schedule bus stop location improvements such as shelters and signage (convenience, safety and awareness to increase ridership)
 - Implement a five-year bus replacement program

The 2040 Long Range Transportation Plan also recommends reviewing all roadway projects to identify if they meet the intentions of BMPO 2013 *Complete Streets Strategy* and adoption of a Complete Streets ordinance. As described in the 2040 plan, complete streets are intended to safely and conveniently provide for vehicular, public transportation, bicycle and pedestrian travel. In addition to lanes that accommodate travel for automobiles and buses, Complete Streets includes pullouts for buses, paths or lanes for bicyclists and sidewalks to facilitate pedestrian travel.

Bonneville MPO Complete Streets Strategy

In January 2013, BMPO adopted its Complete Streets Strategy. The guiding principle of this strategy is:

Streets, bridges and transit stops within BMPA should be designed, constructed, operated and maintained so that pedestrians, bicyclists, transit riders, motorists and people with disabilities can travel safely and independently.

Most of the strategy statements impact transit and pedestrian access to transit including:

- *Bicycle and pedestrian ways should be established in new construction and reconstruction projects in all urbanized areas (unless specific conditions are met).*
- *In rural areas, paved shoulders should be included in all new construction and reconstruction projects on roadways used by more than 1,000 vehicles per day. Paved shoulders have safety and operational advantages for all road users in addition to providing a place for bicyclists and pedestrians.*
- *All pedestrian facilities including sidewalks, shared use paths, street crossings (including over and under-crossings), pedestrian signals, signs, transit facilities, and all connections*

should be designed, constructed, operated and maintained so that children, the elderly and people with disabilities have safe access.

- *The design and development of the transportation infrastructure should improve conditions for all likely users through the following steps:*
 - *Plan projects for the long-term. Transportation facilities are long-term investments that remain in place for many years. The design and construction of new facilities should anticipate likely future demand for bicycling, walking, and transit facilities and not preclude the provision of future improvements except as outlined in Section 1 (see bicycle and pedestrian ways above).*
 - *Review each project for connectivity. Evaluate the new and existing project for bicycling and walking connectivity to nearby gathering places, neighborhoods, commerce, and recreation.*
 - *Coordinate with transit agencies to ensure that transit services and facilities are reasonably accommodated within the street network. Linking multiple forms of transportation provides users with more travel options and creates an overall transportation system that is more responsive to the needs of the public. Identifying transit corridors and optimizing multi-modal opportunities requires close coordination between transit agencies, municipalities and the City in all phases of design and development. Installation and maintenance of transit facilities would be funded through cooperative cost sharing agreements between the City and the applicable municipality or transit provider.*
 - *Coordinate with adjacent municipalities to provide regional connectivity. Future pedestrian, bicycle and transit facilities should provide connectivity to pedestrian, bicycle and transit facilities in adjacent municipalities to provide regional connectivity.*
 - *Address the need for bicyclists and pedestrians to cross corridors as well as travel along them. Even where bicyclists and pedestrians may not commonly use a particular travel corridor that is being improved or constructed, they will likely need to be able to cross that corridor safely and conveniently. Therefore, the design of intersections, interchanges and overpasses should accommodate bicyclists and pedestrians in a manner that is safe, accessible and convenient.*
 - *Consider enhancements such as landscaped medians and buffer areas, pedestrian lighting, and on-street parking in new construction and reconstruction projects. Landscaping, on street parking, and the other features mentioned will not be appropriate for all streets and corridors. These features should be considered when supported by adjacent land uses and funding for installation and maintenance is available through cooperative cost sharing agreements between the cities and the applicable municipality. Safety concerns and access for people with disabilities should be carefully considered in areas where landscaping, parking, or other enhancements are placed within or near the pedestrian way.*
 - *Design facilities based on recognized standards. Published standards such as those from the American Association of State Highway and Transportation*

Officials and the Manual on Uniform Traffic Control Devices should be used in the design of pedestrian, bicycle and transit facilities.

City of Idaho Falls Comprehensive Plan

Adopted in December 2013, the Idaho Falls Comprehensive Plan envisions an Idaho Falls that has:

- *Inviting, landscaped entrance ways that communicate that this is a city rich in trees and green space.*
- *Treed residential areas with a strong sense of identity, served by neighborhood parks and schools, and shielded from but convenient to attractive, landscaped shopping areas.*
- *Bikeways and walkways that are transportation facilities and link residential neighborhoods, parks, employment centers, and shopping areas.*
- *An active, vital downtown -- an attraction for resident and tourist with historic character, community events, specialty shopping, and strong links to the Snake River Greenbelt.*
- *An efficient roadway system of boulevards that moves cross-city traffic quickly from one quadrant of the city to another.*
- *The Snake River Greenbelt, with an active, gathering space adjacent to Broadway and with green landscaped areas and native vegetation connected by trails from the upper power plant to Ryder Park.*

Implementation strategies of particular relevance to public and specialized transportation services include the following, as listed below.

"Tree Idaho Falls" and Landscaping

- *Develop landscaping on Constitution Way – at intersections to provide a safe harbor for pedestrians*
- *Design and maintain landscaping along arterial streets - Due to the need to provide accessibility at curb ramps, planting strips are now developed on most local residential streets and sidewalks have been moved into the easement area. ... However, on arterial and major collector streets, where there is more vehicular traffic, sidewalks may still sit against the curb in the public right-of-way. ... When determining ... alternatives to use, factors to consider will include adjacent land uses, speed of the roadway, existing and*

projected traffic of the roadway, the need for traffic control, the need for pedestrian protections, the number and spacing of intersections, available right-of-way, available funding for the improvements, and the ability to maintain and protect the landscaping.

Snake River and Central Area of Idaho Falls

- *Encourage the development of niches along Snake River and in the central portion of Idaho Falls. This includes development of a higher education center, tourist related facilities, an historic downtown, an employment center, higher density housing, and regional retail and services.*
- *Assure private investments in the area adjacent to the Greenbelt complement the public investment in the Greenbelt. ... Developments along the Greenbelt should be developed with higher densities necessary to create a walkable neighborhood on the Snake River Greenbelt.*
- *Assure the uses adjacent to the Greenbelt are compatible with the Greenbelt development. ... We want to promote a mix of uses to provide an opportunity for people to work, shop, and live near the River. Higher density housing adjacent to or above offices and shops will create an environment that is friendly to pedestrians. Terrain, such as found east of the River and south of 17th Street, offers an opportunity for higher density housing near the River. Research laboratories and other light industrial uses, if developed with landscaping, controlled parking, and limited access; may be compatible with other uses that promote a pedestrian oriented environment.*

Downtown

- *Encourage the development of downtown Idaho Falls as a cultural center.*
- *Structure revitalization efforts to use the Main Street approach for downtown.*
- *Complete the projects recommended by the 2006 urban design study for the downtown. Proposed projects that would impact transit included improving the intersection of Broadway and Yellowstone to enhance pedestrian access across Yellowstone Highway, reconstructing and landscaping Constitution Way, an entrance way to downtown, new recreational destinations on the Greenbelt between Broadway and E Street, and downtown lighting, street furniture, landscaping, and art benches.*
- *Develop parking alternatives for downtown.*

Transition Areas

- *Use Community Development Block Grant monies and other resources to redevelop community facilities in older areas. Renovation of playgrounds and parks, establishment of pocket parks, development of bike lanes and bike ways, and housing rehabilitation are eligible activities under federal grant programs, especially if they expand participation by the elderly and disabled. Such activities reinvest in our older areas, strengthen the neighborhoods, and spur private development.*
- *Create a node of higher density housing and mixed uses to provide a ready market and to add interest to our arterial streets.*
- *Encourage designs for these nodes to provide a walkable environment.*

Residential Development

- *Arterial streets should be located along the perimeter of residential neighborhoods, preferably at the square mile. At least one east-west collector and one north-south collector street should be located in every square mile of residential development. If such collector streets provide access to homes, the design of the collector shall discourage through traffic.*
- *Limited neighborhood services shall be provided at the intersection of arterial streets and collector streets. Access to such services shall only be from collectors.*
- *Arterial corners shall support higher density housing, quasi-public services, or community/neighborhood commercial services.*
- *On collectors, sidewalks and pedestrian ways should be clearly separated from vehicular access and be designed to convey pedestrians to schools and neighborhood services.*
- *Higher density housing should be located closer to service areas and those streets designed to move traffic, such as arterial streets and collectors, with access only to the collector street.*

Commercial Development

- *Require perimeter landscaping for new commercial development. (Along major highways, a depth of 20 to 30 feet is suggested.)*
- *Clarify and improve existing landscaping requirements.*

- *Cluster community commercial centers and highway commercial rather than encourage strip commercial along arterial streets.*
- *Regional commercial centers, as other major traffic generators, should be located approximately at or within one-half mile from major state thoroughfares and be served by existing arterial streets.*
- *Access to commercial properties shall be designed to minimize disruptive effects on traffic flow.*

Employment Areas

- *Encourage a number of locations in the City for industry and large employers.*
- *Assure industrial and heavy commercial traffic does not move through neighboring residential areas.*

Recreational Development

- *Develop bike ways and walkways to serve transportation needs as well as recreational needs.*
- *Develop a community park on the west side of the Snake River.*

Growth

- *To reduce land use conflicts, existing land uses are recognized as starting points for future development patterns.*
- *Higher density housing such as apartments are adjacent to collector and arterial streets.*
- *Encourage development in areas served by public utilities or where extensions of facilities are least costly.*
- *As first discussed in the Sunnyside Corridor Study, which was a policy statement of the Comprehensive Plan from 1987 to 2000, land use and site planning policies adjacent to arterial streets should maintain the function of an arterial street which is to move traffic streams efficiently. A majority of land use adjacent to arterial streets should be predominantly residential properties with reverse frontage and lots deep enough for a substantial yard adjacent to the arterial street.*

- *Develop nodes of clustered development.*
- *Locate regional facilities which generate major traffic on or within one-half mile of regional highways.*
- *Employment centers, defined as those employment areas with a large number of employees per acre, are located adjacent to arterial streets and near support facilities necessary for business.*

Transportation

- *Suggested roadway improvements:*
 - *Adding turn lanes at the intersection of 17th Street and S 25th E Street (Hitt Road)*
 - *Adding turn lanes at the intersection of 17th Street and Woodruff Avenue*
 - *Widening Holmes Avenue from 12th Street to 17th Street*
 - *Improving Hitt Road from E Sunnyside Road to 49th S Street*
 - *Constructing Old Butte Road from Broadway to 33rd S Street*
 - *Widening Woodruff Avenue from Lincoln Road to U.S. 26*
 - *Widening Sunnyside Road (33rd South) from I-15 to 35th W Street*
 - *Widening Holmes Avenue from Sunnyside to 49th S Street (Township Road)*
 - *Widening 5th W Street to 65th N Street and installing traffic signal at University Boulevard*
- *To limit construction and maintenance costs, consider “soft” alternatives in street design. Soft alternatives are those traffic mechanisms that do not require “bricks and mortar”, i.e., expensive public investments. They include, among other ideas, permitting right turns only from parking areas, parking designs with designated entrances and exits, and eliminating parking on one side of narrower streets, especially in winter months.*
- *When it is anticipated 200 trips will be generated for peak hour of adjacent street by proposed development, a traffic impact analysis will be required.*
- *Limit access to arterial streets and section line roads.*
- *Design of future streets and improvement to existing streets should correspond with planned land use type and intensity of development.*
- *Develop a locally established level of service standard for City streets to measure new project impacts on the current system.*
- *Assure new streets are designed to accommodate the anticipated volume of all traffic using the street, including pedestrians and bicycles.*

- *Arterial streets should be designed as boulevards.*

(Note that public transit is not a consideration in this plan.)

Bikeways

- *Develop 40 miles of designated bikeways by 2025.*
- *Land in residential subdivisions should be dedicated for walkways and bikeways.*
- *Design collectors to accommodate bicycle facilities.*

DEMOGRAPHIC ANALYSIS

The following sections detail the demographic and land use profiles for the study area of Idaho Falls, and surrounding places and counties that have transit service provided by TRPTA. Population data comes from the U.S. Census Bureau 2010 Census and the American Community Survey (ACS) 2011-2015 5-year estimates. Data was analyzed to determine the prevalence of population subgroups that are known to have the greatest transit need, and identifying the demographics necessary to conduct a Title VI analysis.

Population Analysis

The following section provides a general population profile for the study area, identifies and evaluates underserved population subgroups, and reviews the demographic characteristics pertinent to a Title VI analysis.

Population

Table 3-4 shows the historical populations for Idaho Falls and nearby cities that have some form of transit service provided by TRPTA. From 1990 to 2010 many of these cities have experienced substantial growth. The largest rate of growth has been experienced by the city of Ammon, which has more than doubled its population during this time from 5,002 in 1990, to 13,816 in 2010 at an increase of 176.2%.

Table 3-4: Historical Populations

Place	1990 Population	2000 Population	2010 Population	% of Regional Total (2010)	1990-2000 % Change	2000-2010 % Change	1990-2010 % Change
Ammon	5,002	6,187	13,816	8%	23.7%	123.3%	176.2%
Driggs	846	1,100	1,660	1%	30.0%	50.9%	96.2%
Idaho Falls	43,929	50,730	56,813	34%	15.5%	12.0%	29.3%
Iona	1,049	1,201	1,803	1%	14.5%	50.1%	71.9%
Rexburg	14,302	17,257	25,484	15%	20.7%	47.7%	78.2%
Rigby	2,681	2,998	3,945	2%	11.8%	31.6%	47.1%
St. Anthony	3,010	3,342	3,542	2%	11.0%	6.0%	17.7%
Ucon	895	943	1,108	1%	5.4%	17.5%	23.8%
Bonneville County	72,207	82,522	104,234	63%	14.3%	26.3%	44.4%
Region Total	110,257	127,807	165,182	100%	15.9%	29.2%	49.8%

Source: U.S. Census and American Community Survey

* Region Total is combined population for Bonneville, Fremont, Madison, and Teton counties.

Figure 3-22 shows the total population per Census block group. The block group is the smallest geographic unit that the Census uses to publish data, thus it provides the most detailed information about the demographic attributes of an area's population. The census block groups that encompass the Idaho Falls Urbanized Area form the study area for this analysis.

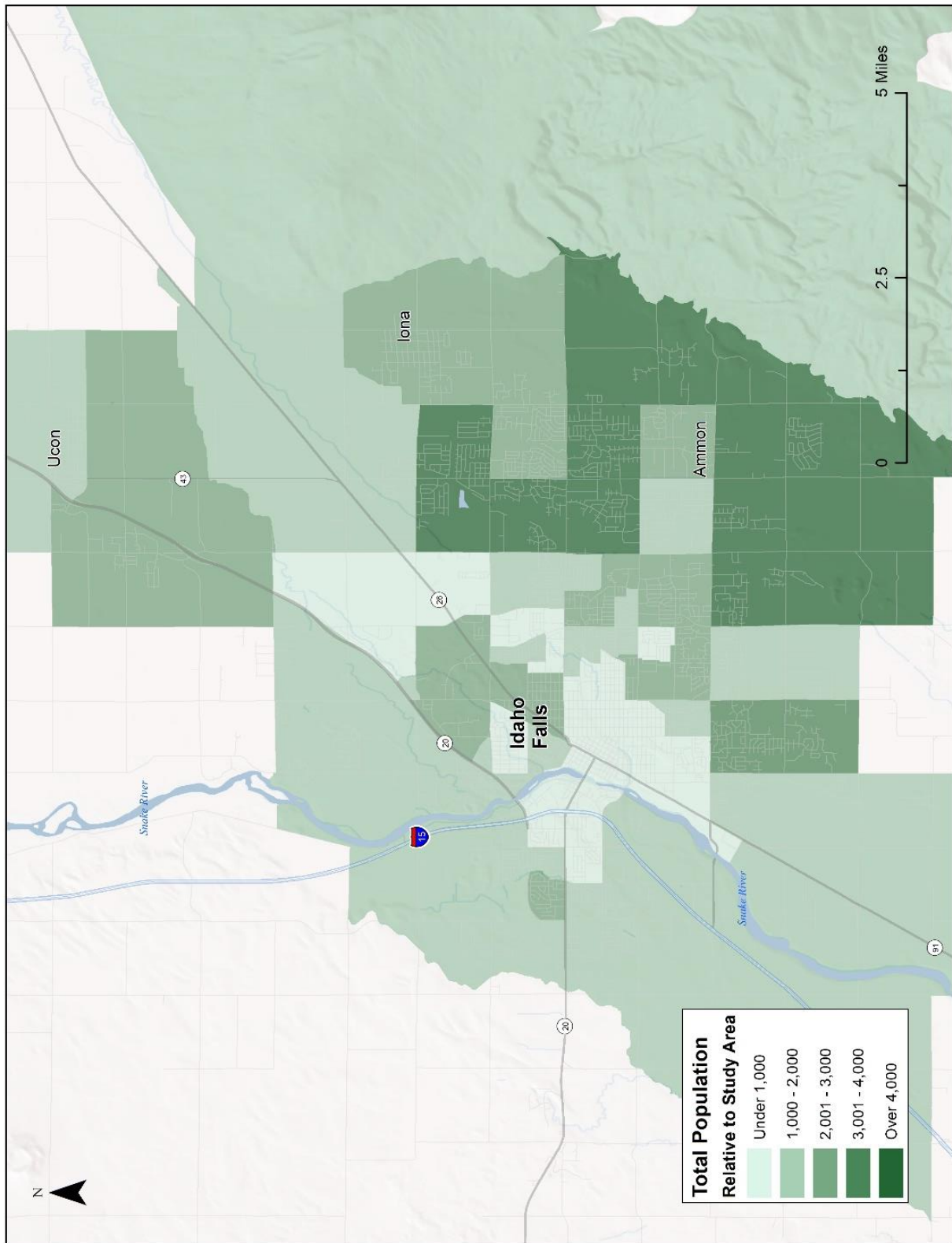
Table 3-5 provides the ACS 2011-2015 five-year population estimates for TRPTA partner counties. These estimates are the most recent and detailed population estimates available from the U.S. Census. Both Bonneville and Teton Counties have experienced a growth rate of over 7% from 2010 to 2016. Out of the four counties, Fremont County is the only county that has experienced a population decline (2.3%).

Table 3-5: Recent Population Trends

Place	2010	2011	2012	2013	2014	2015	2016	2010-2016 Percent Change
Bonneville County	104,234	105,832	106,874	107,460	108,381	109,997	112,232	7.7%
Fremont County	13,242	13,132	12,986	12,903	12,836	12,813	12,943	-2.3%
Madison County	37,536	37,915	37,728	37,642	38,060	38,092	39,048	4.0%
Teton County	10,170	10,174	10,083	10,276	10,300	10,568	10,960	7.8%

Source: U.S. Census and American Community Survey

Figure 3-22: Population by Block Group



Source: U.S. Census and American Community Survey

Population Density

Population density is a critical factor in determining what type of transportation service can adequately serve an area. Generally, an area with a population density of 2,000 or more people per square mile allows fixed route transit to be a feasible service option. For areas with a population density greater than 1,000 people per square mile, but less than 2,000 people per square mile, deviated fixed route transit or demand response transit are likely to be better service options.

Figure 3-23 illustrates population density of the Idaho Falls Urbanized Area. The greatest population density exists in two areas east and west of the Snake River. The first area is concentrated between Grandview Drive, and W 17th S Street to the north and south respectively. East of the Snake River and outside of downtown Idaho Falls, the greatest population density exists between 1st Street to the north, E 17th Street to the south, until S 25th E Street in the east. The population density outside of these two areas is generally less than 1,000 people per square mile with the exception of an area between Ammon and Iona near the intersection of East Lincoln Road and Ammon Road.

Population Forecast

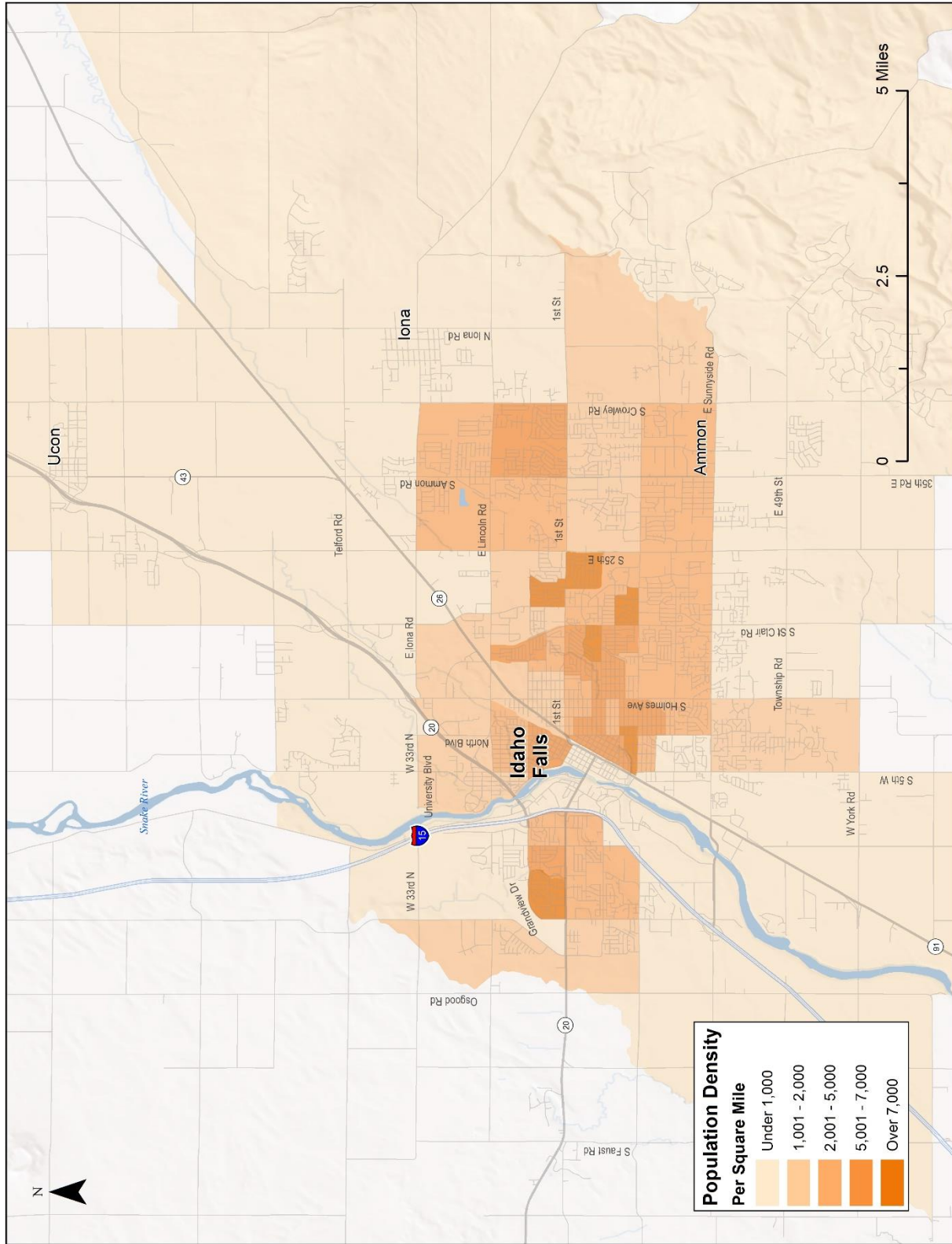
Table 3-6 displays the projected population growth for the TRPTA partner counties out to 2060. Overall, the entire region is anticipated to grow by just over 75% from 2016 to 2060. During this time the region is expected to increase from the 2016 population estimate of 175,183 to a population of 307,049, which is a difference of 131,966 persons by 2060. With the exception of Fremont County, substantial population growth is expected for these counties.

Table 3-6: Population Forecasts

County	2016	2020	2030	2040	2050	2060	2016-2060 Percent Change
Bonneville	112,232	118,241	134,151	151,337	169,841	189,702	69.03%
Fremont	12,943	13,237	13,045	13,292	13,523	13,737	6.13%
Madison	39,048	41,389	48,290	56,940	67,765	81,283	108.16%
Teton	10,960	11,805	14,075	16,575	19,320	22,327	103.71%
Total Region	175,183	184,672	209,561	238,144	270,449	307,049	75.27%

Source: U.S. County Population Trends: 2010 -2060. Proximityone.com

Figure 3-23 Population Density of the Study Area



Source: U.S. Census and American Community Survey

TRANSIT DEPENDENT POPULATIONS

Public transportation needs are defined in part by identifying the relative size and location of those segments within the general population that are most likely to be dependent on transit services. This includes individuals who may not have access to a personal vehicle or are unable to drive themselves due to age or income status. The results of this demographic analysis highlight those geographic areas of the Idaho Falls urban area (also known as the service area) with the greatest need for transportation.

For the purpose of developing a relative process of ranking socioeconomic need, block groups are classified relative to the service area as a whole using a five-tiered scale of “very low” to “very high.” A block group classified as “very low” can still have a significant number of potentially transit dependent persons. “Very low” is a relative term and indicates that the block group is below the service area’s average of transit dependent persons. At the other end of the spectrum, “very high” means that a block group has at least twice the service area’s average of transit dependent persons if not more. The exact specifications for each score are summarized below in Table 3-7.

Table 3-7: Relative Ranking Definitions for Transit Dependent Populations

Amount of Vulnerable Persons or Households	Score
Less than and equal to the service area’s average	Very Low
Above the average and up to 1.33 times the average	Low
Above 1.33 times the average and up to 1.67 times the average	Moderate
Above 1.67 times the average and up to two times the average	High
Above two times the average	Very High

The Transit Dependence Index (TDI) is an aggregate measure displaying relative concentrations of transit dependent populations. The six population segments that make up the TDI calculation are population density, autoless households, individuals with disabilities, senior citizens (ages 65 and over), youth (ages 10-17), and households with income below the poverty level. Individual block groups were classified according to the frequency of the population segment relative to the county average. The factors were then put into the TDI equation to determine the relative transit dependence of each block group.

Transit Dependence Index

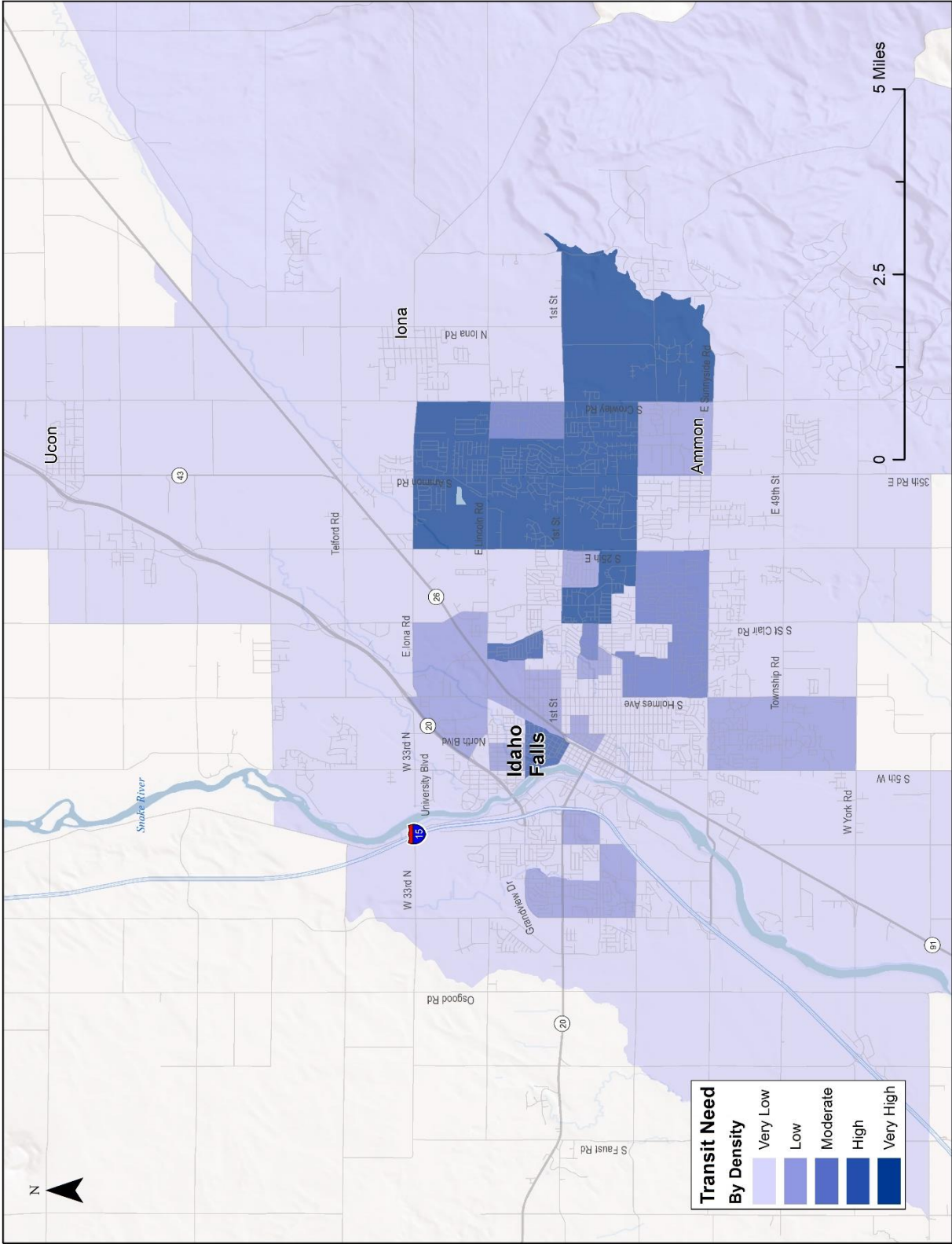
Figure 3-24 shows the TDI rankings for the study area. Areas with the highest transit need are highly concentrated in the eastern portion of Idaho Falls, into the city of Ammon, as well as further north near the city of Iona. Other smaller areas with high transit need can be found north of downtown Idaho Falls between West Elva Street and E Street, and the residential

area that lies east of the Pinecrest Golf Course. Currently, there are TRPTA fixed routes and feeder stops that have a presence in some of these smaller areas with very high transit need.

The Transit Dependence Index Percent (TDIP) provides an alternative analysis to the TDI measure. It is similar to the TDI measure with the exclusion of population density as a factor. The TDIP for each block group in the study area was calculated based on the same population segments as the TDI, but by removing the population density factor, the TDIP is able to measure the degree of vulnerability. It represents the percentage of the population that possesses the list of socioeconomic characteristics within the block group. It follows the TDI's five-tiered categorization of very low to very high, but it does not highlight the block groups that are likely to have higher concentrations of vulnerable populations solely because of their population density. Figure 3-25 shows transit need based on percentage.

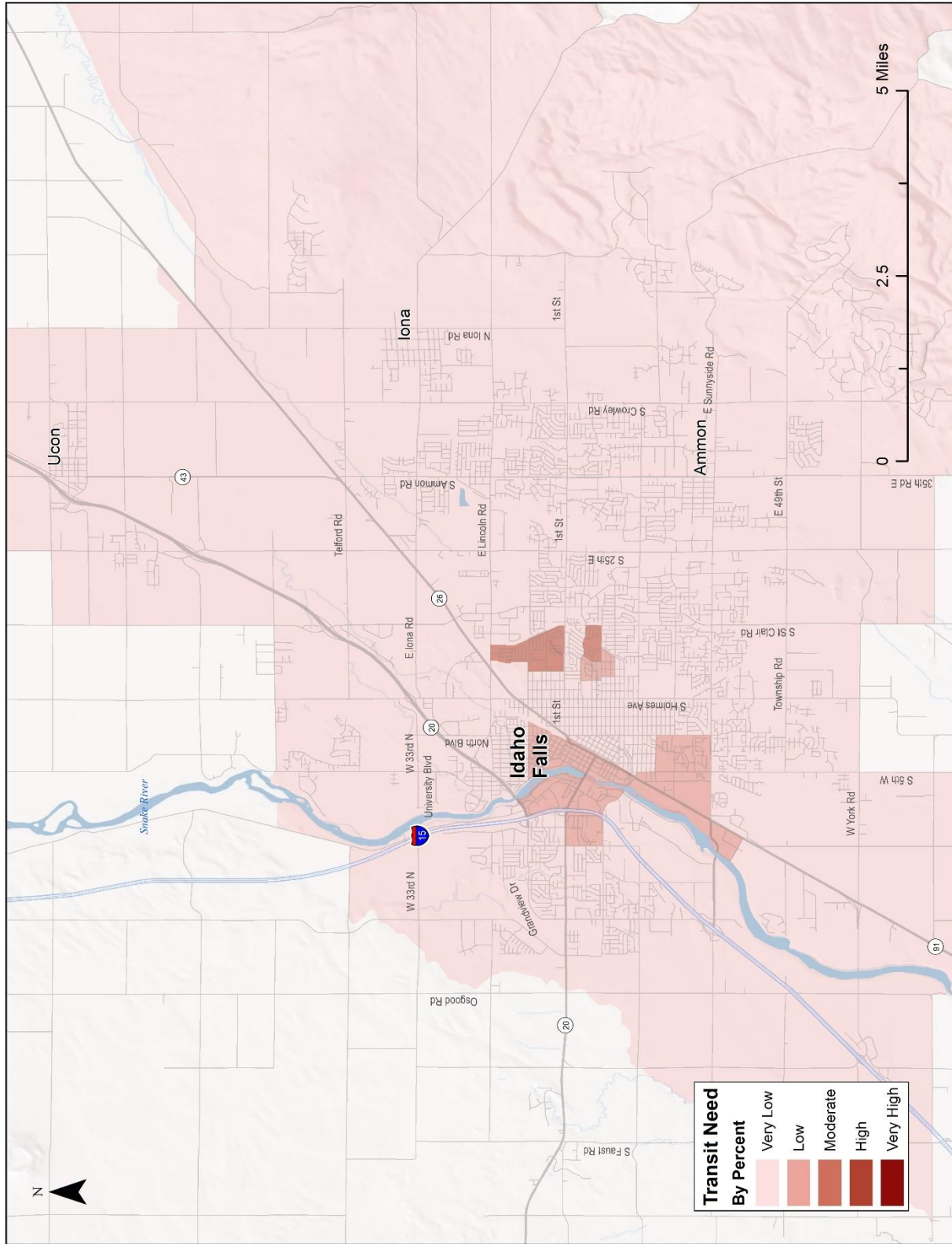
According to the TDIP, the majority of the service area has transit need that is classified as very low, however areas in downtown Idaho Falls, south of downtown along the east bank of the Snake River, and residential areas near the Pinecrest Golf Course have higher transit need based on the percentage of transit dependent populations.

Figure 3-24: Transit Dependence Index



Source: U.S. Census and American Community Survey

Figure 3-25: Transit Dependence Index Percentage



Source: U.S. Census and American Community Survey

No Vehicle Households

Households without at least one personal vehicle are more likely to depend on the mobility offered by public transit. Although autoless households are reflected in both the TDI and TDIP measures, displaying this segment of the population separately is important since many land uses in the region are at distances too far for non-motorized travel. Figure 3-26 displays the relative number of autoless households. Areas with very high concentrations of autoless households are present throughout Idaho Falls, as well as to the east and northeast in Ammon and Iona. Residential areas south of Sunnyside Road and north of 17th Street have the highest concentrations.

Individuals with Disabilities

Figure 3-27 illustrates individuals with disabilities in the study area. The American Community Survey was used to obtain data for populations of individuals with disabilities. Persons who have disabilities that prevent them from or make it more difficult to own and operate a personal vehicle often rely on public transit for their transportation needs. In the Idaho Falls urban area, the highest levels of individuals with disabilities exist in the eastern section of the city of Idaho Falls, with additional presence to the north and east towards Iona and Ammon.

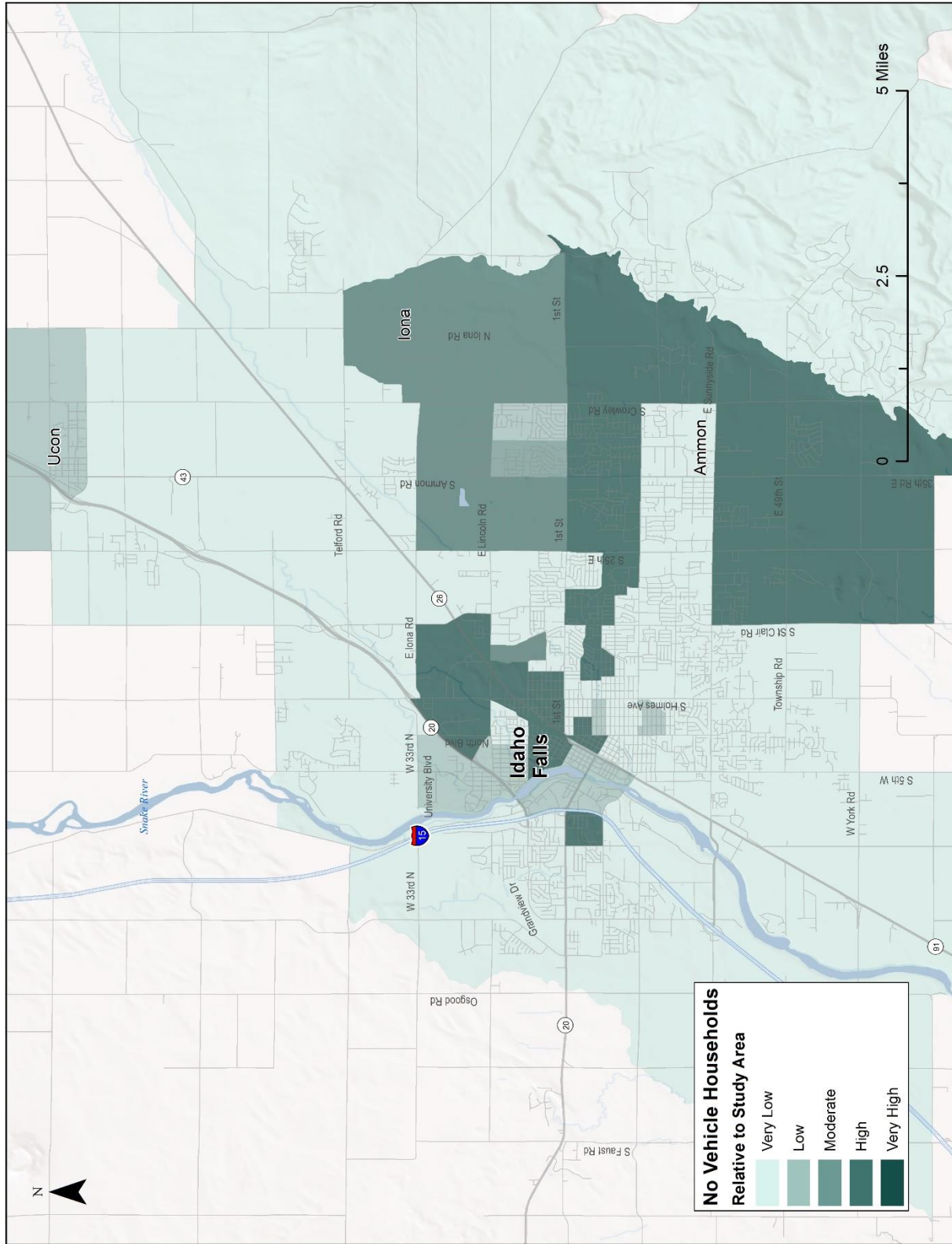
Senior Adult Population

One of the socioeconomic groups analyzed by the TDI and TDIP indices is the senior adult population, which includes individuals ages 65 and older. Persons in this age group may begin to decrease their use of a personal vehicle and rely more heavily on public transit. Figure 3-28 illustrates this population group in the study area. Block groups that contain very high levels of the senior adult population are in the southeast portion of Idaho Falls, as well as throughout the city of Ammon and Iona.

Youth Population

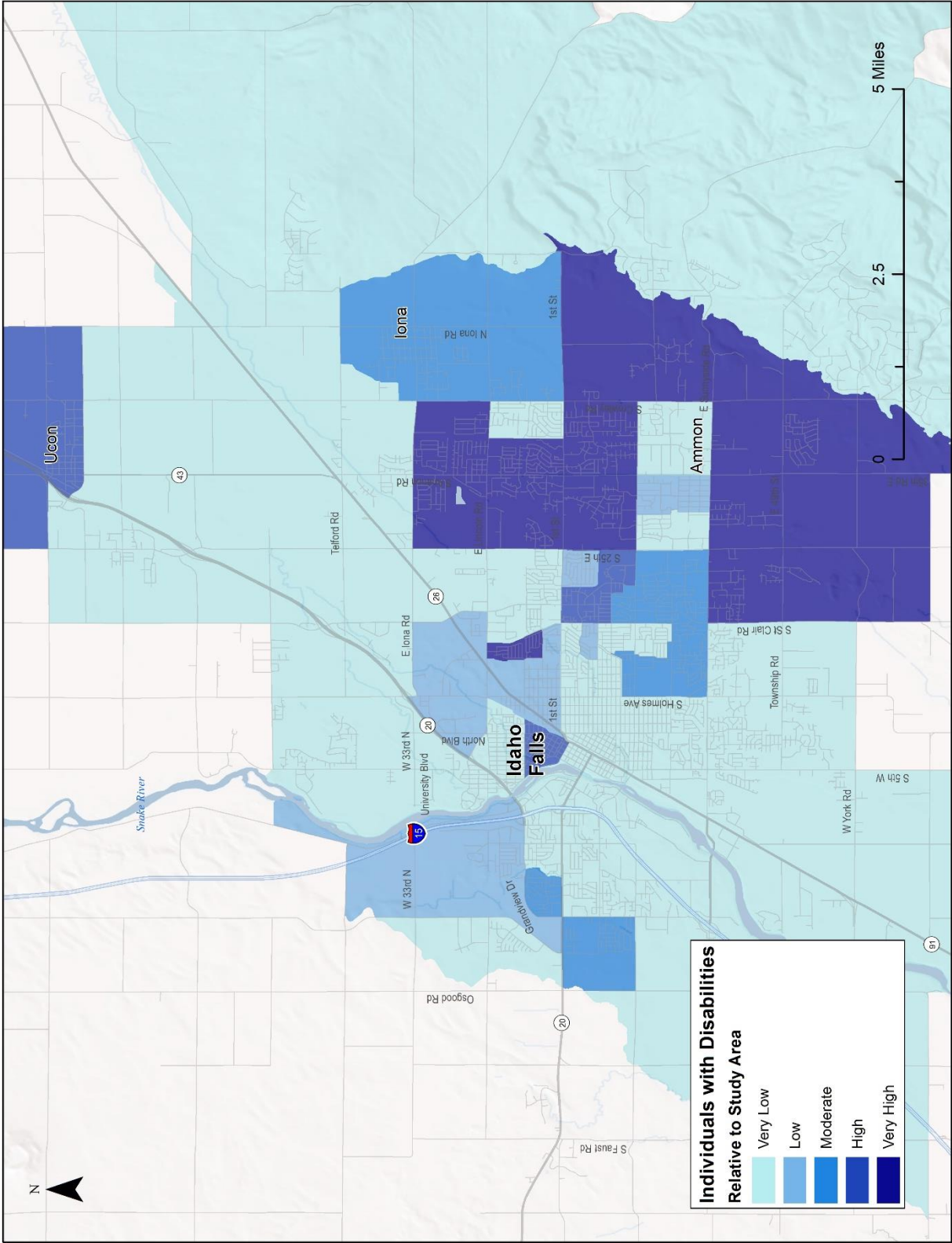
The youth population is often used as an identifier of transit dependent population. Persons ages 10 to 17 either cannot drive or are just beginning to drive and often do not have a personal automobile accessible to them. For this population, public transit is often the means that offers mobility. Figure 3-29 illustrates the concentrations of youth populations relative to the study area. Areas with high levels of the youth population are located west of the Idaho Falls Regional Airport, south of Sunnyside Road as it runs through Idaho Falls and Ammon, and areas north of 17th Street, east of 25th East (Hitt Road) and north of 1st Street.

Figure 3-26: No Vehicle Households



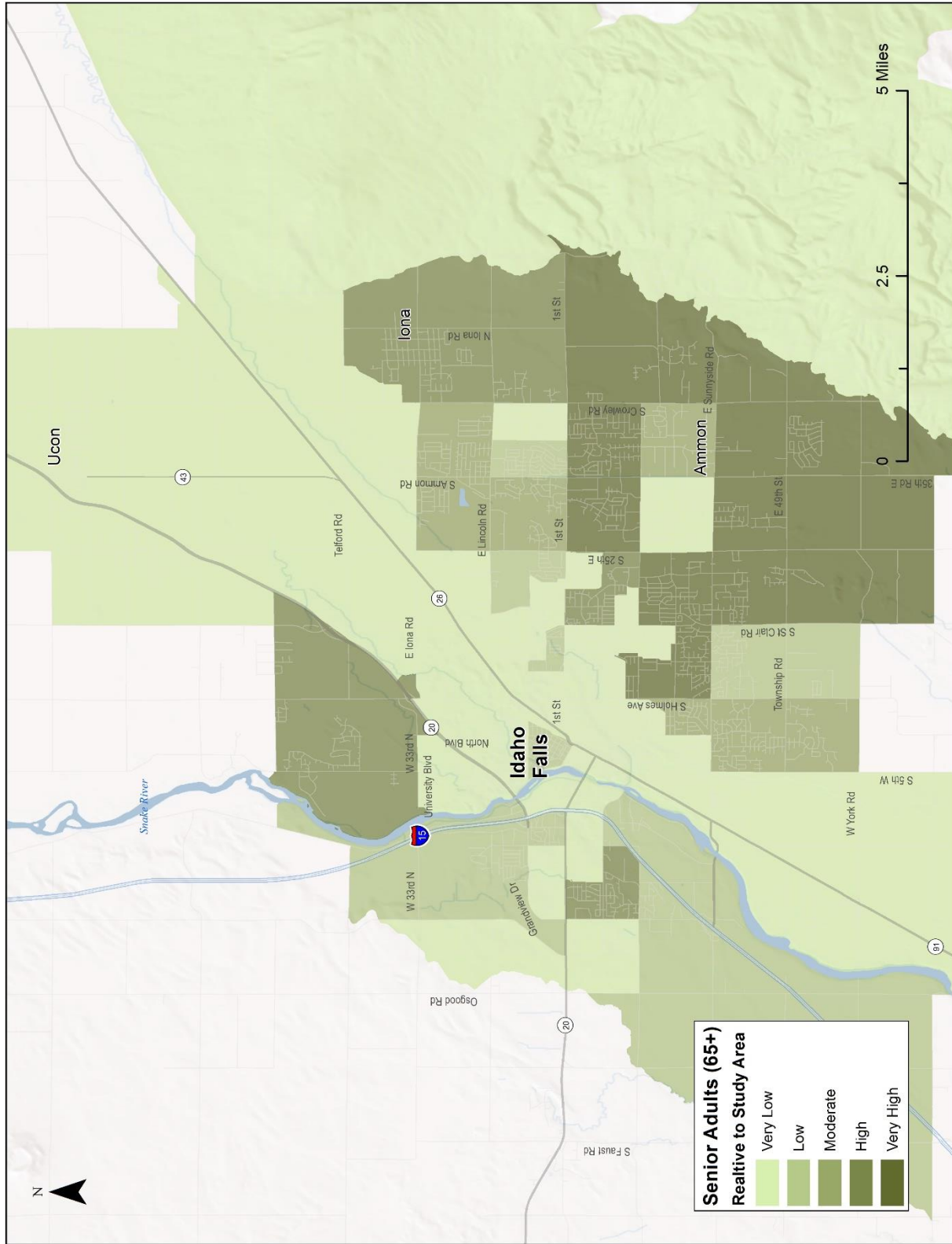
Source: U.S. Census and American Community Survey

Figure 3-27: Individuals with Disabilities



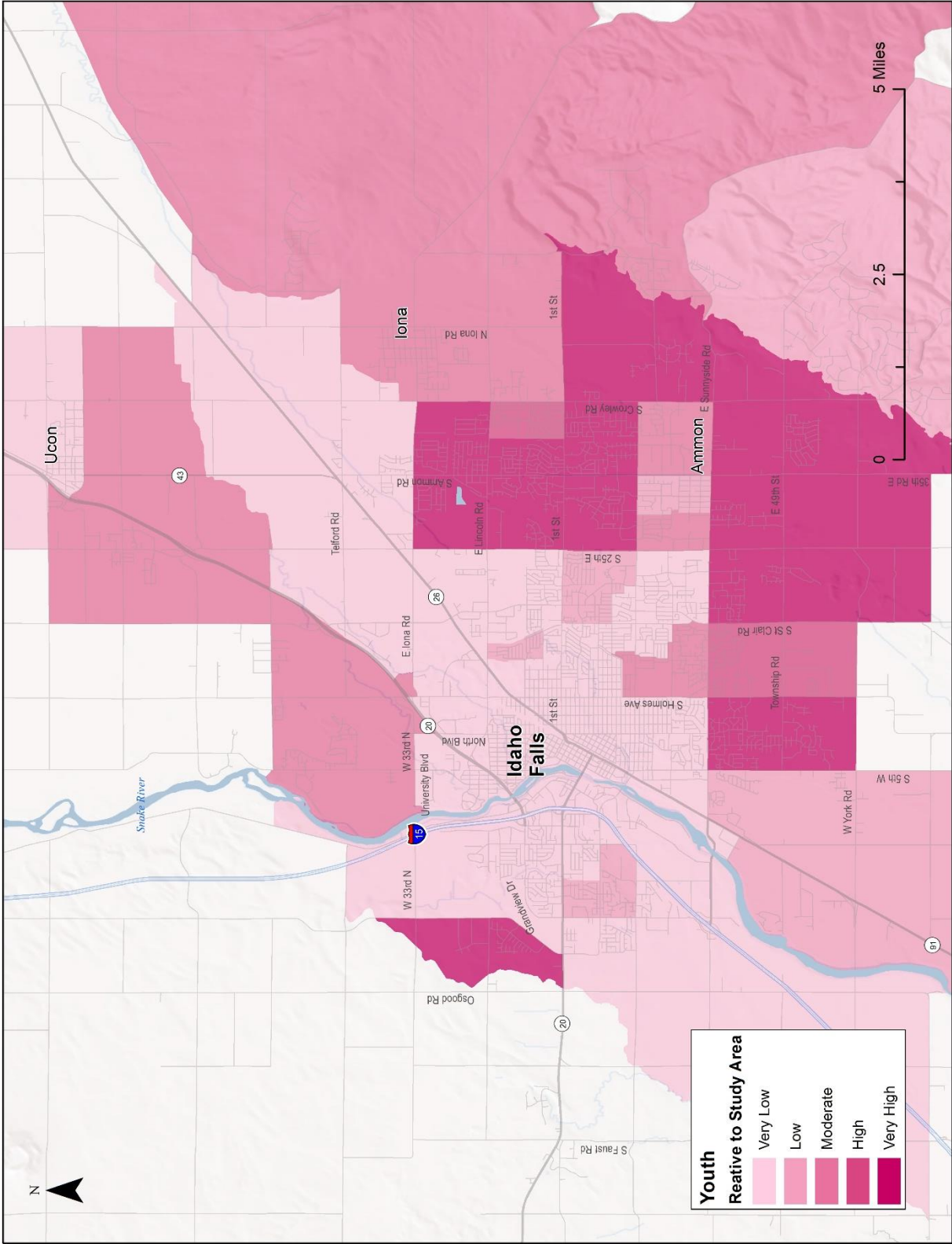
Source: U.S. Census and American Community Survey

Figure 3-28: Senior Adult Population



Source: U.S. Census and American Community Survey

Figure 3-29: Youth Population

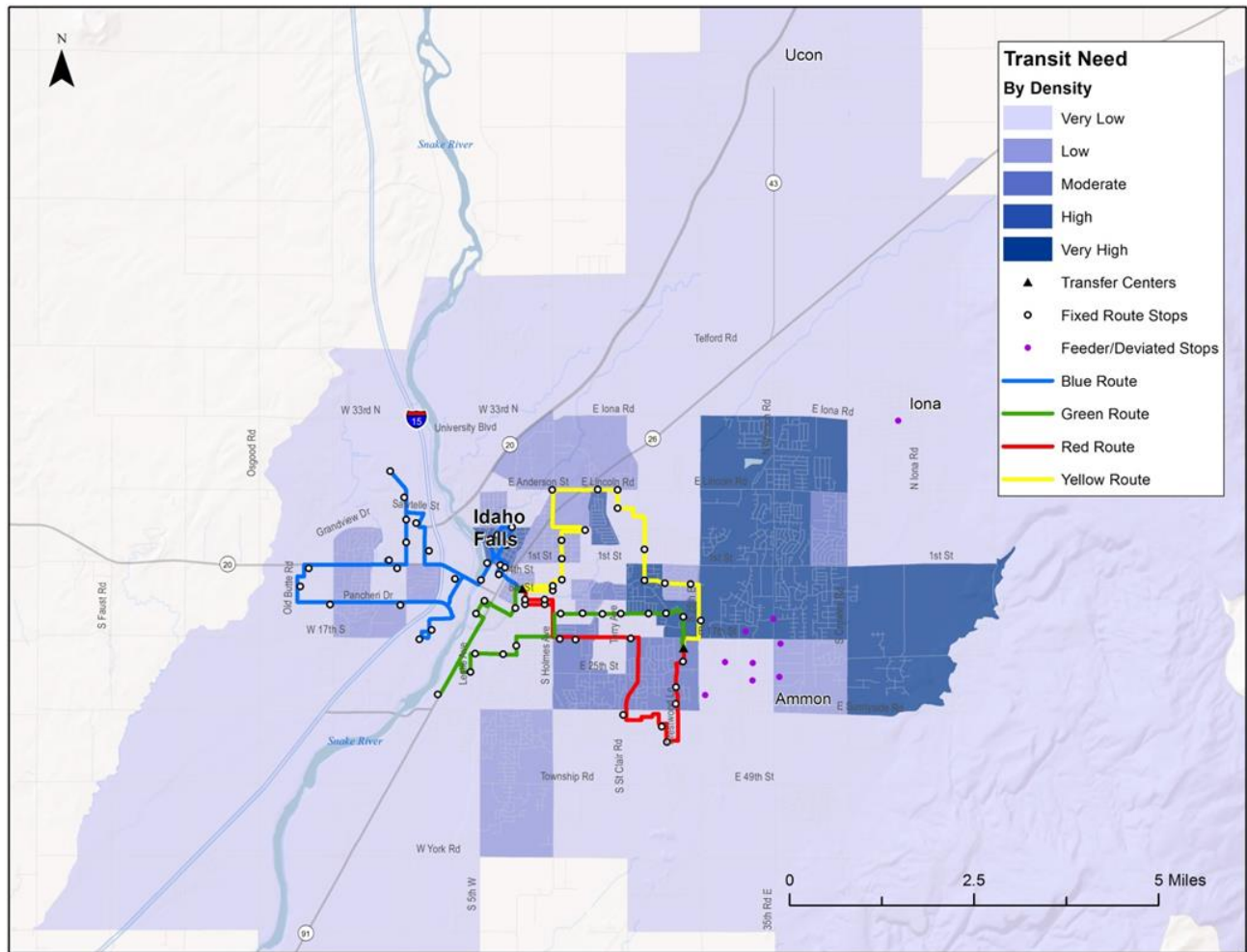


Source: U.S. Census and American Community Survey

Transit Dependent Needs and Available Services

Taking the Transit Dependence Index (TDI), an aggregate measure displaying relative concentrations of transit dependent populations, and coupling it with the routes serving the Idaho Falls area allows areas of need with limited service to be identified. Figure 3-30 illustrates the TDI concentration in the TRPTA routes in Idaho Falls. As shown the largest area of need without robust services are the areas east of 25th East (Hitt Road), north of Sunnyside Road, west of 45th East (Crowley Road), and south of Iona Road. A large portion of this area is in the City of Ammon.

Figure 3-30: TDI with TRPTA Route Coverage



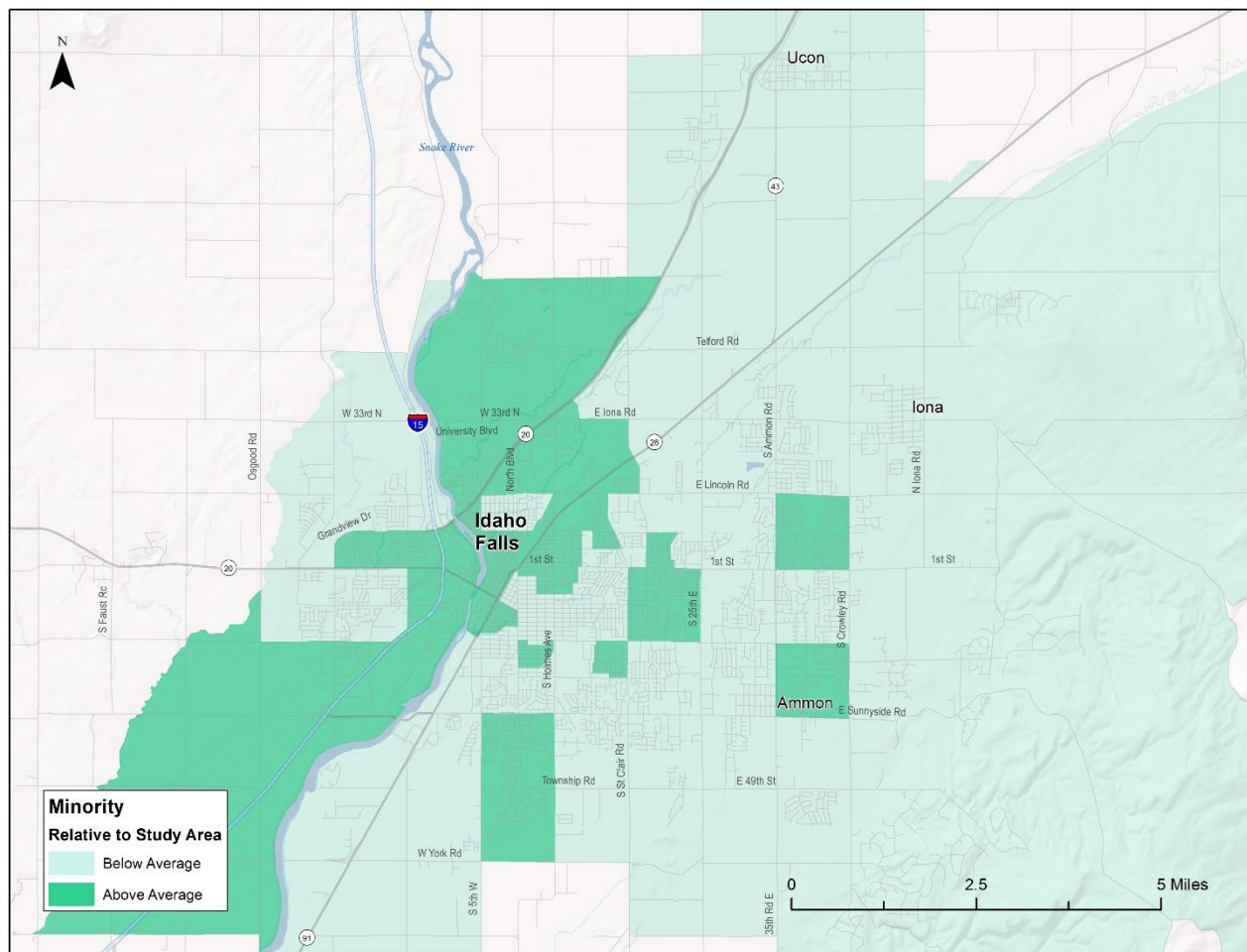
TITLE VI DEMOGRAPHIC ANALYSIS

The Civil Rights Act of 1964, Title VI prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal subsidies. This includes agencies providing federally funded public transportation. The following section examines the minority and below poverty level populations in the Idaho Falls urban area.

Minority Population

It is important to ensure that areas with an above average percentage of racial and/or ethnic minorities are not negatively impacted by any proposed alterations to existing public transportation services. In the study area, the average concentration of minority population is 9.7%. Figure 3-31 illustrates the concentration of minority populations above and below the area average. Block groups that are above average are clustered around the Snake River and scattered through Idaho Falls and Ammon.

Figure 3-31: Distribution of the Minority Population

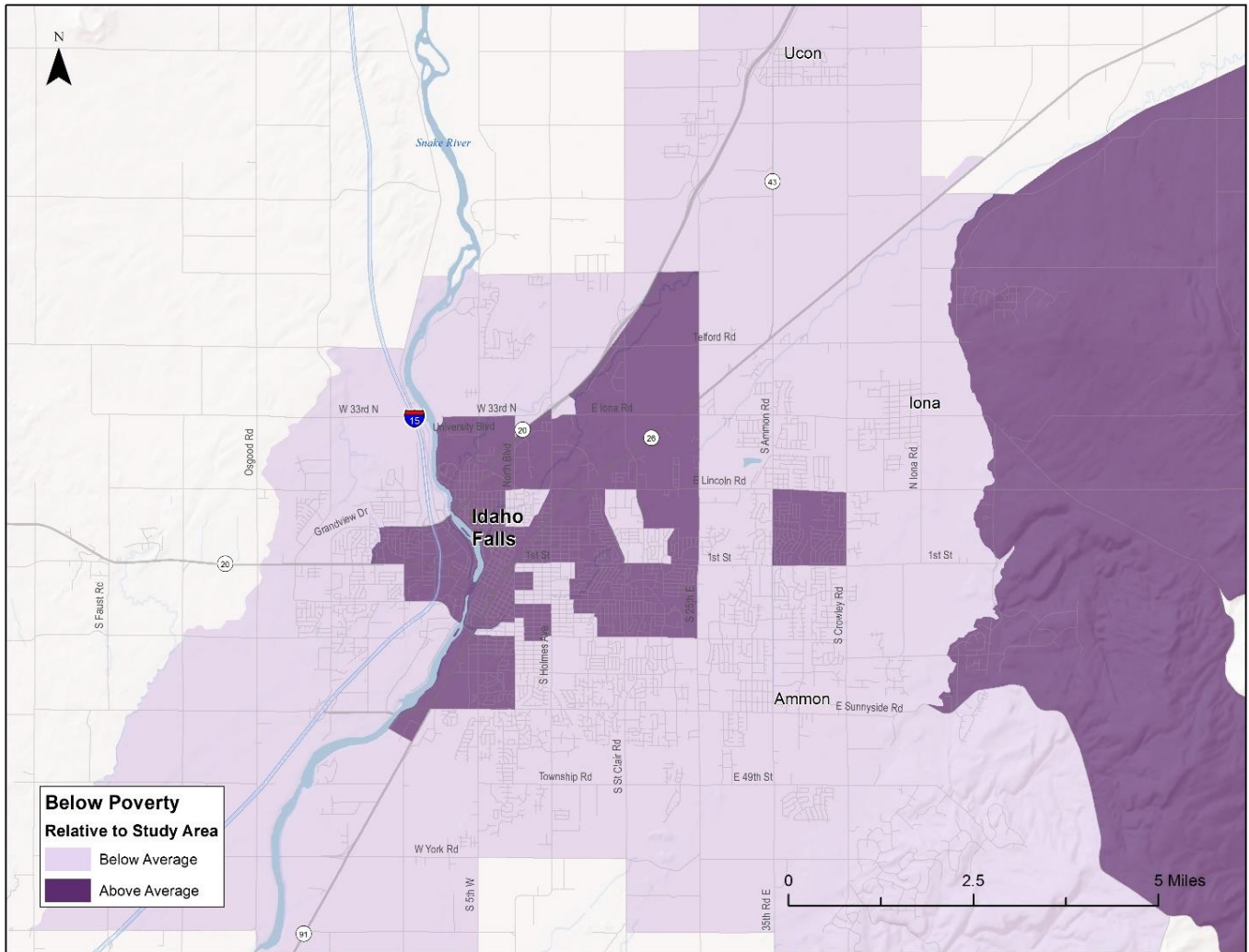


Source: U.S. Census and American Community Survey

Below Poverty Populations

The second group included in the Title VI analysis represents those individuals who earn less than the federal poverty level. This segment of the population may find it a financial burden to own and maintain a personal vehicle, thus relying on public transit as their primary means of transportation. The average percentage of individuals living below the federal poverty level is 15.8%. Figure 3-32 illustrates above average block groups that are clustered around downtown Idaho Falls extending south along the Snake River and northeast further into the city.

Figure 3-32: Distribution of the Below Poverty Population



Source: U.S. Census and American Community Survey

Limited-English Proficiency

In addition to providing public transportation for a diversity of socioeconomic groups, it is also important to serve and disseminate information to those of different linguistic backgrounds. As shown in Table 3-8 persons residing within the study area predominantly speak English. Teton County has the highest percentage of non-English speakers at approximately 18%. In the TRPTA partner counties, of the individuals who primarily speak languages other than English, a majority are able to speak English “very well” or “well”.

Table 3-8: Limited English Proficiency

County	Bonneville		Fremont		Madison		Teton	
Age 5 years and up	98,063		12,028		34,072		9,433	
Languages Spoken	Number	Percent	Number	Percent	Number	Percent	Number	Percent
English	87,914	90%	10,882	90%	30,601	89.8%	7,730	81.9%
Non-English	10,149	10%	1,146	10%	3,471	10.2%	1,703	18.1%
Spanish	8,626	8.8%	991	8.2%	2,250	7%	1,606	17%
Indo-European Languages	909	0.9%	101	0.8%	835	2.5%	68	0.72%
Asian/Pacific Languages	417	0.4%	35	0.3%	336	1.0%	23	0.2%
Other Languages	197	0.2%	19	0.2%	50	0.15%	6	0.06%
Ability to Speak English	Number	Percent	Number	Percent	Number	Percent	Number	Percent
"Very Well" or "Well"	8,422	8.6%	825	6.9%	3,169	9.3%	1,286	13.6%
"Not Well" or "Not at All"	1,727	1.8%	321	2.7%	302	1%	417	4%

Source: American Community Survey, Five-Year Estimates (2011-2015), Table B16004.

LAND USE PROFILE

Major Trip Generators

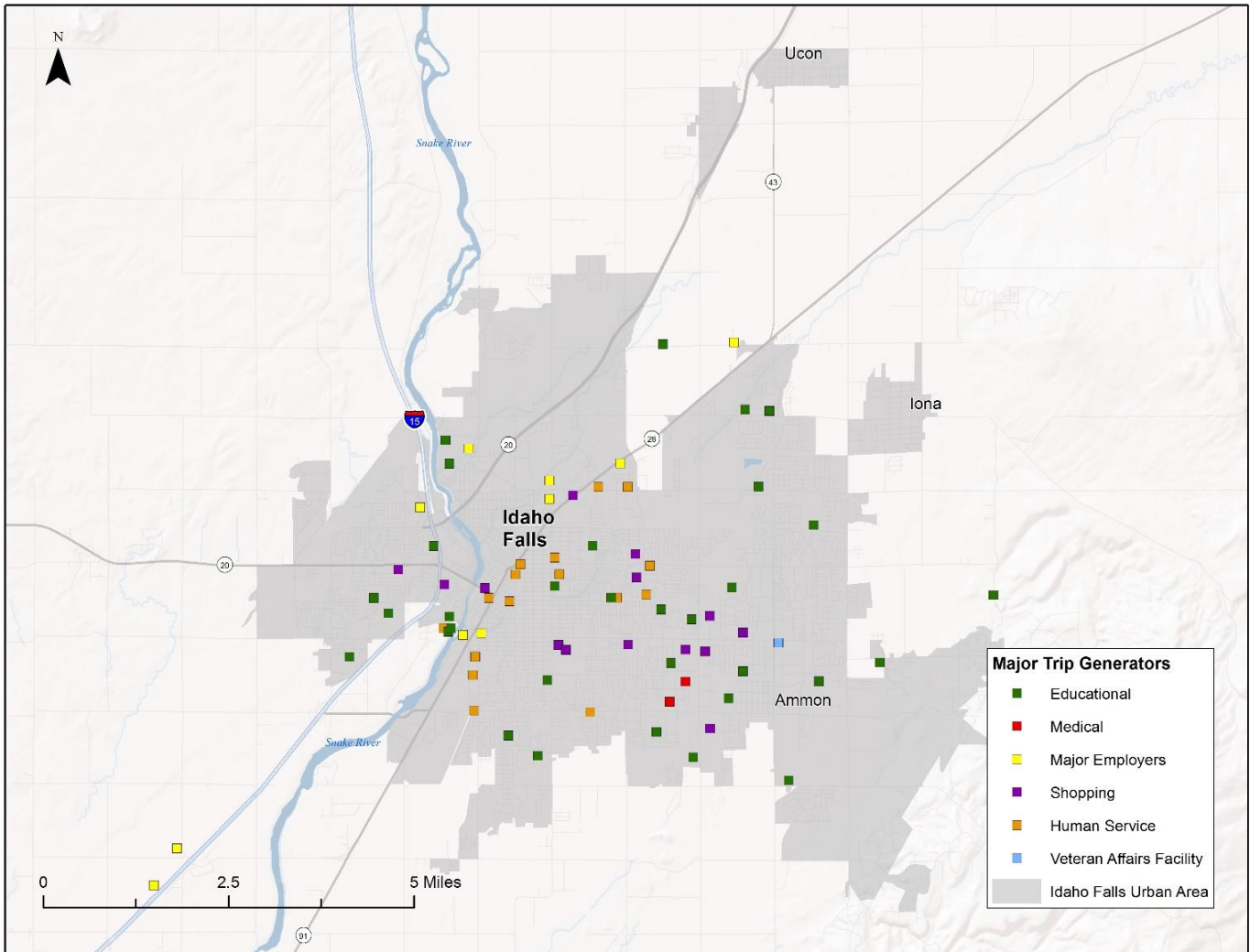
Identifying major trip generators serves to complement the previous demographic analysis by indicating where transit services may be most needed. Trip generators attract transit demand and include common origins and destinations, like major employers, medical facilities, educational facilities, non-profit and governmental agencies, and shopping centers. Figure 3-33 identifies major trip generators in the study area. Trip generator categories are briefly detailed below.

Educational Facilities

Many individuals that comprise the school age population are unable to afford or operate their own personal vehicle; therefore, it may be assumed that this segment of the population

is one that is reliant upon public transportation. Additionally, many faculty and staff members are associated with these institutions as a place of employment. Some educational facilities in the area include the Eastern Idaho Technical College and the University Place (Idaho Falls campus for Idaho State University and the University of Idaho).

Figure 3-33: Major Trip Generators



Major Employers

The major employers displayed in Figure 3-33 have at least one-hundred employees. Providing transit services to major employment locations is advantageous to both the employee, as the individual is provided with direct access to their occupation and subsequent source of income, and the employer, as this entity will have assurance that their current or potential

workforce will have diverse options of accessing the destination. Some of the major employers in the Idaho Falls Urban Area include¹:

- Idaho National Laboratory
- Melaleuca, Inc.
- Bateman – Hall, Inc.

Major Medical Facilities

Major medical facilities, classified as regional and general hospitals, represent a significant destination for users of public transportation. Older adults and persons with disabilities often rely more heavily upon services offered by medical facilities than other population segments. Since this group represents a large fraction of the transit dependent population, it is imperative that these facilities are made accessible through public transit services. Major medical facilities in the area are Mountain View Hospital and Eastern Idaho Regional Medical Center.

Human Service Locations

Human service organizations often serve clients that are dependent on transportation services. These organizations can help low income residents, senior adults and/or people with disabilities. Throughout the Idaho Falls urban area there are human service locations that provide services such as food assistance, workforce assistance, health care, training, and adult daycare.

Veteran Affairs Medical Facilities

The Department of Veterans Affairs (VA) oversees a network of medical centers and smaller community based services. Locating transportation to these facilities can be a major barrier for veterans who rely on services that these facilities provide. The Idaho Falls urban area is home to one VA Outpatient Clinic in Ammon.

Employment Travel Patterns

It is important to account for commuting patterns of residents within the region. Table 3-9 presents results of the Census Bureau Journey to Work data which provides locations of employment (in-county versus out-of-county and in-state versus out-of-state) and means of transportation to work. According to ACS five-year estimates, Bonneville County has the highest rate of residents that live and work inside the county at 87.5 percent, and the highest

¹ Source: Greater Idaho Falls Chamber of Commerce.

rate of public transit usage at 2.5%. Among all four counties the majority of residents travel to work by driving alone, and have carpool rates above 10%.

Table 3-9: Journey to Work Patterns

County	Bonneville		Fremont		Madison		Teton	
Workers Age 16 Years and Older	46,402		5,221		15,755		5,256	
Location of Employment	Number	Percent	Number	Percent	Number	Percent	Number	Percent
In State of Residence	45,399	97.8%	4,998	95.7%	15,433	98.0%	3,248	61.8%
In County of Residence	40,597	87.5%	2,483	47.6%	12,502	79.4%	3,083	58.7%
Outside County of Residence	4,802	10.3%	2,515	48.2%	2,931	18.6%	165	3.1%
Outside State of Residence	1,003	2.2%	223	4.3%	322	2.0%	2,008	38.2%
Means of Transportation	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Car, Truck, or Van – Drove alone	36,345	78.3%	3,841	73.6%	10,374	65.8%	3,817	72.6%
Car, Truck, or Van – Carpooled	5,343	11.5%	878	16.8%	1,705	10.8%	882	16.8%
Public Transportation	1,167	2.5%	18	0.3%	96	0.6%	48	0.9%
Walked	783	1.7%	71	1.4%	1,513	9.6%	116	2.2%
Taxicab, Motorcycle, Bicycle, Other	931	2.0%	78	1.5%	930	5.9%	77	1.5%
Worked at Home	1,833	4.0%	335	6.4%	1,137	7.2%	316	6.0%

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates (2011-2015), Table B08130.

Regional Travel Patterns

Another source of data that provides an understanding of employee travel patterns is the Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) dataset. LEHD uses a variety of surveys to characterize workforce data in the region. Table 3-10 provides results of this analysis for TRPTA partner counties. The table shows the top five employment destinations for county residents. As shown, Idaho Falls and Rexburg are top employment destinations for all four counties, with Bonneville County having over half (52.2%) of its residents working in Idaho Falls, and nearly half (42.9%) of Madison County residents working in Rexburg.

Table 3-10: Top Five Employment Destinations for County Residents

Bonneville County			Fremont County		
Place	Number	Percent	Place	Number	Percent
Idaho Falls City	23,639	52.2%	Rexburg City	881	18.7%
Ammon City	3,106	6.9%	St. Anthony City	562	11.9%
Pocatello City	1,731	3.8%	Idaho Falls City	442	4.0%
Boise City	1,298	2.9%	Boise City	188	4.0%
Rexburg City	1,205	2.7%	Ashton City	178	3.8%
All Others	14,326	31.6%	All Others	2,465	52.3%
Madison County			Teton County		
Place	Number	Percent	Place	Number	Percent
Rexburg City	4,892	42.9%	Driggs City	745	30.9%
Idaho Falls City	1,382	12.1%	Victor City	233	9.7%
Boise City	432	3.8%	Boise City	102	4.2%
Sugar City	273	2.4%	Rexburg City	99	4.1%
Pocatello City	270	2.4%	Idaho Falls City	90	3.7%
All Others	4,144	36.4%	All Others	1,145	47.4%

Source: Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

SUMMARY OF DEMOGRAPHIC ANALYSIS

When combining the demographic, land-use, and commuter trends analyzed in this section the following needs and themes emerge:

- The City of Ammon has seen tremendous population growth over the last decade (176% from 1990 to 2010). Additionally the city has seen a significant uptick in commercial development in recent year. This coupled with the demographic makeup of the city, displaying high concentrations of transit dependent residents and minimal transit services identify Ammon as a high transit need area.
- The urbanized areas of the Bonneville MPO planning area generally have over 1,000 people per square mile, the transit industry standard for densities that can support regularly scheduled fixed route service.
- Idaho Falls is a major regional employment destination with many commuters from within the city and from around the region commuting to large employment destinations.

Chapter 4

Service and Organizational Alternatives

INTRODUCTION

This chapter presents potential service and organizational alternatives to improve current TRPTA services. The alternatives were developed by assessing existing services, evaluating transit needs identified through extensive outreach efforts, and analyzing demographic data and projected development and economic growth. These alternatives were reviewed with TRPTA staff, the TRPTA Board of Directors, and the project advisory committee, and favored alternatives are then detailed in subsequent chapters of this SRTP.

PROPOSED SERVICE ALTERNATIVES

The potential service alternatives for TRPTA are discussed in this section, with a focus on the advantages and disadvantages of each along with the likely impacts on expenses and ridership. Primary focus is on the fixed route system in Idaho Falls, as these are the services that have the most potential for improvement in the near future. Overall, the alternatives focus on the following:

- Relocating the current transfer center to a more conducive area.
- Modifying the Idaho Falls routes to provide more streamlined and efficient public transit services.
- Considering service expansions based on customer and community input.

There are two routing alternatives presented for the Idaho Falls fixed routes. The first option provides a modified route system that remains within the current operational service hours.

The second options looks at what the service could look like if funding for expansion was a possibility.

It should be noted that the route recommendations included in this chapter are conceptual in nature, and additional service planning and refinement will be needed. In addition, modifications to current services will require an appropriate public process before final implementation. The cost information for these alternatives is expressed as the fully allocated costs, which means all program costs on a per service hour basis are considered when contemplating expansions. These cost estimates were based on projected FY16 operating expenses.

Relocate the Transfer Center

As discussed in Chapter 3, the current transfer location at the Aquatics Center presents several problems. The most significant issue is that virtually no transit customers are trying to access this location. Typically major transfer locations are located in areas of high transit demand. Places like downtowns and areas with large retail and/or employment are common.

Another issue is the nature of the roadway network adjacent to the Aquatics Center. It consists of minor residential streets that require current routes to meander off arterials to access. This can be difficult in winter conditions with the current small light-duty vehicles, let alone the larger low-floor medium-duty vehicles being recommended later in this chapter.

Therefore, this alternative recommends that TRPTA move the transfer location to downtown. This location can be as simple as an area to line up buses along the street and place a few basic shelters for customers to comfortably wait. Downtown Idaho Falls is currently underserved by public transit and locating a transfer facility there may be able to increase productivity and ridership by serving a major area in which people want to go. KFH Group along with TRPTA and BMPO has looked at several potential locations for this transfer center. The west side of Park Avenue in between D Street and E Street was determined to be a suitable potential location. This location would only require the removal of some on-street parking and placement of bus stop signage and amenities. All route alternatives presented later in this chapter utilize this location, however it is understood that while working with the City of Idaho Falls other locations may be found.

Looking beyond this interim step it is recommended that TRPTA, BMPO, and the City of Idaho Falls begin the process of securing a centrally located parcel of land to develop into a proper transfer center. This effort extends beyond the time horizon of the SRTP, but ground work for this process should begin as soon as possible. The transfer center should have room for six buses and at minimum a small facility with restrooms and transit information services. Often these types of projects are combined to provide other needed administrative space for certain city departments.

Figure 4-1 depicts examples of transfer facilities for similarly sized systems. Any city owned property such as the old fire station or surface parking lots in the downtown area should be explored first. If possible cursory architectural/engineering services should be sought to have the project “shovel ready”. This will enhance the ability to receive grant funding to build the project. Federal Transit Administration Grants such as the current Section 5339 program can fund up to 85% of project costs depending on the configuration.

Figure 4-1: Transfer Facility Examples



Advantages

- Provides a downtown transfer point that is located in a more active part of Idaho Falls.
- Responds to an operational and safety concern by eliminating a transfer location that is difficult to access.
- Establishes foundation for longer term move to a formal transit center in downtown Idaho Falls.

Disadvantages

- Requires some costs to transition transfer location to initial downtown site.
- Requires coordination with City of Idaho and others on the elimination of parking spaces to provide space for initial on-street transfer location.
- Involves longer term planning for more formal location, one that requires ongoing and numerous meetings with City of Idaho, (Idaho Transportation Department (ITD), and FTA officials on procurement, land use, and other issues.

Expenses

- In addition to staff time, the initial transition to an on-street location would involve costs associated with the placement of bus stop signage and amenities.

- Typically the cost for the formal downtown transit center would cost up to \$2 million (not including the land), although a more detailed analysis in the future would be needed.

Ridership

- Moving the transfer center (and later adding a formal transit center) provides the opportunity to increase ridership by more fully serving downtown Idaho Falls, a major area where people want to go.
- The move to a downtown transfer center serves as the foundation for the proposed route modifications that will make the TRPTA system more efficient and customer friendly, therefore offering the opportunity to increase ridership.

Modify Idaho Falls Routes

As discussed in the evaluation of TRPTA services in Chapter 2, there are a variety of operational factors that are negatively impacting the efficiency and safety of the Idaho Falls routes. These factors include the meandering nature of routes (particularly through parking lots), and unprotected left hand turns that may result in dangerous driving maneuvers.

This section presents conceptual routing modifications to respond to these factors and improve the effectiveness of the fixed route system, while remaining within current services hours. These modifications are the proposed foundation for maximizing the use of fixed route public transit services operated by TRPTA. To achieve this goal, current routes are streamlined, eliminating meandering, while limiting unsafe vehicle maneuvers and expanding geographic coverage.

Interlining

In order to expand geographic coverage without increasing service hours existing routes were optimized and shortened and new routes were created. These routes will be paired and served by a single vehicle with a timed meet of all four buses at the top of the hour at the downtown transfer area. Interlining allows the use of the same revenue vehicle and/or operator on more than one route. Interlining is often considered as a means to minimize vehicle requirements as well as a method to provide transfer enhancement for passengers.

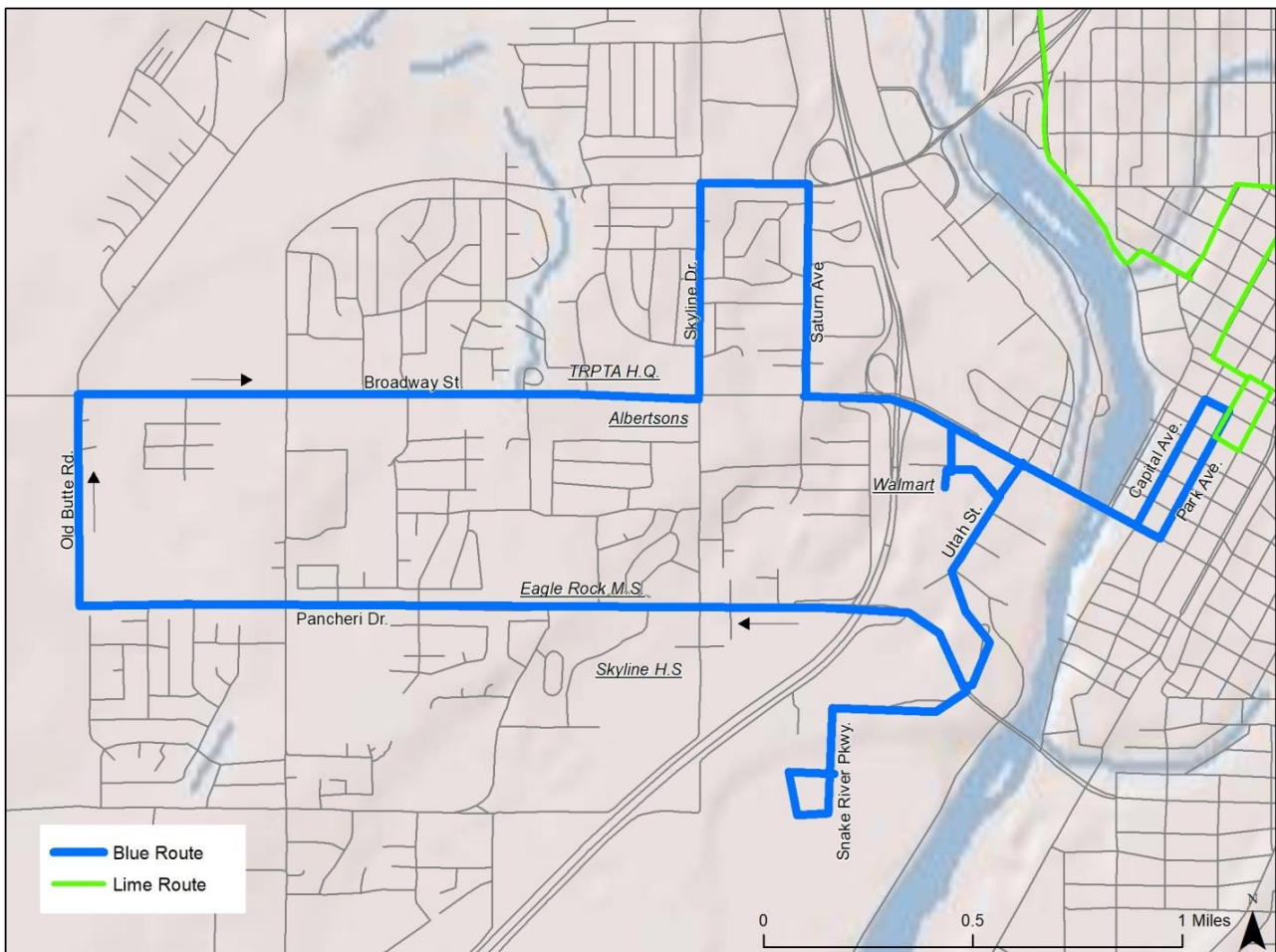
Modified Blue Route

Figure 4-2 depicts the proposed modified Blue Route. The route would connect downtown Idaho Falls to the areas west of the river with major destinations including Walmart, Skyline High School, Eagle Rock Middle School, Broadway Fields Assisted Living, TRPTA Headquarters, Albertsons, and the neighborhoods on the west side of town. The alternative for this route consists of some significant changes:

- A large portion of the route east of the river has been absorbed into a new route; the section of the route that served the airport and generated virtually no ridership has been eliminated, and the route now operates in a clockwise loop eliminating several unprotected left turns.
- If locations are accessed in retail parking lots the maneuver should be in and out.
- Extended travel through parking lots should be eliminated.

This concept takes the route from 17 miles round trip to 11 miles round trip allowing it to be interlined with a new Lime Route serving Idaho State University (ISU). With this vehicle operating on both routes the total round trip run will be 16 miles allowing for a timed meet with other buses at the top of the hour at the downtown transfer site.

Figure 4-2: Modified Blue Route Concept

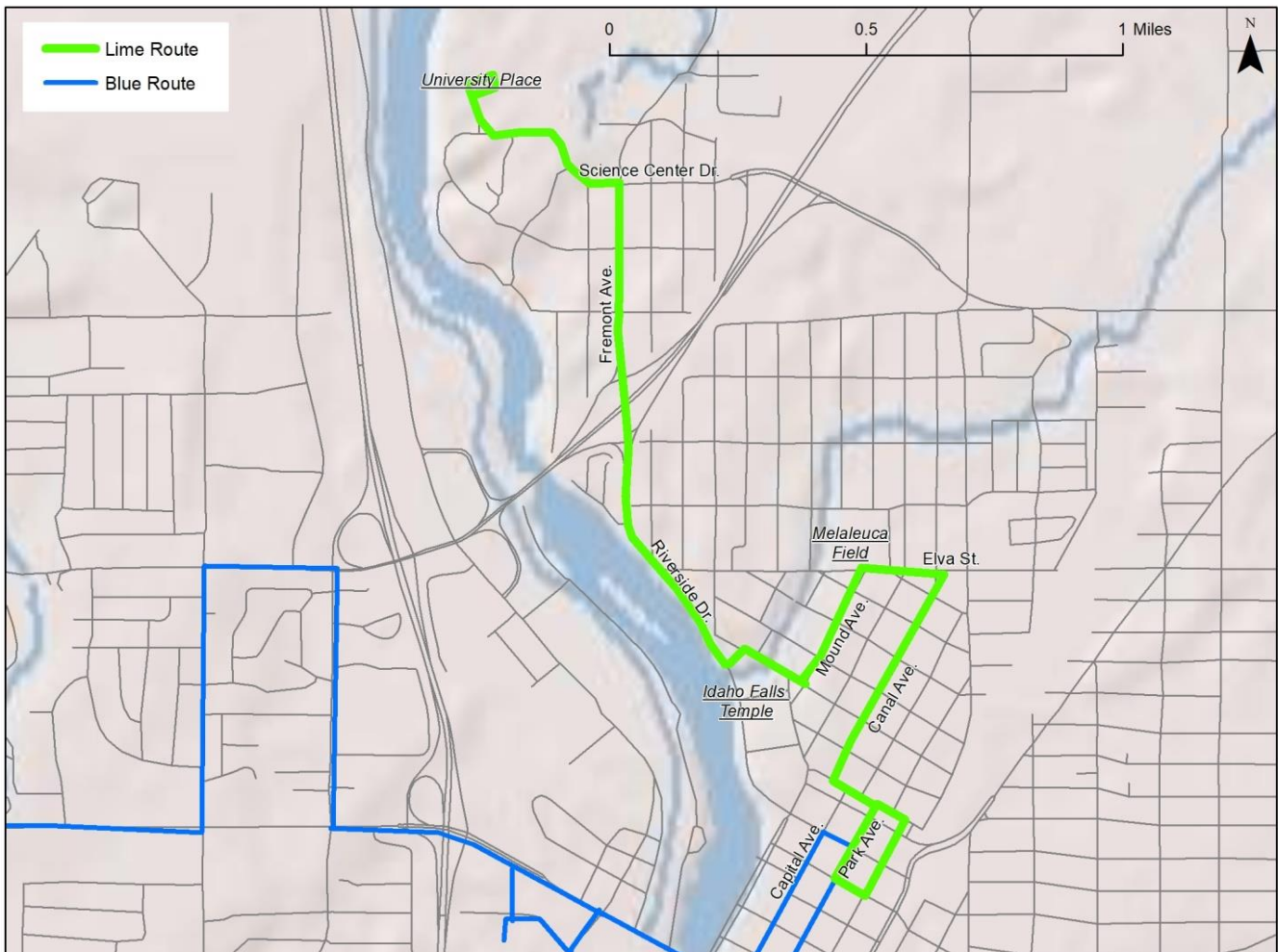


New Lime Route

Figure 4-3 depicts the proposed new Lime Route. This route would connect downtown Idaho Falls with Melaleuca Field, Idaho Falls Temple, Idaho National Laboratory (INL), University Place (University of Idaho and Idaho State University), and neighborhoods to the north of downtown. The portion of this route that is immediately adjacent of downtown is currently part of the Blue Route.

The proposed new Lime Route is five miles round trip allowing it to be interlined with the Blue Route. With a single vehicle operating on both routes the total round trip run will be 16 miles allowing for a timed meet with the other three buses at the top of the hour at the downtown transfer site.

Figure 4-3: New Lime Route Concept

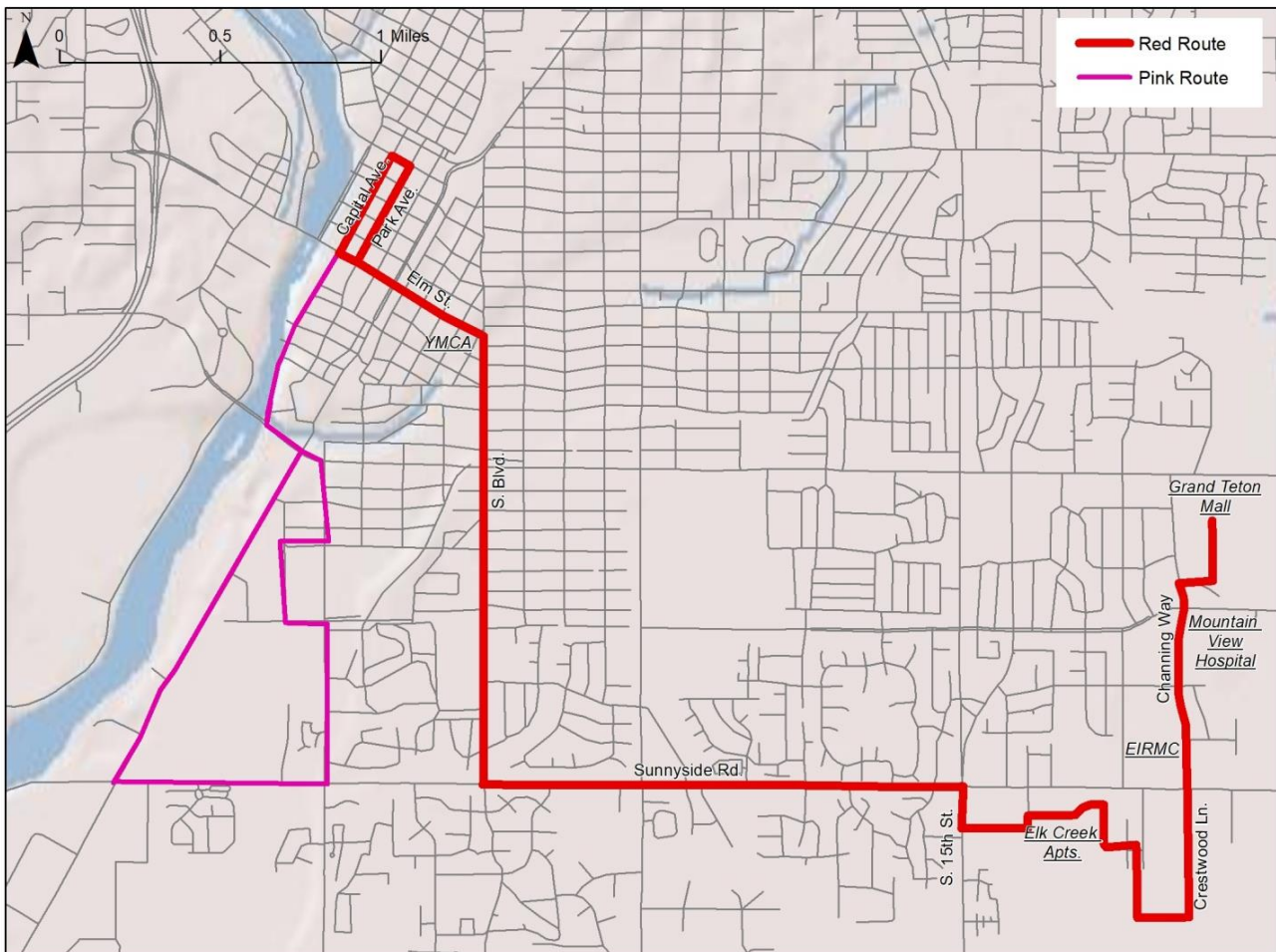


Modified Red Route

Figure 4-4 depicts the concept for the modified Red Route. This route would connect downtown Idaho Falls with the medical facilities in the southeast partition of town via S. Boulevard and Sunnyside Road. Major destinations include Grand Teton Mall, Mountain View Hospital, Eastern Idaho Regional Medical Center, Elk Creek Assisted Living, Family Resource Center, YMCA, and neighborhoods along the major corridors. The meandering portions of the existing Red Route have been eliminated and are now being served by the new Purple Route which travels along 17th Street. With significantly fewer turns and the elimination of minor residential streets this route will no longer travel at an average of 12 miles per hour (much below industry standards for small urban fixed route).

This route is 12 miles long round trip allowing it to be interlined with the new Pink Route. With a single vehicle operating on both routes the total round trip run will be 17 miles allowing for a timed meet with the other three buses at the top of the hour at the downtown transfer site.

Figure 4-4: Modified Red Route Concept

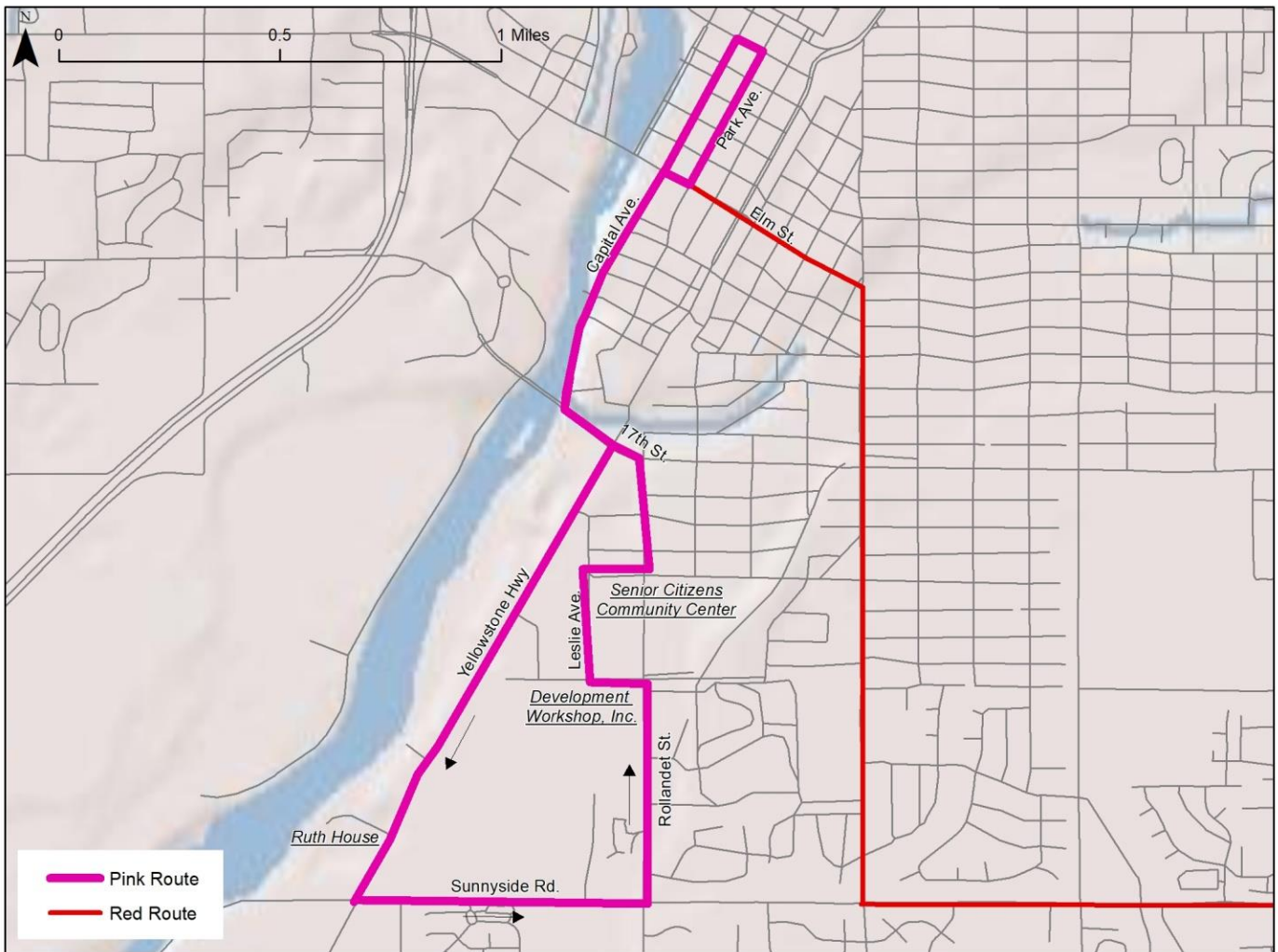


New Pink Route

Figure 4-5 depicts the concept for the new proposed Pink Route. This route would connect downtown Idaho Falls with the human service locations in the south of the city. These locations include: The Ruth House, Development Workshop Inc., and the Senior Citizens Community Center. This route serves problematic portions of the existing Green Route and eliminates several dangerous unprotected left turns in the process.

The proposed Rink Route is five miles round trip and primarily travels along major arterial streets allowing it to be interlined with the Red Route. With a single vehicle operating on both routes the total round trip will be 17 miles allowing for a timed meet with the other three buses at the top of the hour at the downtown transfer site.

Figure 4-5: New Pink Route Concept

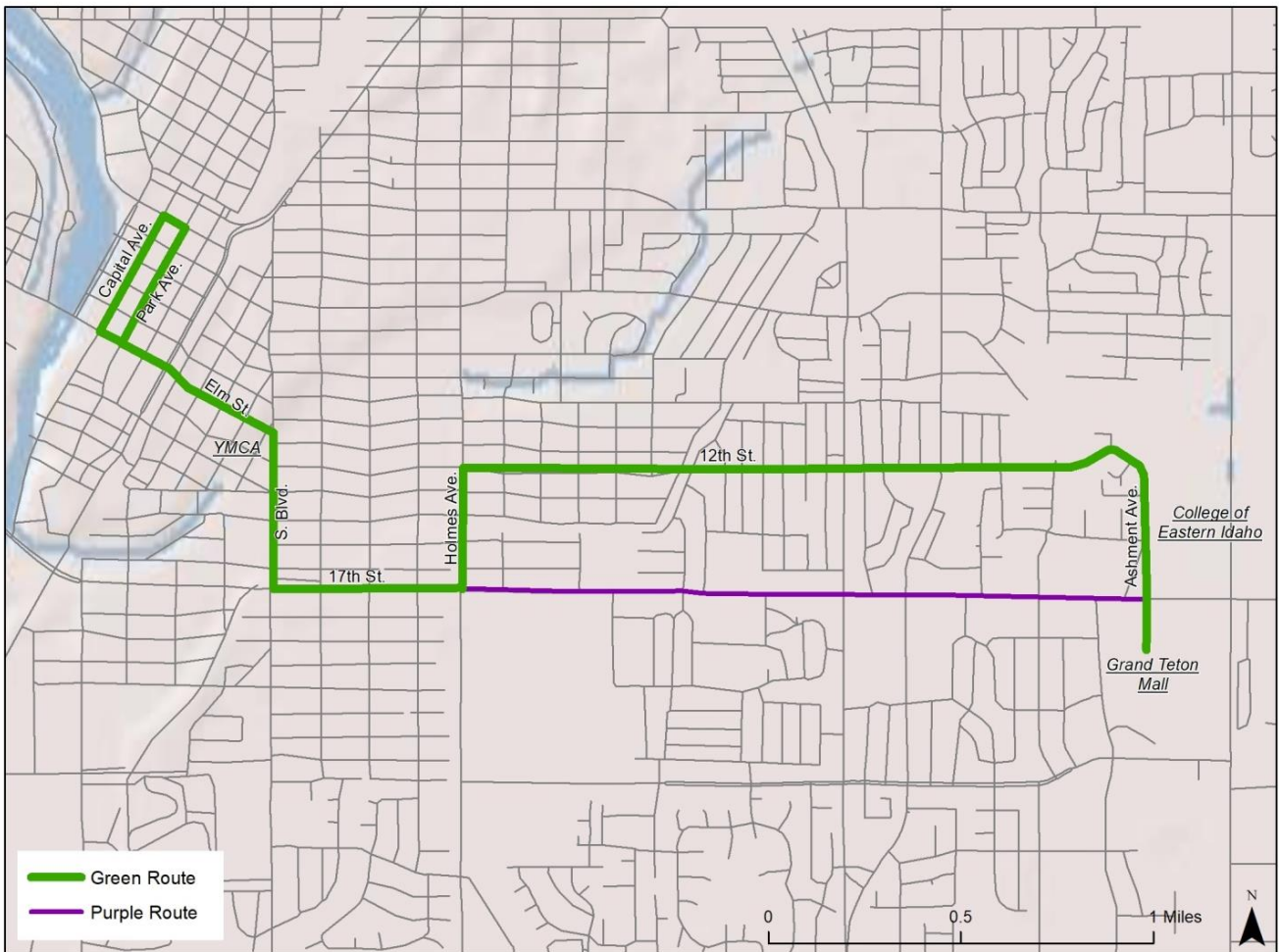


Modified Green Route

Figure 4-6 depicts the concept for the modified Green Route. The Green Route would connect downtown Idaho Falls with the Grand Teton Mall via 12th Street. Major destinations include Grand Teton Mall, College of Eastern Idaho, the YMCA and several residential areas along 17th Street and 12th Street. The problematic southern portions of the exiting Green Route have been absorbed into a new route significantly reducing the length and meandering of the route. For this concept the route only travels on major roadways and is shortened in distance by six miles (round trip). This will increase the average miles per hour this route can travel.

The modified Green Route is nine miles round trip and primarily travels along major arterial roads allowing it to be interlined with the new Purple Route. With a single vehicle operating on both routes the total round trip run will be 16 miles allowing for a timed meet with the other three buses at the top of the hour at the downtown transfer site.

Figure 4-6: Modified Green Route Concept

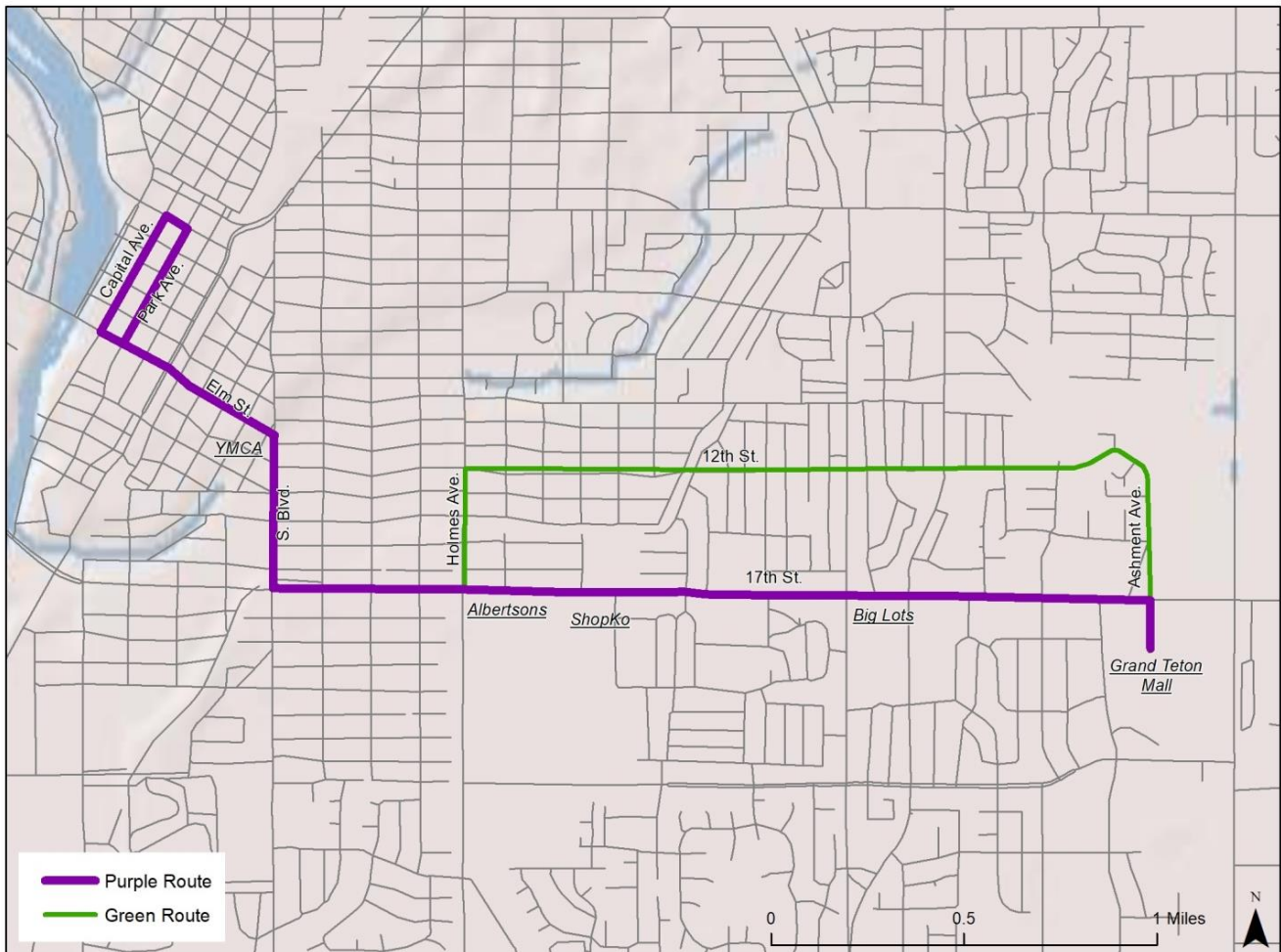


New Purple Route

Figure 4-7 depicts the concept for the new Purple Route. This route would connect downtown Idaho Falls to the Grand Teton Mall via 17th Street. Major destinations include the YMCA, Albertsons, ShopKo, Big Lots, Grand Teton Mall and neighborhoods along 17th Street. This new route covers the 17th Street portion of the existing Red Route and stays on major roadways allowing for higher travel speeds. Bus stops for this route should primarily remain on the street. If locations are accessed in retail parking lots the maneuver should be in and out. Extended travel through parking lots should be eliminated.

The route is seven miles round trip and primarily travels along major arterial roads allowing it to be interlined with the new Green Route. With a single vehicle operating on both routes the total round trip run will be 16 miles allowing for a timed meet with the other three buses at the top of the hour at the downtown transfer site.

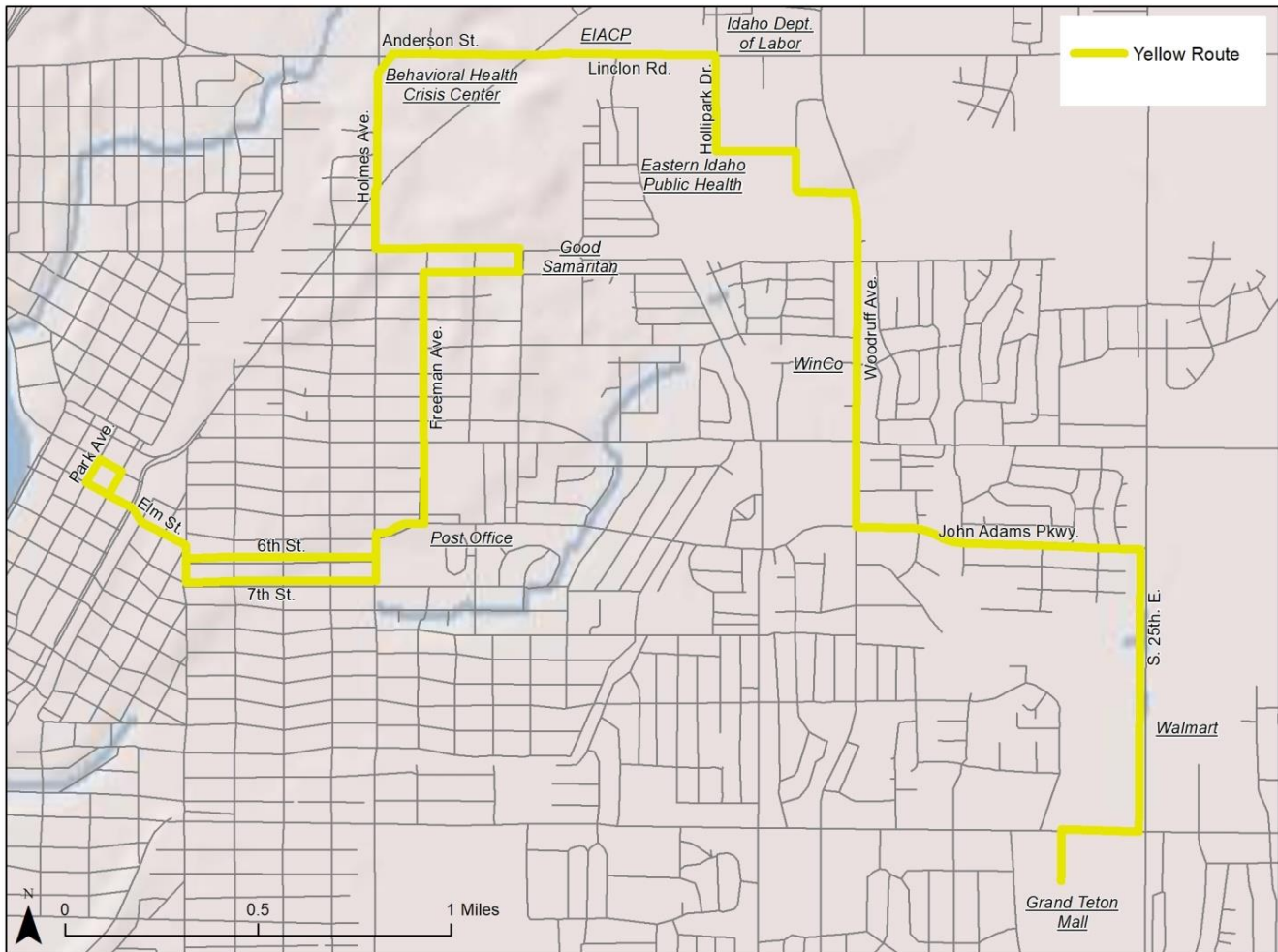
Figure 4-7: New Purple Route Concept



Yellow Route

The recommendation for the Yellow Route is to keep it unchanged. The current route serves several important human service locations, Walmart and the Grand Teton Mall. The only change is to connect to the new transfer location downtown. Figure 4-8 depicts the Yellow Route. It is currently an hour long route (round trip) and therefore will not be interlined with any other route.

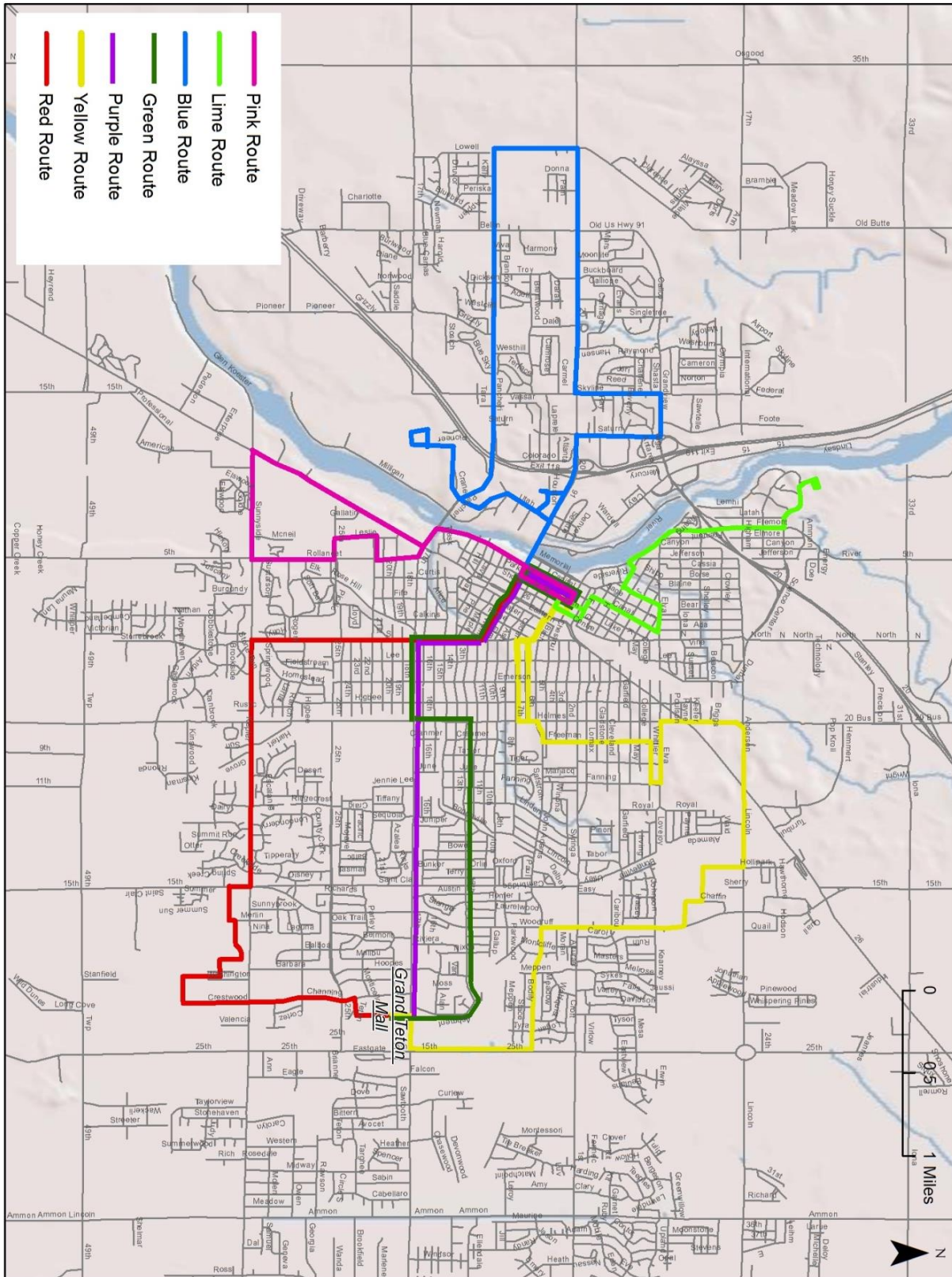
Figure 4-8: Yellow Route Connecting to Downtown Transfer Location



Modified Route Overview

Figure 4-9 shows the initial route alternatives (system map) within the current service hour budget. This is followed by the overall pros and cons of this proposed revamped route structure, and possible impacts on expenses and system ridership.

Figure 4-9: Initial Route Improvement Concept Map



Advantages

- The proposed modified system reduces the meandering nature of the current and the unprotected left hand turns that may result in dangerous driving maneuvers.
- The proposed modified system provides the foundation for a system in Idaho Falls that maximizes the use of fixed route public transit by streamlining services and reducing transfers while expanding geographic coverage.

Disadvantages

- Proposed routes are conceptual in nature, and will require more detailed service planning and public outreach as part of implementation.
- A marketing and outreach effort will be needed to educate current customers and the community on modified system.
- Training will be needed to ensure vehicle operators and customer service staff are familiar with new route structure before deployment of modified system.

Expenses

- Staff time will be needed with service planning, community outreach, and internal training that are components of implementation of a modified route system.
- There will be some marketing and printing costs related to the changes in route structure.

Ridership

- The proposed route system in Idaho Falls provides the opportunity to increase ridership by offering more efficient and customer friendly transit services.

Increasing Safety

Many of the route alternatives were developed in an effort to increase safety and eliminate difficult vehicle maneuvers including unprotected left turns. For example, one of the problematic areas was the Walmart on Utah Avenue. During peak times when the Walmart parking lot and adjacent streets are busy access to this area can be challenging. All of the transit vehicles access the stop in the parking lot via Houston Street. The following figures depict proposed recommendations on how transit vehicles should depart the facility depending on which direction they are traveling.

Figure 4-10 shows the departure of Walmart for vehicles heading east on Broadway Street. The vehicle should travel exit Walmart onto Houston Circle making the right turn onto Broadway Street.

Figure 4-10: Walmart Departure Eastbound on Broadway Street



Figure 4-11 shows the departure of Walmart for vehicles heading west on Broadway Street. The vehicle should travel in front of Walmart to the traffic signal at Utah Street and River Walk Drive. This will give ample distance for other vehicle to account for the transit vehicle stopping at the train tracks on Utah Street and provide the bus with protected left turns onto Utah Street and Broadway Street.

Figure 4-11: Walmart Departure Westbound on Broadway Street



Figure 4-12 depicts the departure for transit vehicles traveling south onto Utah Street. The bus should exit eastbound onto Houston Street from the north side of the Walmart parking lot, then making a right onto Utah Street.

Figure 4-12: Walmart Departure Southbound on Utah Avenue



Service Expansions

As funding becomes available there are route expansions that can serve the community and improve system ridership and productivity. These expansions include Saturday service, a route for the City of Ammon, a downtown circulator and a route serving the airport.

Saturday Service

As noted in Chapter 3 through the on-board customer survey, adding Saturday service was the top priority expressed by current riders. However, TRPTA staff noted concerns about the possible success of expanded services on the weekend. This alternative attempts to balance needs and concerns by proposing Saturday service while limiting service to eight hours per day. Based on the success of any implementation of Saturday services these hours could be expanded to the current Monday to Friday span.

Advantages

- Responds to the top need expressed by current TRPTA customers.
- Expands access to important destinations in the region.
- Utilizes vehicles in existing fleet.

- Provides the opportunity to gauge interest in weekend service through an incremental process.

Disadvantages

- Requires additional operating costs for expanded service, including need for expanded dispatch coverage.
- Results in additional mileage on current vehicles, thereby accelerating the need to replace vehicles in the current fleet.
- Requires the need to recruit and hire additional drivers and dispatch staff.

Expenses

- Operating the proposed route structure on Saturdays from 9:00a.m. to 5:00 p.m. would result in approximately 2,288 annual vehicle hours per route. Using current cost per hour data of \$62.54 per hour, the estimated annual operating cost for Saturday service would be \$143,092.
- Vehicles in the current fleet will be used, so no immediate additional capital costs would be incurred. However, the vehicle replacement schedule would accelerate.

Ridership

- While implementing Saturday service is the top priority of current customers, this expansion may not lend itself to large ridership numbers at the outset of service. Typically ridership on Saturday at best is one half of weekday numbers. However, to the customers who need these trips - especially to access shopping locations – these trips are critical so it is anticipated that ridership would grow.

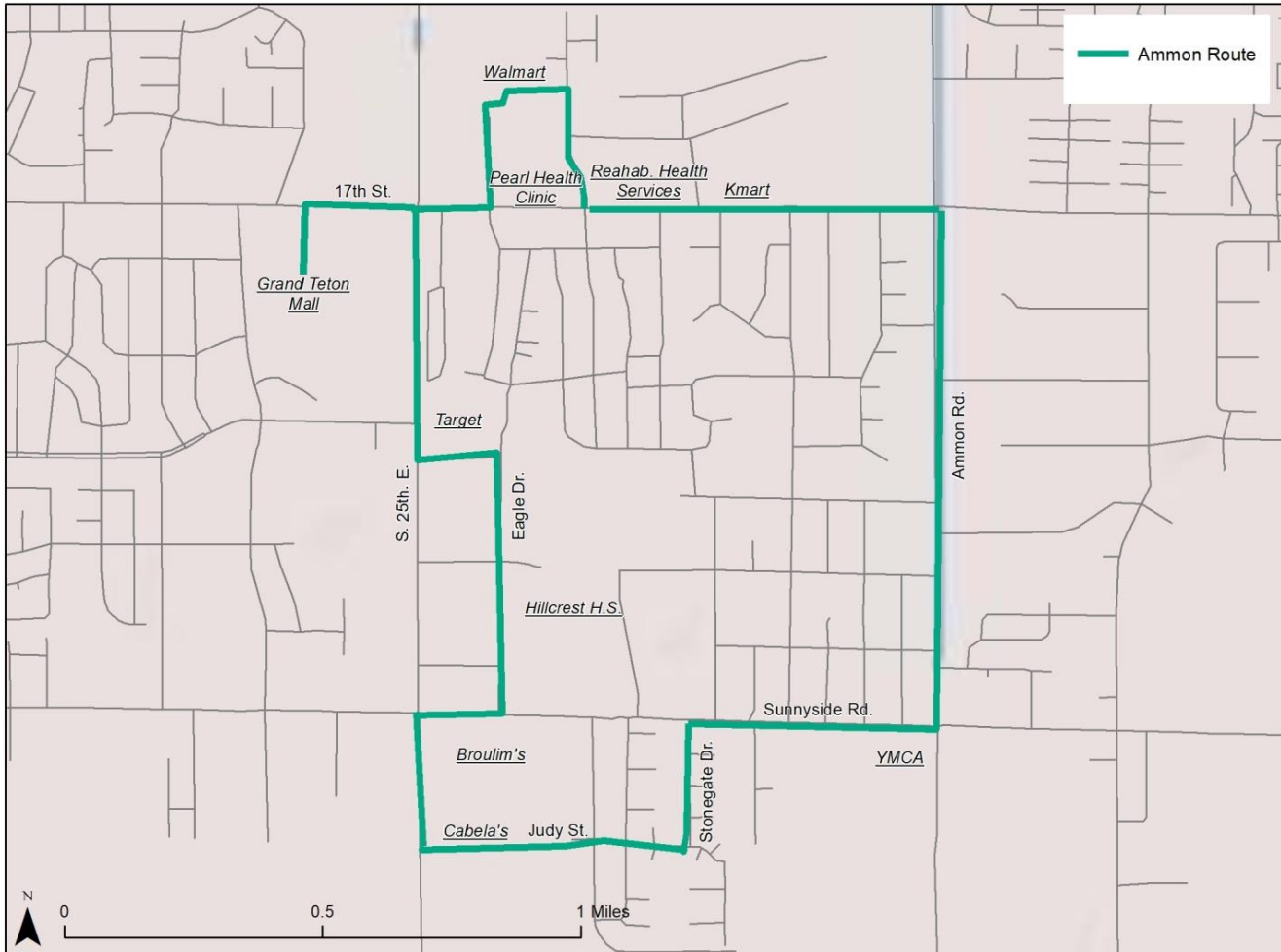
Ammon Route

Currently TRPTA provides Ammon residents a fixed route feeder service Monday through Friday at select times daily. The needs assessment of this planning effort revealed that there is significant unmet need for transit service in this area.

While at this time the funding to provide substantive transit service in Ammon is unavailable, this alternative proposes continued work between TRPTA and the City of Ammon to secure funding for expanded services. In addition TRPTA can engage other potential partners in Ammon through an enhanced sponsorship program to help provide local matching funds (discussed later in this chapter under Potential Organizational Alternatives). Ideally the level of funding available would allow the Ammon route service could mirror the service hours of the other TRPTA fixed route services.

Figure 4-13 depicts the potential Ammon Route that builds upon the current feeder service and provides connections to the modified TRPTA route system via the Grand Teton Mall.

Figure 4-13: Proposed Ammon Route Concept



Advantages

- Responds to a top need expressed through the outreach process.
- Expands access to important destinations in the region and a growing portion of the service area.
- Utilizes vehicles in existing fleet.

Disadvantages

- Requires additional operating costs for expanded service.

- Results in additional mileage on current vehicles, thereby accelerating the need to replace vehicles in the current fleet.

Expenses

- Annual service hours on the current Ammon feeder service are approximately 390. Implementing an Ammon Route that is more fully a part of the TRPTA system and operate similar hours would result in 2,860 service hours. Using projected FY2016 cost per hour data of \$62.54 per hour, the estimated annual operating cost for a full Ammon Route would be \$178,864.
- Vehicles in the current fleet will be used, so no immediate additional capital costs would be incurred. However, the vehicle replacement schedule would accelerate.

Ridership

- Based on community outreach that indicated a strong desire for additional transportation options to the shopping and other destinations in the Ammon area, ridership on this route has the potential to quickly meet the trips per hour provided currently on other TRPTA routes. With effective marketing coupled with the future growth in the Ammon area it is conceivable that it will grow to exceed these ridership numbers.

Downtown Circulator

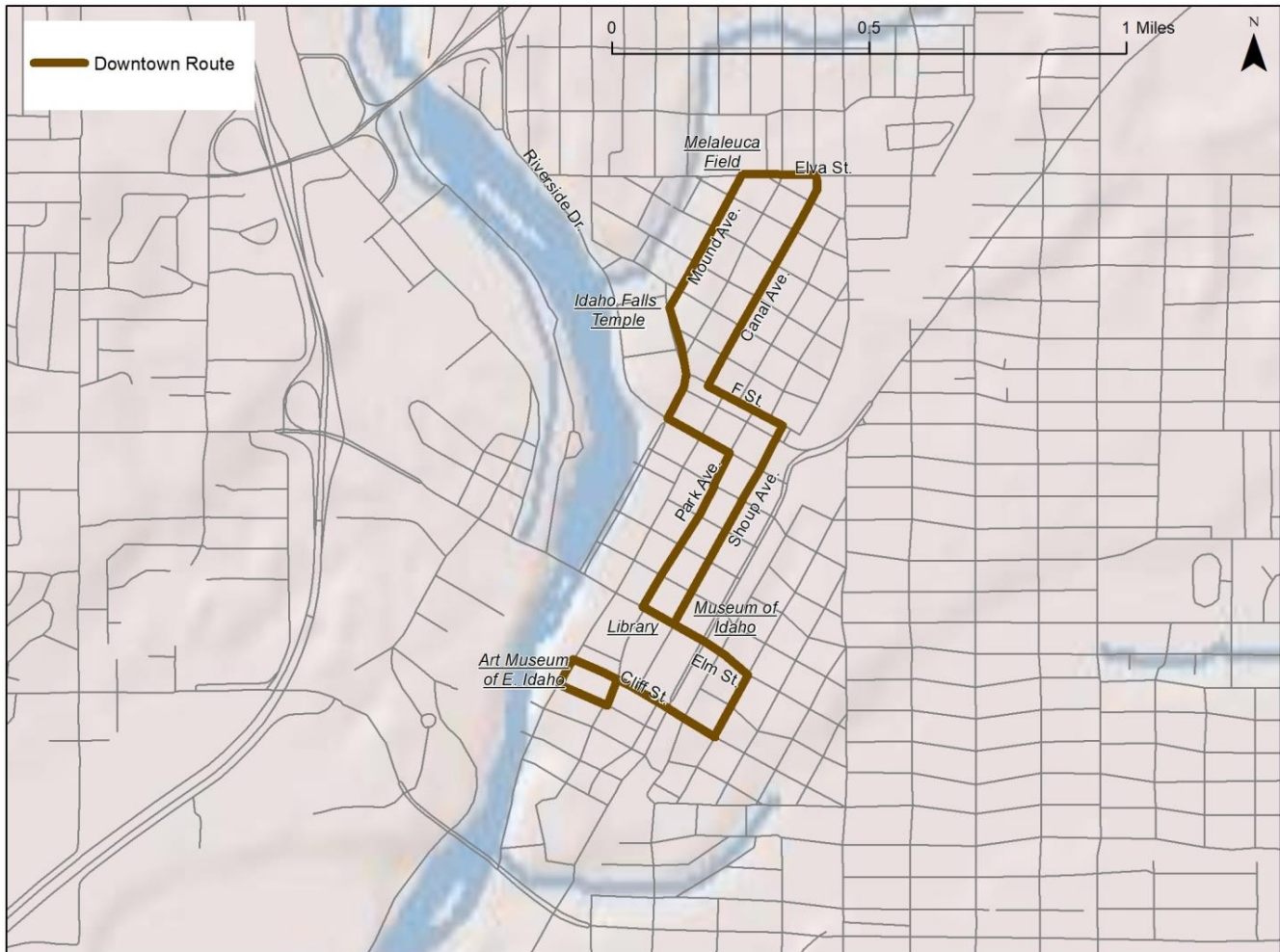
The public outreach process revealed the community desire to see a fare free downtown transit service to enhance the local cultural and business attractions in Idaho Falls. Funding for this service should be aggressively sought through partnerships and sponsorships of public and private entities who will gain valuable access and advertising in coordination with TRPTA. This service should use a distinct and eye-catching vehicle typology, such as a trolley bus (Figure 4-14).

Figure 4-14: Trolley Bus Example



Figure 4-15 depicts a conceptual configuration of a downtown circulator. The route is approximately six miles in round trip length. The implementation of this service could shorten the length of the Lime route and ease the schedule of other services. This route could operate at different hours than other TRPTA services such as late on Friday and Saturday evenings and on the weekends. It may not be necessary to begin the service at the same time as other TRPTA routes as this service is geared toward recreation and tourism and not commuting.

Figure 4-15: Downtown Circulator Concept



Advantages

- Responds to a top need expressed through discussions with local stakeholders.
- Provides opportunity for expanded partnerships with the local business and cultural communities.
- Helps to more fully incorporate TRPTA into the community “fabric” and infrastructure.

Disadvantages

- Requires additional operating costs for expanded service.
- Depending on hours of service may require the need to recruit and hire additional drivers and dispatch staff.

- Requires the acquisition of a distinct vehicle not currently in the TRPTA fleet.

Expenses

- Assuming the proposed Downtown Circulator would initially operate 12 hours per week (i.e. Friday evening for 4 and Saturday for 8), annual service hours would be approximately 624. Using projected FY2016 cost per hour data of \$62.54 per hour, the estimated annual operating cost for the Downtown Circulator would then be \$30,025.
- The cost for a trolley vehicle can vary, but a new bus is approximately \$100,000 depending on specifications.

Ridership

- While community outreach indicated a strong desire for this service, effective marketing coupled with strong partnerships between TRPTA and downtown businesses and cultural locations will be vital to success and appropriate ridership.

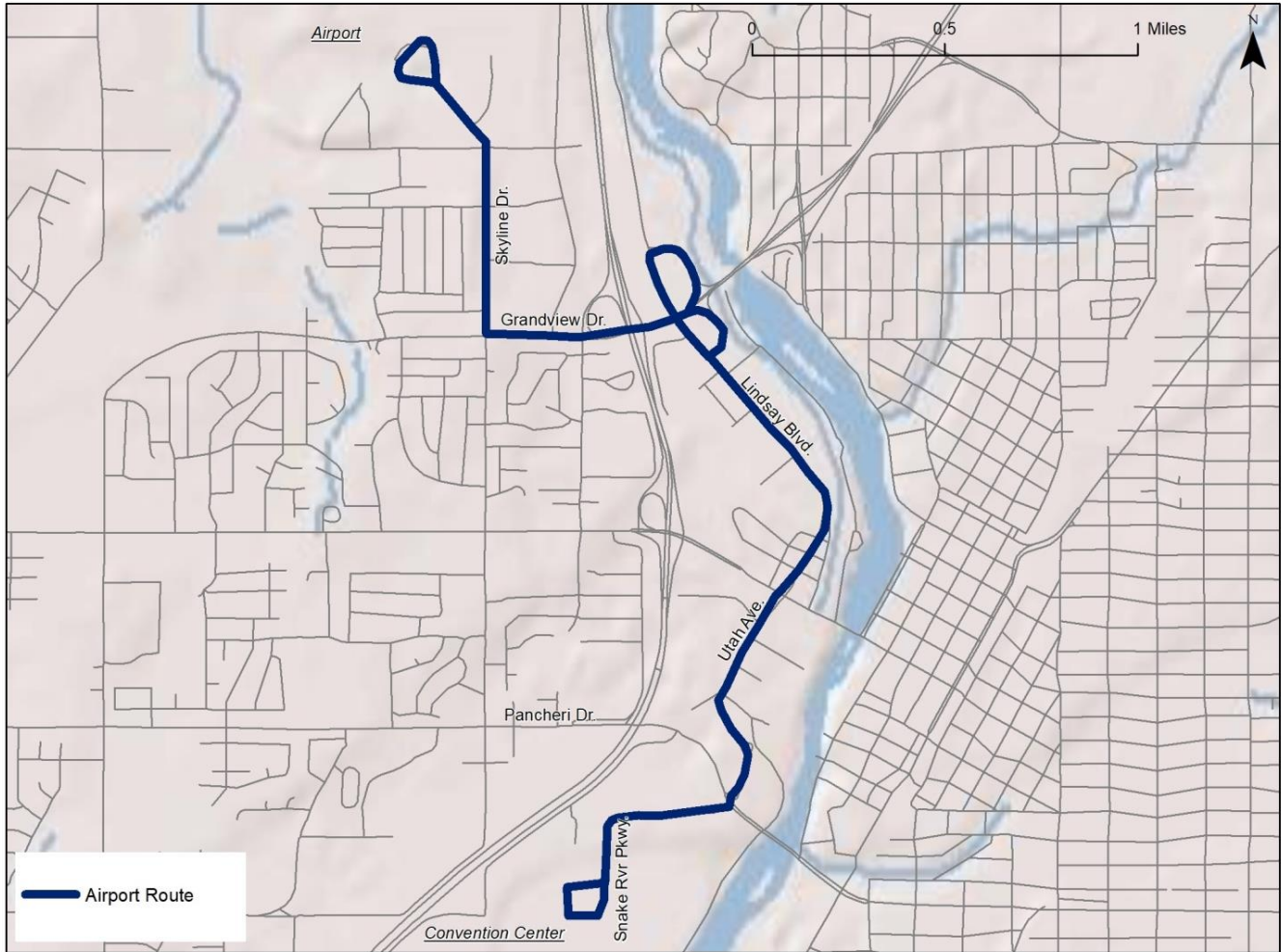
Airport Route

The current Blue Route generates virtually no ridership at the stop serving the airport. For an airport route to be successful it needs to be aggressively marketed and designed to serve the airport as its primary destination. Figure 4-16 depicts a conceptual route serving the airport. As shown, this route is 8 miles in round trip length. The idea is for direct and fast connections to the airport from local hotels and the (future) convention center in Snake River Landing. The schedule can be set up to mirror airline departure and arrival times. Additionally, funding for this service should be pursued through partnership with the convention and visitor's bureau and local hotels. Many hotels provide airport shuttles and this service can take the burden of transportation away from companies not in the business of transportation. Hotels and conventions should be engaged to market the service to visitors.

Advantages

- Maintains connection to the airport through more effective link to desired destinations (i.e. hotels).
- Provides opportunity for expanded partnerships with local business community.
- Provides opportunity to design service that more mirrors the airline arrival and departure schedule.
- Utilizes vehicles in existing fleet.

Figure 4-16: Airport Route Concept



Disadvantages

- Requires operating costs beyond the airport service currently provided through the Blue Route.
- Results in additional mileage on current vehicles, thereby accelerating the need to replace vehicles in the current fleet.

Expenses

- When implementing this service specific planning will be needed based on the current flight schedules. However, assuming that initially four one-hour circulator trips are made daily Monday through Friday there would be approximately 1,040 annual vehicle hours per route. Using current cost per hour data of \$62.54, the estimated annual operating cost would be \$65,042.

- Vehicles in the current fleet will be used, so no immediate additional capital costs would be incurred. However, the vehicle replacement schedule would accelerate.

Ridership

- While implementing this service provides an opportunity to provide a more effective connection to the Idaho Falls Regional Airport, effective marketing and strong partnerships between TRPTA, the airport, and local hotels will be vital to success and appropriate ridership.

Expanded Service Overview

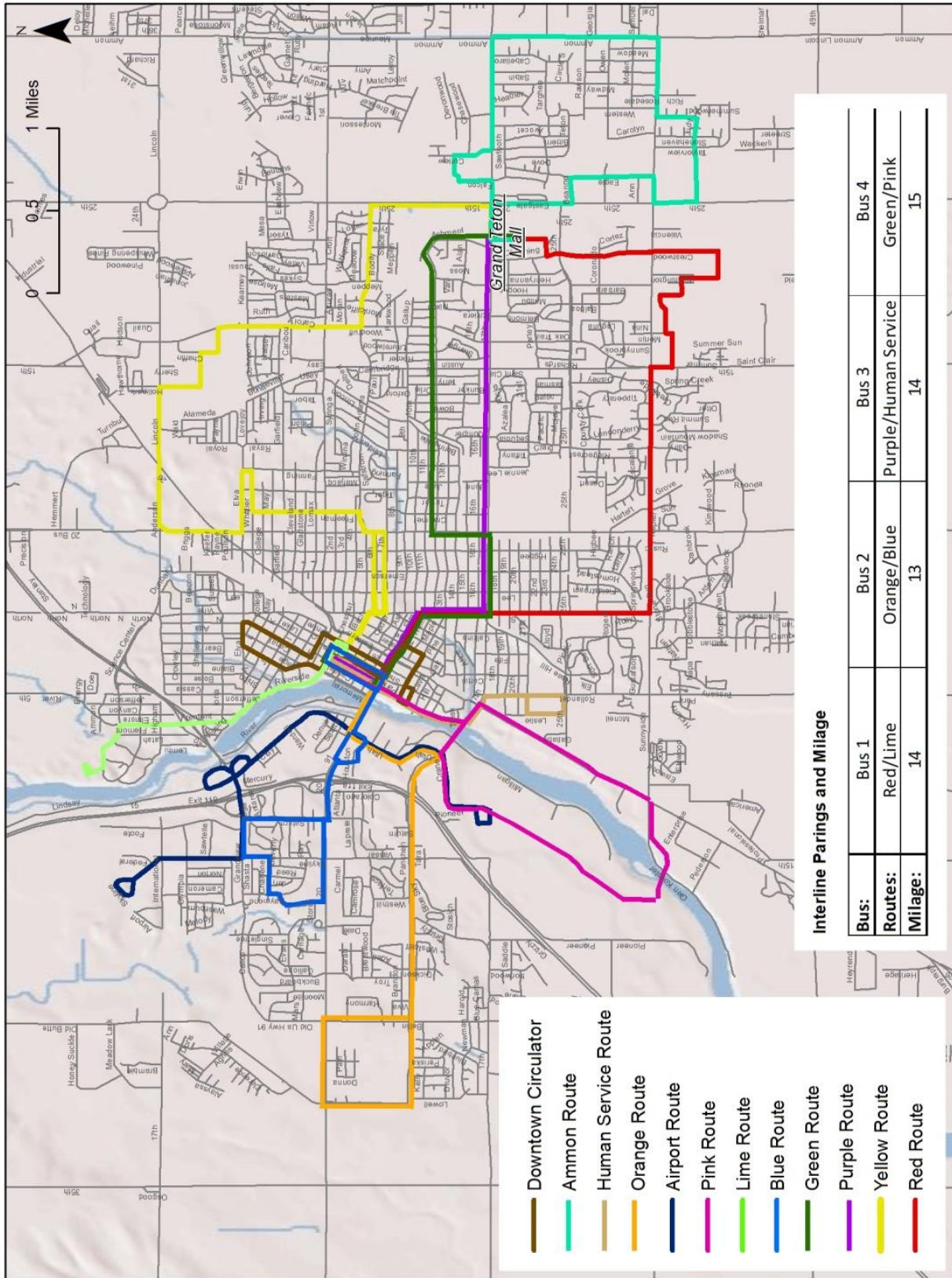
Figure 4-17 (on the next page) shows a conceptual system map that includes the modified route structure along with service expansions. Overall this system would increase safety, cover more area than the initial alternatives and allow for more flexibility in the schedule. This concept would require seven to eight peak vehicles and could be implemented after initial service expansions reach maturity.

Additional Service Expansions

Beyond these service expansion there are others that can be considered, though may be beyond the time frame of the SRTP. These possible expansions include:

- Increased frequencies on the Idaho Falls routes. Currently service operates hourly, and as seen through the rider survey, the third most requested improvement was more frequent service. Ideally service would operate more frequently than every hour, but this expansion would have a significant increase in operating expenses. For example, a thirty minute frequency would double costs. As a result, the primary focus for the proposed alternatives is to modify the current route structure to improve efficiency and effectiveness. It is anticipated that an increase in frequency would be considered after this transition.
- As a possible sponsorship program grows, Snake River Landing builds out, and more funding for services becomes available, additional routes can be implemented to better cover the community.

Figure 4-17: Full Route Improvement Concept Map

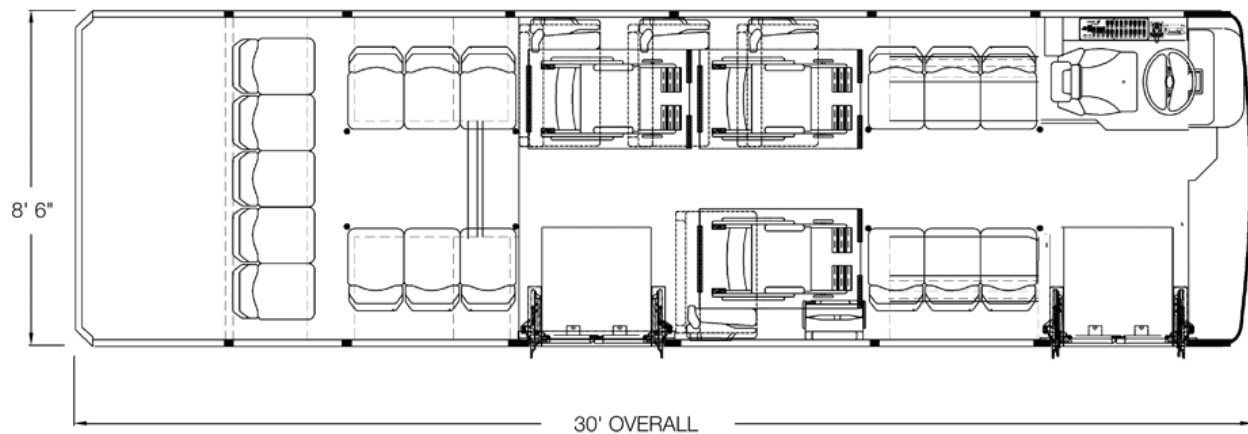


Vehicle Changes and Improvements

TRPTA's current fleet consists of smaller cut-away light duty transit vehicles. For the initial implementation of the proposed fixed route realignment and selected service alternatives it is possible to utilize current vehicles. However, these vehicles are not ideal for long term fixed route usage.

It is recommended that the system utilize 30- to 35-foot medium to heavy duty transit coaches with two doors. At a minimum, vehicles should be low floor with two doors for easy access and egress. The buses should be ramp equipped, and it is best to avoid vehicles with a fourth step in trying to keep the floor as low to the ground as possible. All vehicles should be equipped with bike racks. Figure 4-18 shows a typical design of a 30 foot low-floor bus.

Figure 4-18: 30 Foot Low-Floor Bus Example



Typically these vehicles are distinctive and are a part of the branding effort discussed under organizational alternatives. These vehicles can be wrapped and set up to maximize sponsorship activities with on board digital monitors and traditional advertising displays. Also, there are occasional grant opportunities for alternatively fueled vehicles that should be explored.

Advantages

- Utilizes buses more suitable for providing transit services in the Idaho Falls area.
- Encourages ridership by offering vehicles that are easier to board and disembark.
- Part of an overall rebranding campaign that more fully establishes TRPTA into the community infrastructure.
- Offers the foundation for proposed sponsorship program, as matching funding for the trolley bus could be sought from local businesses and locations in the downtown area.

Disadvantages

- Proposed route realignment would require additional vehicles to operate new services. Seven buses will be needed; five for service and two for back-up.

Expenses

- In today's market the proposed vehicles cost approximately \$250,000 to \$600,000 (depending on specifications) for an approximate total of \$2,100,000. Through available federal funding, the funding ratio would be 80%-20% /federal-local. Therefore the local share would be approximately \$420,000.

Ridership

- It is anticipated that the proposed improvements to the current TRPTA fleet, along with the route realignment, bus stop improvements, and overall greater focus on fixed route service, will help to significantly increase ridership on the Idaho Falls routes.

As noted in the earlier alternative, the proposed downtown circulator, TRPTA could examine the possibility of a trolley bus. These types of vehicles are marketing opportunities in and of themselves and will be noticeable. Figure 4-19 provides an example of a trolley bus.

Figure 4-19: Trolley Bus Example



Bus Stop Improvements

With the proposed option of realigning the TRPTA routes there is ample opportunity to improve bus stop locations and amenities. It is recommended that all bus stops be properly identified and that a program be put in place to ensure appropriate access at all stops. It is anticipated that with the proposed new route configuration approximately twenty new stops will be needed and approximately five stops removed.

The most important factor is that the right service design for the need is designed to maximize ridership and productivity and ensures that vehicles are used to their maximum

potential. The improvement of bus stops, including kiosks or information boards, is that it opens the door for significant local partnerships. This is discussed in detail under the Proposed Organizational Alternatives found later in this chapter (page 4-27).

Bus stops should be spaced about 0.25 miles apart depending on the context of the area. For the TRPTA service area some places, such as Pancheri Drive, will not need stops that close together. Other places, for example within the downtown area stops may need to be closer. Buses should NOT stop at every stop regardless if someone needs to board or exit the vehicle. Buses should only stop at major transfer centers, timing points if ahead of schedule or if the stop is needed for a transit customer.

Appendix D provides additional guidelines in the placement and design of bus stops.

Property owners or organizations that are adjacent to bus stops may be willing to financially support the system and/or maintain a shelter or other amenities, and are good sponsorship candidates for TRPTA. This type of sponsorship can include advertising on shelters, which the sponsor may wish to place at strategic locations for visibility in the community as part of their contract with the local jurisdiction. Local hotels and retailers may be able to work with TRPTA to come onto their property and pick up passengers at their door.

Advantages

- Responds to second most desired improvement by current customers through the rider survey.
- Encourages ridership by placing bus stops at more appropriate and customer friendly locations.
- Improves visibility of the system and offers marketing and partnership opportunities.

Disadvantages

- Staff time would be needed to assess locations, and coordinate bus stop improvements.
- There would be capital costs to purchase and install signage at new stops implemented through the route redesign.

Expenses

- The cost to move or improve current bus stops with passenger amenities can range from \$200 to \$15,000 depending on the level and type of improvements.

Ridership

- It is anticipated that bus stop improvements, along with route realignment, vehicle improvements, and greater focus on fixed route service, will help to significantly increase ridership on the Idaho Falls routes.

POTENTIAL ORGANIZATIONAL ALTERNATIVES

This section presents potential organizational alternatives and administrative opportunities for consideration by TRPTA. As with each service alternative, each organizational alternative is detailed with advantages, disadvantages, and likely impacts on expenses and ridership. While the organizational alternatives are interrelated with potential service alternatives, they are more specific to considerations that affect the way that transit is guided and administered by TRPTA.

The proposed organizational alternatives focus on the following:

- Rebranding TRPTA services to provide a more identifiable and recognizable appearance in the community.
- Implementing a sponsorship program that facilitates greater partnerships and expanded funding
- Implementing a mobility management program.
- Improving customer amenities at bus stops.
- Form a transit advisory committee.

Rebranding Campaign of TRPTA Services

As with any business, branding is an important function. Currently the TRPTA fleet consists of white, nondescript buses that have a very low profile and little presence in the community. At the same time TRPTA drivers do not have a set dress code, and therefore there is no consistent marketing when interacting with community. A more professional appearance for both vehicles and staff is needed.

Opportunities through a rebranding campaign include:

- Implementing separate branding (i.e. color scheme) for the Idaho Falls fixed routes.

- Developing a new logo and identity, with an overall theme and colors that are indicative of the area and allow residents and visitors to quickly identify the bus and its purpose.
- While the color scheme and logo should be professionally designed and applied, a community contest can be conducted to rename the system.
- Initiating rebranding in conjunction with modified and more easy to use, direct services as outlined in service alternatives.
- Coordinating the rebranding campaign with the sponsorship program.

Advantages

- Project a more professional image of transit services in the community.
- Improve marketing of services and provide opportunities to increase ridership.
- Offer opportunity to consider name change, and if so for community engagement by holding a contest to rename the system.

Disadvantages

- Costs to paint/rebrand vehicles.
- Costs to provide staff with uniform components and name tags.
- Staff time would be needed to coordinate rebranding campaign and facilitating implementation.

Expenses

- There would be initial costs for a rebranding campaign, primarily to repaint vehicles and provide staff with TRPTA uniform pieces. These costs could be dispersed over time. For instance buses used for fixed route services in Idaho Falls could be rebranded initially, and then vehicles used on other services done so through a later phase. Staff uniforms could initially involve shirts/tops for vehicle operators, and then expanded to include jackets and other components.
- Overall, it is anticipated that the cost for a rebranding campaign would range from \$100,000 to \$700,000 depending on changes and level of detail.
- There would be reoccurring costs, as new vehicles coming into the fleet would need to be branded and new staff members would need to be provided with uniforms.

Ridership

- A rebranding campaign has the opportunity to increase ridership, as the community will be more aware of services offered by TRPTA.

Implement a Sponsorship Program

The transit industry has depended on advertising revenue for over one-hundred years. While advertising revenue can help a transit system, TRPTA would be best served by developing its own sponsorship program where sponsors would provide funds or services in return for advertising and recognition as a supporter of the community. The opportunities are many and varied and can be tailored for the Idaho Falls and Ammon context. Developing a sponsorship program with the private sector is an excellent way to generate revenue in new ways. After all, who has more money – the City of Ammon or Walmart (as Walmart is a major beneficiary of TRPTA service)?

Many systems have engaged in advertising over the years, but a sponsorship program is more than simply advertising. Instead of the usual selling of just one form of advertising, TRPTA could sell sponsorship packages. Since sponsorship and advertising funds are an important source of local funding, this program can help expand the service. Sponsorships can be used for all TRPTA services the system is currently exploring some sponsorship opportunities throughout their service area.

Developing Partnerships

A component of the sponsorship program is developing partnerships. There are a number of opportunities to develop partnerships where each entity brings something of value to the relationship. As with sponsorships, it will take creativity and political skill to form these partnerships. Partnerships can be all encompassing or they can be targeted to specific areas. Following are some examples:

- Showing Up – It may not be quite true that “80 percent of success is showing up” but it certainly matters. TRPTA should “show up” at all types of events from Alive @ 5 festivities to county fairs.
- Bus stops – Retailers and others can adopt or host a bus stop, doing anything from building a shelter (meeting all Americans with Disabilities Act specifications) to maintaining the structure (including the expensive trash disposal).
- Retail – In other cities some large supermarkets have paid for direct service to their business. These services would be free and open to the public.

In-Kind Assistance

Marketing and advertising should be provided in part through in-kind assistance of local businesses and individuals. An excellent source of in-kind assistance is office and/or indoor vehicle space. TRPTA should seek out venues for in-kind assistance as well. TRPTA should assess if any of their current partnerships would qualify for in-kind match, such as the city bench coordination.

Appendix E provides additional guidelines for the implementation of a sponsorship program.

Advantages

- Provides additional revenues to support provision of public transit services.
- Offers opportunity to more fully incorporate TRPTA into the business community.
- Demonstrates to the community and elected officials that TRPTA is seeking and embracing public-private partnerships and making effective use of tax payer dollars.

Disadvantages

- Staff time would be needed to coordinate and implement the sponsorship program.

Expenses

- It is anticipated that the responsibility for facilitating and implementing a sponsorship program would be melded into a current staff position's job description, or possibly a function of the mobility manager, discussed in a later organizational alternative.

Ridership

- A sponsorship program offers the opportunity to increase ridership by providing additional revenues for possible service expansions.

Implement a Mobility Management Program

Mobility management is something most transit providers have been involved with for years, though this term has recently come to represent a formal definition of a transportation strategy that focuses on customers and their needs, and the meeting of these needs through the coordinated use of a variety of transportation resources. While TRPTA serves as a primary resource for meeting many human service needs in the region, as detailed in the PTHSP, stakeholders identified service gaps and opportunities for improved coordination and open communication between providers. A formal mobility management program at TRPTA could

help lead these efforts, and at same time facilitate the rebranding campaign and sponsorships program presented in these organizational alternatives.

Possibilities through a mobility management program also include:

- Expanded travel training services to encourage use of TRPTA's fixed route services.
- Coordination of bus stop and infrastructure improvements.
- Involvement in land use issues that impact provision of transit services.
- Facilitate other programs that support mobility, i.e. one-stop call center, volunteer driver programs

Additional opportunities for a formal mobility management effort that can be considered [and are discussed in the Public Transit-Humans Service Plan (PTHSP)] include:

- Serving as a central point of contact in the region that would develop and maintain a list of primary contact people with both human service providers and transit operators to foster collaboration.
- Coordinating long distance medical trips between transportation providers.
- Working with employers to help connect work times with available transportation options.
- Working with hospitals and medical facilities so that transportation options are considered in the scheduling of treatments and more regional trips can be coordinated when possible.
- Improving the coordination with the veterans transportation services provided in the region.
- Collecting more detailed information on regional origins and destinations for service planning efforts.

Advantages

- Responds to many of the potential strategies included in the PTHSP.
- Mobility management is an eligible project through funding from Section 5310 and Section 5311 programs. Even though a mobility management program may include typical operating expenses such as salaries and fringe benefits, mobility management is an approved capital expense - therefore reducing the required local match.

- Helps to further establish TRPTA as a one-stop center for information and assistance on a variety of travel modes.
- Enhances the organization's image by demonstrating commitment to coordinating various transportation options and being good stewards of tax payer monies.
- Improves service to current and potential customers by connecting them with additional transportation options beyond TRPTA.

Disadvantages

- Implementing a mobility management program involves monetary costs, but it could provide other community savings and benefits by:
 - Allowing greater access to medical services, therefore avoiding more acute and expensive medical problems.
 - Helping reduce welfare dependency and unemployment.
 - Providing greater ability for local residents to live independently, and therefore reducing care-facility costs.

Expenses

- It is anticipated that a greater focus on fixed route services would allow current staff time to be shifted to a broader mobility management role, and therefore expenses would be minimal.

Ridership

- Adding a mobility manager could result in increases in ridership over time through expanded outreach and education efforts. Greater impact would be evident through improved coordination and serving as a one-stop center for a variety of transportation options.

Improve Customer Amenities

Another top priority expressed by current riders through the on-board customer survey was for additional bus shelters and benches. Recognizing that some locations served by TRPTA are not conducive for adding shelters or benches, this alternative proposes that TRPTA assess and prioritize the potential candidate stops based on the number of boardings at each stop along with ease and feasibility of adding greater customer amenities. Possible shelter and bench locations would need to take into consideration if there is sufficient right-of-way, and at some locations if there are adequate access connections.

Advantages

- Provides shelter from inclement weather for people waiting to ride the bus, as well as providing a place to sit down.
- Improves visibility of the system and offers a marketing opportunity.

Disadvantages

- Capital costs to purchase and install the shelters, as well as ongoing maintenance costs.
- Staff time would be needed to assess locations, and coordinate installation with appropriate contacts at public works departments, and shopping centers.

Expenses

- The cost to improve bus stops with passenger amenities can range from \$200 to \$15,000 depending on the level and type of improvements. In some instances it can exceed \$15,000 if extensive engineering is required to install the amenities and comply with the Americans with Disabilities Act (ADA).

Ridership

- Improving customer amenities has the ability to increase ridership by ensuring access to services is a more positive experience.

Form a Transit Advisory Committee

While TRPTA is formally governed by a Board of Directors, there can be consideration of an ongoing advisory committee that mirrors the one that provided input throughout the SRTP planning process. Some stakeholders noted that this was the first opportunity they had to provide input on public transit services, and it would be beneficial to continue this forum and the engagement of a variety of individuals, agencies, and organizations.

Many transit agencies have found it helpful to have an ongoing Transit Advisory Committee (TAC). The role of a TAC is to help the transit program better meet mobility needs in the community by serving as a link between citizens served by various entities and public transportation. A TAC is also a good community outreach tool for transit programs, because having an ongoing dialogue with stakeholders allows for transit staff to have a greater understanding of transit needs in the community, and a greater understanding by the community of constraints faced by the transit program. Working with the proposed TAC, TRPTA can determine how often the committee needs to meet to ensure members are engaged in activities and efforts.

Advantages

- Provides an additional forum for dialogue between the community and TRPTA.
- Provides a venue for community networking and for facilitating the proposed sponsorship program.
- Can be a good community relations and marketing tool.

Disadvantages

- Takes staff time to organize and document committee meetings and initiatives.

Expenses

- The expenses associated with forming a TAC are modest and include the cost associated with the staff time spent planning and organizing the meetings, and any printing and presentation materials needed for the meetings.

Ridership

- While forming a TAC may not have a direct effect on ridership, it may generate ideas that will help boost ridership.

Chapter 5

Operations Plan

INTRODUCTION

This chapter proposes an operations plan for TRPTA, using current services as a base and incorporating preferred service improvements as presented in Chapter 4. Chapters 6 and 7 provide the companion capital and financial plans to support this Operations Plan.

PROPOSED STRATEGY AND PHASING

The proposed operations plan involves selections and combinations from the menu of alternatives presented in the previous chapter. The plan takes into account the need to improve services while maintaining expenses near current funding levels, in addition to the need to expand services when funding opportunities become available. The phasing of improvements therefore reflects incremental service expansions that would be implemented over the next five years if funding is available. Overall, the service modifications in the plan are intended to respond to the improvements deemed most important by current TRPTA customers and other key stakeholders.

The Operations Plan is divided into short-term (typically 1-2 years), mid-term (3-4 years), and long-term (5 or more years) projects. While the plan is constrained based on reasonably expected revenues, it is also designed to allow TRPTA to adapt to changing circumstances and to consider accelerated implementation. The proposed phasing indicates approximate timing and priority; however, implementation of any component is often a function of funding availability. Acceptance of this plan does not obligate TRPTA or their partners to fund any particular element at any time.

PROPOSED PHASING OVERVIEW

In addition to maintaining current services that are unaffected by service modifications or expansions, the Operations Plan is divided into the following short-term, mid-term, and long-term projects.

Short-Term Project

- Modify Idaho Falls routes (a component of this implementation would be relocating the transfer center to downtown location).

Mid-Term Projects

- Implement Ammon Route.
- Implement Saturday service.

Long-Term Projects

- Implement Downtown Circulator.
- Implement Airport Route.
- Consider additional expansions (increase frequency on Idaho Falls routes and implement additional routes to serve new development and unmet need).

CURRENT SERVICES

Continuing to operate TRPTA's current public transit services, as detailed in Chapter 3, would result in approximately 28,974 service hours and approximately 443,778 service miles.

SHORT-TERM PROJECTS

Modify Idaho Falls Routes

As described in Chapter 4, this project would involve interlining the current route structure. Through the revamped system, geographic coverage would be expanded, while remaining within the current annual service level for the Idaho Falls fixed routes of 11,440. It is anticipated that annual vehicle miles would increase slightly from 173,680 to 182,780.

MID-TERM PROJECTS

Implement Ammon Route

This project would expand the current feeder service into a regular route that provides connections to the modified TRPTA system. This expanded service would increase annual operating hours for the Ammon service from approximately 390 to 2,860. Annual vehicle miles would increase to approximately 31,460.

Implement Saturday Service

This project would expand services on the Idaho Falls routes to include Saturdays. This expanded service would result in approximately 2,288 annual operating hours and approximately 33,488 annual vehicle miles.

LONG-TERM PROJECTS

Implement Downtown Circulator

Through this project a downtown circulator would be implemented. Based on operating the circulator twelve hours per week, this expanded service would result in approximately 624 annual service hours. Annual vehicle miles would be approximately 7,488.

Implement Airport Route

Through this project an airport route would be implemented. Based on operating the circulator for four hours per weekday, this expanded service would result in approximately 1,040 annual service hours. Annual vehicle miles would be approximately 12,480.

PLANNED SERVICE LEVELS

Table 5-1 summarizes the levels of service planned for the recommendations included in this chapter. This table identifies a suggested implementation year for each project for planning purposes, however actual implementation will be impacted by the availability of funding, partnerships with organizations, and other changes that may arise.

Table 5-1: Existing Service Levels and Proposed Service Implications

Years of Planned Deployment	Service Project	Annual Service Hours	Annual Service Miles
Existing	Current TRPTA Services	28,974	443,778
	Short-Term Project		
1-2	Modify Idaho Falls Routes (1)	No Change	9,100
	Mid-Term Projects		
3-4	Implement Ammon Route	2,860	31,460
3-4	Implement Saturday Service	2,288	33,488
	Long-Term Projects		
5 or more	Implement Downtown Circulator	624	7,488
5 or more	Implement Airport Route	1,040	12,480
Totals		35,786	537,794

(1) The proposed modified route system would operate within current annual service hour level; geographic coverage would expand resulting in slight increase in service miles.

IMPLEMENTATION ACTIVITIES

With each service expansion, there would need to be efforts to ensure the community is aware of the new services. These efforts would include:

- Updating the TRPTA website with new route or service information.
- Marketing the new route through posters or outreach efforts at key locations along the route.
- Marketing the new services to key stakeholders in the region through appropriate meetings, flyers, and outreach events.
- Monitoring ridership activity and intermittently surveying passengers, and making modifications to services as needed.

Chapter 6

Capital Improvement Program

INTRODUCTION

This chapter of the Short Range Transit plan (S RTP) outlines the major capital projects needed to support the provision of public transit services for the five-year planning period. These projects include maintaining current services and implementing the service recommendations described in Chapter 5. The Capital Improvement Program is intended to provide the basis for TRPTA's future requests for federal funding for capital replacement, rehabilitation and expansion projects. Costs associated with these capital projects are provided in the Financial Plan in Chapter 7.

VEHICLE REPLACEMENT AND EXPANSION PLAN

This section presents details of the vehicle replacement and expansion plan, including vehicle useful life standards and estimated costs. A vehicle replacement and expansion plan is necessary to maintain a high quality fleet and to dispose of vehicles that have reached their useful life.

Useful Life Standards

The FTA defines useful life as the expected lifetime of project property, or the acceptable period of use in service. Useful life of revenue rolling stock begins on the date the vehicle is placed in revenue service and continues until it is removed from service. If vehicles are allowed to exceed their prescribed useful life they become much more susceptible to break-downs which may increase operating costs and decrease the reliability of scheduled service. FTA's vehicle useful life policy is provided in Table 6-1.

Table 6-1: FTA Rolling Stock Useful Life Policy

Vehicle Type	Useful Life
Light-duty vehicles	Minimum of 4 years or 100,000 miles
Medium, light-duty transit buses (~25'-35')	Minimum of 5 years or 150,000 miles
Medium, medium-duty transit buses (~25'-35')	Minimum of 7 years or 200,000 miles
Small heavy-duty transit buses (~30')	Minimum of 10 years or 350,000 miles
Large heavy-duty buses (~35'-40')	Minimum of 12 years or 500,000 miles

Source: FTA Circular C5100.1

Vehicle Plan

The TRPTA existing fleet was detailed in Chapter 1. As indicated in this inventory 23 vehicles have over 100,000 miles and six have over 2000,000. The fleet inventory also detailed the anticipated replacement year for each vehicle.

Table 6-2 provides a projected annual schedule for vehicle replacement and expansion, taking into account the anticipated replacements years in the current TRPTA fleet inventory along with additions to the revenue vehicle fleet based on the service expansions included in the Operations Plan in Chapter 5. As discussed in Chapter 4, it is recommended that the replacement schedule account for a new line of transit buses as part of a rebranding of Idaho Falls fixed route services. This schedule is based on estimates, as actual vehicle needs may vary depending upon service changes and unexpected economic or societal shifts.

Table 6-3: Vehicle Replacement and Expansion Schedule

Vehicle Type	2018	2019	2020	2021	2022
Replacement	9	4	3	11	5
Expansion	0	0	1	0	2
Service	0	0	0	3	0
Total Vehicles	9	4	4	14	7

FACILITIES

No major capital costs related to the current TRPTA facility are anticipated during the SRTP planning period.

PASSENGER AMENITIES

As discussed in Chapter 3, a top priority expressed by current riders through the on-board customer survey was for additional bus shelters and benches. Looking ahead, TRPTA should assess and prioritize potential candidate stops. Therefore the financial plan includes projected costs for improved passenger amenities. Overall, the addition of bus stop amenities supports the renewed focus on the Idaho Falls fixed routes and should be considered for installation when funds become available.

EQUIPMENT

There are no recommendations for equipment within the SRTP timeframe, although needs may change in future years. The only capital costs related to equipment are for computer and printer items.

TECHNOLOGY

As noted in Chapter 4 TRPTA staff have reported issues with the current software program, particularly with maintaining data and producing reports. Therefore there are considerations to procure a different technology. It is hoped that discussions with the current vendor, combined with additional staff training, can result in improved use of the current system. Therefore, no costs related to new technology are included in the Financial Plan,

Chapter 7

Financial Plan

INTRODUCTION

This chapter provides a financial plan for funding existing and proposed TRPTA services for the five-year planning period. The financial plan addresses both operations and capital budgets, focusing on financially constrained project recommendations.

It should be noted that there are currently a number of unknown factors that will likely affect transit finance over the course of this planning period, including the future economic condition of the region and the State of Idaho, the availability of funding from the federal programs, and local sources.

OPERATING EXPENSES AND FUNDING SOURCES

Table 7-1 provides a financial plan for the operation of TRPTA public transit services through the five-year plan. The top half of the table summarizes annual revenue hours of service for the existing transit program and recommended service projects. The bottom half of the table provides operating cost estimates and funding sources associated with these service projects.

A variety of assumptions were used in developing the operating cost and funding estimates. These include:

- Implementation years are based on the estimated years included in Chapter 5. Actual implementation will be based on funding availability.
- Operating costs are initially based on FY2016 costs. The financial plan for operations assumes a 4% annual inflation rate to project operating expenses associated with maintaining the current level of service and service expansions.
- The funding source amounts are based on the net operating deficit. The net operating deficit is calculated by subtracting the projected farebox revenues from the total operating expenses.
- The projected farebox recovery rate of 2.35% is based on FY2016 data. Since no fare increases are anticipated, this rate was used throughout the planning period.

Table 7-1: TRPTA Financial Plan for Operations

Projects ⁽¹⁾	Year 1	Year 2	Year 3	Year 4	Year 5
Projected Incremental Annual Revenue Hours					
Existing Transit Services	28,974	28,974	28,974	28,974	28,974
Modify Idaho Falls Routes ⁽²⁾	-	-	-	-	-
Implement Ammon Route	-	-	2,860	2,860	2,860
Implement Saturday Service	-	-	-	2,288	2,288
Implement Downtown Circulator	-	-	-	-	624
Implement Airport Route	-	-	-	-	1,040
Total Transit Revenue Hours	28,974	28,974	31,834	34,122	35,786
Projects	Year 1	Year 2	Year 3	Year 4	Year 5
Projected Operating Expenses					
Cost Per Revenue Hour ⁽³⁾	\$62.54	\$65.04	\$67.64	\$70.35	\$73.16
Existing Transit Services	\$1,812,034	\$1,884,515	\$1,959,896	\$2,038,292	\$2,119,823
Modify Idaho Falls Routes ⁽¹⁾	-	-	-	-	-
Implement Ammon Route	-	-	\$193,460	\$201,198	\$209,246
Implement Saturday Service	-	-	-	\$160,958	\$167,397
Implement Downtown Circulator	-	-	-	-	\$45,654
Implement Airport Route	-	-	-	-	\$76,089
Total Projected Operating Expenses	\$1,812,034	\$1,884,515	\$2,153,356	\$2,400,448	\$2,618,209
Anticipated Funding Sources	Year 1	Year 2	Year 3	Year 4	Year 5
Federal ⁽⁴⁾					
	\$884,726	\$920,115	\$1,051,376	\$1,172,019	\$1,278,341
Service Revenues (Contracts)					
	\$548,530	\$570,471	\$651,853	\$726,652	\$792,571
Local					
Local Contribution	\$336,196	\$349,644	\$399,523	\$445,367	\$485,769
Revenues - Farebox ⁽⁵⁾	\$42,583	\$44,286	\$50,604	\$56,411	\$61,528
Total Projected Operating Revenues	\$1,812,034	\$1,884,515	\$2,153,356	\$2,400,448	\$2,618,209

(1) Implementation years are estimated. Implementation will be based on funding availability.

(2) Modified route system would remain within current service hours.

(3) Based initially on FY2016 cost per hour; then assumes a 4% annual inflation rate.

(4) Assumes 50% federal share.

(5) Based on FY2016 recovery rate of 2.35%.

VEHICLE REPLACEMENT, CAPITAL EXPENSES AND FUNDING SOURCES

Table 7-2 provides a financial plan for vehicle replacement and expansion for the five-year plan. The assumptions involved in developing the capital cost and funding estimates involved the following:

- Incorporating capital needs detailed in Chapter 6.
- Using estimated vehicle costs.
- Estimating cost amounts for technology upgrades and for installing shelters at appropriate locations.

Table 7-2: TRPTA Financial Plan for Capital

Capital Need ⁽¹⁾	Year 1	Year 2	Year 3	Year 4	Year 5
Vehicle Replacement					
Light-Duty Bus ⁽²⁾	\$702,000	\$ -	\$234,000	\$858,000	\$390,000
Heavy-Duty Transit Bus ⁽³⁾	\$ -	\$2,100,000	\$ -	\$ -	\$ -
Support Vehicle ⁽⁴⁾	\$ -	\$ -	\$ -	\$ 90,000	\$ -
Vehicle Replacement Total	\$702,000	\$2,100,000	\$234,000	\$948,000	\$390,000
Vehicle Expansion					
Light-Duty Bus	\$ -	\$ -	\$ 78,000	\$ -	\$ 78,000
Trolley ⁽⁵⁾	\$ -	\$ -	\$ -	\$ -	\$100,000
Vehicle Expansion Total	\$ -	\$ -	\$ 78,000	\$ -	\$178,000
Equipment					
Computers and Printers	\$ 15,000	\$ -	\$ 15,000	\$ -	\$ 15,000
Equipment Sub Total	\$ 15,000	\$ -	\$ 15,000	\$ -	\$ 15,000
Facilities					
Bus Shelters	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Facilities Total	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Capital Needs Total	\$727,000	\$2,110,000	\$337,000	\$958,000	\$593,000

Anticipated Funding Sources ⁽⁶⁾					
Federal	\$581,600	\$1,688,000	\$269,600	\$766,400	\$474,400
Local	\$145,400	\$ 422,000	\$ 67,400	\$191,600	\$118,600
Total Funding	\$727,000	\$2,110,000	\$337,000	\$958,000	\$593,000

(1) Implementation years are estimated. Implementation will be based on funding availability.

(2) Assumes cost of \$78,000 per light-duty bus. Actual cost will vary.

(3) Assumes replacement vehicles in Year 2 would be heavy duty buses for fixed routes.

Assumes cost of \$525,000 per heavy-duty bus. Actual cost will vary.

(4) Assumes cost of \$30,000 per service vehicle. Actual cost will vary.

(5) Assumes cost of \$100,000 for trolley. Actual cost will vary.

(6) Assumes 80% federal, 20% local.

Chapter 8

Monitoring and Evaluation

INTRODUCTION

This chapter provides guidance with efforts to periodically monitor and evaluate current services, as well as future modifications and expansions that result from this plan. Monitoring and evaluation is particularly important to ensure that TRPTA is meeting its goals and objectives and improving system performance. Overall these efforts should include:

- Assessing specific services using general industry performance measures,
- Developing service standards that balance the customer's perception of services and the organization's goals with the quality of service that is affordable and practical given resources and funding, and
- Continuing to coordinate services with regional programs and planning efforts.

As described in the introduction of Chapter 1, this SRTP is a guiding document that should be reviewed and updated to reflect any changes in community priorities, funding availability or other factors that may impact TRPTA's services. It is important to remember that the SRTP is a planning document. As such, when it comes time to develop grant applications and implement projects, TRPTA should revisit the SRTP to ensure that the recommendations are appropriate and feasible given community needs and fiscal realities.

SERVICE PERFORMANCE EVALUATION GUIDELINES

As noted in Chapter 2 the TRPTA staff has reported challenges with using current technology to produce key data used to assess current services. It is vital that this issue is resolved, be through discussions with the current vendor, additional staff training, mentoring from other transit providers in Idaho using the same software, or as a last resort acquiring a different software program. Capturing ridership, service mileage and service hours for each route and service type does not require technology and can be documented on driver manifests if needed. Ridership, miles and hours for each route is essential for evaluating performance. For different service types accurate data not only essential but required for state and federal regulatory entities. Overall, the current process should be improved and melded with the following guidelines to develop an overall program that TRPTA can use to evaluate and assess the system on a regular basis.

Data Collection

Data collection can be difficult and expensive, resulting in the utilization of additional staff simply to collect data. This is counter-productive. However, it is critical to collect data by service and route, not just by vehicle. It is important to concentrate on data collection that has value, and focus on basic operating data (e.g. one-way trips, revenue miles, and revenue hours).

Additionally, accurate data reporting is required by all FTA grant recipients. FTA and the Idaho Transportation Department are much more likely to intervene in the day to day operations of transit agencies that do not accurately collect and report operational and financial data.

DEVELOP RELEVANT PERFORMANCE MEASURES

There is no value in tracking irrelevant measures. Each measure must have a distinct purpose. Performance measures should:

- Be supportive of, and directly linked to, goals and objectives,
- Allow for continual system improvement over time,
- Separate different service types, routes and areas to compare “apples to apples,” and
- Link to management and staff performance.

Proposed Performance Measures

- **Passenger productivity** – separated by service type and individual routes (scheduled routes /dial-a-ride) in order, as noted above, to compare apples to apples:
 - Passenger trips per vehicle hour
 - Passenger trips per vehicle mile
- **Cost measures** - track and allocate cost measures by specific route, service type, or other disaggregated level:
 - Cost per passenger trip
 - Cost per revenue hour
- **Safety indicators**
 - Preventable and non-preventable accidents per 100,000 miles

MONITORING PERFORMANCE

The following guidelines are useful when assessing service performance:

- Identify current performance based on the above measures for each service type and route,
- Develop standards and measures for each service type based on modest improvement over the present level,
- Monitor all standards on a monthly basis with reports that show trends and compare service to previous months and the same month of the previous year,
- Evaluate performance based on the measures on a quarterly basis, and make adjustments as necessary,
- Should any services fail to meet the performance standards for three consecutive months, review the specific route or service and identify strategies to improve performance, or update the performance standards as warranted by changes in circumstance (new services should operate at least 12-18 months before major modifications are implemented),
- Assess the performance standards at least semi-annually, and
- Develop an easy-to-review performance measure “dashboard” for presentation to the Board of Directors and other appropriate stakeholders. At a minimum TRPTA representatives should have ridership, cost per hour and trips per hour data for the entire system, service type and individual route any time they are in discussions with decision makers in the community. Without this information leveraging funds is extremely difficult.

QUALITY OF SERVICE ASSESSMENT

Beyond service performance evaluation is the assessment of the quality of current services, typically through comparison to service standards. These standards are benchmarks, often developed in the following categories to evaluate the quality of service delivered to customers:

Availability

- Response time - defines how far in advance customers must schedule a trip.
- Service span - measures the days and hours per day services are available.
- Service coverage - measures the geographic area where services are available.

Comfort and Convenience

- Reliability (on-time percentage) – measures the degree to which vehicles arrive at scheduled times.
- Travel time - compares time for scheduled or shared ride services to an exclusive-ride trip.
- No shows – measures the impact of no shows on productivity and operating costs as well as inconvenience to customers already on board vehicles.

The Transit Cooperative Highway Research Program (TCRP) *Report 165: Transit Capacity and Quality of Service Manual, Third Edition* provides specific guidance on quality of service issues and the factors influencing both. The manual contains background, statistics, and graphics on various types of public transportation, and it provides a framework for measuring transit availability, comfort, and convenience from the passenger and transit provider points of view. Benzie Bus can use this resource to develop appropriate standards and assess quality of service in the future. It is available at <http://www.trb.org/main/blurbs/169437.aspx>.

COORDINATION WITH OTHER SERVICES, PLANS, AND PROGRAMS

As noted earlier this SRTP was developed in conjunction with the PTHSP that takes a broader view of mobility needs and strategies in the region. It is anticipated that this plans will be sued simultaneously with efforts to provider improved transportation.

In addition, Chapter 3 included a review of various transportation and land use plans for the region. The purpose of this review was to ensure that this plan is consistent with local and regional transportation efforts. Likewise, TRPTA staff should continue to participate in regional planning efforts to ensure that projects recommended in this plan are included in other area plans and studies, where fitting.

Appendix A

Project Advisory Committee

Appendix A

Project Advisory Committee

Short Range Transit Plan Advisory Committee

- Bonneville Metropolitan Planning Organization (BMPO)
- City of Idaho Falls, Mayor
- City of Idaho, Planning Division
- City of Idaho Falls, Public Work Department
- Development Workshop, Inc.
- Eastern Idaho Community Action Partnership (EICAP)
- Iona City Council
- Life, Inc.
- Museum of Idaho
- Pocatello Regional Transit
- Salt Lake Express
- Sage Trucking
- Targhee Regional Public Transportation Authority (TRPTA)
- YMCA of Idaho Falls, Inc.

Appendix B

TRPTA Board of Directors

TARGHEE REGIONAL PUBLIC TRANSPORTATION AUTHORITY

Board Title	Term (Max 6 years) Start Date	Expiration Date	Name	Address	Phone	Email	Represents
	7/13/2017	7/13/2020	Ann Rydalch		208-221-6002	arydalch@msn.com	City of Ammon
	1/12/2017	1/11/2019	Dave Radford	605 N. Capital, Idaho Falls	529-1360	dradford@co.bonneville.id.us	Bonneville County
Chair	10/1/2008	9/30/2014	Jonalee McDonald	3785 E. 109 N. Idaho Falls	529-8648/709-4288	dadandfamily@yahoo.com	City of Ucon appointee
	8/20/2014	9/30/2016	Michael O'Bleness	535 W. 25th St. Idaho Falls	524-1550 ext 106/520-1713	mike.obleness@dwinc.org	City of Idaho Falls
Secretary / Treasurer	10/1/2005	9/30/2011	Rance Bare	1445 Scorpious Dr. Idaho Falls	524-1790	silvertip1940@gmail.com	Bonneville County appointee
	2/4/2016	9/30/2022	John Radford	308 C. St, Idaho Falls		jradford@idahofallsidaho.gov	City of Idaho Falls
	Vacant						City of Iona
	1/15/2016	9/30/2022	Mayor Jerry Merrill	35 N. 1st E. Rexburg	359-3020	mayor@rexburg.org	City of Rexburg
	Vacant						City of St. Anthony
	2/16/2013	9/30/2019	John Turdelle	PO Box 572, Victor	520-7908	no email address	Teton County appointee
	Vacant						City of Driggs
General Manager	No Term; hired staff	N/A	Amanda Ely	1810 W. Broadway, Idaho Falls, ID 83402	208-535-0356 ext 110	amanda.trpta@gmail.com	TRPTA employee
Assistant General Manager	No Term; hired staff	N/A	Jefferson Tsosie	1810 W. Broadway, Idaho Falls, ID 83402	208-535-0356 ext 108	jefferson.trpta@gmail.com	TRPTA employee

Appendix C

Onboard Survey Instrument

TRPTA CUSTOMER SURVEY



Help us to serve you better! Targhee Regional Public Transportation Authority (TRPTA) is conducting a transit plan, and we need your input on our services so that we can better understand current travel patterns and needs in the community. Please take a minute to complete this survey during your bus trip. Please complete only one survey. Thank you!

1. Which TRPTA route did you board?

- Blue Route Green Route
- Red Route Yellow Route
- Rexburg/Driggs Rexburg/St. Anthony
- Iona/Idaho Falls Idaho Falls/Rexburg
- Demand Response Ammon Route Feeder

2. How many TRPTA buses will it take to complete this one-way trip today?

- 1 2 3 4+

3. What is the purpose of your trip today?

- You may check more than one.*
- Work School
 - Social/Recreation Medical/Dental
 - Shopping/Errands Tourism
 - Child Care Other

4. Is your trip part of a round-trip on the bus?

- Yes No Don't Know

Please let us know where you are COMING FROM:

5. Where did this one-way trip start?

Please select only one.

- Home Shopping/Errands
- School Medical/Dental Office
- Work Social or Recreational Activity
- Child Care Other _____

6. How did you get to the bus stop for this bus?

You may check more than one.

- Walked – How many blocks? _____
- Another bus – Which route? _____
- Car – Drove Alone Car - Carpooled
- Bicycle
- Other: _____

Please let us know where you are GOING TO:

7. Where will this one-way trip end?

Please select only one.

- Home Shopping/Errands
- School Medical/Dental Office
- Work Social or Recreational Activity
- Child Care Other _____

8. How will you get to your final destination once off the bus? You may check more than one.

- Walk – How many blocks? _____
- Another bus – Which route? _____
- Car – Drive Alone Car - Carpool
- Bicycle
- Other: _____

9. Please rate TRPTA in the following areas:

	<u>Strongly Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Strongly Dissatisfied</u>	<u>No Opinion</u>
a. Frequency of Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Areas that Are Served by Bus Routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Locations of Bus Stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Bus Running On-Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Hours of Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Availability of Transit Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Cost of the Bus Fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Sense of Security on Buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Sense of Security at Stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Cleanliness of Buses and Stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Courtesy/Friendliness of Bus Drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Overall Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Turn Over Please ☞

10. What do you like the **MOST** about TRPTA?

11. What do you like the **LEAST** about TRPTA?

12. Are there places in the area that you need to go that TRPTA does not serve?

Yes No

If, yes, where?

13. Do you believe the bus fare price is reasonable for the TRPTA service you are receiving today?

Yes No

If not, what do think the fare should be?

14. Which of the following improvements would be **MOST** useful to you? *Please choose your top 3.*

- More frequent service Saturday service
 Shorter travel times Sunday service
 Bus stop shelters/benches Shorter travel times
 Earlier morning service Later evening service
 Greater availability of schedule information
 Other: _____

15. If TRPTA were to make one service improvement, what would be your top choice?

16. How often do you typically ride TRPTA per week? Number of days per week:

1 2 3 4 5+

17. What is your home ZIP Code? _____

18. What is your gender? Male Female

19. How many people live in your household? _____

20. What is your age?

- 12 or younger 35 – 49
 13 – 17 50 – 64
 18 – 24 65 and older
 25 – 34

21. Do you have a valid driver's license?

Yes No

22. How many cars are in your household?

0 1 2 3 or more

23. Was a car available to you for this trip?

Yes No

24. Do you have a cell phone with Internet access?

Yes No

25. What is your employment status?

You may check more than one.

- Employed Full-Time Employed Part-Time
 Student Retired
 Not Employed

26. What is your total annual household income?

- Under \$20,000 \$60,000 - \$79,999
 \$20,000-\$39,999 Over \$80,000
 \$40,000 - \$59,999 Don't Know

27. Are you of Hispanic origin?

Yes No

28. How would you classify yourself?

- African American/Black
 Asian or Pacific Islander
 Caucasian/White
 Native American
 Other: _____
 I choose not to answer

Please provide any comments regarding your ride today or public transportation in the area:

THANK YOU! Please return your completed survey to the TRPTA driver. If you need more time please give the completed survey to the driver on your next trip.

Appendix D

Bus Stop Guidelines

BUS STOP GUIDELINES

Bus stops are transit's front door and they should be inviting. Bus stops should be configured to the local area to maximize usage and productivity. The following bus stop configurations are provided as guidelines. Actual bus stop placement should take all location factors into account and be decided on a case-by-case basis.

Bus stop locations are generally defined in relation to the intersection. The types of bus stop locations as it relates to the intersections are:

- Near-side (upstream) of the intersection
- Far-side (downstream) of the intersection
- Mid-block (midway between intersections)

The relative advantages and disadvantages for each bus stop placement, and the circumstances under which each location is recommended, are presented in Table D-1.

Table D-1: Bus Stop Locations

Location Related to Intersection	Advantages	Disadvantages	Where Recommended
Far-side	<ul style="list-style-type: none"> • Minimizes conflicts between right turning vehicles and buses • Provides additional right turn capacity by making curb lane available for traffic • Minimizes sight distance problems on approaches to intersection • Encourages pedestrians to cross behind the bus • Creates shorter deceleration distances for buses • Results in bus drivers taking advantage of gaps in traffic flow created at traffic signals 	<ul style="list-style-type: none"> • May result in intersections being blocked during peak periods by parked buses • May obscure sight distance for crossing vehicles • May increase sight distance problems for pedestrians • Can cause a bus to stop far- side after stopping for a red light • May increase number of rear-end accidents since drivers do not expect buses to stop again after a red light • Could result in traffic queued into intersection 	<ul style="list-style-type: none"> • There is a high volume of turns • Route alignment requires left turn • Complex intersections with multi-phase signals or dual turn lanes • Traffic is heavier on the near-side • Existing pedestrian conditions are better on far-side • Traffic conditions and signals may cause delays if near-side • Intersections have transit signal priority treatments

Location Related to Intersection	Advantages	Disadvantages	Where Recommended
Near-side	<ul style="list-style-type: none"> • Minimizes interference when traffic is heavy on the far side of the intersection • Allows passengers to access buses close to the crosswalk • Results in the width of the intersection being available for the driver to pull away from the curb • Eliminates double stopping • Allows passengers to board and alight while the bus is stopped at a red light • Provides driver with opportunity to look for oncoming traffic 	<ul style="list-style-type: none"> • Increases conflicts with right-turning vehicles • May result in stopped buses obscuring curbside traffic control devices and crossing pedestrians • May cause sight distance to be obscured for cross vehicles stopped to the right of the bus • May block the through lane during peak period with queuing buses • Increases sight distance problems for crossing pedestrians 	<ul style="list-style-type: none"> • Traffic is heavier on the far-side • Existing pedestrian conditions are better than on the far-side • Pedestrian movements are safer on near-side • Bus route continues straight through the intersection
Mid-block	<ul style="list-style-type: none"> • Minimizes sight distance problems for vehicles and pedestrians • May result in passenger waiting areas experiencing less pedestrian congestion 	<ul style="list-style-type: none"> • Requires additional distance for no-parking restrictions • Encourages jaywalking • Increase walking distance for patrons crossing intersections 	<ul style="list-style-type: none"> • When the route alignment requires a right turn and curb radius is short • Problematic traffic conditions at the intersection • Passenger traffic generator is located mid-block • Compatible with corridor or district plan

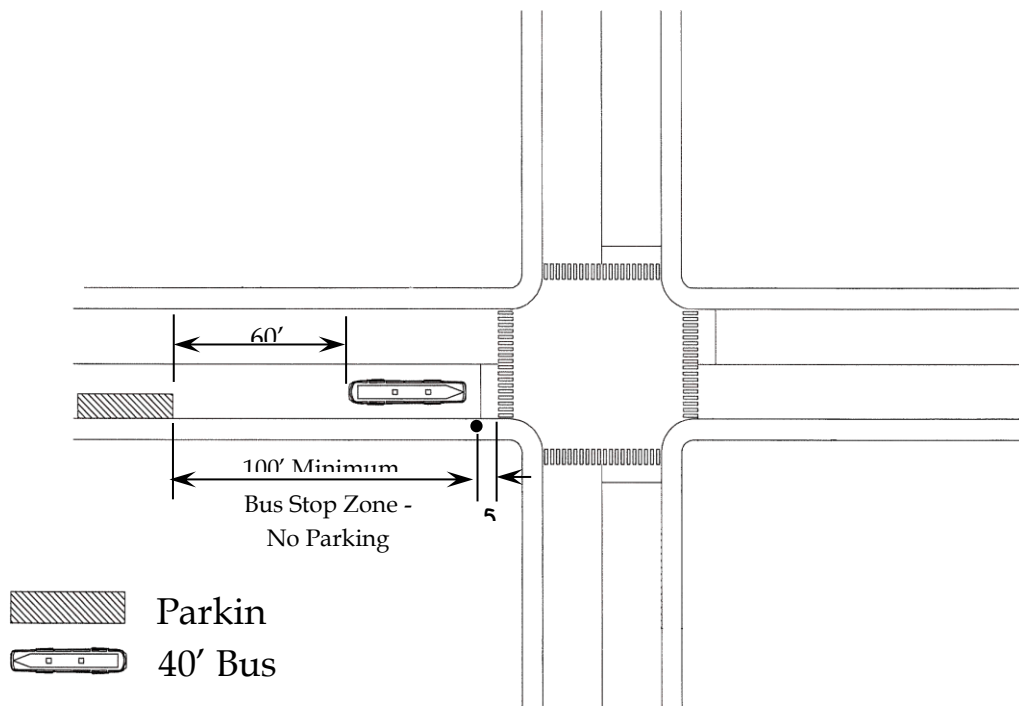
Near-side Stops

Figure D-1 provides an illustration of a typical near-side bus stop location. Stops located near-side of the intersection should be placed at least 5 feet from the crosswalk to prevent the bus from straddling the crosswalk while it is stopped to serve the stop. Near-side bus stop should be used if:

- Primary trip generator is downstream from the intersection
- Existing pedestrian facilities are greater than on the far-side
- Pedestrian movements are safer than on the far-side
- Route requires a right turn at the intersection

If curb-side parking is permitted before the stop, adequate clearances must be provided to allow the bus to align with the curb. Near-side stops at intersections with dedicated right-hand turn lanes where right-on-red turning is permitted should be avoided.

Figure D-1: Typical Near-side Bus Stop Placement



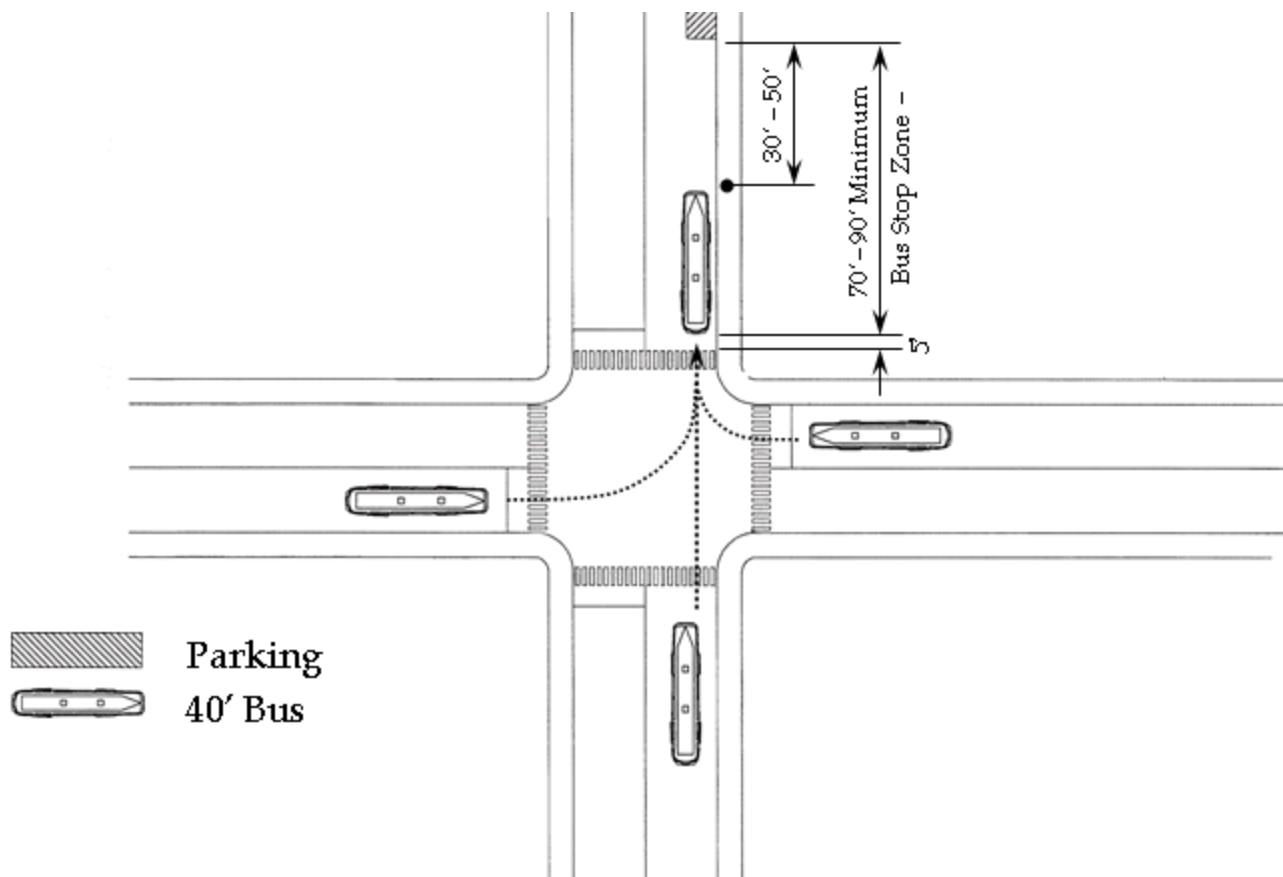
Far-side Stops

Figure D-2 provides an illustration of a typical far-side bus stop location. For a standard 40' bus, the stop should be located at least 50' from the intersection to ensure that the rear of the vehicle does not protrude into the intersection and/or straddles the crosswalk. Far-side bus stop should be used if:

- Primary trip generator is upstream from the intersection
- Existing pedestrian facilities are greater than on the near-side
- High volume of right turns near-side of intersection
- Pedestrian movements are safer than on the near-side

If curb-side parking is permitted after the stop, adequate clearances must be provided to allow the bus to safely merge back into traffic.

Figure D-2: Typical Far-side Bus Stop Placement

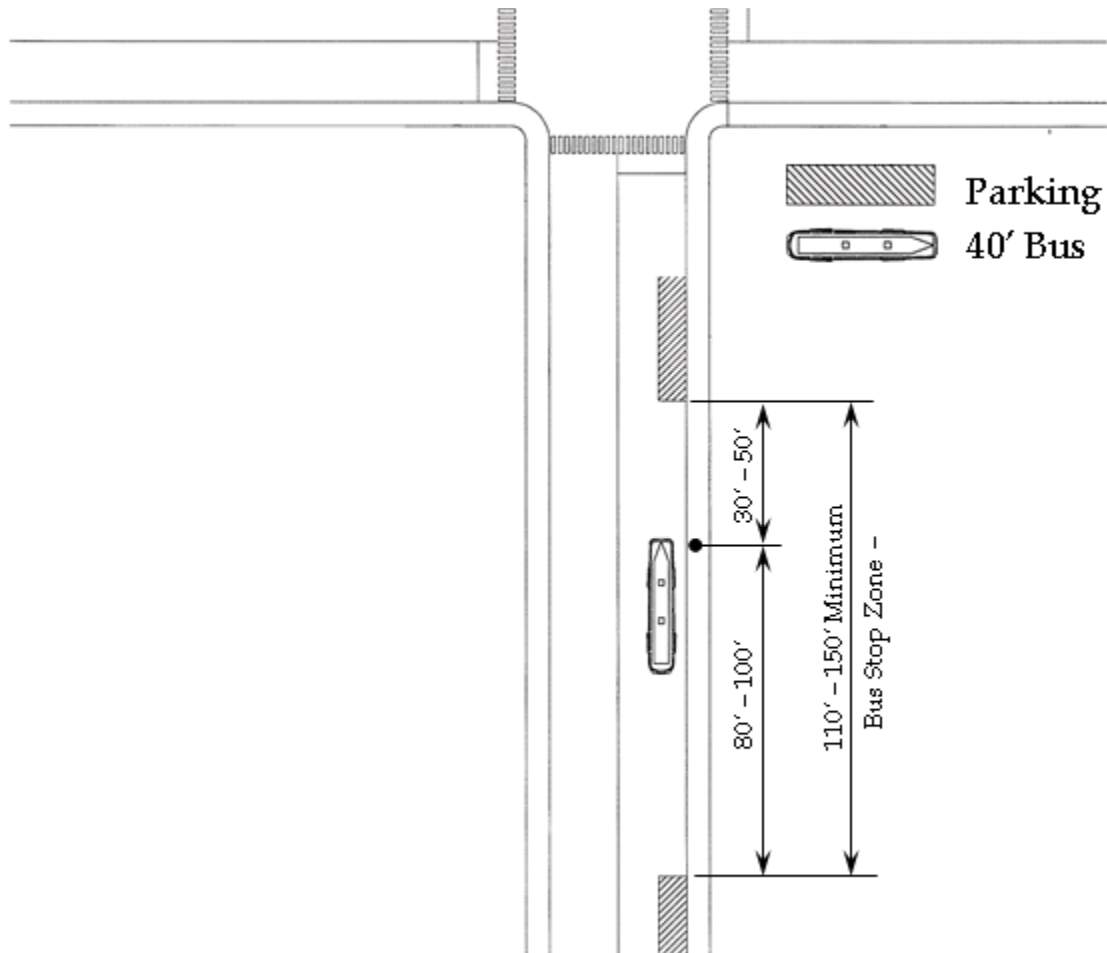


Mid-Block Stops

Figure D-3 provides an illustration of a typical mid-block bus stop. Mid-block stops are generally not preferred and should be avoided whenever possible. Mid-block stops are appropriate when:

- Major trip generators are located mid-block and cannot be served at the nearest intersection

Figure D-3: Typical Mid-Block Bus Stop Placement



Bus Stop Hierarchy

As TRPTA moves to optimize its bus stop system it will be important to prioritize what and where improvements will be made. Table D-2 provides a hierarchy of bus stop types that will provide a guide on the provision of passenger amenities for the different bus stop types. There are three classes of bus stops: Basic Stop, Enhanced Bus Service, and Transit Center stops.

The number of boardings per day, across all routes serving the stop, including transfers, is recommended as the primary criterion for determining whether or not an amenity should be installed at a stop. This will ensure that resources are used at locations where they will benefit the greatest numbers of users.

Secondary considerations may include:

- Special populations served by the stop. For example, a stop located near an organization which serves older people or people with disabilities would be a good candidate for a bench, since the presence of seating at the stop may make a difference as to whether an individual who has difficulty walking can use fixed-route service (instead of the Americans with Disabilities Act (ADA) paratransit).
- Stop sponsorship. A stop where an adjacent property owner or other organization is willing to finance and/or maintain a shelter or other types of amenities may be a good candidate for this type of amenity even if total boardings fall short of minimum thresholds. This includes advertising shelters, which the shelter vendor may wish to place at strategic locations for visibility of the advertisement in the community as part of their contract with the local jurisdiction.

Table D-2: Bus Stop Hierarchy

Amenity	Basic Stop	Enhanced Service Bus Stop	Transit Center
Bus Stop Sign	Yes	Yes	Yes
ADA 5'x8' Landing Pad	Yes	Yes	Yes
Sidewalk	Yes	Yes	Yes
Lighting	Evening service	Yes	Yes
Seating	Trip generator based	Yes	Yes
Expanded Boarding & Alighting Area (Rear-door Access)	No	Site specific	Yes
Bus Bay (Pull Off)	No	Site specific	Yes
Shelter(s)	1 (50+ boardings/day)	1	2 +
Trash Receptacle	Site specific	Yes	Yes
Information Case	Contingent on shelter	Yes	Yes
System Map	Contingent on shelter	Yes	Yes

Bus Stop Signs

A bus stop sign should be securely mounted on its own post, at an angle perpendicular to the street. For and bus stops that are served by TRPTA (within the primary TRPTA

Service area) and other transit agencies, the TRPTA flag shall be placed at the top of the bus stop post above the other transit agency flag. Each bus stop should be marked with a bus stop sign indicating to bus operators and customers the location of the bus stop. It indicates to passengers and drivers where buses stop, as well as publicize the availability of the service. Placement of bus stop signs should take into consideration customer convenience, accessibility and safety, and stop visibility. Bus stop signs should conform to ADA requirements for height, width, and visibility. Minimum information on the bus stop sign should include system name and logo, contact phone number, and route numbers or names.

Bus Stop Sign Post

It is preferred that all bus stop locations should have their own bus stop posts. Shelters designed to accommodate bus stop signs can be used in lieu of a bus stop post. Using street sign posts, light posts, and other non-bus stop posts should be avoided whenever possible. Bus stop posts should be rust resistant, painted white and distinguishable from other posts in the same area so as to benefit customers with visual impairments. Poles must not block sidewalk accessibility.

Information Case

Route maps and schedule information should be provided at all bus stops and at stops that serve as transfer points. Shelters should be designed with panels that will accommodate customer information such as system maps, neighborhood maps, sponsor information, and/or schedule and route information. Customer information at high activity stops without bus shelters can be provided through an information case that is attached to the bus stop post. Information cases are an avenue into advertisements and system sponsorships.

Other Amenities to Consider

- Lighting - Adequate lighting at bus stop facilities allow bus drivers and approaching traffic to see waiting passengers at night.
- Benches - Benches are recommended for bus stop locations that are near sites that attract riders who may have difficulty walking and standing, particularly, stops where headways are longer than 15 minutes.
- Shelters - Shelters are recommended for all stops at which 50 or more passengers board per day, enhanced service stops, and transit centers.

- Trash Cans - Trash receptacles at bus stops should resemble other publicly owned and maintained trash cans along the corridor. Considerations should be given to maintenance and trash pick-up whenever trash receptacles are provided. Trash receptacles should be installed where they do not create an obstruction or interfere with the accessibility of the bus stop or the adjacent sidewalk.
- Vendor Boxes – Vendor boxes (also referred to as newspaper boxes) can provide passengers with reading materials while they wait for a bus. Owners of these vendor boxes generally place their boxes at locations with a high level of pedestrian activity. This is another aspect of bus stops with sponsorship.

Appendix E

Sponsorship Program Guidelines

SPONSORSHIP PROGRAM GUIDELINES

Identifying the Sponsorships

As discussed above, the program is designed to sell a service to both public and private sponsors. Possible services for sale can include (but should not be limited to):

Sponsorship Services at Any Level

- Recognized as a sponsor on the TRPTA how to ride guide (system map and schedule) and web site.
- Sponsored by... on all system literature and advertising.
- Decal on side or back of the bus.
- Dedicated shuttle.
- Special promotions sponsorship such as free fare day.

Higher Level Sponsorship Services

- Company logo on TRPTA map.
- Placing of a shelter for customers and/or employees.
- Placing of a stop conducive to customers and/or employees - this could include going into a parking lot and stopping next to the facility.
- Route named for sponsor.
- Bus Wrap.

If properly packaged, these services have considerable value to businesses such as:

- Large Retailers – Walmart, and Albertsons are excellent examples, malls and other big box stores are others.
- Medical Facilities – There are a number of examples of wrapped buses for medical centers, medical groups, and pharmacies. TRPTA already has a great relationship with the local medical facilities and has partnered with them to wrap buses in the past.

- Large Local Based Businesses – Melaleuca, INL, Netmark, hotels, downtown district, are just some of the potential partners
- Small Local Based Companies – Any local company can participate at a number of levels.
- Local Restaurants – Advertisement and stops can be of great value to these businesses. The potential to lease space to food trucks at the future transfer facility should be explored by TRPTA.
- Television, Radio Stations, and Local Newspapers – There are also opportunities with these organizations. They can give TRPTA valuable advertising.

Develop Sponsorship Levels and Packages

After determining what will be for sale, the following activities are recommended to be accomplished:

1. Price Items – Attach value to each item for sale. Check with firms that wrap buses to determine the cost of a wrap. Items should be priced competitively with similar types of advertisements, such as billboards, and television and radio advertising. Think big! Both large and small firms should have opportunities. Set up multi-year packages for semi-permanent advertising such as bus wraps, shelter and bench signs.
2. Develop Sponsorship Packages – After pricing the various services to be provided, TRPTA should put them in sponsorship packages to maximize revenue. Each level of sponsorship should have a name to it. For example; gold, silver, bronze, etc., or a name to connote transit. Examples can include:
 - a. High End Sponsor (Five star, platinum, etc.) – the value of these services is significant. High end services should only go to those sponsors willing to pay over \$10,000 per year (with 3 year contracts). Various packages can be combined based on a customer/sponsors need. These high end services include, but are not limited to; bus wraps (or limited ad space), a shelter in front of facility, with advertising, route named after sponsor (e.g. Walmart Ammon Route), routing conducive to the sponsors business, and logo on the TRPTA map. Each of these services should be worth up to \$10,000 per year and more if they are combined.
 - b. Mid-Level Sponsors – These sponsors should have access to a variety of packages that include; advertising on a shelter(s), bench(s), and internal advertising. Decal on back of the bus, digital advertising on monitors, and name in the riders guide are also available. Other opportunities can include sponsoring special promotions.

- c. Entry Level Sponsor – Small local sponsors have a place in sponsorship as well. Packages can include: advertising on benches, and internal advertising. Certain special promotions should be priced for the entry level sponsor, and recognition as a sponsor should be on promotional material.

Sponsorship Implementation Tasks

- Create Promotional Material – Develop materials to sell the sponsorships. The material should be of high quality.
- Recruit Supporters – Community and political leaders as well as can be recruited to help sell the packages. Attempt to get local media outlets to assist. The KFH Group has already garnered interest from several potential partners.
- Sell Sponsorships – After all of the preparation has been completed, the sales can be initiated. Both large and small sponsors should be sought. For larger firms, first attempts should be with local contacts. If attempts with large firms fail at the local level - contact regional or corporate offices.

Funding Potential

With an aggressive, professional sales approach this program has the potential to generate significant unencumbered cash for the organization. The vehicles serving as rolling billboards can generate more than \$1,000 per month per vehicle (after expenses). Assuming 4 vehicles are wrapped, this approach can generate up to \$48,000 per year in revenue. Additional sponsorships can generate approximately \$60,000 annually for net revenue of \$84,000 annually. With public funding from the city of Ammon unlikely (yet the need for improved transit service extensive) sponsorships with the large retailers in the city can be a great opportunity to expand service in Ammon.