

City of Jefferson Transit Development Plan

Implementation Plan March 9, 2006

This section presents a checklist of major steps in implementing the recommendations from the Transit Development Plan. The TDP recommends several changes to go into effect in or about June 2006. The recommendations include reconfiguring the existing transit routes to move the transfer center to the intercity bus station at 620 West McCarty, extending the span of service by starting service approximately 30 minutes earlier in the morning and ending service approximately one hour later in the evening, and implementing a fare increase from fifty cents to seventy-five cents. It is recommended that all three changes be made simultaneously, so that users will be able to see an increase in service along with the higher cost for using the service. Separate implementation checklists are provided below for the transfer center move, the service modifications and the fare increase. A key factor in the timing is the completion of the McCarty bus station improvements. In addition, FTA requires a public hearing for implementing a fare increase. This needs to be completed beforehand in order to implement the recommendations simultaneously.

The main components of the checklist involve informing passengers, drivers and others about each of the recommended changes. It is best to start that process as soon as the routes, schedules, etc. are verified and finalized. Using the mass media, public forums, stakeholders, and drivers are good communication outlets that are recommended in the checklist. Table 1 shows the major steps and timing for moving the transfer center and implementing the service modifications. Table 2 shows the required steps for implementing the fare increase.

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Table 1: Checklist for Transfer Center Move and Transit Service Modifications

Weeks Before Start	Category	Activity
24	<i>Operations</i>	Verify schedule times and time points.
22	<i>Operations</i>	Begin bidding process for bus station improvements.
21	<i>Operations</i>	Test drive modified routes; make sure turns can be made and schedule can be met. Make sure no vehicle clearance issues. Obtain “turn-by-turn” directions.
17	<i>Transit Staff</i>	Inform and educate staff.
16	<i>Operations</i>	Initiate contract for bus station improvements.
16	<i>Operations</i>	Determine how bus stop signs to be installed and by who and when.
16	<i>Transit Staff</i>	Meet with drivers on the routes changes.
14	<i>Operations</i>	Determine total number and location of bus stop signs needed.
11	<i>Operations</i>	Order and install bus stop signs.
10	<i>Public Information</i>	Hold Public Forum before service change and give chance for riders to ask questions about transfer center move, route changes and fare increase. FTA guidelines require a public hearing in advance of a fare increase or a significant service change.
9	<i>Public Information</i>	Develop new public schedules/maps.
8	<i>Public Information</i>	Hold press conference on changes including transfer center move, route changes and fare increase.
8	<i>Transit Staff</i>	Drive groups of drivers on routes with staff.
6	<i>Public Information</i>	Reproduce new schedules/maps.
6	<i>Buses</i>	New designation signage for new downtown shuttle (Downtown Circulator #1) route and new destinations on existing routes.
6	<i>Public Information</i>	Work with key social service agencies and other important destinations to publicize transfer center move, route changes and fare increase. Staff may visit with agencies and clients and hold information session.
4	<i>Operations</i>	Complete site and building improvements at McCarty Street bus station.
4	<i>Transit Staff</i>	Determine which drivers will drive which routes.
3	<i>Public Information</i>	Distribute schedules and maps to Jefferson & High transit center, City Hall, library, social service agencies, key destinations (Wal-Mart, Target and Capital Mall) as well as web site.
3	<i>Transit Staff</i>	Provide driver schedule for assigned route(s).
2	<i>Public Information</i>	Prepare on-board announcements—post on bus and distribute.
3 to 4 days	<i>Public Information</i>	Ask drivers to let riders know about changes.
3 days	<i>Public Information</i>	Prepare press release one-day prior to new service (release on Friday before service starts if service starts on a Monday).
2 days	<i>Transit Staff</i>	Test run modified system on weekend; one or two round trips.
0	<i>Public Information</i>	First day (assume a Monday)—post staff at bus station to provide and distribute information.

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Table 2: Checklist of Fare Increase Implementation

Weeks Before Start	Category	Activity
17	<i>Transit Staff</i>	Inform and educate staff.
10	<i>Public Information</i>	Hold Public Hearing required by FTA for fare and/or major route change. This can be in conjunction with Public Forum before service change to give chance for riders to ask questions about transfer center move, route changes and fare increase.
8	<i>Public Information</i>	Hold press conference on changes including transfer center move, route changes and fare increase.
6	<i>Public Information</i>	Work with key social service agencies and other important destinations to publicize transfer center move, route changes and fare increase. Staff may visit with agencies and clients and hold information session.
2	<i>Public Information</i>	Prepare on-board announcements—post on bus and distribute.
3 to 4 days	<i>Public Information</i>	Ask drivers to let riders know about changes.
3 days	<i>Public Information</i>	Prepare press release one-day prior to new service (release on Friday before service starts if service starts on a Monday).
0	<i>Public Information</i>	First day (assume a Monday)—post staff at bus station to provide and distribute information.