



WHAT IS A TDP?

- 10-year strategic plan for transit
 - Evaluates existing conditions
 - Determines future needs
 - Outlines phased service & implementation plans
 - Includes funded & unfunded priorities
 - Updated every 5 years
- FDOT requirement for funding
- What TDP is not
 - Budget, a binding agreement



Welcome again and thank you for joining us for this public workshop at this extraordinary time!

Before I proceed with presenting information about LeeTran’s Transit Development Plan, also known as a TDP, and its recommendations for transit in Lee County, let’s first look at what a TDP is and is not.

A TDP is a ten-year plan that lays out a strategic vision for the future of a transit agency.

It looks at existing conditions in a community, both in terms of growth and demographics, as well as current transit services. Then, it identifies current and future needs for enhanced transit mobility, regardless of whether there is current funding for them. Finally, the TDP compiles a logical, phased plan for bridging the gap between today’s services and tomorrow’s needs.

In addition, it is especially important for transit agencies in Florida, like LeeTran, because a Major Update of the TDP is required every five years by the Florida Department of Transportation because it also is a required element for these agencies to receive funding from the State. This specific source of revenue is known as Block Grant Funding.

From a local policy perspective, it also is helpful to understand that while a TDP outlines how a transit agency may desire to grow and evolve over time, it is not a binding agreement, like a budget. Because of this, during interim years between the major updates, annual progress reports are prepared by agencies to show how they are doing over time with the implementation process. If changes in local conditions necessitate changes in the vision plan, these are addressed in the annual updates, as well.



LEETRAN TDP PROCESS

- Components
 - ✓ Evaluate baseline conditions
 - ✓ Assess existing transit options
 - ✓ Conduct Phase I public outreach
 - ✓ Determine transit needs
 - Conduct Phase II outreach
 - Develop service & implementation plans
 - Develop financial plan
- Final report
 - Due September 1, 2020
 - Covers FY 2021-2030



So, now that we understand that the TDP reflects the community’s vision for transit over time while identifying needs and recommended solutions to meet those needs, regardless of whether they can be addressed with existing revenue streams, let’s take a look at how it’s prepared.

First, the development of the plan is a collaborative process and it strives to be consistent with other local and regional and plans or programs.

It has several key analytical components. To date, LeeTran’s TDP project team has evaluated the baseline conditions and existing transit options, conducted the first phase of public outreach, and identified key transit needs in the county and region.

We are now conducting the second phase of public outreach to gauge reactions to proposed plan recommendations. With your input, next we will be developing the service, implementation, and financial plans for the new network.

The final report, which will cover fiscal years 2021-2030, is due in September 2020.

LEETRAN TDP PROCESS

2020 COA

- Operational efficiency assessment
- Improve current service near-term
- Save/reallocate resources
- Represents initial years of TDP

2020 TDP

- 10-year strategic vision for transit
- Holistic planning process to improve current service over time
- Funded/unfunded priorities & implementation plan

- Ongoing COA's impact on the TDP
 - Integrate specific operational improvements with TDP's larger strategic vision for transit service development
 - Help re-imagine the transit network, mobility solutions, and technological opportunities for Lee County for the next 10 years and beyond



At the same time that this TDP is being prepared, LeeTran also is conducting a Comprehensive Operational Analysis of its fixed-route bus services, which is also known as a COA.

The primary goal of the COA is to enhance the efficiency of LeeTran's fixed-route bus services so that its current resources are utilized effectively in meeting the transit needs of the community. The analysis process is designed to examine and evaluate the system to determine where improvements can be made to make transit operations more effective and efficient across the network, while still ensuring the ability of the system to serve existing riders. Ultimately, the COA is trying to ensure that LeeTran gets the "best bang for its buck."

The main purpose of completing the COA concurrently with the TDP is to enable any proposed changes to routes and the network to be included in the TDP as the "new" base network for the initial years of the plan. This base network then becomes the starting point for the project team to determine the appropriate mobility solutions, capital improvements, and technologies needed in Lee County over the next 10 years.

PUBLIC INVOLVEMENT



Direct Involvement Techniques

Activities that directly engage the public and stakeholders in "hands-on" workshops and/or discussion about the project, such as open house public workshops, stakeholder interviews, rider and non-rider surveys in both printed and online media, and presentations to elected officials.

- ✓ Rider Survey
- ✓ Bus Operator Survey
- ✓ Discussion Groups
- ✓ Public Input Survey
- ✓ Stakeholder Interviews
- ✓ Transit Priorities Survey
- Virtual Public Workshops



Information Distribution Techniques

The use of materials or methods to inform the general public and stakeholders about the project, including branding, social media outreach, website content, emails, and other materials such as fact sheets, fliers, presentation boards, and media releases.

- ✓ Branding
- ✓ Email blasts
- ✓ Presentations
- Flyers



Every planning process works best when it involves the members and stakeholders of the community to ensure that the process recognizes needs from their perspective.

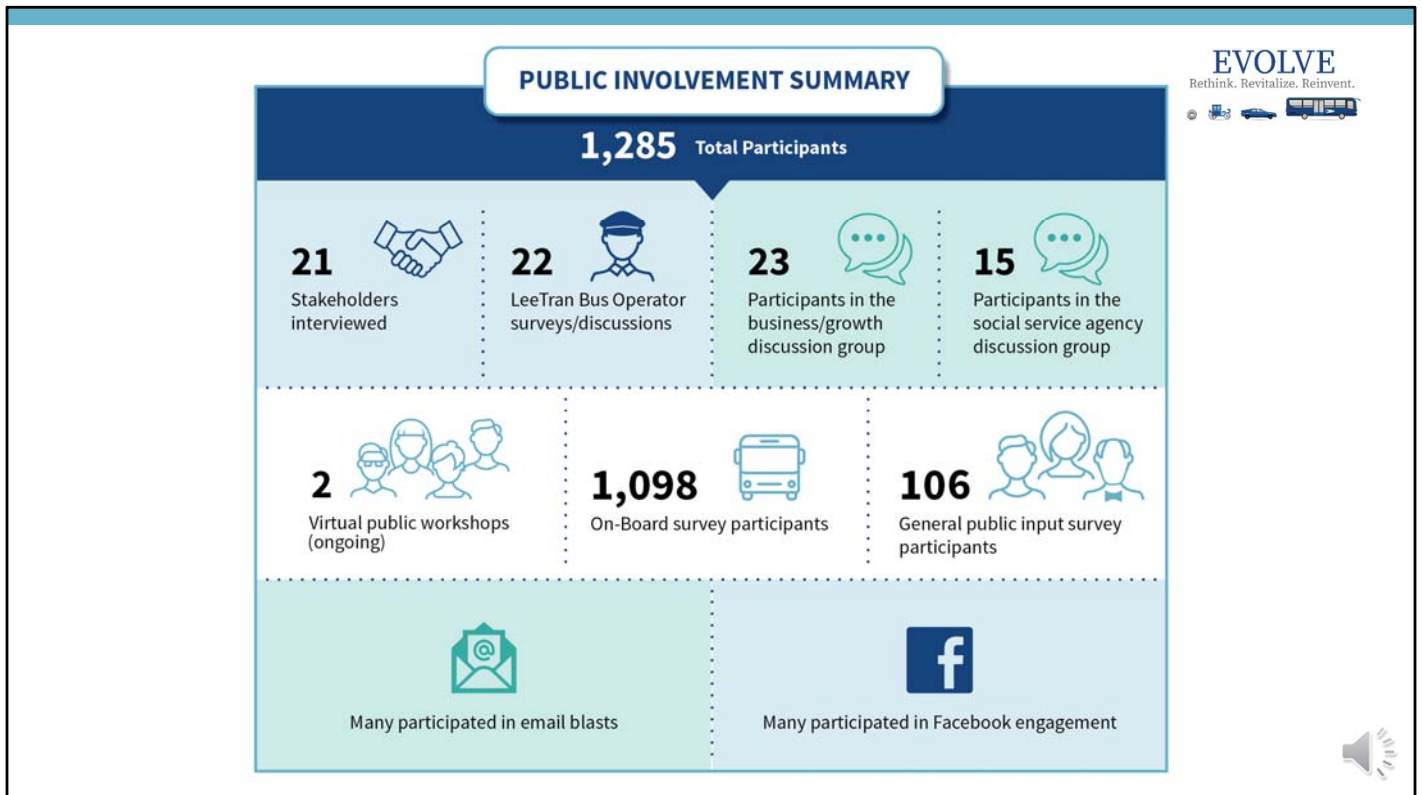
This is why public involvement efforts are so important to the TDP process: they provide an opportunity for critical input and feedback and are key to establishing the basis for identifying and understanding transit needs in a community. Effective outreach can help gather information to ascertain community perceptions and expectations about local and regional transit services, as well as collect reactions about planned improvements to those services.

There are two primary techniques that comprise most public involvement processes: direct involvement techniques and information distribution techniques. We have been using both for the LeeTran TDP.

Direct Involvement techniques are active and typically involve personal interaction with the public, like at meetings, or even this virtual public workshop that you are participating in today. Other examples include passenger surveys, bus operator meetings, discussions with key agencies and groups, and one-on-one interviews with major community stakeholders.

Information distribution techniques are more passive and involve reaching the public through sending out static project information, like flyers and brochures, or via social media, like email blasts or Tweets. In addition, for its current TDP, LeeTran also is using branding to make it a more unique effort and help people easily identify the plan today and in the future.

As shown, we already have completed many of the planned outreach activities for LeeTran's TDP, including several surveys, interviews with key stakeholders, and discussion groups.



All the activities shown here were conducted as part of first phase of public outreach for the TDP effort and the graphic displays a snapshot of the participation that has occurred thus far.

Not counting the numerous Facebook engagements and email blast receipts we have documented, we have had nearly 1,300 people participate and give us input to date.

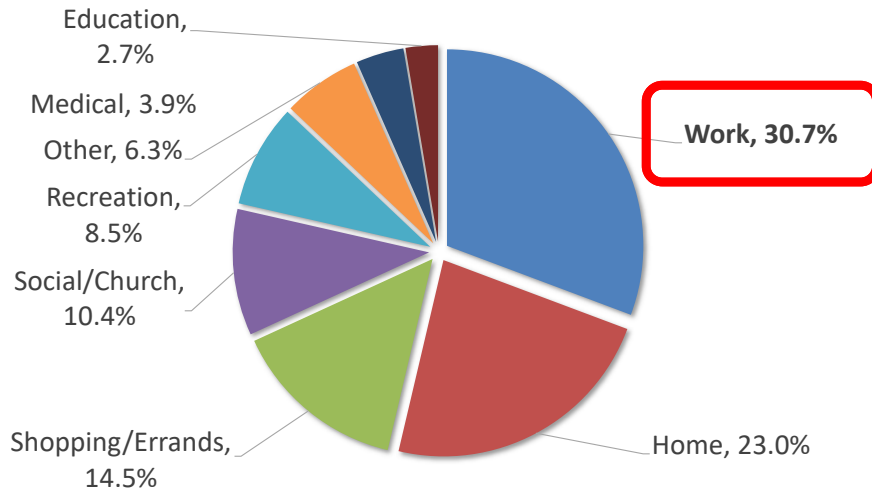
Of the 1,285 participants in the first phase of public input:

- 21 stakeholders were interviewed
- 22 LeeTran Bus Operators were engaged through meeting discussions and a survey
- 23 participants provided input at the Business/Growth discussion group
- 15 participants provided input at the Social Service Agency discussion group
- 1,098 bus riders participated in the On-Board survey and
- 106 members of the public participated in our initial general public input survey.

Currently, we are holding two public workshops, one of which you are participating in right now! In addition, we also have started another online survey and will provide you with information on it later.

BUS RIDER SURVEY

- Trip Purpose



I'm now going to share a brief overview of some of the outreach results we have compiled thus far from the many activities that have been completed.

For example, we completed an on-board survey of all LeeTran routes in February 2020, to help us understand more about current LeeTran riders, their travel behavior, and their needs.

Here, we see survey results for trip purpose, which is important to examine because it shows the key activities that riders are using bus service to complete on a regular basis.

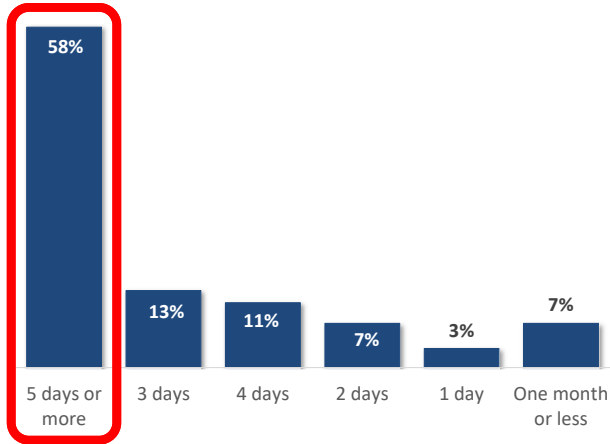
The top trip purpose that riders participating in the on-board survey indicated was "Work," with 31% of the respondents selecting this destination. "Home" was the second-most indicated trip purpose, with "Shopping/errands" third.

These three options make up two-thirds of the overall trip purpose distribution. Since many other Florida transit agencies reflect work trip purposes in the 40-50% range and above, this shows that LeeTran is a part of the fabric of the community as there is a wider distribution of trip purposes reflected among its ridership.

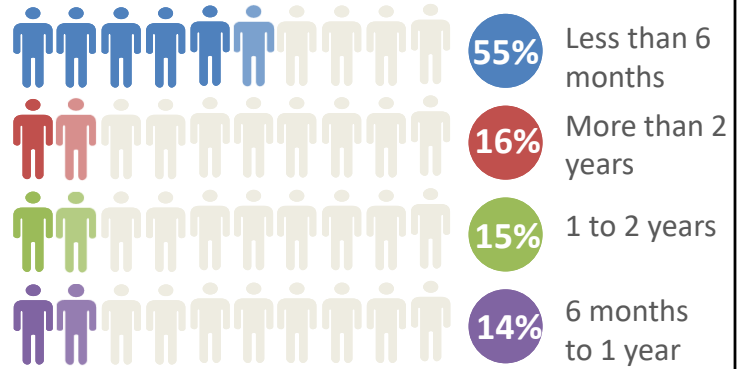
BUS RIDER SURVEY



• Average Use per Week



• Duration of Use



Source: LeeTran On-Board survey



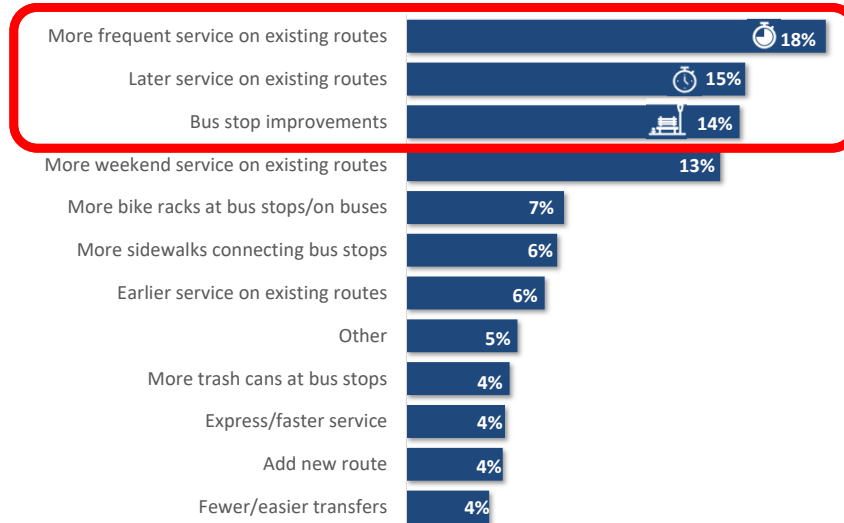
Here is another result from the survey. We look at riding characteristics such as average use per week and duration of use because they help us create a profile of the typical LeeTran rider and their habits.

More than half (58%) of the participating riders indicated that they are mostly regular users of the system, riding LeeTran 5 days or more per week. This high average use per week correlates well with the proportion of riders that indicated that they use LeeTran bus service to go to work or for shopping/errands. Another 24 percent said they use LeeTran 3 to 4 days per week.

When asked about their duration of use, 55% indicated using LeeTran service less than 6 months. Nevertheless, there is still a good portion of LeeTran ridership that is seasoned, with 31% of survey participants indicating that they have used the system for one or more years.

BUS RIDER SURVEY

- Top Three Improvements Needed

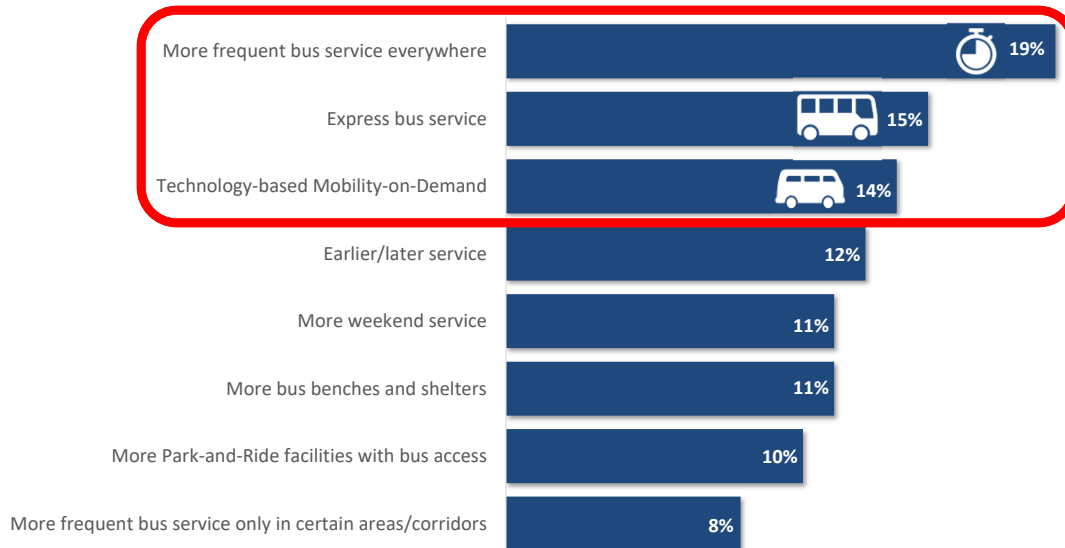


The on-board survey also asked riders to pick the top three improvements that they would like to see for LeeTran bus service to help make it easier for them to use. This is an important question for an on-board survey since current riders are most familiar with the system and, therefore, are in an excellent position to offer input on what elements they feel need to improve the most.

- More frequent service on existing routes was the most popular choice and was selected by 18% of respondents
- The second most needed improvement was later evening service, with 15% expressing this need for existing routes
- Bus stop improvements were indicated by 14%
- 13% asked for more weekend service on existing routes

PUBLIC INPUT SURVEY

- Top Three Improvements Needed



Besides the on-board survey of riders, the project team also conducted a general public survey from March to June 2020, to help better understand what Lee County residents would like to see for enhancing transit services. Primarily in response to the pandemic situation, this other survey was offered only online. It also included a wide range of questions so that both current riders and non-riders could respond and offer input.

In the survey, a similar question about needed transit improvements was asked.

When asked about their top priorities for the next 10 years, more frequent bus service was the most important improvement that they would like to see LeeTran focus on.

The next most-indicated priority was for express bus service, presumably to enhance travel times between key points in the county and region.

The third priority noted involved a desire for the introduction of technology-based Mobility-on-Demand services, where someone can use a phone app or call a phone number to request a ride rather than waiting at a bus stop.

It is interesting to note that the top priority, more frequent bus service, was consistent between the general public and current riders. This suggests that improvement in this particular service element may not only improve the quality of service for current riders, but it also may help attract more potential riders to LeeTran bus service.

PUBLIC INPUT SUMMARY

Improvement	Discussion Group	Rider Survey	Public Input Survey	Bus Operator	LeeTran Staff	Stakeholders	Steering Committee
Increased Frequency	1	1	1	1	1	1	1
App-based Mobility-on-Demand	3	4	3	3	2	2	3
Express/Regional Service	2	3	2	2	4	3	2
Early/Later Service	4	2	4	4	3	4	4



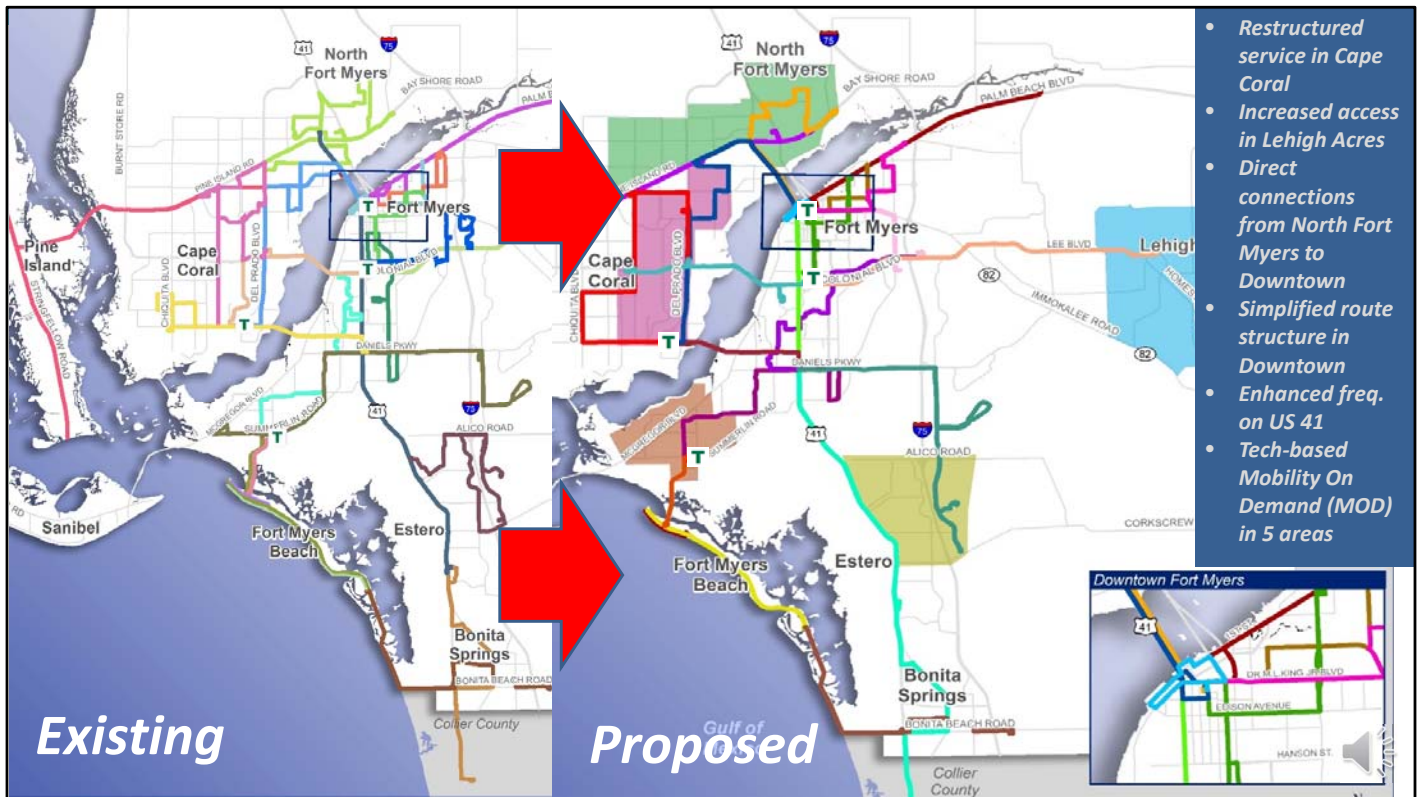
Throughout all the various outreach activities completed to date, several improvement priorities rose to the top. This table shows a snapshot of these improvement priorities with how they were ranked within each public input activity.

Based on all the activities completed so far for the TDP effort, increased frequency was considered the top priority in all forums for Lee County’ riders and non-riders for the next 10 years.

Express and regional services were mostly the second priority, again indicating a need to connect quickly with key points within and outside of the county.

App-based Mobility-on-Demand was generally considered the third most important improvement need going forward, with extended span of service (either earlier or later) as predominantly the fourth ranked priority.

Now, let’s look at how the direction and vision provided by the community and its stakeholders has been used to help make transit a more viable mobility alternative in Lee County and the region.



Shown here are two maps depicting the existing and COA-proposed LeeTran bus networks, with the existing route network on the left and the proposed changes in the short-term on the right. Examining the two maps together, one is able to distinguish the basic route changes from the existing network to the proposed short-term network resulting from the COA effort.

You can see the guiding principles discussed on the previous slide at work here, with more direct routes and less duplication, a more streamlined network in the core ridership areas, and use of more efficient modal concepts such as technology-based options in outer areas with lower density and development.

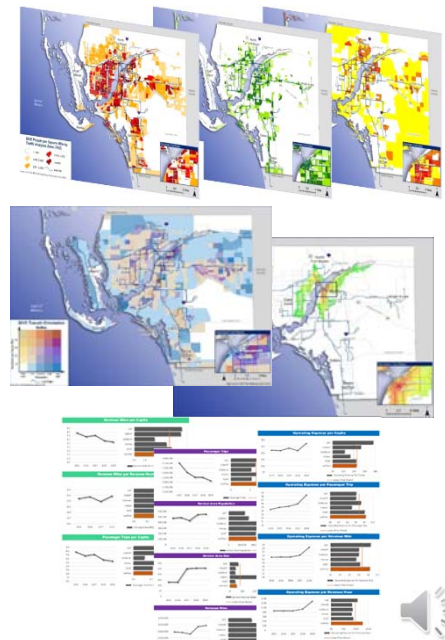
Key changes between existing service and the proposed short-term network include:

- Restructured services in Cape Coral
- Increased access in Lehigh Acres
- Direct connections from North Fort Myers to Downtown
- A more simplified route structure in Downtown
- Enhanced frequency on US 41 and
- Technology-based Mobility-on-Demand zones in 5 areas

MID-TERM NEEDS DEVELOPMENT

- COA as Base Network
 - Integrate specific operational improvements with TDP’s larger strategic vision for transit service development
- TDP Improvements Focused on
 - High ridership core network
 - Future-ready robust network to make transit a truly viable option
 - Technology-based, diverse mix of mobility solutions for all riders/all areas

EVOLVE
ink. Revitalize. Reinvent.



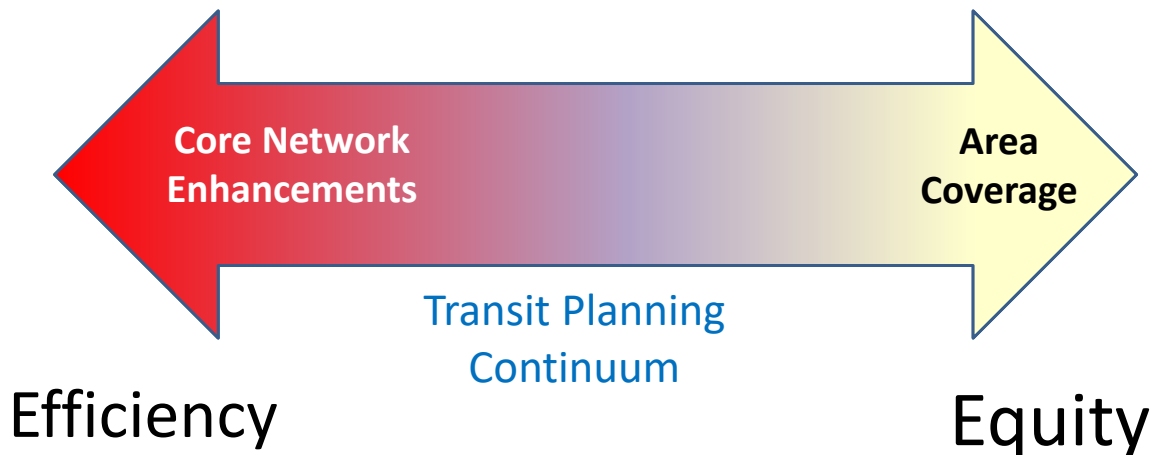
As we defined at the start of this presentation, the TDP is a 10-year plan. As such, we need to develop a more robust vision to improve LeeTran beyond just the COA efficiency improvements in next couple of years.

So, with the proposed COA route network and near-term service modifications serving as the “new” base network, the project team then set about identifying the appropriate TDP-related improvements that would benefit LeeTran and its constituents over the rest of the 10-year plan.

To help support this process, significant analysis was done to understand the local operating environment, including examination of current and future population and employment densities, and assessment of the propensity for use of transit by various demographic segments such as low-income and older adult populations. We then used the combination of analytical results and public engagement input to identify key mobility needs and develop logical alternatives to meet them.

The result of this process is a TDP mid-term network that builds off the initial COA network while also incorporating improvements such as the enhancement of routes with the highest ridership and forward-thinking, technology-based options that will help make LeeTran a viable transit option for all.

TDP FOCUS - BALANCING CORE SERVICE ENHANCEMENT & COVERAGE NEEDS



In transit planning, the focus of service can range from trying to provide equitable coverage to an entire community, to operating more frequent, efficient service only within the dense core of that community. The graphic shown here depicts this continuum, and it is important to note that many communities struggle to find where they should fall along its length to strike the proper balance between the two ends.

This is an important concept to understand as it helps define the balance that the project team attempted to achieve with the TDP network for Lee County.

To ensure that there is an appropriate balance between efficiency and equity, it is important to find the “sweet spot” for Lee County between incorporating blanket transit coverage throughout versus enhancing the network in areas where ridership is highest, like along the US 41 corridor, for example.

We have attempted to do this through ensuring that the Evolve Network adds more transit access to areas through more efficient means.

EVOLVE NETWORK

- Short-term Recommendations
 - 0 to 2 years
 - Efficiency & connectivity focus
- Mid-term Recommendations
 - 3 to 10 years
 - Core network/high ridership focus
 - Enhanced transit on high demand corridors

EVOLVE

Rethink. Revitalize. Reinvent.

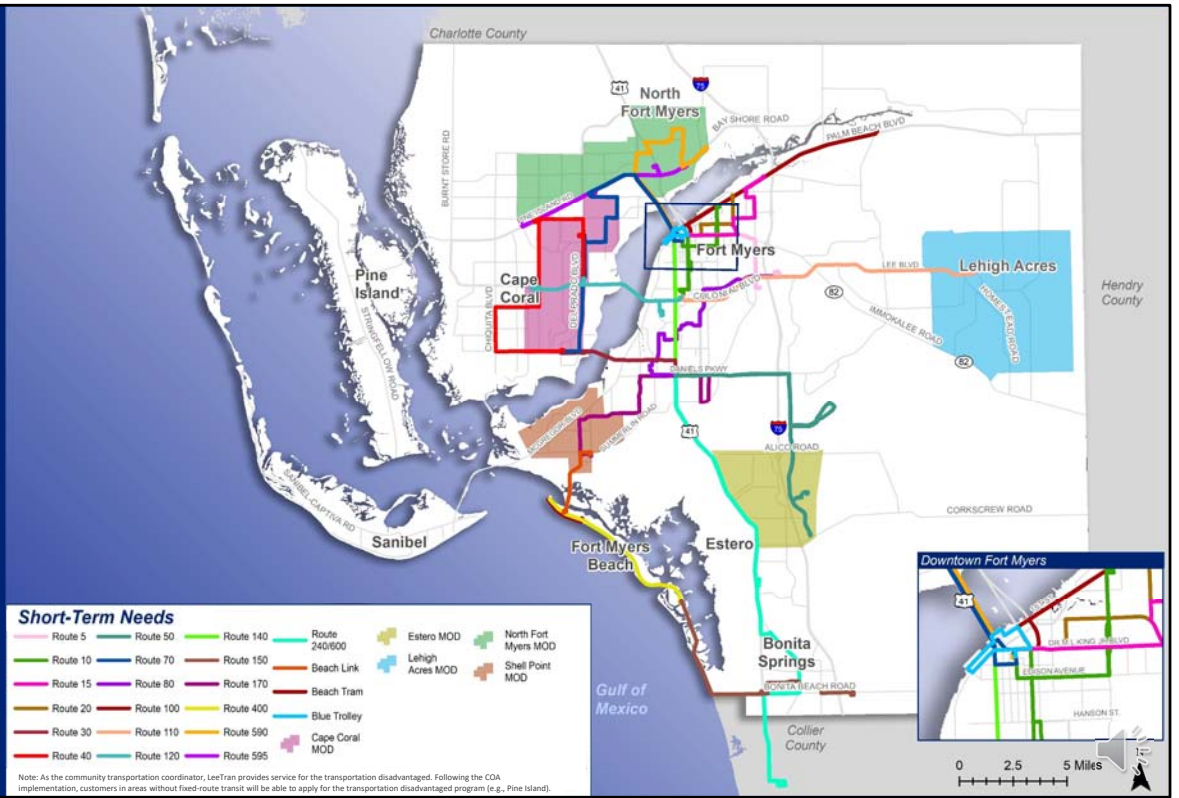


To sum up the TDP planning efforts, there has been a focus on two specific time periods that each have their own set of recommendations.

The Short-term period, which encompasses the first two years of the plan, focuses on service efficiency and connections and is based on recommendations derived from the COA.

Then, in the Mid-term period, which involves years 3 through 10 of the plan, the focus will be on building onto the short-term network in a logical fashion to further enhance LeeTran services so that over the next decade it will become a robust, technology-based system that is able to meet the needs of current riders while also attracting new discretionary users from throughout the county.

SHORT-TERM NETWORK (0-2 YEARS)



First, let's go over the things we can do in the short-term.

This map shows the Short-term network redesign with more detail, reflecting the services that the LeeTran TDP is proposing to have in place within the next two years, or by 2022.

The next slide will share more specific details about the proposed changes to the current network to get to this, but, overall, this network represents an effort to make trips more direct, improve connectivity, and add technology-based options into the mix of travel modes with 5 Mobility-On-Demand zones to increase coverage.

Mobility-On-Demand, also known as MOD services, is on-request service that uses a phone app or call-in service for scheduling and connects point-to-point within a defined service zone. The connection can be made to any destination within the zone or to nearby LeeTran bus stops for connecting to routes that travel beyond the zone.

SHORT-TERM IMPROVEMENTS

Route	Current Frequency	New Frequency
5	80	60
10	80	60
40	84	60
70	65	60
80	97	45
120	80	70
140	25	15
150	95	85
240/600	90	60
Blue Trolley	25	12

- **Realigned** - Routes 5, 10, 15, 20, 30, 40, 50, 70, 80, 100, 110, 120, 140, 150, 240/600, 400, 420, 590, 595 & Blue Trolley
- **Repurposed** - Routes 60, 130, 160, 515 & Gold Trolley
- **Technology-based on-demand transit** added in 5 areas



As we discussed before, more frequent service was a reoccurring priority need in all public input activities.

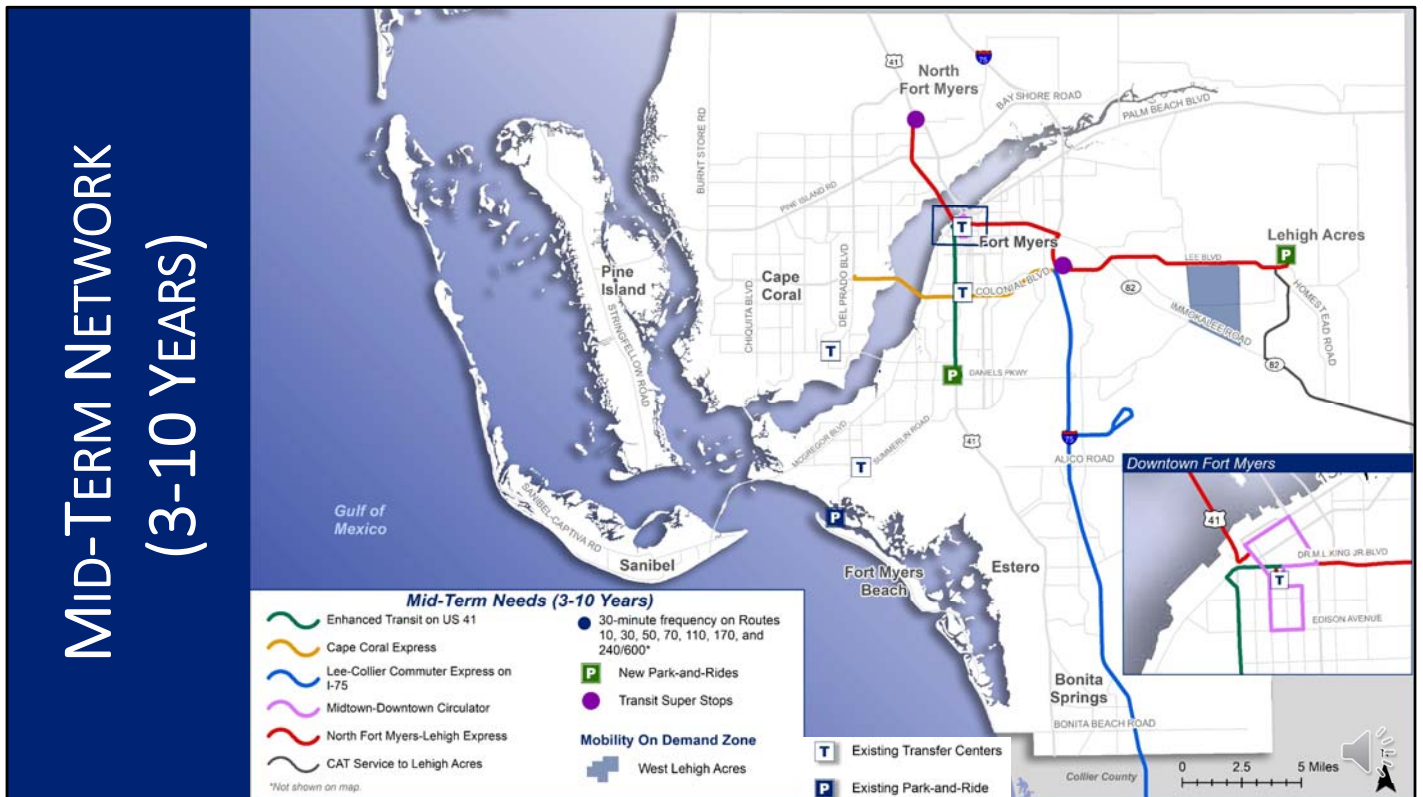
In refining the current LeeTran network into the COA-recommended network, the changes result in some available resources for reallocation. So, as shown in this table, 10 LeeTran routes are able to have their frequencies improved in the short-term period from the reallocated resources.

So, proposed by 2022 are the following improvements:

- Routes 5, 10, 40, and 70 will operate at every 60 minutes
- Route 140 on US 41 will be improved to operate every 15 minutes from 25 minutes now
- Routes 240 and 600 will be combined to operate at every 60 minutes and
- Blue Trolley in Downtown Fort Myers will operate every 12 minutes instead of 25 minutes now

These changes will result in LeeTran having more routes with frequencies of an hour or less. It is important to recognize that these improved routes were selected based on current ridership productivity and projected future demand.

In addition to these frequency improvements, five routes will be repurposed, diverting their resources to more meaningful uses and sometimes replacing them with technology-based mobility options. Also, a number of other routes will be realigned to increase their efficiency.



Now, let's go over the Mid-term improvements that have been recommended.

This map shows the 3- to 10-year Mid-term network, which builds on the recommendations for the Short-term network.

Key improvements proposed include:

- Enhanced transit on US 41, which will include a bus every 8 minutes, combined with technology upgrades such as Transit Signal Priority and Queue Jumps to help buses meet their schedules on the busy corridor
- New Cape Coral Express that will serve the Forum/Omni area to central Cape Coral
- New North Fort Myers Express that will connect Lehigh Acres to a new transit super stop in North Fort Myers
- New Midtown-Downtown Circulator covering the new Midtown Redevelopment and the northern part of downtown Fort Myers
- New Lee-Collier Commuter Express to connect Lee County to Collier County and
- Expansion of the Lehigh Acres MOD zone
- Two new park-and-rides and
- Two new Transit Super Stops, which are enhanced bus stops that may include an information kiosk, real-time bus arrival information display, lighting, covered seating, bike storage, and other amenities that can improve comfort and ease for riders

Before we discuss some details of the mid-term plan, it is important to first explain some of the technologies just mentioned for US 41.

Transit Signal Priority utilizes vehicle location and wireless communication technologies to extend the green phase or shorten the red phase of a traffic signal to allow buses to reduce their delay at intersections. This helps reduce overall travel times and ensure on-time arrivals.

When combined with Transit Signal Priority, Queue Jump lanes at intersections, which are usually implemented with right-turn lanes, provide buses a head-start over other queued vehicles, letting buses merge into the regular travel lanes immediately beyond the signal.

MID-TERM IMPROVEMENTS

- Enhancements to Short-term Network

Routes	Existing Frequency (min.)	TDP	
		Short-term Frequency (min.)	Mid-term Frequency (min.)
10	80	80	30
30	60	60	30
50	70	70	30
70	65	60	30
110	60	60	30
170	-	60	30
240/600	90	60	30



To help reach the high frequency network over time that the community desires for LeeTran, the Mid-term network will reduce the frequency on seven existing routes to 30 minutes.

The routes proposed for this improvement are Routes 10, 30, 50, 70, and 110. This will be a notable improvement for each of these routes as all will have Short-term frequencies of an hour or more.

In addition, Route 170, a new route added in the Short-term network to connect the beaches to the US 41 corridor and to the airport after linking with Route 50, also will be enhanced to operate every 30 minutes.

The combined Route 240/600 also will increase to 30 minutes from its 60-minute Short-term network frequency.

Most of these routes are currently part of LeeTran’s core network with high ridership and serving major activity centers. Enhancing their frequencies will improve the quality of service for current riders using them, as well as potentially attract more discretionary riders on these routes. In the future, these routes will work in tandem with other higher frequency routes to build a core high-frequency, high-ridership fixed-route network that will help improve the quality and appeal of LeeTran’s transit services in the county.

MID-TERM IMPROVEMENTS

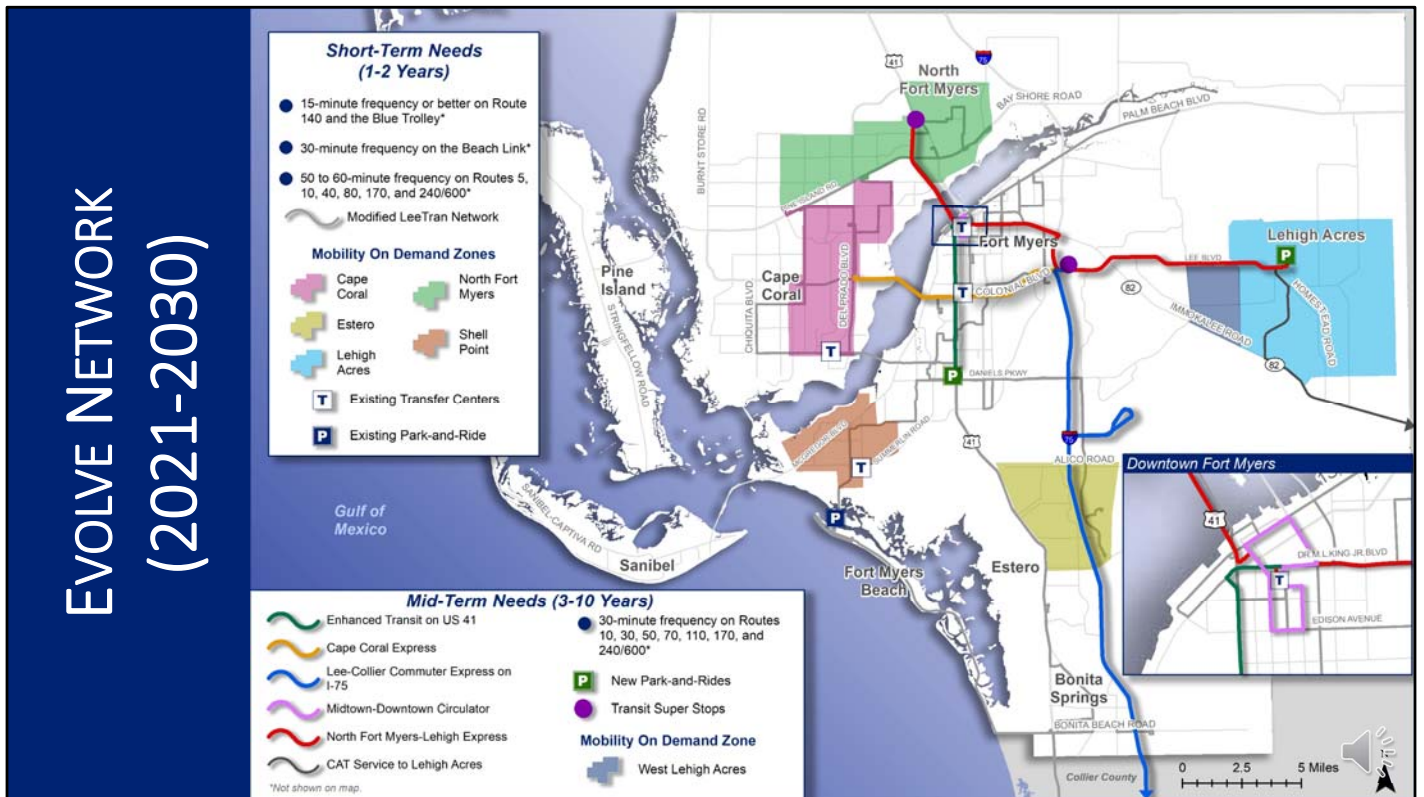
- New Services

Route	Existing Frequency (min.)	TDP	
		Short-term Frequency (min.)	Mid-term Frequency (min.)
Enhanced Transit Services on US 41 (Route 140)	20	15	8
Midtown-Downtown Circulator			15
Cape Coral Express			30
North Fort Myers-Lehigh Acres	N/a		30
Lee-Collier Commuter Express on I-75			60
West Lehigh Acres MOD			On-Demand



Here are the details for the additional services noted in the Mid-term Network map. They will provide high frequencies in areas of the county that have high ridership and supporting demand for frequent transit services.

- The Enhanced Transit Services on US 41 will improve service frequency on that corridor to every 8 minutes, as described earlier, down from 25 minutes
- The Midtown-Downtown Circulator will serve the area every 15 minutes
- The Cape Coral Express and the North Fort Myers-Lehigh Acres Express will operate every 30 minutes and
- The Lee-Collier Commuter Express on I-75 will connect Lee County and Collier County every 60 minutes.



Now that you have seen all of the component improvements proposed over time, finally, here is the map that presents the Evolve LeeTran network for the 10-year TDP in its entirety.

It includes the redesigned network, the enhanced transit corridor, commuter and local express routes, local circulators, all the technology-based MOD zones, transit super stops, and Park-and-Rides for the Short-term and Mid-term time periods.

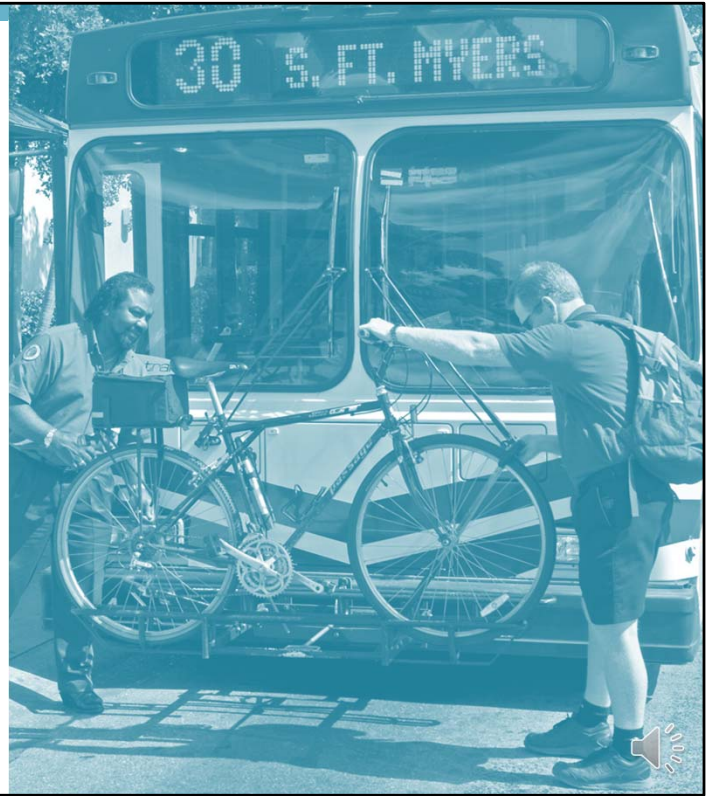
Based on all the data analyzed to date, along with the input and direction we have received from the community and key stakeholders, this reflects all of the modifications and enhancements that may be needed to move LeeTran closer to its ultimate goals as an agency seeking to meet the mobility needs of the county. However, it still is a needs plan, or a “wish list” of sorts, at this point.

We still need to prioritize these recommendations so we can see which elements truly can be implemented within the 10-year timeframe of the TDP, and which must be put off for now as potentially unfunded needs that may not be feasible in the next decade.

To set these priorities, we need your help and that of the greater Lee County community. After all, this is your plan, so we need your input!

WHAT IS NEXT?

- Conclude Phase II outreach & survey
- Evaluate & prioritize TDP needs
- Develop service implementation & financial plans
- Prepare TDP Major Update report
- Board presentation - October 2020



Before we give you the details on how you can provide you input, let's conclude this presentation by highlighting the remaining steps of the TDP process.

We are conducting these public workshops to complete the second phase of outreach for the overall effort. During these workshops, our goal is to get your feedback on the plan recommendations to understand your preferences. A related online survey will be included on the project website, along with this narrated presentation, to encourage additional participation from those who could not participate in the workshops.

Then, we will reevaluate and prioritize the TDP improvements based on this final input, consider the fiscal aspects of the improvements, and then prepare the TDP's implementation and financial plans with the logical service, capital, and technology elements that can serve LeeTran and its constituents the best for the next decade.

Upon plan completion, the full report will be completed and submitted to meet the deadline. Subsequently, a presentation will be made to the Board of County Commissioners for adoption of the plan, likely sometime in the fall.

COMMENTS & QUESTIONS

- Comments/questions for the panel
- **Complete the online survey!**
 - Rideleetrans.com/tdp
 - Facebook @LeeTranFL
 - QR Code
- Submit any additional comments or questions by August 21st:
 - Online (web/Facebook)
 - leetranscomment@leegov.com



So, now let's discuss how you can help Lee County make transit a better option for commuting and getting around!

Please take the online survey, which is on the LeeTran TDP website and can be found using the LeeTran email noted above, the LeeTran Facebook page, or by scanning the QR code to the right.

Now that you have enjoyed the presentation, the panel will now take your questions and comments.

You can also provide additional input/comments using the comment box at the end of the survey. If you are on Facebook, just post the comment or question.

If you need any additional information on the TDP, email LeeTran staff at leetranscomment@leegov.com

Please send us your comments by August 21, 2020. If you have a question, we will try to respond as soon as we can in the order it was received.

We sincerely appreciate you taking time to view this presentation on the TDP and helping LeeTran plan for the future!

Thank you!!