

Questionnaire

"Best Practices To Increase Ridership"



1. Regional Office Information

Region: 7

Contact Person: Mokhtee Ahmad

Telephone No: 816 – 329 - 3930

2. Transit Authority Information

Transit Operator: Lawrence Transit System (City of Lawrence)

Contact: Karin Rexroad, Public Transit Administrator

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3. Area Population Size:

Rural Area (under 50,000) ____

Small Urbanized (50,000 to 200,000) ☒ ____

Medium Urbanized (200,000 to 1,000,000) ____

Large Urbanized (over 1,000,000) ____

4. **Did ridership increase?** Yes ☒ ____ No ____

5. **How much did ridership increase?** 51% from 2001 to 2002

6. INNOVATION TYPE:

1. ☒ Operating/Service Adjustment

6. ____ Intermodal Activities

2. ____ Fare Collection/Fare Structures

7. ____ Operator Training

3. ____ Marketing/Communications

8. ____ Rail Systems

4. ____ Vehicles

9. ____ Safety/Security

5. ____ Service Coordination and Collaboration

10. ____ Other

7. **INNOVATION SUBTYPE(S)** (Please select from attached list at end of directions):

Scheduling, route restructuring

8. **PROJECT TITLE:**

August 2001 Route Revisions

9. **DESCRIPTION:** (Please provide any additional reports, graphics or web links)

The Lawrence Transit System initiated service on December 16, 2000 with eight fixed routes and ten thirty-foot leased transit coaches. The initial routes were developed by a consultant firm in coordination with a community task force. The first several months of transit operation were used to evaluate the effectiveness of the routes as implemented. Based on informal feedback from the community, passengers and drivers, it became apparent that the original design of the fixed route system was not adequate for our community. Routes had excessive time creating difficulty meeting timing points, transfers left passengers with excessive waits, work schedules of our passengers were being missed, and several destinations were difficult to reach from the transit system.

To resolve the problems encountered, the Public Transit Advisory Committee (PTAC) requested that staff review all routes, timing, transfers and information related to unmet transit needs. A sub-committee was appointed to work with staff. In April 2001, PTAC held three public hearings to gain the community's input about route revisions. A final recommendation was made by PTAC

and forwarded to the City Commission for approval. The Lawrence Transit System launched our first set of route changes August 6, 2001 which provided the following benefits:

- direct and consistent transfers from southwest to downtown, southwest to campus and return, downtown to East Hill Business Park and return
- improved transfers from east and southeast to 23rd Street, South Iowa retail area and return
- reduced timing points along the routes and improved traffic flow for drivers and other cars
- new service to areas of residential, school (K – college), recreation, medical and shopping activities

Since the implementation of these changes and combined with our dedicated marketing efforts, the Lawrence Transit System has been satisfied with the ongoing increase in ridership throughout the system. The system had an additional growth of 14% from 2002 to 2003 and we currently are experiencing a 22% increase in ridership over the same period in 2003.