



CITY OF
GROVEPORT
OHIO

April 18, 2016

**Groveport Transportation Department
Report to Mayor and City Council**

By early February of 2016, the Transportation Department staff, GREAT partners and vendors could see opportunities being presented in the way we designed and were running GREAT. In our effort to constantly improve service, we jumped into the data looking for the best opportunity to deliver a consistent product. The solution needed to target the broadest range of Rickenbacker area employees using public transportation. In the following pages we are pleased to outline our plan for service expansion effective May 2, 2016.

Bob Dowler, Director of Transportation
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614-679-9545

Groveport Rickenbacker Employee Access Transit, GREAT

- 1) You will find the detailed plan for our GREAT service expansion attached.
- 2) You will find the GREAT ridership summary attached.

Groveport Senior Transportation

- 1) You will find the 1st Quarter Senior Options Reports attached.
- 2) You will find the March 2016 Senior Transportation statistics attached.

Please contact Bob Dowler with any questions, comments or concerns.



GROVEPORT RICKENBACKER
EMPLOYEE ACCESS TRANSIT

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MEMO

DATE: April 18, 2016

TO: Mayor Lance Westcamp
Groveport City Council

Cc: Marsha Hall, *City Administrator*
Jeff Green, *Assistant City Administrator*

FROM: Bob Dowler, *Director of Transportation*

RE: May 2, 2016 GREAT Schedule & Route Expansion

The Transportation Department staff, our partners, and vendors are working to complete a significant redesign of GREAT routes and schedules to take effect on Monday May 2. We initially set about to expand our PM shift transit times without increasing overall operating cost. During this same time frame we have been working toward drafting our September changes when we will coordinate with a newly routed COTA #81. We have been able to do both at a projected savings.

In February, we began looking at data to-date in an effort to grasp a better understanding of the GREAT system. We quickly determined there were things we did not know when we built the system. There were also things that turned out to be true during the peak season but were not so for the off-peak. Additionally, even though we expected an off-peak transition, we were unsure when this would actually occur. With four months of information in hand, we got to work.

The key to the changes we are making is our understanding of off-peak ridership. We now know the off-peak period to begin in mid-January and end in mid-September when we will transition back to peak service. During the 8 months of the off-peak season, we can leverage lower ridership in order to expand the afternoon (PM) schedule, something that has been requested by several employers. To do this, we will move weekday evenings, all day Saturday and all day Sunday shifts to a demand response model of service. In so doing, we are able to operate one shuttle with one driver to cover all three routes during these times. The balance of the weekday AM and expanded PM shifts will continue to be operated as fixed route service. The operational savings will allow us to accommodate the expanded PM schedule not just in the off-peak but year round.

Riders being served in the demand response coverage hours will be marketed to directly beginning April 18th. We have designed signage for the shuttle interiors and are printing business card size calling cards. These cards have dedicated phone numbers for "GREAT Return Ride Service" on one side and a simple step process on the reverse side. Inbound calls and dispatching is being handled by a third party vendor who is able to deliver the exceptional customer service we demand. Complete transparency is available to our team in the form of nearly live web access to calls and data. The 24/7 call center systems are secure, brick and mortar facilities and have multiple layers of redundancy regarding phone lines, power and internet.

In addition to these changes, we have been able to increase the number of stops from 24 to 32 though we expect reduce this by 5-6 when we coordinate with the new route of COTA #81 in September. A better understanding of traffic patterns and more efficient routing system wide have allowed us to make these changes possible.

New maps, brochures, shuttle signs, shuttle stop signs and calling cards will be completed and made available to you as soon as possible.

Transportation Department Statistics
Committee of the Whole
Monday April 18, 2016

GREAT

| | Date Range | Rides | Comments: |
|----------------------------|-------------------|--------------|-----------------------------|
| Previously Reported | 9/28/15 - 3/6/16 | 10669 | <i>Last COTW, 3/21/16</i> |
| Week of: | 3/7/16 - 3/13/16 | 480 | |
| Week of: | 3/14/16 - 3/20/16 | 478 | |
| Week of: | 3/21/16 - 3/27/16 | 424 | <i>Closed Easter Sunday</i> |
| Week of: | 3/28/16 - 4/3/16 | 447 | |
| Total Rides to Date | | 12498 | |

Senior Transportation

| | March | Avg/day | 2016 YTD | Avg/day |
|-------------------------------|--------------|----------------|-----------------|----------------|
| Trips | 435 | 18.9 | 1090 | 17.6 |
| Client Contact (hh:mm) | 471:25 | 20:29 | 1256:50 | 20:16 |
| Miles Driven | 4339 | 188.7 | 11650 | 187.9 |
| Driving Hours (hh:mm) | 302:15 | 13:08 | 856:00 | 13:48 |

FRANKLIN COUNTY 2016 SENIOR OPTIONS GRANT PROGRAM REPORT

Please use additional sheets as necessary

Agency Name City of Groveport
Project Name Groveport Senior Transportation
Reporting Period January 1, 2016- March 31, 2016

PROGRESS TOWARD GOALS IN REPORTING PERIOD:

Progress toward our goal of serving 90 clients this calendar year is on target. We have resurrected the monthly out to lunch program so that more seniors can participate in a community social event each month. We are looking forward to exceeding our goals and continuing our excellent customer service in 2016.

IDENTIFIED BARRIERS TO GOAL COMPLETION:

None

SUGGESTED MODIFICATIONS OF STATED GOALS:

None

1. No. of clients served this quarter: 61

2. No. of clients served YTD: 61

2.a. 18.03 % Male 81.97 % Female 65.57 % 75 yrs or more

2.b. RACE: 80.33 % White 18.03 % Black

0.00 % Asian 0.00 % American Indian 1.64 % Other

2.c. ETHNICITY: 3.28 Hispanic 96.72 %Non-Hispanic

I certify the information provided in this report is true and accurate.

Lisier C. Zurbriggen
Signature

4/4/16
Date

Transportation Coordinator
Title

614-836-7433
Phone