Presentation will begin in a moment

https://www.busride.org/transit-plan-survey
PUBLIC ENGAGEMENT

September 24, 2020
OUTLINE

• Background & Planning Process
• Considerations of Recent Events
• Preliminary Findings
• Previous Public Input
• Draft Recommendations
Background & Planning Process
BACKGROUND AND PLANNING PROCESS

BACKGROUND

• Morgantown Monongalia Metropolitan Planning Organization (MMMPO) is assisting the Mountain Line Transit Authority (MLTA) in developing a short to medium term strategic plan for the transit system

• Mountain Line is the main transit provider in and surrounding Morgantown and Monongalia County.

• Collaborate with the community to identify transit improvements over both short-range (three years, or 2023) and medium-range (five years, or 2025) time horizons.

• Study began in Fall 2019 and will conclude in 2020
How can the public best be served? What are their needs?

Demographics, economy, employment, physical environment

What are the options for improving the transit experience and operation?

How do we balance fiscal constraints with providing excellent service?

Public Input

Existing and Future Conditions

Emerging Trends and Best Practices

Available Resources
Considerations of Recent Events
RECENT EVENTS

• COVID-19 Pandemic
• Economic Downturn
• Calls to Action for Social Justice
COVID-19 IMPACTS

- Uncertain travel demand for all modes
- Health concerns
- Work from home
- Online and remote learning
- Economic decline
- Social issues can be catalyst for improvements
- Increased realization of importance of transit for essential services and workers

TEMPORARY VERSUS LONG-TERM IMPACTS

- Thinking five years ahead, virus will likely be overcome in time
- However, economic recessions can have long-term effects
- Transit remains vital to educational access and economic opportunity
Preliminary Findings
RESIDENTIAL DENSITY
DATA-DRIVEN ANALYSIS

- Residential locations
- Job locations
- Housing units
- Low income populations
- Poverty
- Automobile ownership
- Elderly populations
- Student populations
TRANSIT NETWORK

25 routes serving:

- Urban areas
- Downtown Morgantown
- Rural areas
- Intercity route

WVU’s Personal Rapid Transit
MULTIPLE ENGAGEMENT ACTIVITIES IN EARLY 2020

• In-person meetings
  • Mountainlair
  • Mountaineer Station
  • Public Open House
  • Evansdale Crossing
  • Westover Transit Hub

• Online engagement

• Surveys to riders on buses

• Hundreds of comments
PUBLIC INPUT FINDINGS

- Need for additional bus service throughout the day as well as on weekends
- More frequent routes
- Better customer information
- Comments revealed high satisfaction with current customer riding experience, but request for more service
Draft Recommendations
GEOGRAPHIC FOCUS

- Emphasize service where most effective in denser land uses that support transit
- In low density areas, deliver microtransit service appropriate to low demand
KEY INITIATIVES

1. Improve How Buses Travel
2. Improve Street Infrastructure to Support Transit
3. Improve Customer Information
4. Engage with Emerging Technology and New Mobility
5. Partner to Support Access to Opportunity
KEY INITIATIVES

IMPROVE HOW BUSES TRAVEL

• Increase frequency of key routes
• Increase span (time of day) of routes
• Increase bus service on weekends
• Increase directness of bus routes
KEY INITIATIVES
IMPROVE STREET INFRASTRUCTURE TO SUPPORT TRANSIT

• Bus stops and shelters where feasible
• Street lighting and seating where feasible
• Wayfinding and real-time information at key locations
KEY INITIATIVES

IMPROVE CUSTOMER INFORMATION

• Build upon success of smartphone app to increase reliability

• Streamline customer information on website

• Improve on-street information at top bus stops and connection locations

• Simplify route information
KEY INITIATIVES

ENGAGE WITH EMERGING TECHNOLOGY AND NEW MOBILITY

• Implement microtransit service where fixed routes are not viable to appropriately meet low demand

• Continue to enhance digital tools to improve customer information

• Collaborate on innovative solutions to enhance seamless customer experience across transportation system
KEY INITIATIVES

CONTINUE TO PARTNER TO SUPPORT ACCESS TO OPPORTUNITY

- Continue to partner with other transportation providers to enhance connectivity
- Continue to partner with WVU, City of Morgantown, MMMPO, and stakeholders to deliver access to education, jobs, and civic life
- Collaboration drives success in the new mobility ecosystem
KEY INITIATIVES RECAP

1. Improve How Buses Travel
2. Improve Street Infrastructure to Support Transit
3. Improve Customer Information
4. Engage with Emerging Technology and New Mobility
5. Partner to Support Access to Opportunity
Comments and Feedback
NEXT STEPS – OPPORTUNITIES FOR COMMENTS

- Online survey
- Digital public meeting
- Facebook Live events
Please provide your thoughts on the future of Mountain Line over the next five years.

https://www.busride.org/transit-plan-survey

THANK YOU!

Comment period concludes October 9, 2020