

Anchorage Talks Transit



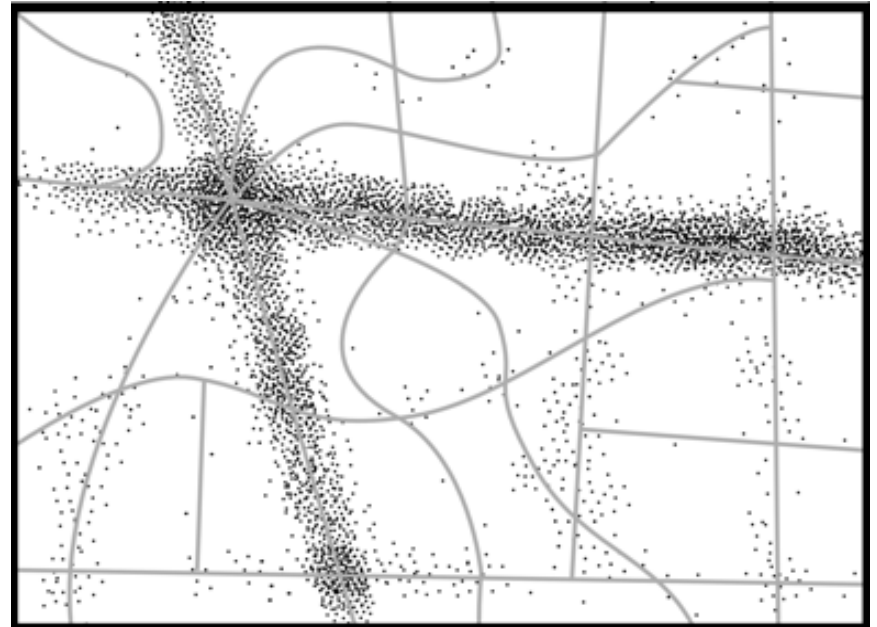
Transit trade-offs in Anchorage

How should a transit agency allocate its resources?

Fictional Urban Area

Dots = residents and jobs

You have 18 buses

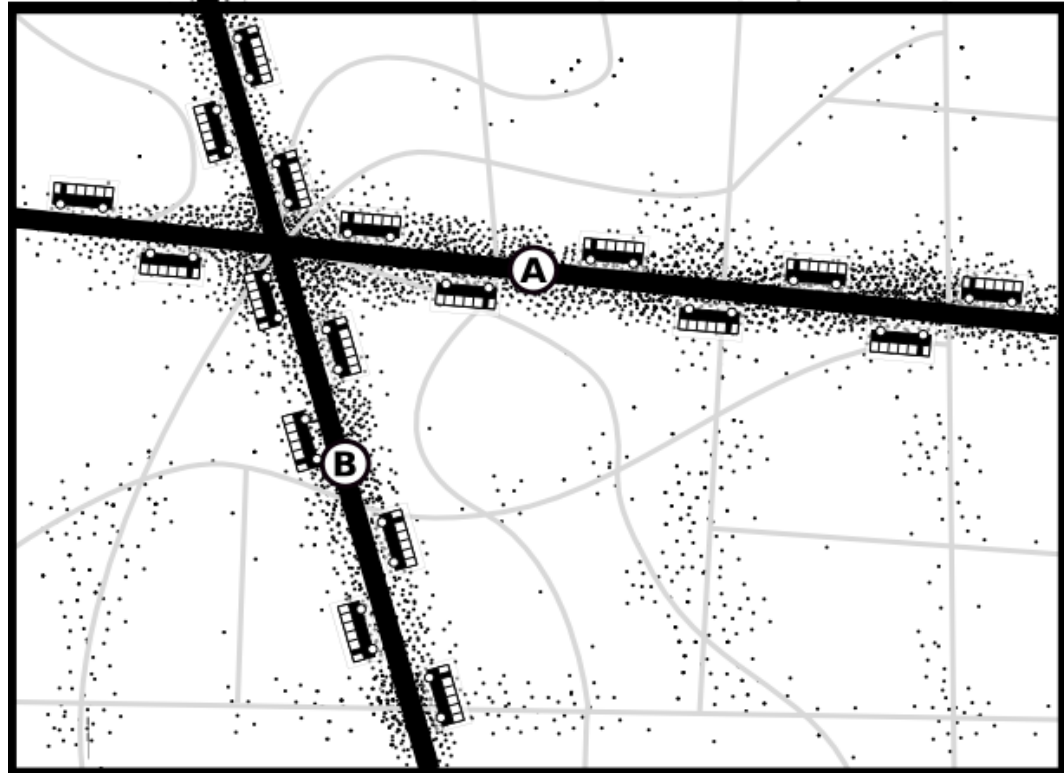


Ridership Goal

“Maximize Ridership”

To maximize ridership you think like a business, *choosing which markets you will enter.*

You focus frequent service where there are the most residents and jobs.



Performance Measure: *Productivity*

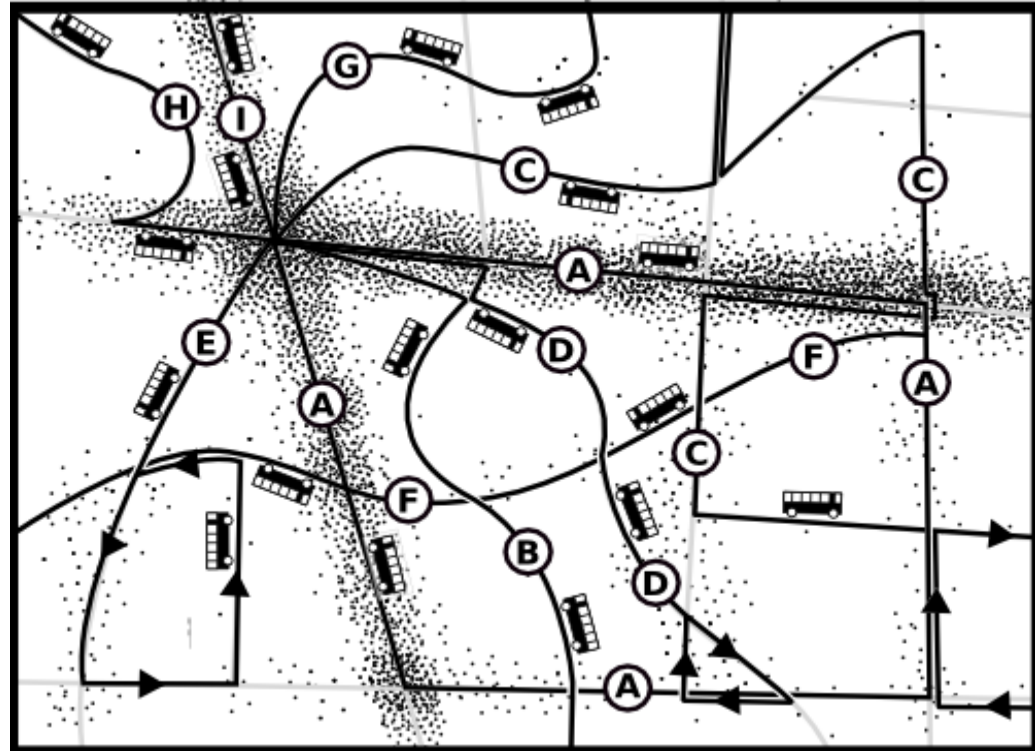
Ridership relative to cost

Coverage Goal

“Some service for everyone”

To maximize coverage, think like a government service. Try to serve everyone, *even those in expensive-to-serve places*.

You get more routes covering everyone, but lower frequency and therefore lower ridership.



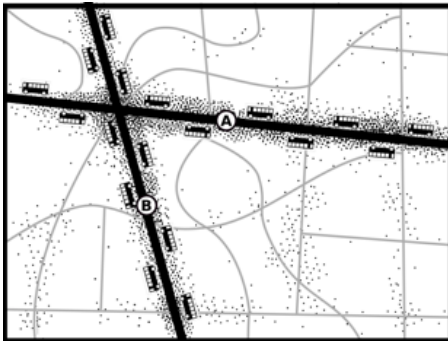
Performance Measure: Access

% of population and jobs near some service

Every transit agency has to choose a point on the spectrum...

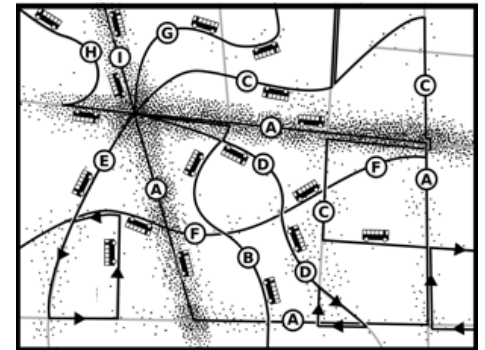
High
Ridership

*Think like a
business!*



High
Coverage

*Access for
everyone!*

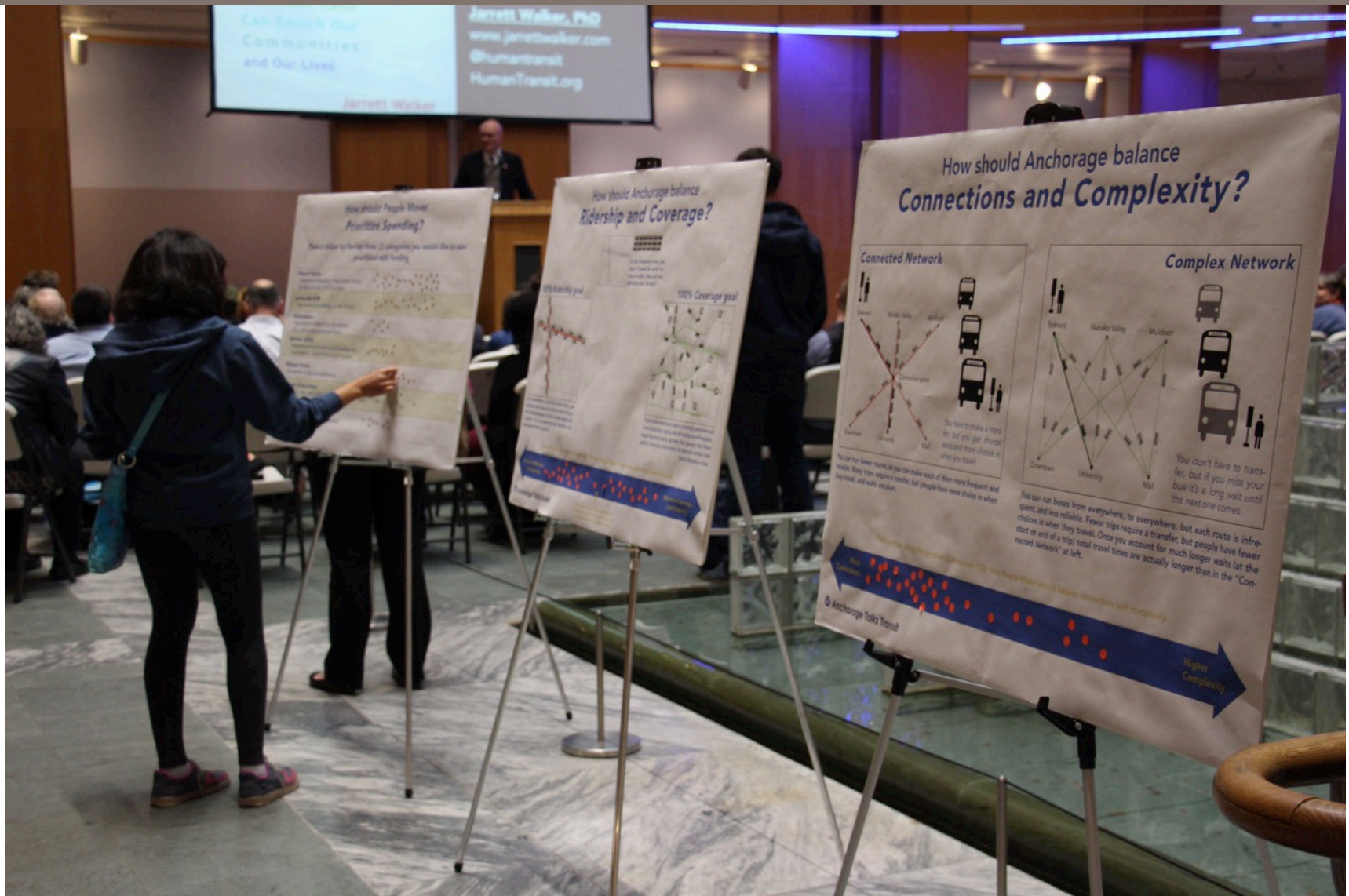


...explicitly or implicitly.

Kickoff event

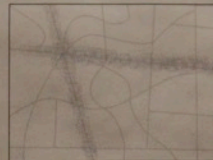


Kickoff event



Kickoff event + public meetings

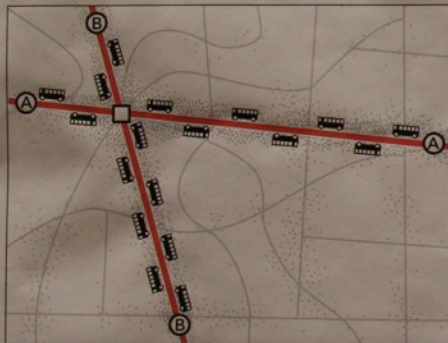
How should Anchorage balance *Ridership and Coverage?*



18 buses
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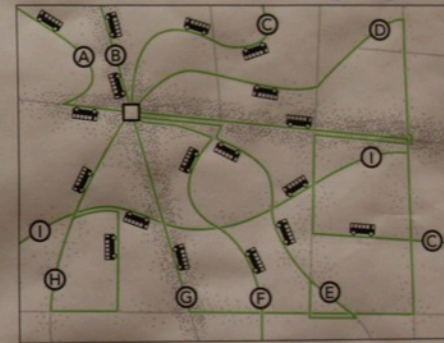
In this imaginary town, you have 18 buses to use to run transit routes. How will you distribute your service?

100% Ridership goal



If you concentrate service in the busiest areas, your routes are very frequent, so waits are short. But people in less-populated areas have a much longer walk to service. You are maximizing total ridership, but some places have no service.


100% Coverage goal



If you make sure every area is covered, everyone will have a bus stop nearby. But all routes are infrequent, requiring long waits, so very few people find them useful. Everyone has access to minimal service, but total ridership is low.

Place a sticker along the spectrum, to show how YOU think People Mover should balance ridership and coverage goals.



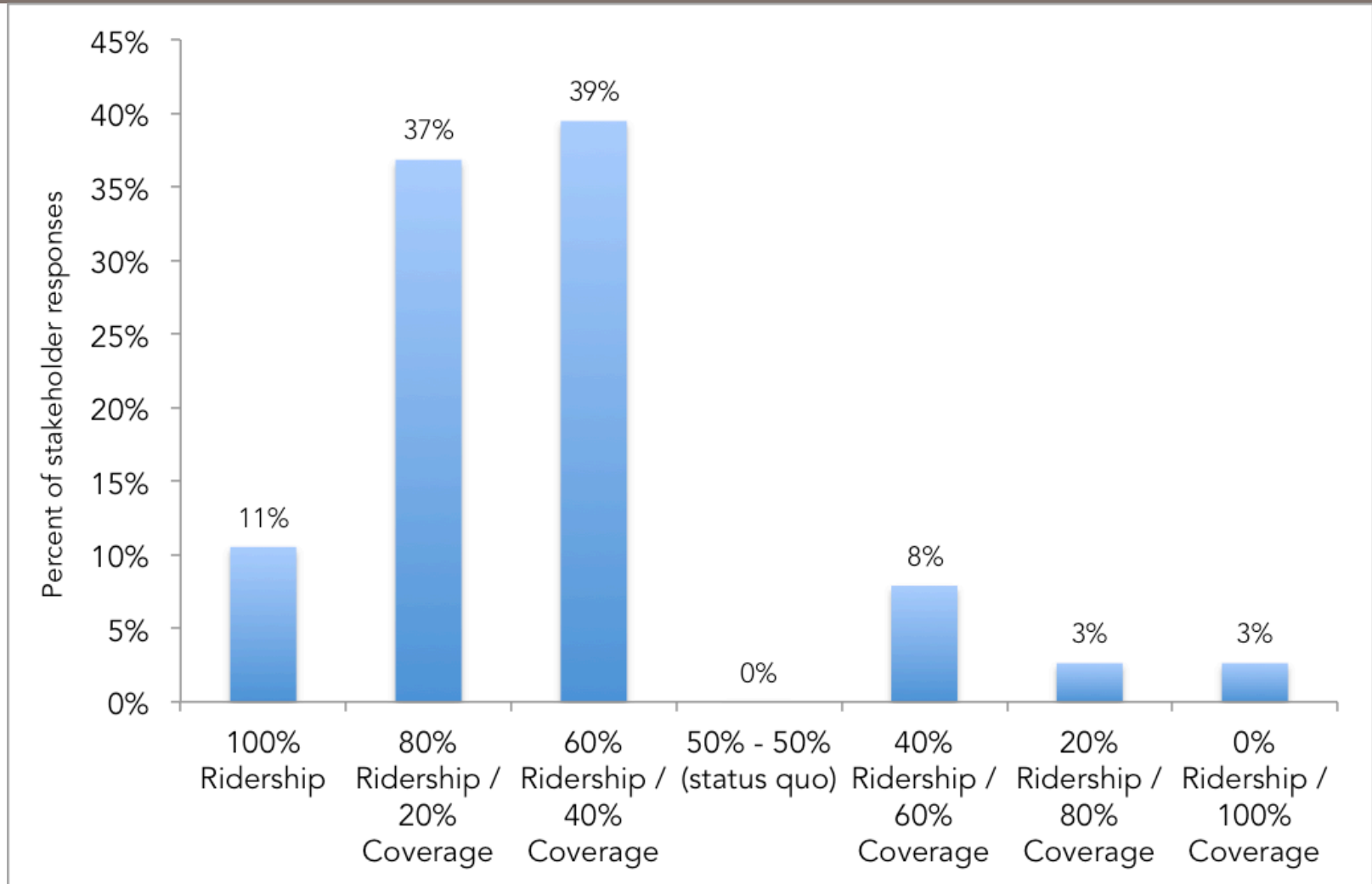
 Anchorage Talks Transit

Today, People Mover spends about half of its budget maximizing ridership, and the other half providing coverage in low-ridership places.

Stakeholder workshop



Stakeholder workshop



Web survey

Anchorage Talks Transit

Progress

3 Choices And Trade-Offs

What to do

Next Task

WELCOME

PRIORITIES

CHOICES

SPENDING PRIORITIES

FINISH

More Ridership

More Coverage

Complex Network

Connected Network

More Ridership

You run frequent routes only in the busiest areas. People have to transfer, but waits are short and trips are faster. But some less-populated areas may have no service at all!

More about this

Please rate this scenario:

★ ★ ★ ★ ★

Optional Comment

Your priorities:

Simpler network

Fewer transfers

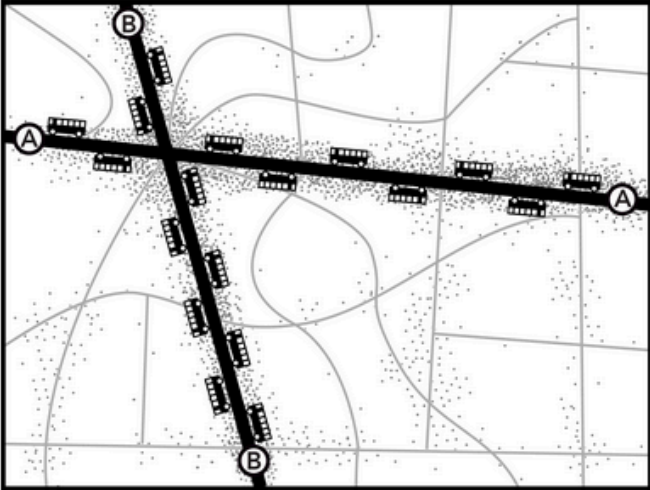
Shorter waits

Service in busy places

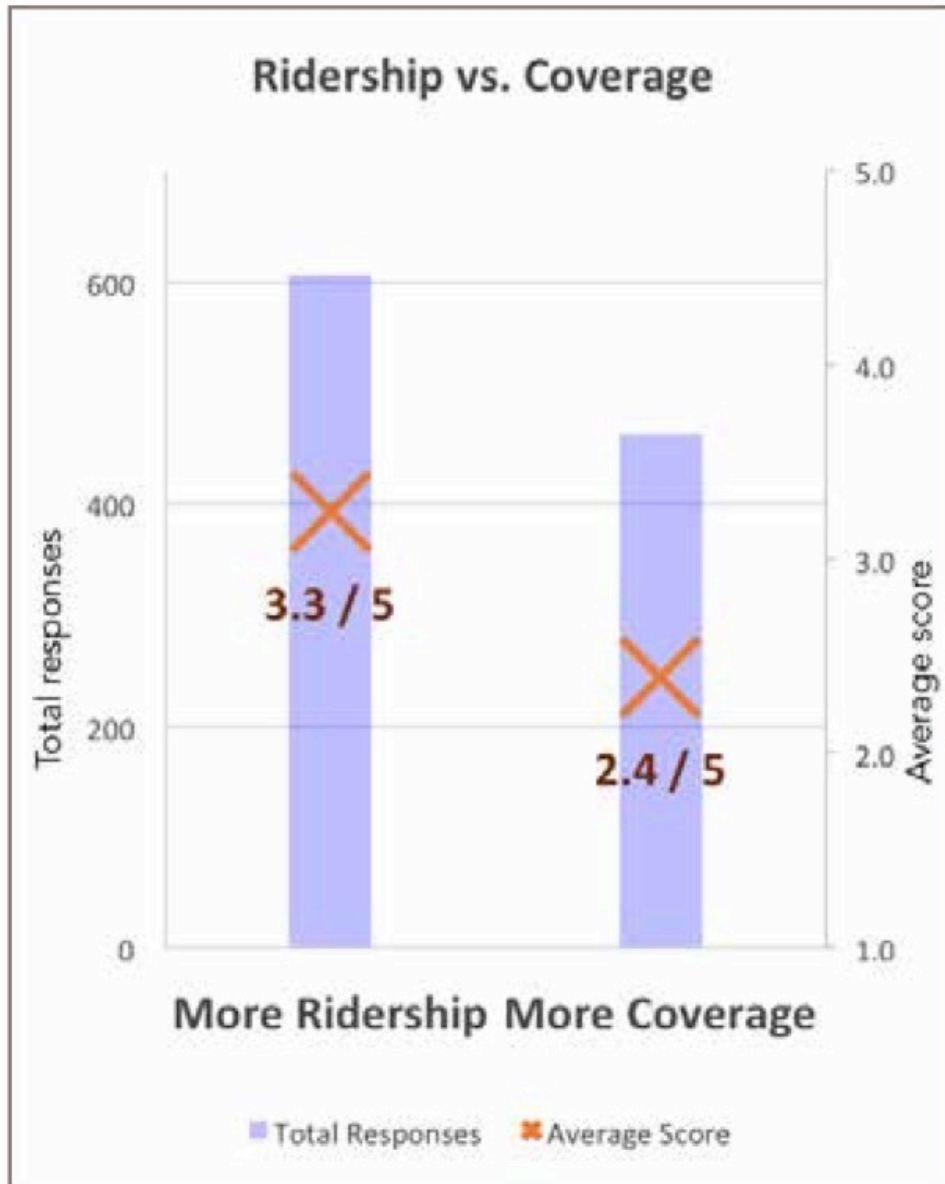
Some service for everyone

Worse

Better



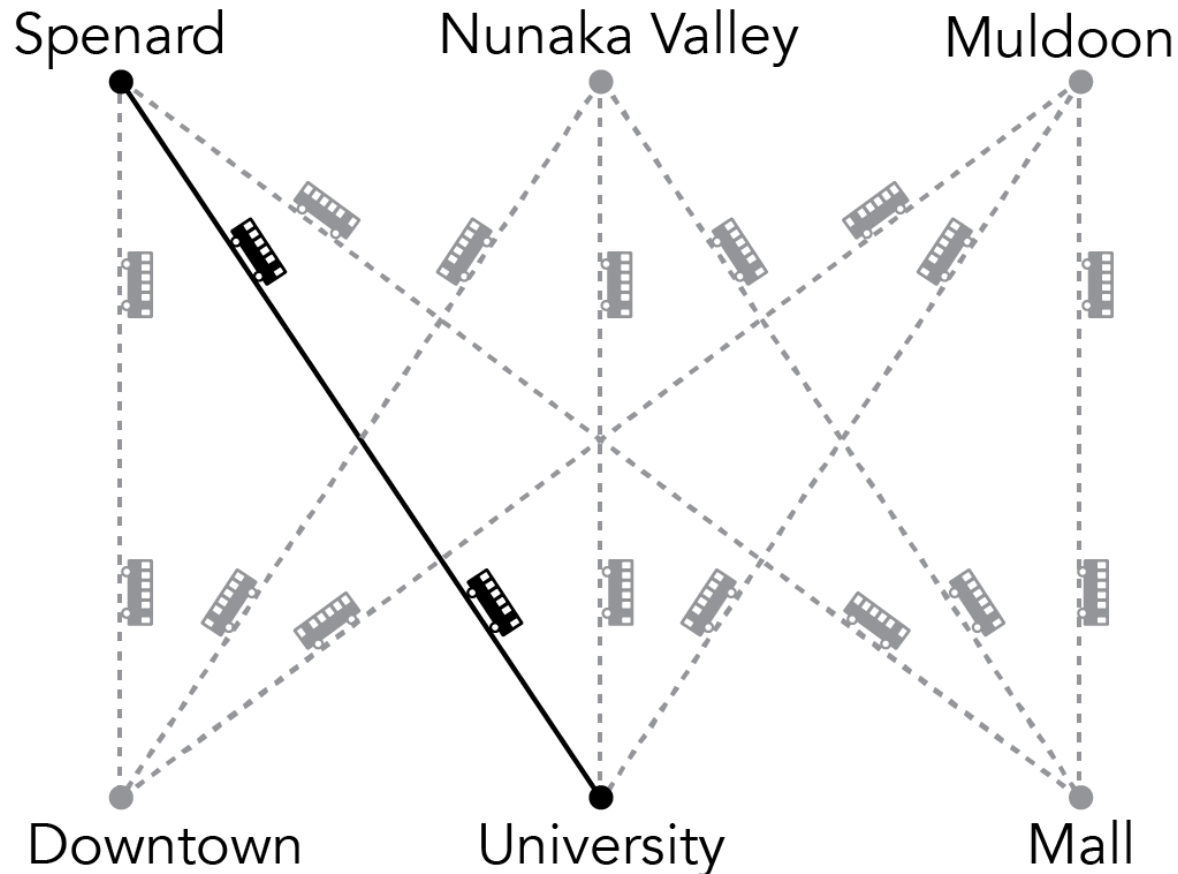
Web survey



Direct Routes, Higher Complexity




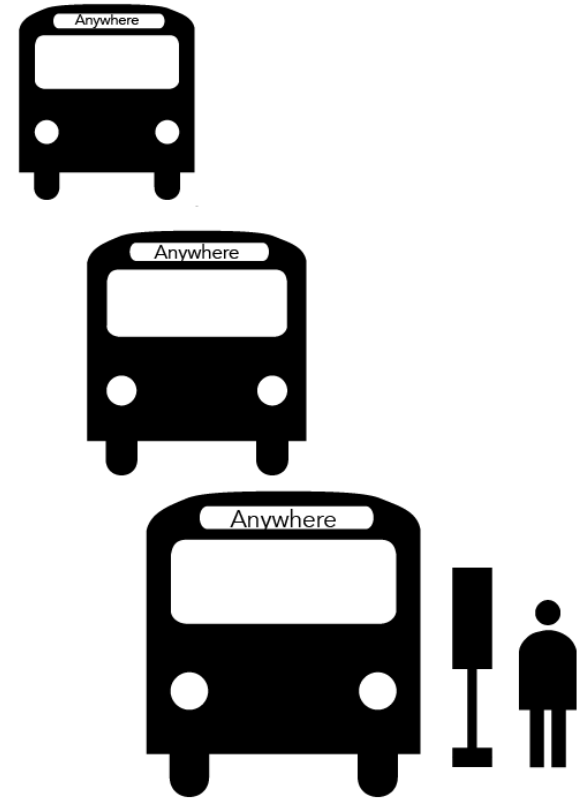
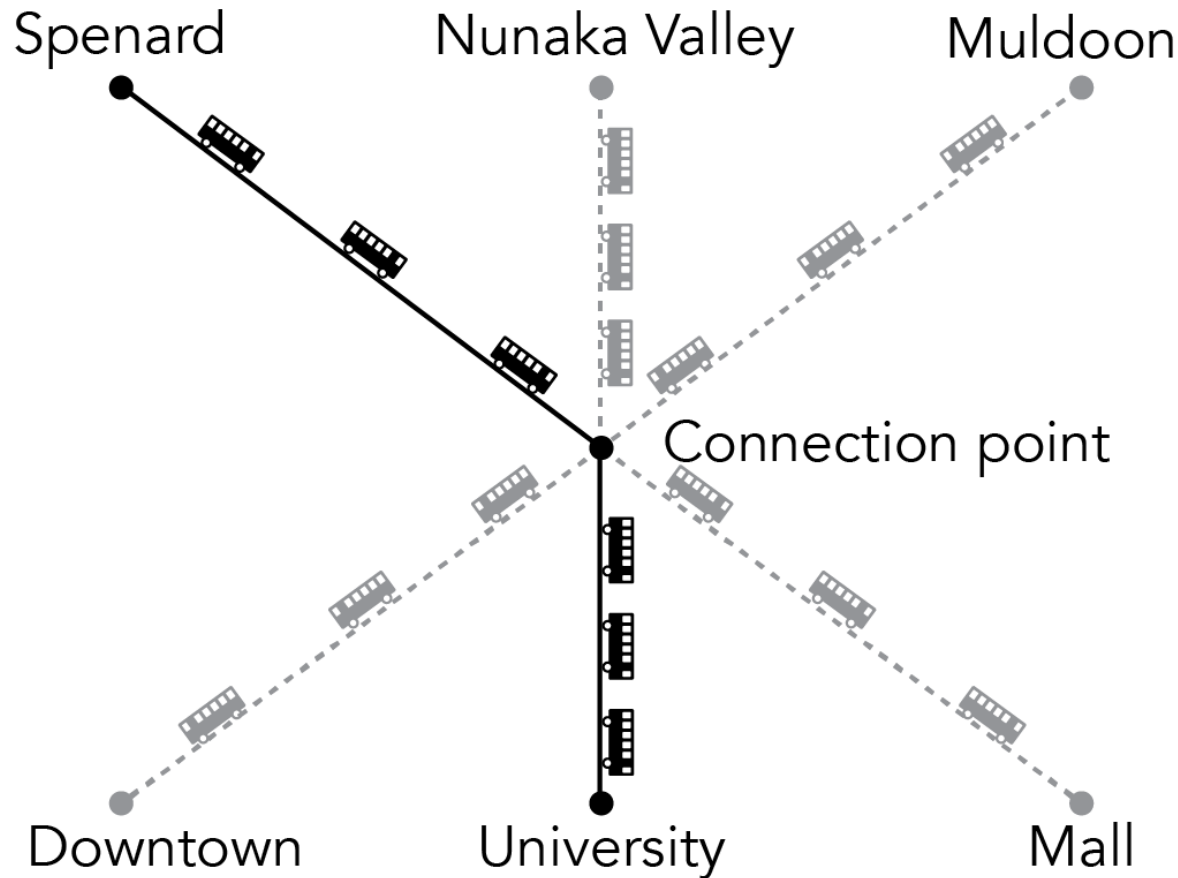
Few buses are going wherever you want to go.



Also, if you miss your bus, it's a long wait for the next one.

Connections, Lower Complexity

 *More buses are going wherever you want to go.*

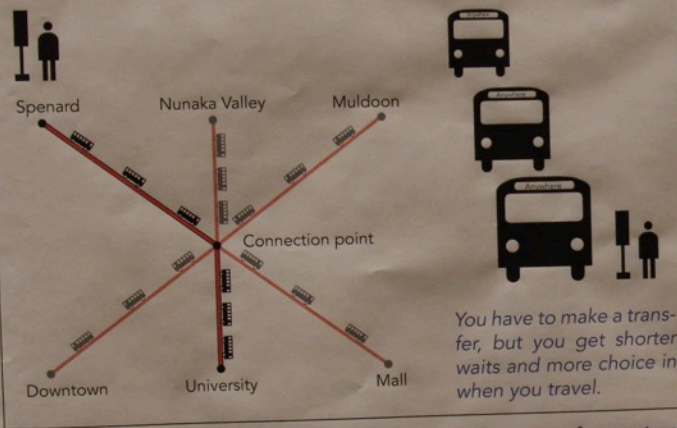


You have to make a transfer, but you have more choice of when to travel, and shorter waits.

Kickoff event + public meetings

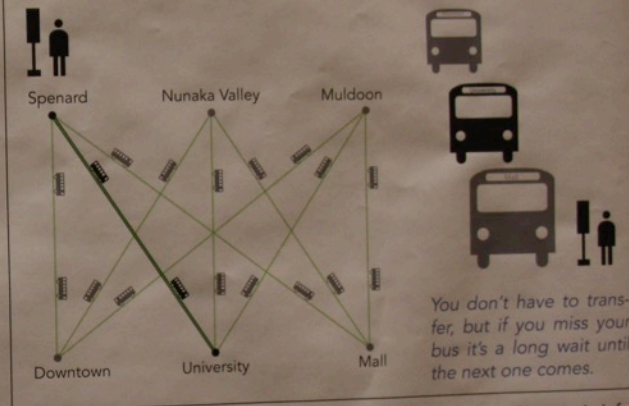
How should Anchorage balance **Connections and Complexity?**

Connected Network



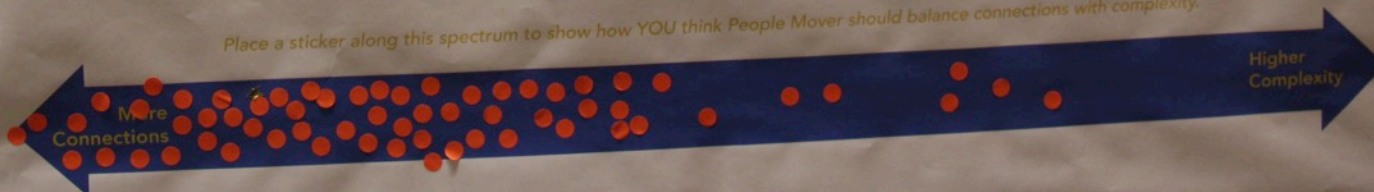
You can run fewer routes, so you can make each of them more frequent and reliable. Many trips require a transfer, but people have more choice in when they travel, and waits are short.

Complex Network



You can run buses from everywhere, to everywhere, but each route is infrequent, and less reliable. Fewer trips require a transfer, but people have fewer choices in when they travel. Once you account for much longer waits (at the start or end of a trip) total travel times are actually longer than in the "Connected Network" at left.

Place a sticker along this spectrum to show how YOU think People Mover should balance connections with complexity.



Web survey

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Progress

3

Choices And Trade-Offs

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What to do

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Connected Network

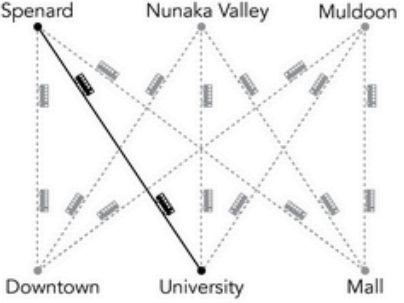
Complex Network

You can run buses from everywhere, to everywhere. Fewer people have to transfer. But waits are long, and people have few choices about when they travel.

More about this

Direct Routes, Higher Complexity

Few buses are going wherever you want to go.



Also, if you miss your bus, it's a long wait for the next one.

Your priorities:

Simpler network

Fewer transfers

Shorter waits

Service in busy places

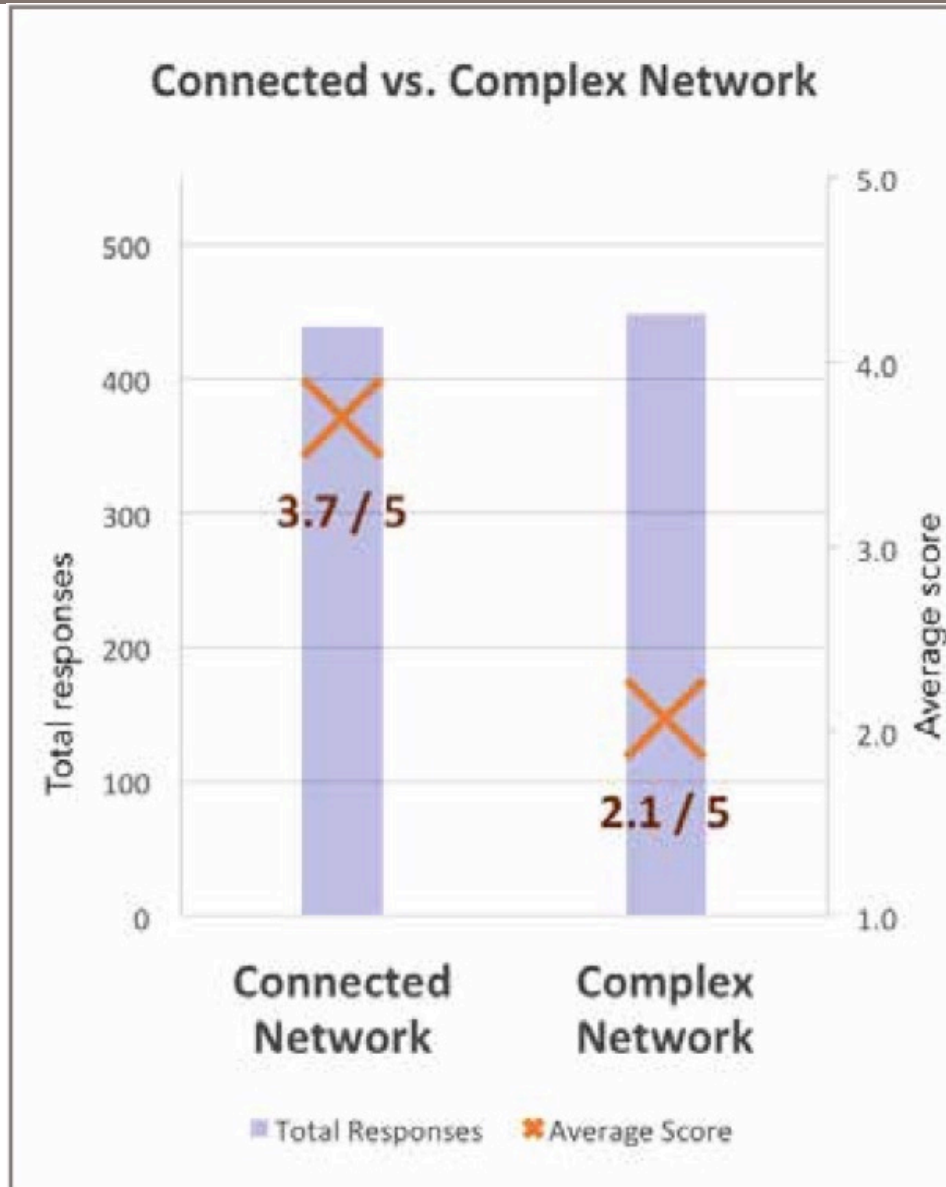
Some service for everyone

Worse

Better

JARRETT WALKER + ASSOCIATES

Web survey



Engagement Summary:

High level of effort and resources required to get people to engage in a conceptual exercise...

Spring & Summer 2016:

- Presentations at 17 Community Council meetings
- Initiation, follow-up, and coordination with a large group of stakeholders
- Project website
- Staffed informational tables in the field and at community events
- High volume of public contacts and comments
- Translated informational materials
- Interpreters at event (Hmong, Tagalog, Spanish, Korean, ASL)
- Digital advertising (\$2,000)
- Print advertising (\$2,700)
- Sponsored social media posts (\$730)
- Incentives for participation (\$200)
- Assembly workshops

Engagement Summary:

...but it pays off!

- 750+ responses to the web survey
- Diverse crowd of 100+ people at the kick-off event
- 38 key stakeholders attended Stakeholder Workshop
- High level of Community Council interest
- Media interest
- Support from administration
- Buy-in from other municipal departments
- General “buzz” surrounding the project

Lessons learned:

- Work harder for attendance at follow-up meetings (disappointing turnout)
- Limited-English Proficiency (LEP) involvement a major challenge

Next steps

Implementation

- **November 2016**
 - Administration approval to release two conceptual network maps to public and stakeholders
 - Work with commissions, advisory boards, and community partners
 - Public meetings
 - Web outreach
- **December 2016**
 - Refine concepts based upon feedback and determine single “preferred concept”
 - Second round of engagement
- **January 2017**
 - Month of public comments
 - Final preferred concept