Transit trade-offs in Anchorage

JARRETT WALKER + ASSOCIATES
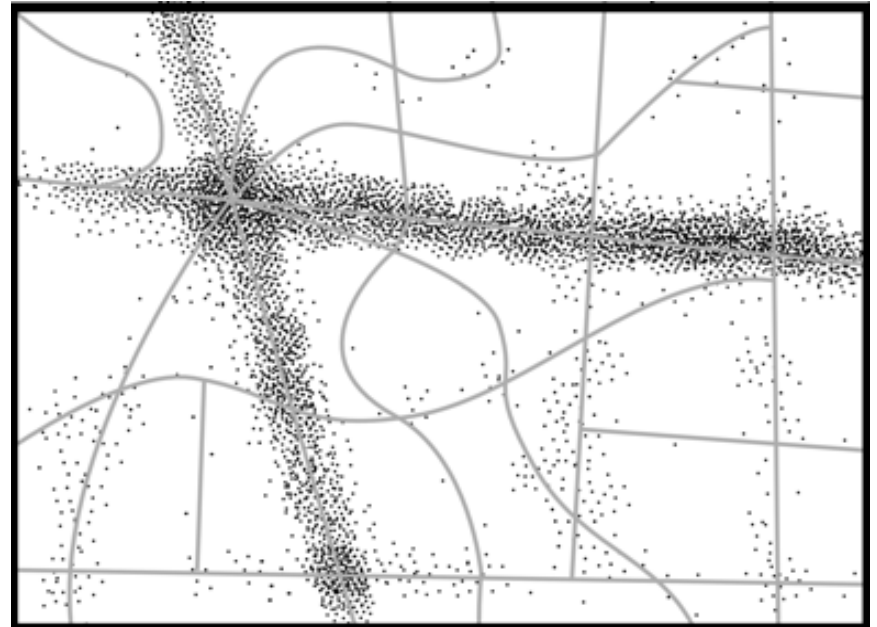
How should a transit agency allocate its resources?

Fictional Urban Area

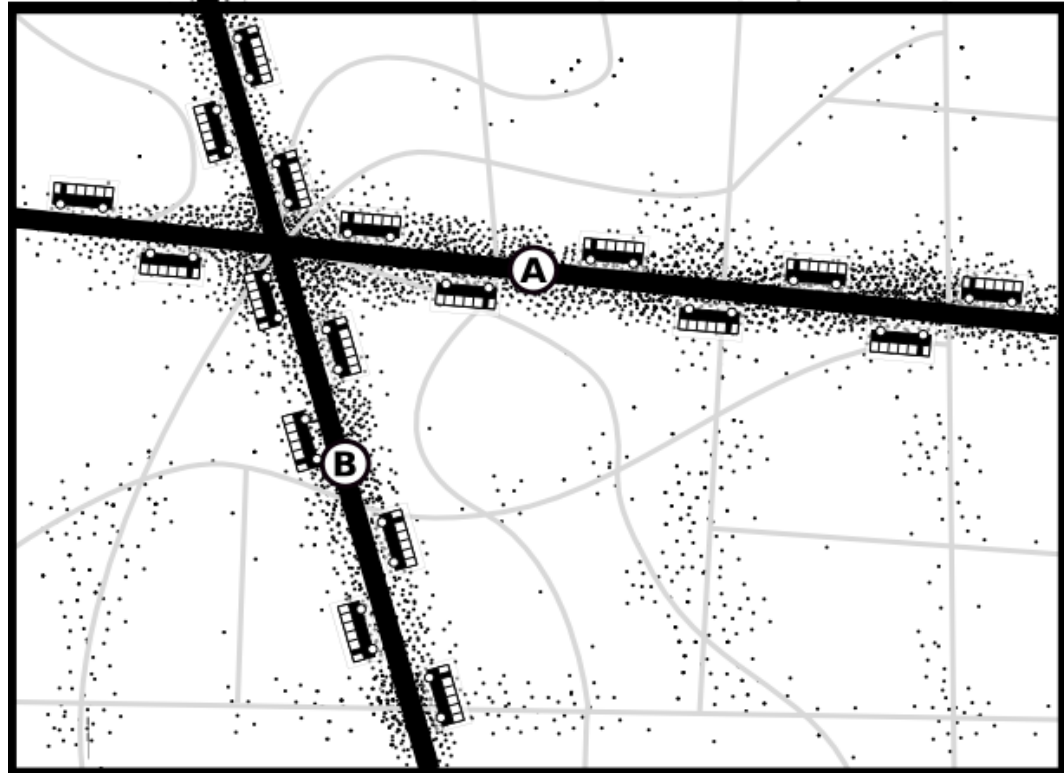Dots = residents and jobs

You have 18 buses

Ridership Goal
"Maximize Ridership"

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

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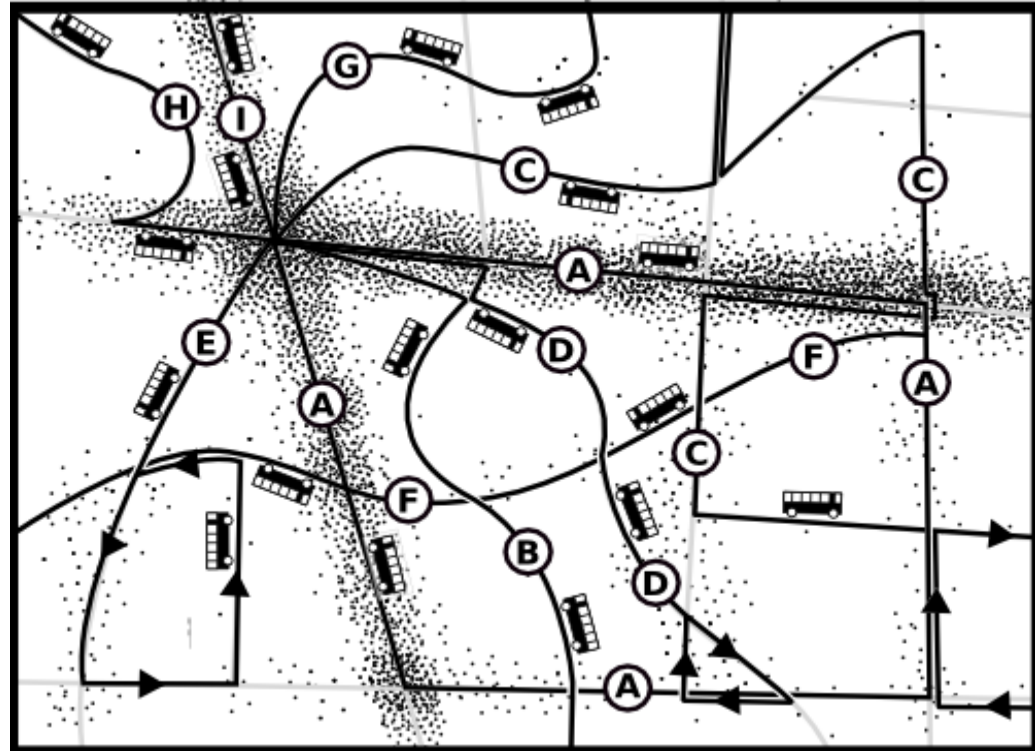

Performance Measure: *Productivity*

Ridership relative to cost

Coverage Goal
"Some service for everyone"

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

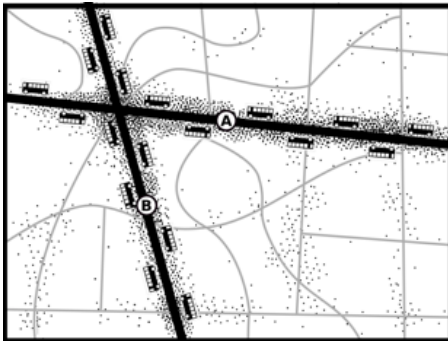You get more routes covering everyone, but lower frequency and therefore lower ridership.

Performance Measure: *Access*

% of population and jobs near some service

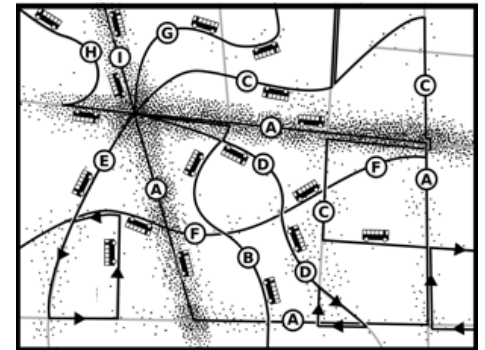# Every transit agency has to choose a point on the spectrum…

High Ridership *Think like a business!*
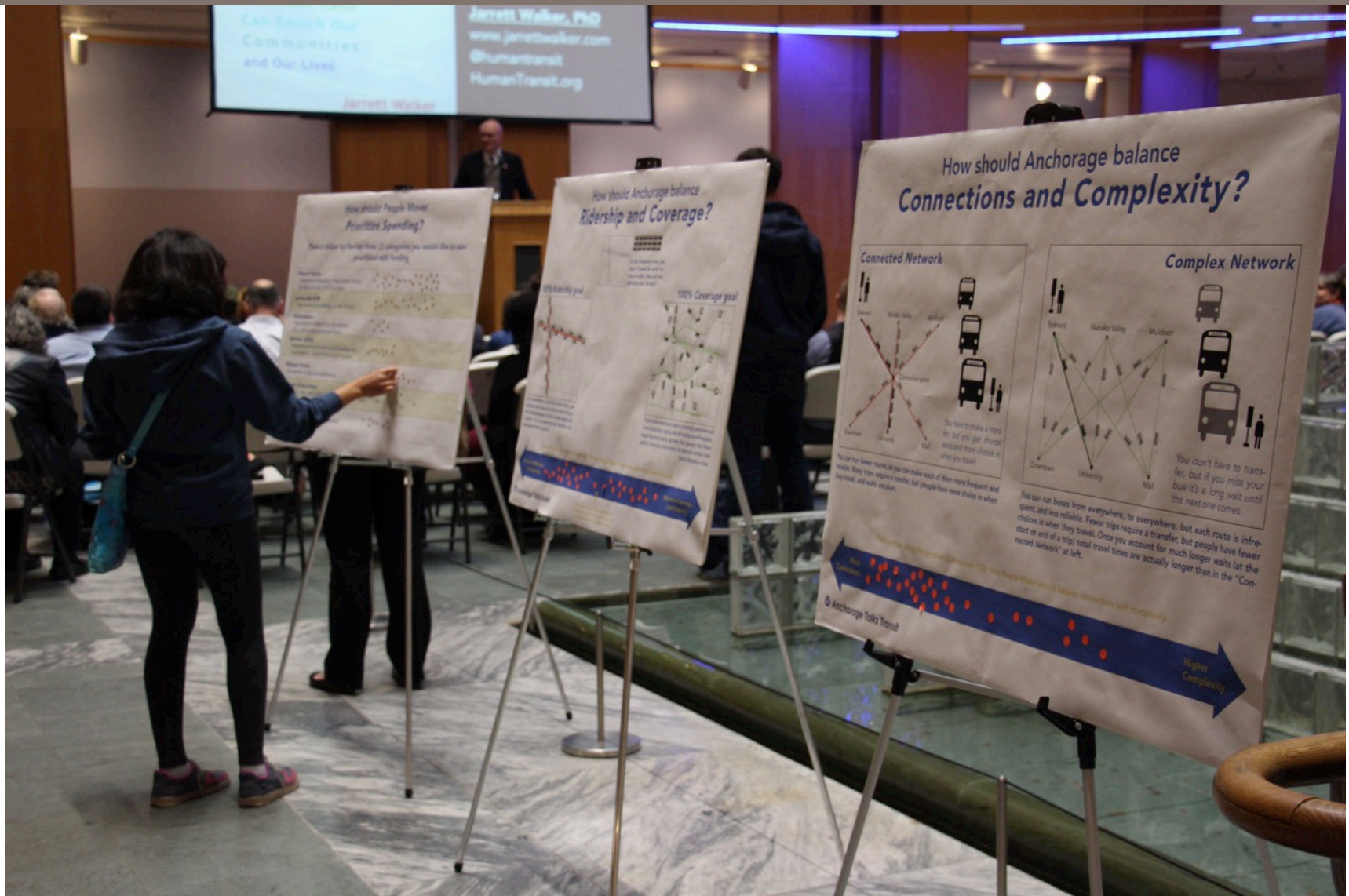

High Coverage *Access for everyone!*

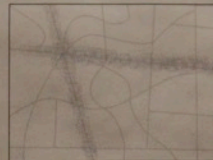

…explicitly or implicitly.

Kickoff event

Kickoff event
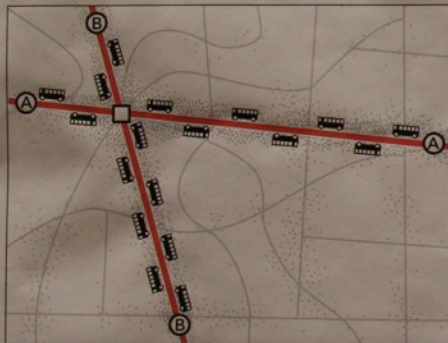
Kickoff event + public meetings

Stakeholder workshop

Stakeholder workshop
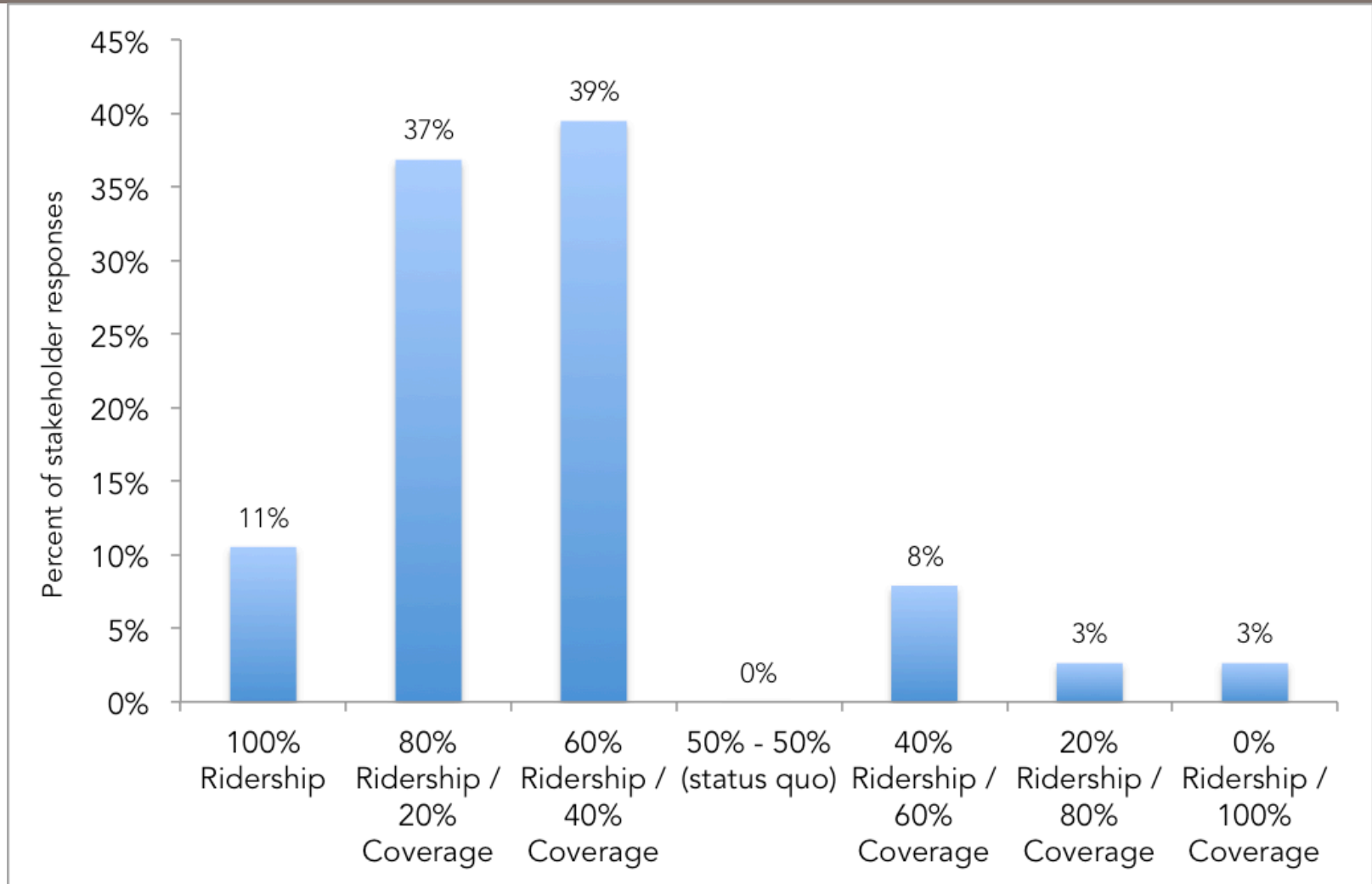
Web survey

Web survey

Ridership vs. Coverage

3.3 / 5

2.4 / 5

More Ridership   More Coverage
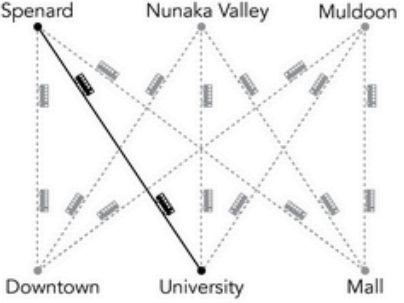
Total Responses   ✖ Average Score

Direct Routes, Higher Complexity

Few buses are going wherever you want to go.

Spenard

Nunaka Valley

Muldoon

Downtown

University

Mall

Downtown

University

Mall

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.

Spenard Nunaka Valley Muldoon

Connection point

Downtown University Mall

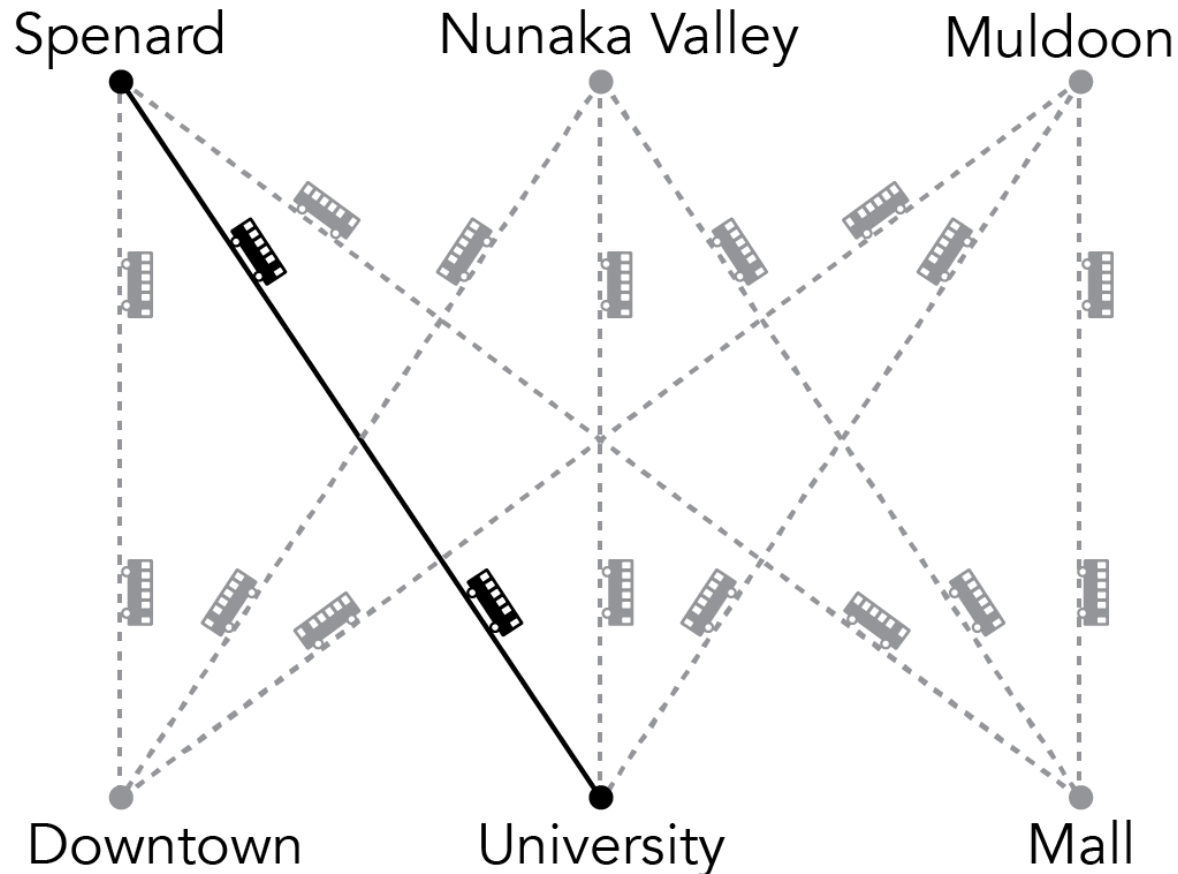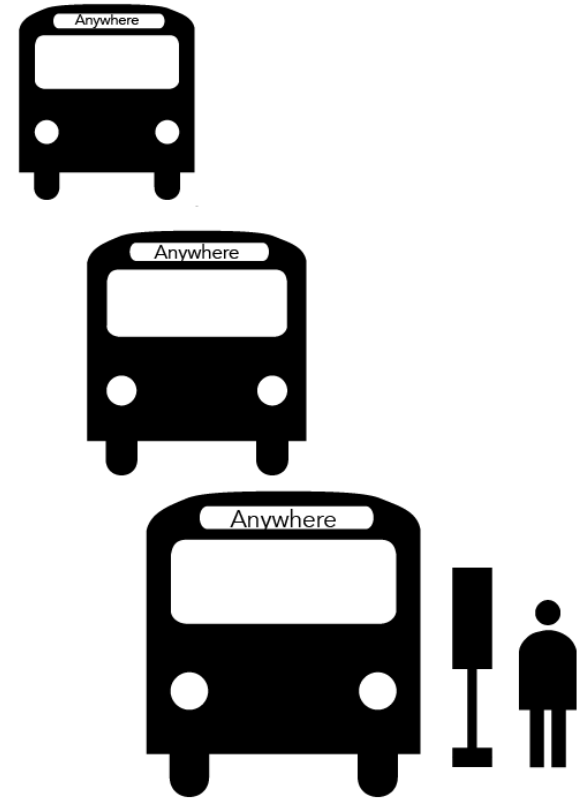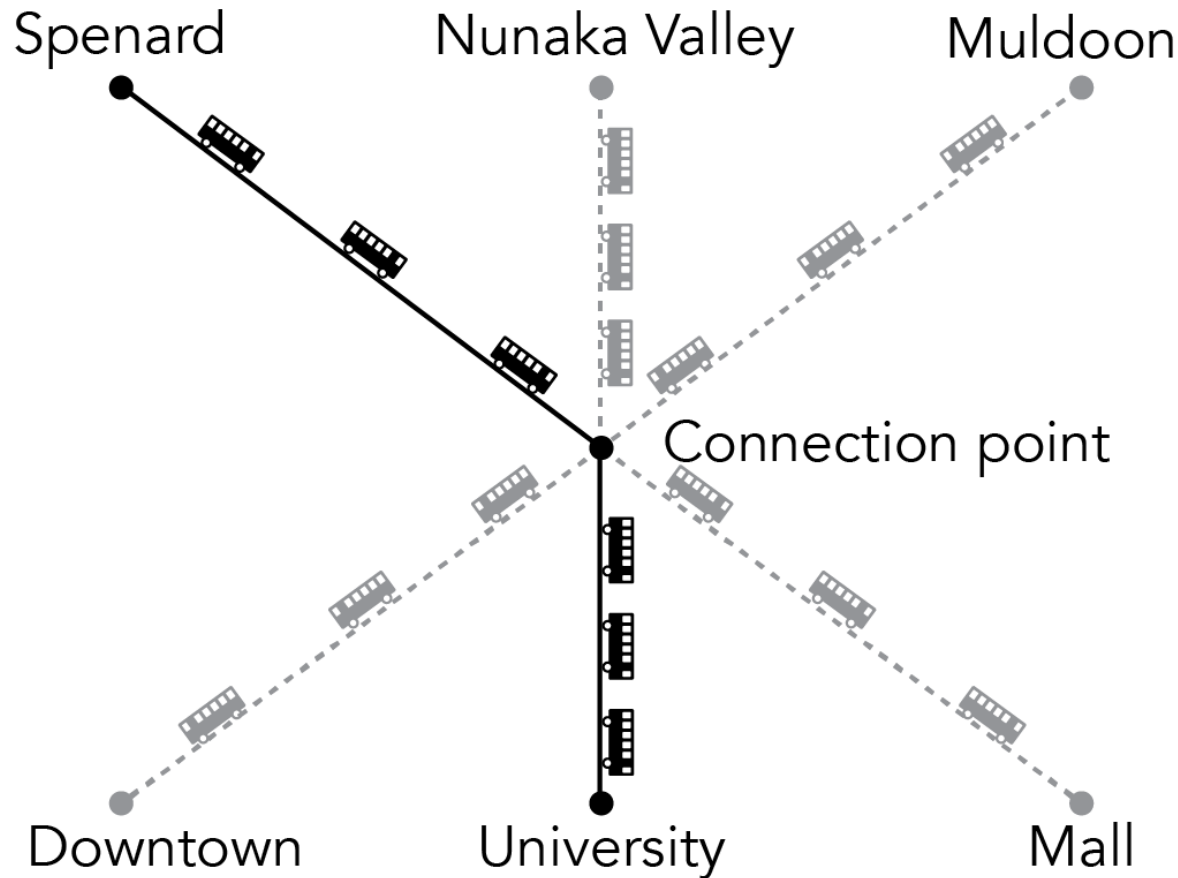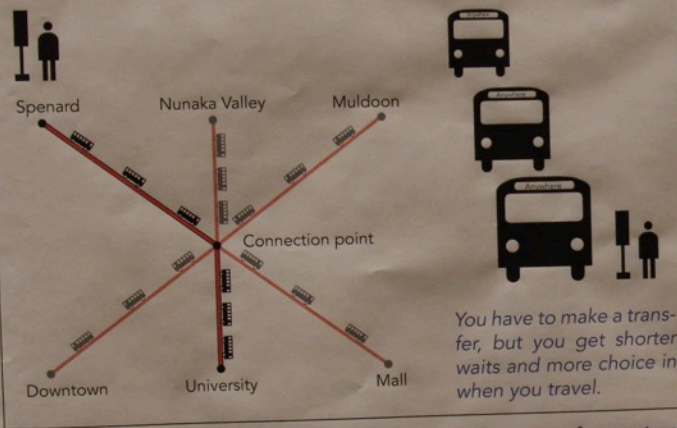You have to make a transfer, but you have more choice of when to travel, and shorter waits.

Kickoff event + public meetings

Web survey
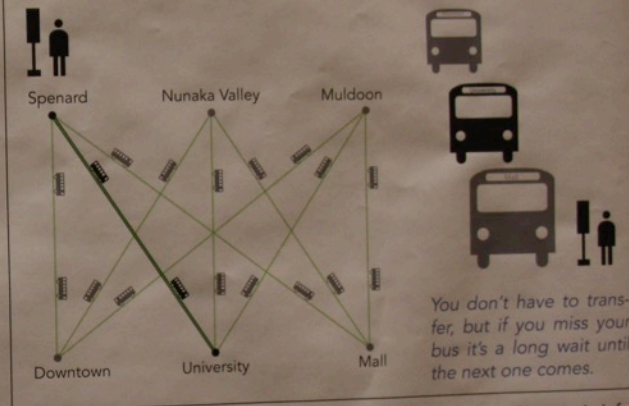
Web survey

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