



Final Report

September 2016

1 EXECUTIVE SUMMARY

Introduction

In July 2015, the Corpus Christi Regional Transportation Authority (CCRTA) initiated a comprehensive analysis of its entire bus system, titled Transit Plan 20/20. The first element of the study was an Existing Conditions Report that evaluated population and employment characteristics, service design and ridership. The densities and distribution of population segments students, and employees was also examined. The report also included a review of peer transit agencies to identify deficiencies and opportunities for improvement. The primary intent of the existing conditions report was to highlight existing strengths and weaknesses of the CCRTA system and provide a foundation for service recommendations.

Key findings of the existing conditions report include:

Transit Demand

- Most areas of high transit demand have adequate service levels.
- Additional service is warranted along Leopard, Weber, Everhart, and Saratoga.

Service Design

- Several Westside Corpus Christi routes overlap and operate on neighborhood streets.
- Several routes have poor on-time performance due to detours and excessive route length.
- Service levels and coverage on Sunday are significantly less than weekdays and Saturdays.

Ridership

- Corridors with the highest ridership include Port, Staples, Ayers, Leopard, and Alameda
- Aside from transfer stations, the highest ridership stops include Texas A&M University-Corpus Christi, Del Mar College, H-E-B stores, and Walmart Supercenter stores.
- Sunday service is more productive than on Saturday and comparable to weekdays despite minimal service levels and coverage.

Fare Policy

- Fares and pass prices are among the lowest in the country.
- More consistent fare enforcement is needed.

Community Outreach

Transit Plan 20/20 also included extensive community outreach effort throughout the project to obtain feedback from riders, stakeholders and other members of the community. A project website was maintained to provide project updates, participation opportunities, and documents.

A Design Your Bus System survey was conducted at transit stations and also made available on the project website to better understand the priorities of the community. The survey generated similar feedback from riders and non-riders. Service improvement priorities included more frequent service, earlier/later service, service to new areas, increased Sunday service and more shelters at bus stops. An all-day open house was also held at CCRTA headquarters to solicit feedback on initial service concepts.

Stakeholders meetings were held and participated by representatives of governmental departments, social service organizations, health providers, educational institutions, and customer advocacy groups. Stakeholders conveyed transit needs and provided feedback on initial service improvement concepts.

Recommendations

Transit Plan 20/20 provides recommendations for short-term cost-neutral route and schedule improvements that are designed to improve operational reliability, customer satisfaction, and increase ridership. In addition, Transit Plan 20/20 includes a roadmap for service expansion priorities, service guidelines, performance standards and fare policies. Key recommendations of the service plan include:

- Upgraded Southside Service
- More Frequent Service on Leopard and Port
- Expanded Sunday Service
- More Direct Westside Service
- Downtown / North Beach Route Improvements
- Improved Directness and Frequency in Robstown
- Expanded Express service
- Consolidated Port Aransas Service
- Improved Speed and Reliability

Figure 1 Recommended Local Route Network

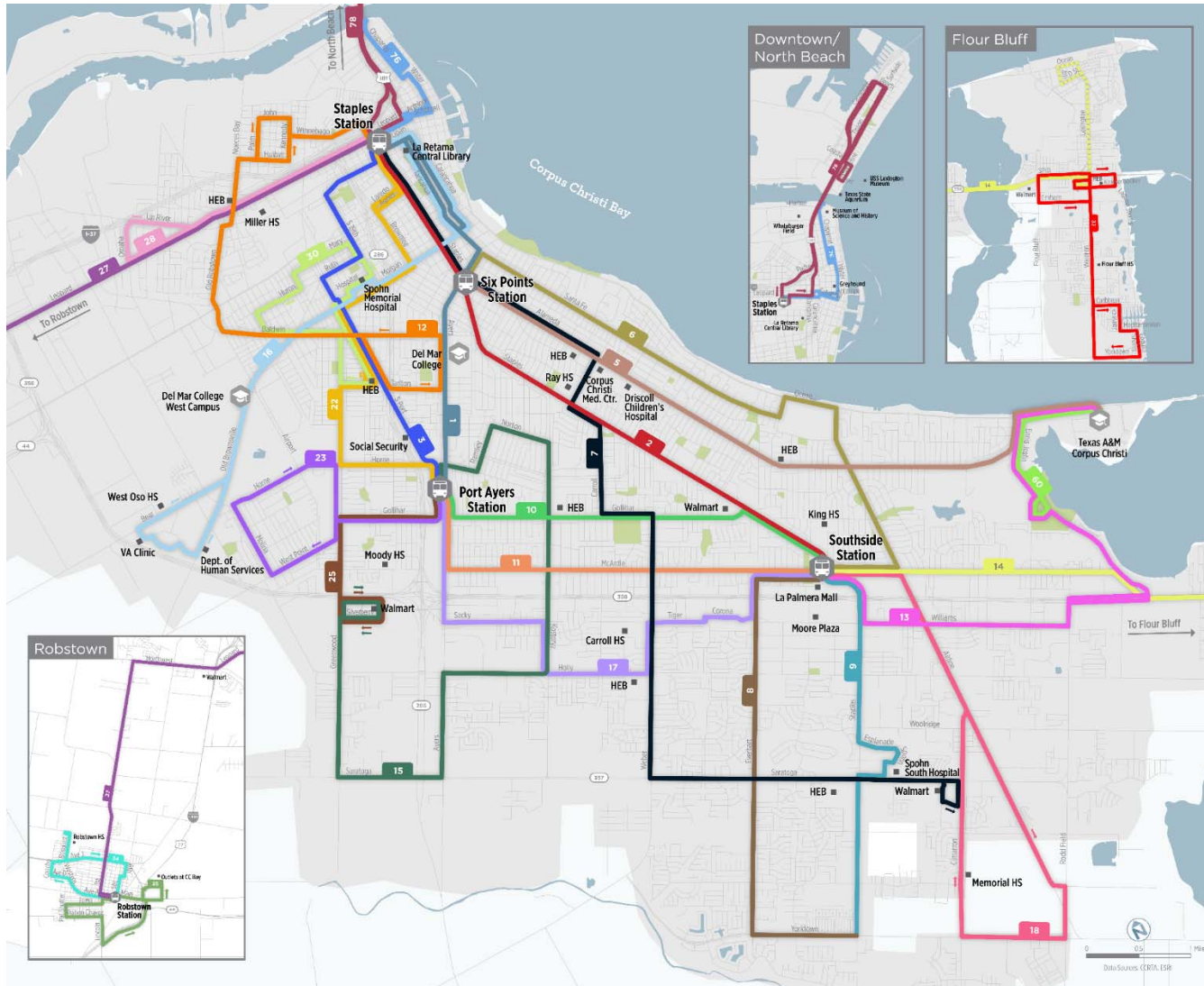


Figure 2 Recommended Express Route Network

