

HUNTSVILLE TRANSIT & MOBILITY STUDY

City Council Presentation

April 20, 2021

Outline

- Study Purpose and Goals
- Study Approach
- Study Management and Coordination
- Study Schedule

Study Purpose



- Develop public transit framework and transit plan for Huntsville
 - Identify potential transit service models that meet local and regional needs
 - Identify funding streams
 - Leverage public input, best practices, technology investments, and innovation
 - Comply with federal and state requirements
- Joint effort of Brazos Transit District (BTD) and the City

Study Goals (Draft)

1. Access to key origins and destinations in the community, particularly access by the transportation-disadvantaged
2. Access to jobs in the community
3. Mobility of residents and visitors, particularly mobility of the transportation-disadvantaged
4. Providing a cost-effective, competitive, safe, and environmentally friendly alternative to driving
5. Supporting the City's 2019 Transportation Master Plan
6. Leveraging technology and innovation to maximize benefits of transit investments

Mobility
Safety
Quality of Life
Economic Vitality

Study Tasks 1

1. Study Kickoff  
 - Sponsor kickoff meeting
 - City Council presentation
 - Advisory committee kickoff meeting
2. Existing Conditions
 - Review existing public transportation options and data, travel patterns, key origins and destinations, demographics, and land use patterns
 - Review relevant local and regional plans and programs, including the City's 2019 Transportation Master Plan

Study Tasks 2

3. Round 1 Public Engagement

- Develop strategy and obtain advisory committee buy-in
- Implement
- Summarize data and findings

4. Needs assessment

- Analyze data and input from previous tasks, with respect to study goals

Study Tasks 3

5. Peer Review

- Identify peer cities/transit systems
- Evaluate transit services offered, usage, fares, funding, and staffing
- Apply peer review findings to Huntsville

6. Work Session

- Discuss findings of previous tasks
- Discuss potential service options
- Discuss funding options and scenarios
- Include TxDOT and H-GAC

Study Tasks 4

7. Service Models

- Identify potential service models
- Develop service planning framework and guidelines, including assumptions and evaluation metrics

8. Develop Preliminary Alternatives

- Up to three
- Specify routing, service spans, service days, frequencies, service areas, and high-level stop locations (as applicable)
- Address ADA and Title VI compliance

Study Tasks 5

9. Alternatives Evaluation

- Evaluate preliminary alternatives with respect to ridership, costs, and other metrics
- Prepare basic financial plan for each alternative

10. Round 2 Public Engagement

- Develop strategy, considering lessons learned from Round 1 and seeking advisory committee buy-in
- Implement
- Summarize data and findings

Study Tasks 6

11. Preferred Alternative

- Develop and evaluate the preferred alternative
- Specify routing, service spans, service days, frequencies, service areas, and high-level stop locations (as applicable)
- Prepare updated basic financial plan

12. Implementation Plan

- Develop high-level implementation plan addressing phasing and containing alternative-specific guidance

Study Tasks 7

13. Presentation

- Develop presentation summarizing study process and outcomes
- Give presentation to advisory committee, City Council, and BTD board

14. Project Report

15. Analysis Tools and Workshop

- Develop analysis tools and data sets to be shared with BTD and City
- Conduct training and facilitate more-detailed discussion of implementation

Advisory Committee

- Role and responsibilities
- Membership
 - Community representatives
 - Potential funding contributors

Advisory Committee


















Potential Advisory Committee Members

City – elected officials or representatives	Walker County Housing Authority
City – staff	Huntsville ISD
Brazos Transit District	Senior Center of Walker County
Walker County	Walker County Hospital District
Texas Department of Transportation – Public Transportation Division	Texas Department of Criminal Justice – Region 1 Office
Houston-Galveston Area Council	Tri-County Behavioral Healthcare – Huntsville Clinic
Sam Houston State University	H-GAC Area Agency on Aging
Huntsville Chamber of Commerce	Texas Workforce Solutions–Vocational Rehabilitation Services – Huntsville Office
Huntsville Downtown Business Alliance	Ministerial Alliance
Housing Authority of the City of Huntsville	HEARTS Veteran's Museum

Public Engagement

- Goals
- Potential strategies
 - Web sites (project, BTD, and City)
 - Online survey
 - Stakeholder interviews
 - Displays at key locations
 - Social media
 - Mail-out
 - Network of contacts

Study Schedule

TASK		2021									2022						
		APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
1	Kickoff																
2	Existing conditions																
3	Round 1 public engagement													
4	Needs assessment																
5	Peer review																
6	Work session																
7	Service models																
8	Preliminary alternatives																
9	Alternatives evaluation														
10	Round 2 public engagement																
11	Preferred alternative																
12	Implementation plan																
13	Presentation																
14	Project report																
15	Analysis tools & workshop																



Council meeting



Work session



Technical memorandum



Advisory committee meeting



Public engagement



Report



Workshop

Next Steps

- Advisory Committee Meeting #1
- Existing Conditions work activities
- Round 1 public engagement strategy