

SIKES SENTER MALL

Introduction

Thank Sikes Senter Mall for allowing us to hold the meeting in the Texas Room.

- Kent Holbert, Mall Manager,
- Angela Martinez, Marketing Director.

Introduce officials and VIPs in attendance like City, County, and State personnel.

- Darron Leiker
- Larry Blowers
- John Burrus
- Carol Mayo

Create a contact sheet and a slide for the presentation. Print 100 handouts for the meeting.

Thank all the citizens for showing up for the meeting.

Encourage everyone to take a minute to enter the drawing for a set of transit passes (14 tickets for 7 days). There will be two drawings at each session. Please fill out a ballot and place it in the bin. We will announce a winner at the end of the session.

Overview of presentation

Sessions 1

3:00 – 3:40

Break

Session 2

3:55 – 4:35

Break

Session 3

4:50 – 5:30

Highlight the June EJ Meetings. The MPO Meeting being held tonight will draw more focus on Wichita Falls Transit. We did not feel the June meetings adequately addressed the Transit system and important Transit issues. That is why we are here today.

HISTORY- There has not been changes to the Transit System since the last MTP Update was adopted in 2000.

The WF MPO has been doing a low level in-house Transit Study since the spring of this year, 2005. The meeting tonight is a very important part of that study.

The information from the study will be put in a report and submitted to the Technical Advisory Committee (TAC) and forwarded to The Transportation Policy Committee (TPC). The TPC will make a determination concerning the course of action that should be taken based on the information provided.

TONIGHT'S FOCUS – The primary focus of tonight can be narrowed down to one thing. We want your feedback. Data obtained from the Transit Questionnaires is the primary task of tonight's meeting. We had great input and feedback from citizens at the first round of questionnaires and all the information we collect helps us in identifying some of the following issues:

Breakdown of Ridership – this will highlight demographic groups that have a disproportionately high or low level of ridership (i.e. College and/or high school students). This could possibly reveal new areas to target to improving overall ridership.

Purpose, Frequency of Use, and Routes Used - it is vitally important to identify the purpose that riders access transit service. Example: this shows us how the system affects access to work and leisure activities for riders and citizens. A strong workforce is dependant on consistent access to mass transit.

Length of Trips – how the system functions is equally important. If a rider has to transfer buses and travel for 2 hours to go 10 blocks that is a very poor transit system. Length of trips is a strong indicator to the level of connectivity and routing of a system. The number of overall riders can be directly related to the average length of trips. The longer it takes to get to destinations...the less likely someone is to use the system.

Overall Ratings for Transit Service - this identifies the overall level of improvement that must be analyzed, adjusted, and applied to a route or system. Over time, a number of small factors can

Instead of throwing money at the system to improve the overall ridership, our hope is to improve the whole Transit System to make it a more viable option for the majority of Wichita Falls' workforce and citizens. In the end this is more a more reasonable, practical, and cost effective strategy.

We hope to see an increase in ridership

The WF Transit System is subsidized by the Federal transit Administration (FTA) and TxDOT, with a percentage of (local) matching funds coming from the City of Wichita Falls.

Capital operating and planning expenses are FTA driven (80/20).

Capital & Planning	80% = FTA
Expenses	20% = Local Match - CWF

Operating expenses for Transit are split 50/50.

Operating	50% = FTA
Expenses	50% = TxDOT & Local Match - CWF

Because local transit is subsidized in this manner, the process to expand the system is a complex multi-tiered undertaking that involves many levels of government. Simply adding a couple of routes is not feasible without including proper authorities and agencies. Proper protocol must be followed. Justification must be shown to federal, state and local governments.

Each transit system is classified by the FTA; this is based on a number of factors. In the case of Wichita Falls, adding additional routes would reclassify our Transit System and require additional manpower and resources. Not to mention that the City of Wichita Falls would have to increase the local match (level of funding) allocated to transit to continue to match increased federal and state subsidization. So many factors must be considered when looking at reworking an entire transit system and considering expansion in the same breath. It is for this reason the public is so important in driving the initiative and making the task relevant to local officials.

Capital Funding
Planning
Operating Expenses

As part our MPO Public involvement Policy, before any changes to the Transit System (routes or fares) can take place, 2 public hears must be held. For this reason changes to the system are a lengthy process and happen rarely. Considering PIP requirements we feel obligated to look at the problem as whole and not individual parts. The entire system is under review and any recommendation we develop will address the entire system and not a few complaints.

Consider the process and the MPO as facilitators in bringing forth change. We are striving to take Public input and turn it into recommendation for change. We have many statistical and analytical tools at our disposal, but the one that matters most is

