Huntington Transit Impact Study

West Virginia LTAP Conference | April 19, 2018

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KYOVA Interstate Planning Commission

- MPO for the Huntington, WV-KY-OH Urbanized Area
  - TMA Designation in July 2012
  - TMA Population: 202,637
  - RIC assumes planning responsibilities for Putnam County portion

- 3 Transit Systems
  - Tri-State Transit Authority (WV)
  - Ashland Bus System (KY)
  - Lawrence County Transit (OH)
Tri-State Transit Authority (TTA)

- Located in Huntington, West Virginia
- Began fixed-route bus service in Huntington in 1972
- Opened the TTA Center in downtown Huntington in 1994 at the Greyhound bus terminal
- Now operates 14 fixed-routes
  - Routes stretch from Kenova to Culloden, a span of over 30 miles
  - Also operates Dial-A-Ride paratransit service
- Is the designated recipient for 5310 funds designed to aid seniors and those with disabilities
- Services Marshall University students with stops at high-demand destinations and late night service
Purpose of the Study

- The study was jointly funded by KYOVA, TTA, and the WVDOT Division of Public Transit
- Last system-wide study was conducted in the early 90s
- Opportunity to:
  - Assess existing services
  - Identify potential efficiencies
  - Ensure limited resources are directed appropriately
- Examine connections to transit systems in Kentucky and Ohio
Study Challenges

- Topography of TTA’s service area is difficult to serve with public transit

- Commercial activity has shifted from downtown Huntington to US-60 corridor

- TTA serves a large geographic area, with several dispersed population centers

- Schedule adherence is an active issue on multiple routes
Study Opportunities

- Consolidate routes along US-60 to provide higher-frequency service along commercial corridor

- Increase service frequency on select high-ridership routes

- Increase engagement, awareness, and ridership among Marshall University students
Transit Impact Study Approach

Three main focus areas of analysis:

1. **What does the market say?**
   - Population and employment densities
   - Demand of transit-dependent subgroups

2. **What do the numbers say?**
   - Ridership analysis
   - Service performance metrics

3. **What do the people say?**
   - Public engagement
   - Survey results
Market Demand for Transit

Transit Potential Index

- **Green Zone:** Residential
- **Yellow Zone:** Commercial
- **Red Zones:** Industrial

**Legend:**
- Transit Center
- Shopping
- Office
- Hospital
- School

**Scale:**
- 1 mile = 1 mile

**Notes:**
- 1-5 people/employees per acre
- 5-10 people/employees per acre
- 10-20 people/employees per acre
- >20 people/employees per acre

**Areas:**
- Huntington Region
- Ironton/Ashland
- Milton/Culloden
- Huntington CBD
Market Demand for Transit

Fixed-route ridership increased 16% from 2010-2015
Ridership by Stop: Greater Huntington

[Map showing ridership distribution with different colored circles indicating ONs (on) and OFFs (off) across various stops in the Greater Huntington area.]
Survey Results

- Improve existing service: 57% (Improve), 43% (Serve new areas)
- More weekday service: 32% (More), 68% (Weekend)
- More frequent service: 59% (More), 41% (Frequent)
- Longer service hours: 59% (Frequent), 41% (More)
Guiding Service Principles

- Service should be *simple*
- Service should operate at *regular intervals/frequencies*
- Routes should operate along a *direct path*
- Routes should be *symmetrical*
- Routes should serve *well-defined markets*
- Service should be *well-coordinated*
Guiding Service Principles

Route 6

Madison Avenue

Route 6

Madison Avenue / DHHR / Piedmont Road / VA Hospital

Weekday and Saturday (Leaving Town)

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(Schedules Read From Left to Right)

* Indicates weekday only.
Recommendations

- Improve directness of service to address on-time performance
- Reduce uncoordinated duplication of service on US-60
- Improve frequency to every 30 minutes on two routes
Recommendations

Existing service on the US-60 corridor
Proposed service on the US-60 corridor
Recommendations

- **Unfunded Priorities**
  - Add frequency during the weekday daytime
  - Improve nighttime service
  - Explore possible partnerships with ride-hailing services
    - TNC (Uber/Lyft/taxi) partnerships
  - Add Sunday service
**Recommendations**

- **Innovative Solutions to Improve Transit**
  - Designated bus stops
  - Bus turnouts on US-60 corridor

- **Passenger Enhancements**
  - Real-time bus arrival information
  - Capital improvements
  - Pedestrian enhancements
Conclusion

- TTA is a vital service for many Huntington residents
- Focus existing resources and investments on high-ridership corridors and routes
- Focus future resources on improving nighttime service frequency and span, and improving passenger amenities