

**Regional Transit Coordination (RTC) Subcommittee
Houston-Galveston Area Council
Online Meeting/Conference Call
Thursday, April 11, 2024
9:30-11:00 AM**

Agenda

1. Introductions and Certification of Quorum (9) – Ruthanne Haut, The Woodlands Township, Chair
2. Public Comments
3. Action Items:
 - 3.1 Approval of RTC Subcommittee Meeting Minutes of February 1, 2024
4. Information Items: (10 minutes or less each)
 - 4.1 Coordinated Planning
 - 4.1a Provider Summit Update – Sandy Klanfer, H-GAC
 - 4.2 Other Efforts
 - 4.2a The Woodlands Township Transit Study – Ruthanne Haut, The Woodlands Township
 - 4.2b Fort Bend Transit Vision Plan – Perri D’Armond, Fort Bend Transit
 - 4.2c Pearland Transit Need Assessment Update – Alan Rodenstein, H-GAC
5. Transit and Human Service Agency Reports (5 minutes or less each)

2024 RTC Subcommittee Meeting Dates:

July 11, 2024

October 10, 2024

REGIONAL TRANSIT COORDINATION SUBCOMMITTEE

SPECIAL CALL MEETING MINUTES Thursday, February 1, 2024 – 9:30-11:00am Houston-Galveston Area Council Virtual Meeting

MEMBERS PRESENT

Ruthanne Haut (Chair) – The Woodlands Township
Melanie Beaman – City of Sugar Land
Angel Ponce – City of Houston
Thomas Holstein – BakerRipley
Perri D’Armond – Fort Bend County Transit
De’Andre Guin – City of Conroe
Jo Marlow – Brazos Transit District
Claudia Wicks – Colorado Valley Transit
Sean Middleton – Gulf Coast Transit District
James Oliver – City of Galveston/Island Transit

ALTERNATES PRESENT

Brandon Mosely – City of Houston
Ashley Newell – Mounting Horizons
Shekeylia Douglas – Harris County Transit
Kaitlyn Mack – Brazos Transit District

OTHERS PRESENT

Travis Madison – TxDOT
Nancy Peron – TxDOT
Paula Polk - TxDOT
Brenda Bustillos – TxDOT
Thien Cao – Harris County Transit

H-GAC STAFF PRESENT

Jamila Owens
Thomas Gray
Chris Whaley
Karen Owen
Alan Rodenstein
Susan Jaworski
Eric Belmar
Lucinda Martinez

BRIEFING

Overview

RTCS Members and Alternates met virtually by teleconference. At this Special Call meeting, the Subcommittee endorsed Transit Asset Management (TAM) performance targets. It also received an update on 2023 regional transit ridership trends resulting from H-GAC’s quarterly ridership survey.

INTRODUCTIONS AND CERTIFICATION OF QUORUM

ITEM 1 – Ruthanne Haut, Chair, The Woodlands Township, convened the meeting at 11:01 AM. Roll was called by H-GAC staff and a quorum was certified.

PUBLIC COMMENT

ITEM 2 – There were no public comments presented to the Subcommittee.

ACTION ITEMS

ITEM 3.1 – Approval of RTC Subcommittee Meeting Minutes of January 11, 2024

Ms. Haut requested a motion to approve the minutes of the January 11, 2024 meeting of the Subcommittee.

Action Item Motion: moved by Sean Middleton, seconded by James Oliver. Action Item approved.

ITEM 3.2 – Endorsement of Transit Asset Management Targets – Chris Whaley, H-GAC

Mr. Whaley provided an overview of the Transit Asset Management (TAM) process, which is designed to ensure a State of Good Repair (SOGR) for the region’s transit providers. Whaley described the performance measures used for each asset category and listed the current disposition of the TAM plans collected from the region’s transit providers. Whaley then presented a history of the region’s TAM performance (targets and actuals) by year as well as the proposed targets for 2026. Based on the data currently available to H-GAC, the region has met only one of four performance targets for 2024.

Ms. Jamila Owens continued the presentation by highlighting “transit investments to watch” in coming years, including \$514 million in capital transit projects programmed into the TIP and \$231 million in “carry over/spend down” projects recently approved by the Transportation Policy Council. Owens suggested that this pipeline of projects could improve the region’s overall State of Good Repair.

Mr. Whaley and Ms. Owens requested that the Subcommittee endorse the Regional Transit Asset Management Performance Targets proposed for 2026. These targets would then be presented to TAC and TPC for adoption.

Discussion ensued. Perri D’Armond said that H-GAC should emphasize to TAC and TPC that a lower percentage indicates better performance; she also noted that it seemed like performance targets were simply being changed to match existing conditions. Ms. Owens responded that the methodology is to set a goal to either maintain or perform better, that the FTA wants H-GAC to be consistent with methodology for this performance period, and that the next performance period (starting in 2026) gives staff and the Subcommittee an opportunity to review the methodology and perhaps adopt more aspirational targets. Ruthanne Haut agreed with Ms. D’Armond and noted that, although the MPO is investing a lot of money into transit over next cycle, the timelines of these projects are such that they might not affect targets before 2026; she suggested that staff make this explanation TAC and TPC. Ms. Owens responded that staff would do so. Ms. Haut concluded by noting that the TAM exercise is important because providers can’t fix what is not measured.

Action Item Motion: moved by Perri D’Armond, seconded by Sean Middleton. Action Item approved.

INFORMATION ITEMS

ITEM 4.1a Regional Transit Ridership Update – Thomas Gray, H-GAC

Mr. Gray presented the Subcommittee with the results of the regional ridership survey, which is sent to all the region’s transit providers on a quarterly basis to collect monthly ridership as well as information about major service changes. Gray reported that regional ridership continues to improve overall, with an 18% increase compared to 2022 and a 52% increase compared to 2021, but is still about 22% lower than 2019, the year before the COVID-19 pandemic. Local fixed-route bus and demand response services show the most increase, while park and ride shows the least. METRO accounted for 97.8% of all regional ridership in 2023. Mr. Gray said that H-GAC will continue to conduct survey in 2024 on quarterly basis and thanked regional providers for their cooperation.

Discussion ensued. Alan Rodenstein thanked Perri D’Armond and her staff for providing ridership information that H-GAC is using in its Pearland transit study. He observed that service to the Texas Medical Center seems to be performing the strongest in terms of park and ride destinations. Thomas Gray agreed, noting that doctors and nurses can’t work from home.

Perri D’Armond noted that Fort Bend Transit is combining its Uptown/Galleria service with its Greenway Plaza service; riders wanting to go to the Uptown/Galleria area will be able to transfer to METRO’s Silver Line BRT at the lower Uptown Transit Center but ridership to that part of town has otherwise been poor since COVID. Fort Bend Transit will be starting park and ride service to downtown Houston in March. This prompted discussion about a recent *Houston Chronicle* article regarding UH students shuttling between the main and Sugar Land campuses.

Ruthanne Haut noted that the data presented indicates that transit is still feeling the aftereffects of the pandemic. In addition to lower ridership due to people working from home, she has observed that commuters are leaving earlier on days when they do go in to the office.

ADJOURNMENT

Ms. Owens reminded providers that transit Call for Projects deadline has been extended to February 15.

Ms. Haut adjourned the meeting at 11:38 AM.

Next RTCS Meeting – 9:30 AM on Thursday, April 11, 2024

Paratransit/Non-Emergency Medical Transportation Provider Summit

April 2024

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H-GAC
METROPOLITAN
PLANNING
ORGANIZATION

7

Background

- Paratransit/Non-Emergency Medical Transportation Advisory Workgroup
- Highlighted barriers to transit associated with regional trips
- Better coordination between providers can reduce these barriers
 - More seamless transfers
- H-GAC can bring providers together
 - Coordination
 - Training

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8

Goals

Expand the conversation on paratransit and NEMT barriers beyond the providers participating in the workgroup

Facilitate connections between providers to help reduce barriers for paratransit and NEMT customers

Enhance the quality of paratransit and NEMT services in the region by offering training on national best practices to service providers

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9

Host Committee

- H-GAC brought together a small group
 - Paula Johnson, City of Houston Agency on Aging
 - Jilian Lennon, Meals on Wheels Montgomery County
 - Francis Rodriguez, H-GAC
 - Nykole Murray, Mounting Horizons
 - Christopher Russell, Harris County Transit
- Bring knowledge and skills to event plan
- Make sure event meets providers needs

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10

Where and When



- June 25, 2024
- 11 AM – 2 PM
- H-GAC Conference Rooms



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11

Event Run of Show

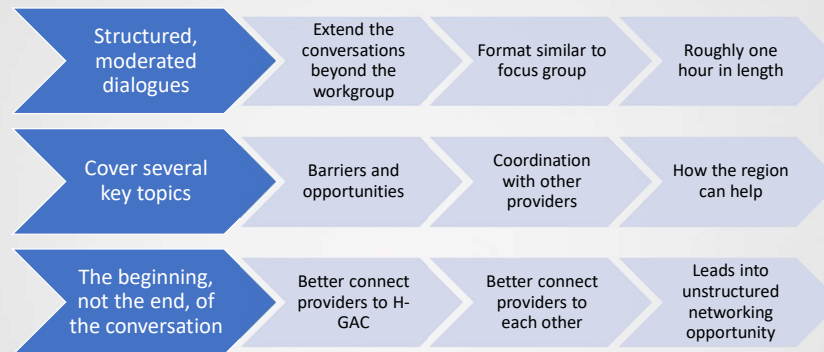
- Sign-in
- Welcome Remarks
- Small Group Discussions
- Lunch and Networking Hour
- Panel Conversation with Q&A
- Concluding Remarks



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12

Small Group Discussions



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13

Panel Conversation

- Intended to offer providers useful resources
 - Funding
 - Best practices
- May include representatives from:
 - METRO
 - Harris County Transit
 - TxDOT
 - National Aging and Disability Transit Center (NADTC)
 - Houston Mayor's Office for Persons with Disabilities
- Each speaker will present for about 10 minutes, with Q&A session at the end

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14

Next Steps

- Confirm Panelists
- Develop and Distribute Marketing Materials
- Create Event Web Page
- Host Committee Continues to Meet



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15

You Can Help This Event Succeed

- Share ideas for panelists or topics of conversation
- Help us get the word out!
 - Distribute our marketing materials to your network
 - Let people know the event is happening
 - Bring yourself, bring your team

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16



We Look Forward to Seeing You There!

June 25, 11 AM – 2 PM




H-GAC 2nd Floor Conference Rooms

Sanford.Klanfer@h-gac.com




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The Woodlands Township Transit Study

April 2024




THE GOODMAN CORPORATION

THE WOODLANDS TOWNSHIP 1

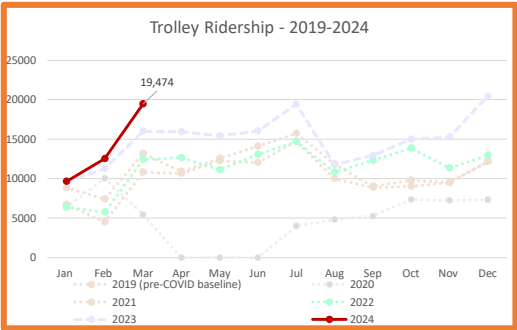
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Town Center Trolleys





Town Center Trolleys

- Fixed-route service
- First established 2007
- ~500 daily riders/180,000 trips annually
- Township became "Direct Operator" in 2020
- 6 Township-owned vehicles
- Trolley Operations Facility



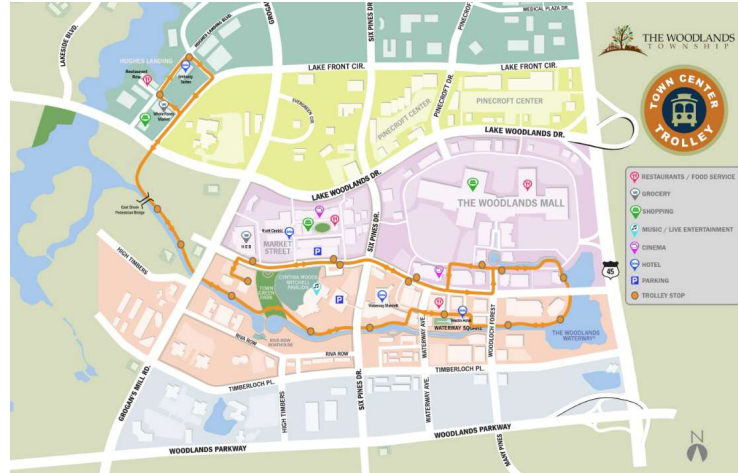
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019 (pre-COVID baseline)	10,000	12,000	19,474	11,000	10,000	11,000	15,000	10,000	11,000	10,000	11,000	12,000
2020	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
2021	8,000	10,000	12,000	11,000	10,000	11,000	14,000	10,000	11,000	10,000	11,000	12,000
2022	7,000	9,000	11,000	12,000	11,000	12,000	15,000	11,000	12,000	11,000	12,000	13,000
2023	11,000	13,000	15,000	14,000	13,000	14,000	17,000	13,000	14,000	13,000	14,000	15,000
2024	-	-	19,474	-	-	-	-	-	-	-	-	-

THE WOODLANDS TOWNSHIP

2

Town Center Trolleys – www.woodlandstowship.ridesystems.net



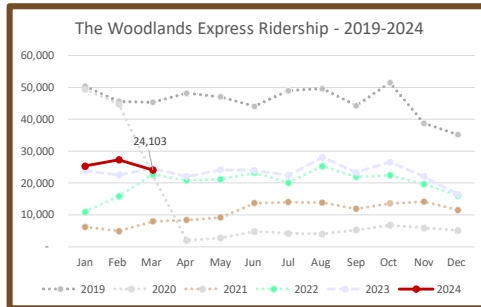
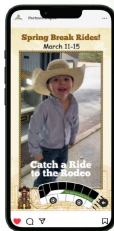
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The Woodlands Express



Commuter Bus Service

- ~650 daily riders/280,000 trips annually
- Contract Operator – First Class Transportation
- 25 Township-owned coach buses
 - WiFi and bathrooms onboard!
- Three Park & Ride Facilities
- Serves:
 - Downtown Houston
 - Texas Medical Center
 - Greenway Plaza
 - Energy Corridor District (3-year Pilot)
 - Rodeo (annual in Feb/March)



4

The Woodlands Express

LOCATIONS:
Sterling Ridge Park & Ride - 8001 Mulberry Way
Research Forest Park & Ride - 3900 Maricao Place
Sawdust Park & Ride - 101 Woodridge Rd

LOT HOURS:
Open at 5:00 a.m.
Close at 8:00 p.m.

FARE: \$13.00 Roundtrip

System Map

Park & Ride Terminal Locations

- Research Forest Park & Ride
3900 Maricao Place
The Woodlands, TX
800-374-6100
- Sterling Ridge Park & Ride
8001 Mulberry Way
The Woodlands, TX
800-374-6100
- Sawdust Park & Ride
101 Woodridge Road
Spring, TX
800-374-6100

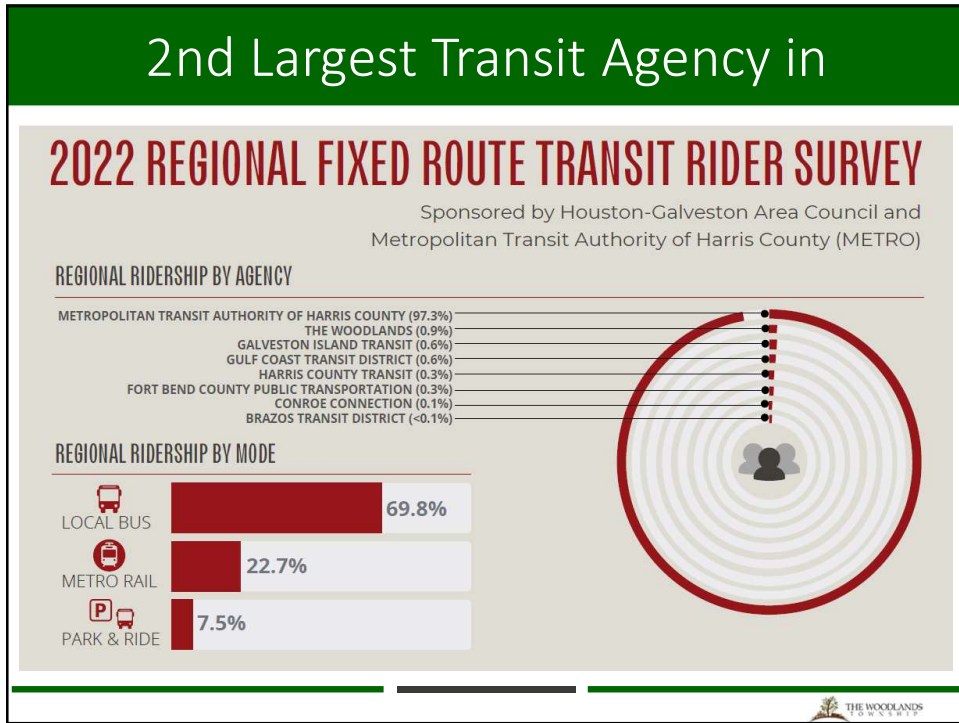
Passenger Service Number
832-851-3362

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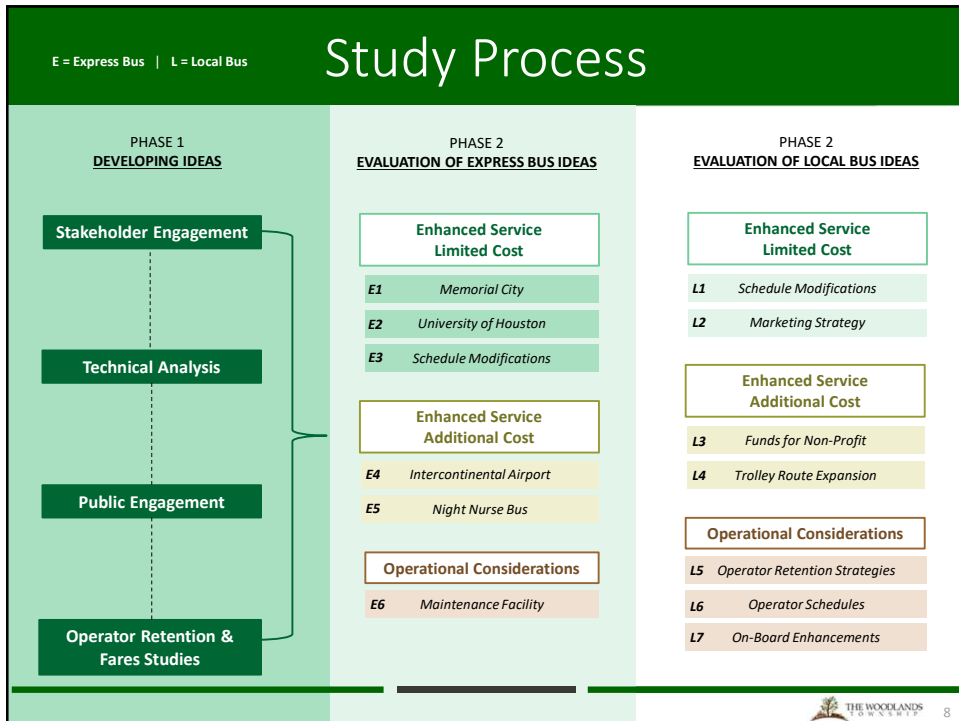
Who Uses our Transit Service?

Operator - Route	Rider Residency	Ridership	Percent of Route Total	
The Woodlands - Trolley	The Woodlands Township	220	61%	locals
	City of Houston	46	13%	
	Unincorporated	93	26%	
The Woodlands - Route 299 Energy Corridor	The Woodlands Township	18	70%	
	Unincorporated	8	30%	
The Woodlands - Route 299 Research Forest	The Woodlands Township	305	53%	
	City of Conroe	51	9%	
	Unincorporated	223	39%	
The Woodlands - Route 299 Sawdust	The Woodlands Township	129	51%	
	City of Conroe	3	1%	
	City of Houston	3	1%	
	City of Oak Ridge North	7	3%	
	Spring	14	5%	
	Unincorporated	95	38%	
The Woodlands - Route 299 - Sterling Ridge	The Woodlands Township	132	81%	
	Unincorporated	31	19%	
The Woodlands - Route 299 TOTAL	The Woodlands Township	584	57%	locals
	City of Conroe	54	5%	
	City of Houston	3	0%	
	City of Oak Ridge North	7	1%	
	Spring	14	1%	
	Unincorporated	358	35%	

6



7



8

Express Park and Ride - Ideas

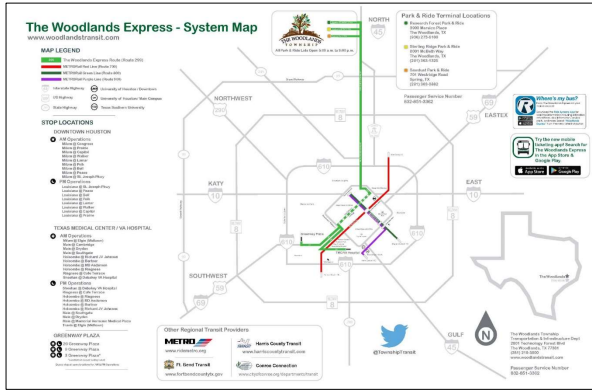
- Enhanced Service Limited Cost**
- E1** Memorial City
 - E2** University of Houston
 - E3** Schedule Modifications



- Enhanced Service Additional Cost**
- E4** Intercontinental Airport
 - E5** Night Nurse Bus

- Operational Considerations**
- E6** Maintenance Facility

E = Express Bus | L = Local Bus



9

Express Park and Ride Enhanced Service - Limited Cost

Idea – E1

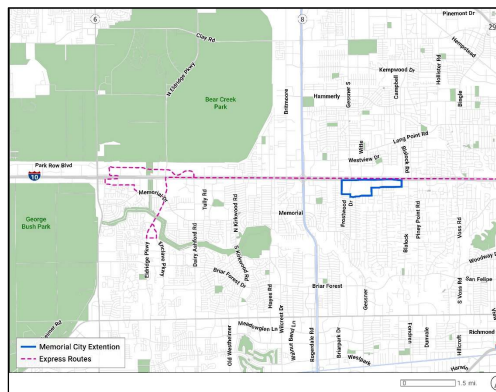
Memorial City

What is this idea?

- Existing Energy Corridor service would make an additional stop at Memorial City.

Why is this an idea?

- Memorial City is along the existing Energy Corridor route.
- There are about 35,000 jobs within about 0.5 miles of the proposed stop area.
- Technical data shows there is transit demand from The Woodlands Township to Memorial City.



10

Express Park and Ride Enhanced Service - Limited Cost


Idea – E1

Memorial City

Key Observations

- Due to the travel time increase, there will be about a 10% decrease in Energy Corridor ridership
- Overall ridership will increase along the corridor.
- There is capacity within existing runs to accommodate demand.
- Minimal financial outlay to The Woodlands Township.
- Further coordination with Memorial City is needed.

Criteria	Value Change from Baseline	% Change from Baseline
Performance		
Annual Ridership	7,050	2.9%
Revenue Miles	1,750	0.3%
Revenue Hours	250	1.5%
Proximity		
Number of Jobs with 0.5 Miles	35,200	8.0%
Major Employers (500+ Employees)	6	11.8%
Environmental		
Vehicle Miles Traveled (PPV 1.48 (USDOT))	180,300	2.9%
Fiscal Efficiency		
Federal Appropriations Impact - Section 5307	\$30,700	0.8%
Annual Operating Cost	\$48,750	1.0%
Federal Grant Impact	\$18,400	0.8%
Farebox Impact	\$23,450	1.5%
The Woodlands Township Budget Impact	\$6,800	0.9%



11

Express Park and Ride Enhanced Service - Limited Cost

Idea – E2

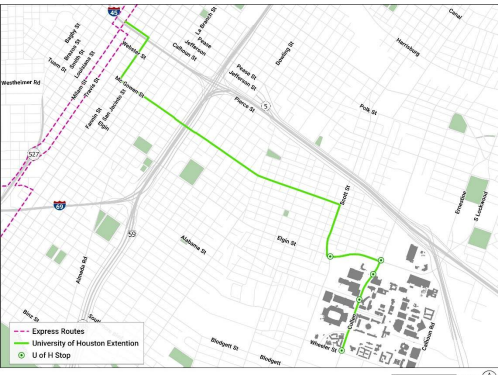
University of Houston


What is this idea?

- Existing Central Business District service would add an extension to the University of Houston.

Why is this an idea?

- The University of Houston was mentioned as a requested destination throughout public and stakeholder engagement.
- Technical data shows there is transit demand from The Woodlands Township to The University of Houston.
- There are efficiencies to be gained on existing routes traveling to the Central Business District.





12

Express Park and Ride Enhanced Service - Limited Cost


Idea – E2

University of Houston

Key Observations

- The ridership would increase overall system ridership by 5.5%.
- There is just enough capacity within existing runs to accommodate demand.
- Minimal financial outlay to The Woodlands Township.
- METRO and University of Houston further coordination needed.
- Eligible project for H-GAC CMAQ Pilot Program.

Criteria	Value Change from Baseline	% Change from Baseline
Performance		
Annual Ridership	13,500	5.5%
Revenue Miles	7,000	1.4%
Revenue Hours	650	3.9%
Unlinked passenger trips per revenue miles	0.02	4.1%
Unlinked passenger trips per revenue hour	0.22	1.5%
Proximity		
Number of Jobs with 0.5 Miles	6,800	1.5%
Major Employers (500+ Employees)	1	2.0%
Environmental		
Vehicle Miles Traveled (PPV 1.48 (USDOT)	344,850	5.5%
Fiscal Efficiency		
Federal Appropriations Impact - Section 5307	\$51,250	1.3%
Annual Operating Cost	\$128,700	2.6%
Federal Grant Impact	\$35,800	1.6%
Farebox Impact	\$87,750	5.5%
The Woodlands Township Budget Impact	\$5,000 to \$30,000	0.7% - 3.5%



13

Express Park and Ride Enhanced Service - Limited Cost

Idea – E3

Schedule Modifications

What is this idea?

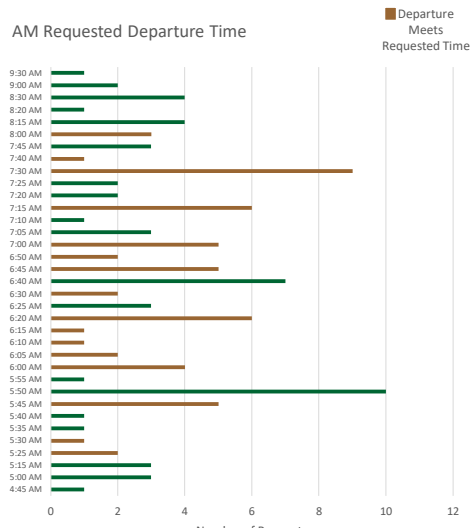
- As ridership continues to rebound from COVID-19 levels, ensure enough service is provided to meet demand.

Why is this an idea?


- Many riders indicated the need for a mid-day route (implemented in 2023).
- Many riders requested an improved schedule.
- The Woodlands Township responds to its riders.

IMPLEMENTED – a mid-day added in Sept 2023 and 6 new runs added in March 2024

AM Requested Departure Time



■ Departure Meets Requested Time
■ Requested Time



14

Idea – E4

Express Park and Ride Enhanced Service - Additional Cost

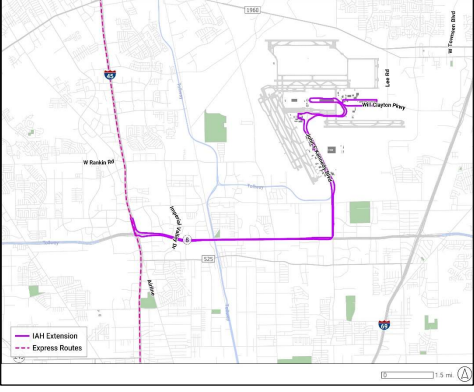
Intercontinental Airport


What is this idea?

- New express bus service to IAH, operating 19 hours per day, 365 days per week.

Why is this an idea?

- Technical data shows there are significant auto trip movements from The Woodlands Township to IAH.
- The daily rate to park a vehicle at IAH can range from \$8 to \$30.
- Public requested evaluation of service.
- Potential for private partnerships**
- Eligible project for H-GAC CMAQ Pilot Program.




15

15

Idea – E4


Express Park and Ride Enhanced Service - Additional Cost

Intercontinental Airport

Key Observations

- The service is a 27% increase in annual cost.
- The ridership would increase overall system ridership by 18%.
- This is a new service and would require robust marketing to achieve the ridership.
- Eligible project for H-GAC CMAQ Pilot Program.
- Private operators could use excess parking for incidental use or pay monthly fees to operate.

Criteria	Value Change from Baseline	% Change from Baseline
Performance		
Annual Ridership	45,000	18.4%
Revenue Miles	138,700	26.8%
Revenue Hours	6,950	41.5%
Unlinked passenger trips per revenue miles	-0.03	-6.6%
Unlinked passenger trips per revenue hour	-2.37	-16.2%
Proximity		
Number of Jobs with 0.5 Miles	6,800	1.5%
Major Employers (500+ Employees)	1	2.0%
Environmental		
Vehicle Miles Traveled (PPV 1.48 (USDOT)	608,100	9.7%
Fiscal Efficiency		
Federal Appropriations Impact - Section 5307	-\$95,400	-2.4%
Annual Operating Cost	\$1,352,300	27.0%
Federal Grant Impact	\$692,050	29.9%
Farebox Impact	\$292,500	18.4%
The Woodlands Township Op. Budget Impact	\$367,750	53.6%
The Woodlands Township Capital Impact	6 Vans	\$250,000


16

16

Express Park and Ride **Idea – E5**
Enhanced Service - Additional Cost

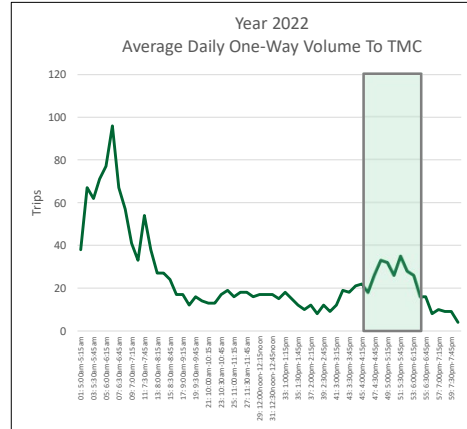
Night Nurse Bus

What is this idea?

- Daily night and morning runs from The Woodlands Township to Texas Medical Center.

Why is this an idea?

- Technical data shows there is PM demand from The Woodlands Townships to Texas Medical Centers.
- Public and staff requested evaluation of service.
- There is already an established AM service to the Texas Medical Center.
- Potential partnerships with TMC



Express Park and Ride **Idea – E5**
Enhanced Service - Additional Cost

Night Nurse Bus

Key Observations

- The ridership would increase overall system ridership by 8.5%.
- This is a new service and would require marketing to achieve the projected daily ridership.
- Would require additional commuter buses (~5); ~\$4.0M.
- Local funds required would annually be about \$150K, depending on ridership levels.
- Serves essential workers.
- Eligible project for H-GAC CMAQ Pilot Program.

Criteria	Value Change from Baseline	% Change from Baseline
Performance		
Annual Ridership	20,800	8.5%
Revenue Miles	97,600	11.6%
Revenue Hours	3,050	11.0%
Unlinked passenger trips per revenue miles	-0.04	-2.8%
Unlinked passenger trips per revenue hour	-1.19	-2.4%
Proximity		
Number of Jobs with 0.5 Miles		
Major Employers (500+ Employees)		
Environmental		
Vehicle Miles Traveled (PPV 1.48 (USDOT)	562,150	8.9%
Fiscal Efficiency		
Federal Appropriations Impact - Section 5307	\$39,450	1.0%
Annual Operating Cost	\$594,750	11.9%
Federal Grant Impact	\$300,800	13.0%
Farebox Impact	\$135,200	8.5%
The Woodlands Township Op. Budget Impact	\$158,300	23.1%
The Woodlands Township Capital Impact	5 Commuter Buses	\$4,000,000

Express Park and Ride Operational Considerations

Idea – E6

Maintenance Facility

What is this idea?

- Design and construct a new transit maintenance facility.

Why is this an idea?

- The 3rd party facility is 30 miles one-way from The Woodlands Township.
- TWE has the highest share of deadhead miles in Texas and 6th highest nationally.
- Reducing deadhead miles will extend the useful life of vehicles by about 2 years.

19

19

Express Park and Ride Operational Considerations

Idea – E6

Maintenance Facility

Key Observations

- Design, construction, and land cost will be about \$10 Million.
- Changes in reimbursement rules would apply resulting in an increase in The Woodlands Township local funding contribution.
- Other The Woodlands Township departments could use the facility only if it does not impede on public transit use.**

Criteria	Value Change from Baseline	% Change from Baseline
Performance		
Vehicle Useful Life	2 years	16.7%
Deadhead Miles	(-)293,450	(-)81.6%
Environmental		
Bus Vehicle Miles Traveled (PPV 1.48 (USDOT)	(-)293,450	(-)28.6%
Capital Cost		
Planning, Design and Environmental	\$1,000,000	100%
Facility, storage, bus wash (5 bays)	\$6,000,000	100%
Land (~4 to 5 acres)	\$3,000,000	100%
Fiscal Efficiency		
Annual Maintenance Cost	(-)294,000	(-)29%
Annual Operating Cost (Assumed 10% decrease in Vehicle Revenue Hrly rate)	(-)287,000	(-)10%
The Woodlands Township Op. Budget Impact	\$225,000	23.1%
The Woodlands Township Capital Impact	\$2,000,000 (20% of Federal Grant)	

20

20

Express Park and Ride Operational Considerations

Idea – E6

Bus Yard & Bus Wash

Key Observations

- Design, construction, and equipment will be about \$1.75 Million.
- Could utilize existing transit property.
- Significantly reduces deadhead miles.

Criteria	Value Change from Baseline	% Change from Baseline
Performance		
Vehicle Useful Life	2 years	16.7%
Deadhead Miles	(-)285,950	(-)79.5%
Environmental		
Bus Vehicle Miles Traveled (PPV 1.48 (USDOT)	(-)285,950	(-)26.9%
Capital Cost		
Planning, Design and Environmental	\$250,000	100%
Bus Wash Equipment	\$500,000	100%
Bus Wash Facility	\$1,000,000	100%
Fiscal Efficiency		
Annual Maintenance Cost	(-)285,000	(-)27%
Annual Operating Cost (Assumed 5% decrease in Vehicle Revenue Hrly rate)	(-)145,000	(-)5%
Operations cost for bus wash / bus yard	TBD	TBD
The Woodlands Township Op. Budget Impact	(-)160,000	-26%
The Woodlands Township Capital Impact	\$350,000 (20% of Federal Grant)	

Town Center Trolley - Ideas

Enhanced Service Limited Cost

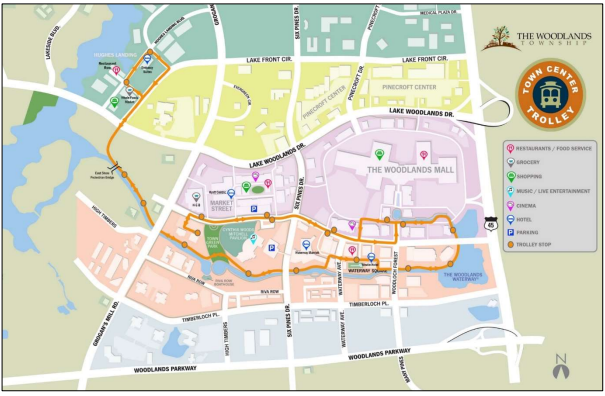
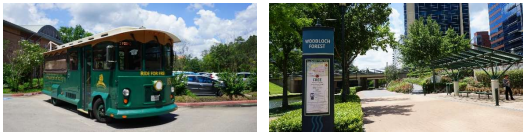
- L1 Schedule Modifications
- L2 Marketing Strategy

Enhanced Service Additional Cost

- L3 Funds for Non-Profit
- L4 Trolley Route Expansion

Operational Considerations

- L5 Operator Retention Strategies
- L6 Operator Schedules
- L7 On-Board Enhancements



E = Express Bus | L = Local Bus

Town Center Trolley Enhanced Service - Limited Cost

Idea – L1

Resolving Issues for Staff/Drivers:

- Meet employee expectations and aid in recruiting
- Full-time drivers to achieve 40-hours in five days (AM or PM)
- Part-time drivers to have mostly 4, 6, or 8-hour shifts
- Provide drivers with formal meal breaks
- Procure van for shift changes to increase trolley useful life

IMPLEMENTING – Currently working with operations staff to configure

Monday-Thursday

Time	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
Monday-Thursday	43	62	133	40	27	22	41	41	13	22		
Friday-Saturday	23	23	42	136	112	27	44	99	11	95	60	
Sunday	20	60	124	245	152	71	113	141	100	24	117	60
Overall												

Monday to Thursday

NEW

Note: Actual meal break times negotiable but must not be concurrent

25

Town Center Trolley Enhanced Service - Limited Cost

Idea – L2

Marketing Strategy

What is this idea?

- Sustain and expand ridership by enhancing public awareness, knowledge, and perception.

Why is this an idea?

- Many marketing tactics exist, some zero to low cost and others more cost.
- Future proofing is possible by cultivating duplicate channels.
- Multiple touchpoints: before, during, and after trips.

THE WOODLANDS TOWNSHIP MARKETING TACTIC EXAMPLES

Zero to Low Cost

- Social Media**
Instagram | YouTube | LinkedIn | X
- Surveys & Community Feedback**
- Digital Newsletter**
Announcements | System Updates | Programs
- Loyalty & Referral Programs**
- Enhanced Website**
Schedules | Routes | Engagement | Visuals

Low to Moderate Cost

- Print Materials**
Brochures | Flyers | Posters | Route Maps
- Program Ambassadors**
Engagement | Influencers | Incentives
- Bus Wraps**
Sponsorships
- Billboard Advertisements**
- Enhanced App**
Parking | Special Event Routes | Destinations

Source: Sprout Social

26

Town Center Trolley Idea – L2

Enhanced Service - Limited Cost

Marketing Strategy

Key Observations

- Comprehensive branding guideline will strengthen marketing outcomes.
- Social media platforms change over time; create resilient channels.
- Effective messaging increases brand awareness.
- Leveraging multiple touchpoints will broaden impact across the entire ridership journey.



IMPLEMENTED – \$25,000 added to FY2024 budget for marketing



27

Town Center Trolley Idea – L3

Enhanced Service - Additional Cost

Funds for Non-Profit


What is this idea?

- Increase financial support for partner transportation services.

Why is this an idea?

- The Township has distributed Federal Transit Administration Section 5310 funds to two partners for several years.
- Providing an additional increment in funding may provide significant leverage for cost effective services.

2022 and 2023 YTD	Interfaith of The Woodlands	Meals on Wheels – Montgomery County
Rides per Month	123 in '22 143 in '23 YTD (Jan-Sep) 16% increase	244 in '22 373 in '23 YTD (Jan-Aug) 53% increase
Fleet / Drivers	Volunteers using personal vehicles (not ADA), occasional bus service charter (3-6x year)	Paid staff driving 11 ADA accessible cut-away buses (4 paid for by Conroe UZA funds, 7 paid for by TxDOT Rural Funds)
Trips relative TWT	~92% within TWT ~8% from TWT to elsewhere	~90% within TWT ~10% TWT to Conroe Occasional \$200 roundtrips for veterans to TMC VA Hospital
'22 Trips '23 YTD Annualized	1,458 1,710	2,928 4,478
TWT Local Funding Offered per Annum	\$85,000	\$55,000
Notes	<ul style="list-style-type: none"> • Trip purposes generally ~55% medical appointments, 30% shopping, 15% social • Provided 3,800 trips pre-COVID • Hired an outreach coordinator for the program earlier in 2023 	<ul style="list-style-type: none"> • Trip purposes generally ~35% medical, 33% errands, 30% congregate meals/social, 2% other • TWT funding supports 1,462 trips each year based on agreed reimbursement rate of \$37.62



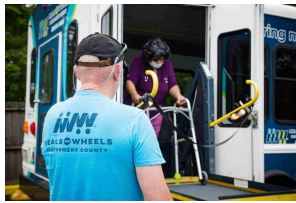
28

Town Center Trolley Idea – L3 Enhanced Service - Additional Cost

Funds for Non-Profit

Key Observations

- The partners provide excellent value to the Township
Operating the trips directly would entail \$250,000-\$300,000 annually; ~\$42-\$50 per trip
- Higher reimbursement rates and/or more funding will bolster non-profit partners – sustaining and adding trips for TWT residents.



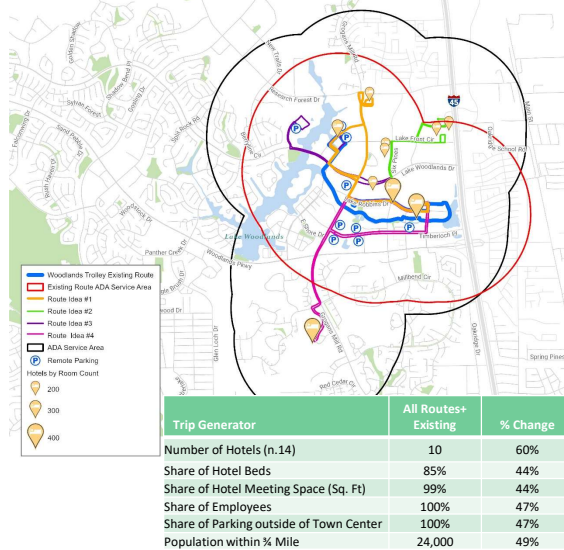
<https://moawm.org/services/senior-rides/>

	Interfaith of The Woodlands	Meals on Wheels – Montgomery County
'22 Trips	1,458	2,928
'23 Trips YTD Annualized	1,710	4,478
'24 Estimated Trips (1/3 of rate from '22-'23)	1,796	5,237
	5% increase '23-'24	17% increase '23-'24
Allowed Reimbursement per Trip (not adjusted in years)	\$20 (non-ADA vehicles, volunteers' vehicle)	\$37.62 (ADA accessible, FTA compliant)
TWT '23 Local Funding Max	\$85,000	\$55,000
TWT \$ per Trip ('23 est.)	\$20	\$12.28
Recommendations	<ul style="list-style-type: none"> Increase allowable reimbursement per trip (supports volunteer expenses and coordinator staff) Consider increasing allowable bus chartering instances per year 	<ul style="list-style-type: none"> Increase annual budget line item to support a larger portion of trips already occurring and to support continued ridership growth (i.e., more support for trips forestalls partner using general donations for meals on transportation services)
The Woodlands Township Budget Impact	\$0 (Until ridership increases substantially to near pre-pandemic level of 3,000+ per year)	+ \$44,000 (to match '22 level per trip) Or + \$142,000 (to pay cost of '24 trips)

Town Center Trolley All Ideas Enhanced Service - Additional Cost

Trolley Route Expansion – All Routes

Criteria	All Routes	
	Value Change from Baseline	% Change from Baseline
Performance		
Average Speed (MPH)	12.5	NA
Headways	10	NA
Round Trip Run Time	NA	NA
Maximum Vehicles in Service	12	300%
Annual Revenue Hours	37,920	300%
Driver Pool		
Full Time	2	67%
Part Time	1	50%
Temporary	2	50%
Capital Cost		
Trolley Vehicles (Every ~7 Year)	12	200%
Stop Improvements (Every ~15yrs)	60	400%
Fiscal Efficiency		
Annual Operating Cost	\$3,100,000	310%
The Woodlands Township Op. Budget Impact	\$1,550,000	310%
The Woodlands Township Capital (20% of Federal Grant)	\$720,000	218%



Town Center Trolley Idea – L4

Enhanced Service - Additional Cost

Trolley Route Expansion

Key Observations

- Expanded ADA Paratransit area could increase operating costs by up to 25% as more residents with disabilities would be within ¼-mile of a fixed route.
- Requires additional trolleys.
- Requires additional operators, and supervision.
- Requires capital investment at stops or stations to meet expectations for safety and comfort.

Route Name	Annual Operating Cost	The Woodlands Township Op. Budget Impact
Current Trolley Route	\$1,000,000	\$500,000
Route Ideas		
Route #1	\$1,000,000	\$500,000
Route #2	\$500,000	\$250,000
Route #3	\$800,000	\$400,000
Route #4	\$800,000	\$400,000
All Route Ideas	\$3,100,000	\$1,550,000

31

31

Town Center Trolley Idea – L5

Operational Considerations

Operator Retention Strategies

What is this idea?

- Attract and retain sufficient, skilled trolley operators

Why is this an idea?

- Strong, persistent Houston market opportunities for Class B CDLs.
- Competitive wage only one reason for challenge.
- Tools: adjust shifts, modify benefits or wage, improve culture, incentivize hiring.

Trolley service started H-GAC CMAQ pilot program (July 2007)

Brazos Transit District (BTD) owned and operated the trolley (Sept. 2020)

The Woodlands Township assumed full operations (Sept. 2020)

Full-time and part-time operators (> 30 hours) eligible for health, retirement plans, and paid time off benefits. Not for Temporary employees

For paid time off benefit, employees are required to work at least 1000 hours per year

Operators hourly pay ranged between \$16.53 and \$25.59

Job opportunities are advertised online, and the applicants submit the application and resume online

32

32


Town Center Trolley Operational Considerations

Idea – L5


Operator Retention Strategies

Key Observations


- Long-term solution to ensure at least one supervisor on duty is essential.
- All operators feel appreciated and like interacting with the riding public, but not all are overall satisfied:
 - Desire for better shift/hours opportunities (40 hours in 5 days, mix of weekday/ weekend, etc.) and career growth over-time (i.e., supervisory or lead driver role)
 - Interest in trolley on-board technologies to announce stops
 - Interest in formal breaks, restroom access



Adjust shifts to make it possible for operators to work 40-hours in five days




Adjust worker schedule configuration to maximize worker satisfaction and efficiency




Implement strong and encouraging agency culture


- ✕ Repair the trolley fleet and explore better signage on board and for spot announcements.
- 🕒 Adjust the shifts to allow the operators to use the restroom.
- 🚻 Provide adequate restroom facilities through agreements with local businesses.



Job fair events with food trucks or other attractions.



Collaborate with local technical schools and community colleges - driving as a career path and CDL training and testing.

 33

33

Town Center Trolley Operational Considerations

Idea – L7

On-Board Enhancements

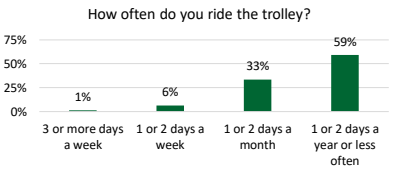
What is this idea?

- Improve the information available to riders while on-board.

Why is this an idea?

- Riders expressed overall high satisfaction but frequent confusion about location.
- Most people ride infrequently; many are visitors.
- Alleviate a burden on the operators frequently needing to make verbal announcements (becomes repetitive, safety distraction).

How often do you ride the trolley?




Frequency	Percentage
3 or more days a week	1%
1 or 2 days a week	6%
1 or 2 days a month	33%
1 or 2 days a year or less often	59%

What should be the top priority to improve the Town Center Trolley service?

“Adding a schedule or route map by the trolley pick up. The first time using it I was pretty confused where and when it was going.”

“A better trolley tracking app. Sometimes it is hard to really see where the trolley is at.”

“Announcements about the next stop”

 34

34

Town Center Trolley Operational Considerations

Idea – L7

On-Board Enhancements

Key Observations

- Equip the next fleet of trolleys with visual and audible stop announcements.
- Place tailored printed materials at stops and onboard trolleys.
- Improve the mobile app and trolley tracking; consider e-ink tablet onboard and/or at stops showing map and trolley location.
- Train maintenance staff or contractor to ensure functional state and accuracy.



IMPLEMENTED – New digital signage, infotainment screens and annunciators included in new trolley procurement

35

Achievement's During Plan Development

Express Bus Service

- \$25 Million Federal Funds For New Commuter Coaches
- Midday Commuter Service
- Wi-Fi Throughout The Entire Commuter Trip (On agenda tonight)

Trolley Service

- Six (6) New Trolleys with onboard technologies to enhance rider experience
- Compensation Study (Led to increase driver salaries)

Increased Marketing Efforts & Advertisement Budget For Both Services

36

Next Steps?

- Fare Increase Implementation
- Finish Trolley Schedule modifications
- Additional programmatic changes will be brought for Board of Directors consideration during the FY2025 budget cycle.

Local Bus - Enhanced Service - Limited Cost					
Transit Mode	Details	Capital Cost	Operating Cost	TWT	Implementation
Schedule Modification	Balance schedule with demand	\$100K	\$100K		<ul style="list-style-type: none"> - Purchase one accessible minivan (or similar) - Ridership varies significantly by day and time of year - Cost neutral with potential cost savings - Better experience for riders and employees - Eliminates most frequent complaint
Marketing Strategy	Implement various marketing strategies to increase awareness	\$12.5K Trolley \$20K Express Bus	\$100K PTE \$100K Agency	Budget Line Item	Varies
Local Bus - Enhanced Service - Additional Cost					
Local Non-profit Providers	Increase local funding to support partner transportation partners	\$0	\$0	\$9 to \$42K	Modify terms with non-profit organizations to avoid reimbursement
Route 1	Extend existing route to Hiest Park area and high-density office district	\$1.15M	\$3M	\$500K	<ul style="list-style-type: none"> - 40 minute round trip - Requires four vehicles to maintain 10-minute headways
Route 2	Extend to Memorial Hermann, Renaissance Inn, Hilton Garden Inn	\$600K	\$600K	\$250K	<ul style="list-style-type: none"> - 20 minute round trip - Requires two vehicles to maintain 10-minute headways
Route 3	Extend west to Regent Landing and Northshore Park	\$600K	\$600K	\$400K	<ul style="list-style-type: none"> - 30 minute trip time - Requires two vehicles
Route 4	Extend south to The Woodlands Resort, Granger's Mill Village	\$1.15M	\$3M	\$500K	<ul style="list-style-type: none"> - 40 minute round trip - Requires four vehicles
All Routes	Implement all route ideas	\$3.85M	\$3.1M	\$1.7M	<ul style="list-style-type: none"> - Requires 12 additional vehicles

Commuter Bus - Enhanced Service - Limited Cost						
Transit Mode	Details	Capital Cost	Operating Cost	TWT	Implementation	
Memorial City Extension	Extend Energy Control Route to include Memorial City	\$0	\$50K	\$6.8K	<ul style="list-style-type: none"> - Coordination Only - No additional vans or buses needed - Net new ridership ~ "35/day" 	
University of Houston Extension	Extend to UH		\$128K	\$3.5K	<ul style="list-style-type: none"> - Coordination - No additional buses needed - Net new ridership ~ "80/day" 	
Commuter Bus Schedule Modifications	Adjust schedules to include mid-day route		\$800K	\$136K	\$10K	<ul style="list-style-type: none"> - Requires one additional bus
Commuter Bus - Enhanced Service - Additional Cost						
New Service to IAH	New service to Airport		\$900K	\$1.35M	\$86K	<ul style="list-style-type: none"> - Coordination - Requires six medium duty cutaway buses - Net new ridership ~ "150/day"
Highlift Express Bus	Additional vans to service essential workers at TMC		\$1.7M	\$82K	\$275K	<ul style="list-style-type: none"> - Requires two commuter buses - Marketing/education - Net new ridership ~ "150/day"
Commuter Bus - Operational Considerations						
Facilities Development - Scenario 1	Construct maintenance facility, bus wash, and storage yard		\$10M	\$25K	Varies based on service contract type	
Facilities Development - Scenario 2	Construct bus wash and storage yard		\$4.25M	\$550K	Varies based on service contract type	<ul style="list-style-type: none"> - Major reduction in deadhead miles

37

Thank You

www.thewoodlandstowship-tx.gov/1145/Transit-Projects

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THE WOODLANDS TOWNSHIP



38

**PEARLAND TRANSIT STUDY
STATUS UPDATE**

Alan Rodenstein, AICP
April 11, 2024

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HCA
Houston-Galveston
Area Council

60

What Has Been Done So Far?

- Determined the objectives of the study
- Conducted review of existing conditions
- Distributed and compiled community survey
- Developed initial findings regarding possible service
- Prepared four Service Alternatives for intra-city and intercity services
- Conducted two rounds of public meetings in person and online on the service alternatives

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61

What Does Alternatives Analysis Evaluate?

- Are important service needs met?
- Does the transit service type fit Pearland?
- Is there an expectation of community support for the service?
- Is there a reasonable possibility of residents using the service?
- Is it reasonable to implement, and how?
- What outside revenues may be used?
- Can it be started as a pilot project and evaluated as the service proceeds?
- How much will it cost the City of Pearland annually?



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62

Transit Alternatives Comparison (Year One)

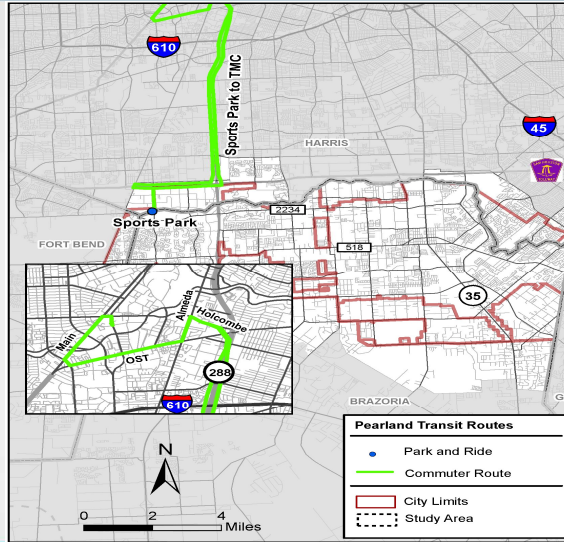
Service Option	Estimated Cost	Estimated Annual Ridership	Proposed Fare	Local Share of Cost
# 1 Existing Services	\$108,000	3,000	Varies, up to \$12	\$36,000
# 2 No Build Plus Commuter West Pearland Bus	\$ 868,000	83,000	\$ 4 one way	\$112,000
# 3 Citywide Microtransit Plus Commuter West Pearland Bus	\$ 2,700,000	115,000	\$ 4 one way	\$438,000
# 4 Citywide Ridehailing Plus Commuter West Pearland Bus	\$1,420, 000	115,000	\$ 4 one way	\$556,000



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63

West Pearland PNR Map

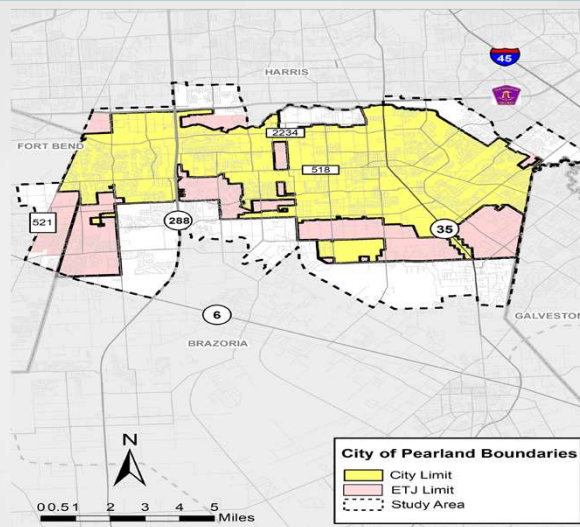


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64

Pearland On Demand Areas Served



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65

Cost-Benefit Analysis Considering Federal Dollars

Pearland Transit Benefit Cost Analysis (2026 – 2040)*

Options	IN \$ MILLIONS							IN \$ MILLIONS		
	Travel Time Savings**	Emission Benefits	Safety Benefits	Fare Box Income	Parking Benefit	Total Benefits	O&M Costs	Benefit Cost Ratio	Estimated Federal Revenues	Benefit Cost Ratio (With Fed Help)
PNR West	7.4	1.6	1.8	2.9	4.4	18.1	5.9	3.1	3.5	3.7
Micro Transit	-	-	-	1.3	-	1.3	27.3	0	16	0.6
Ride Hailing	-	-	-	1.3	-	1.3	3.8	0.3	-	0.3

*Present value discount rate is 7%
 ** Fixed 2023 local US dollar

▪ Providing enhanced service offers several benefits, including but not limited to, the benefits shown above.
 ▪ Due to its small size, existing services could not be included in this analysis



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66

Next Steps



- Complete Final Study Report
- Present to Pearland City Council for consideration
- Present to TAC and TPC



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67

Contact Information



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Project Website
<https://engage.h-gac.com/pearlandtransitneeds>



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National Center for Mobility Management – Community Transportation Map

The Community Transportation Map is a record of FTA funded transportation agencies across the nation and it now shows a heat map of agencies nationwide.

Mobility management and volunteer driver programs have been added to our service categories and we are asking for your help populating the map! Use our quick survey to submit your information so that you can be added.

<https://nationalcenterformobilitymanagement.org/>

