


MEMORANDUM

TO: Mayor and Aldermen
FROM: Rob Hernandez, City Manager 
DATE: May 9, 2017
RE: Shuttle Services

Attached is the proposed route for the shuttle services. The route is meant to incorporate the Liberty Shuttle with the DOT shuttle and give better ride times throughout the entire day.

Background

The following fare free service is provided:

- Liberty Parking Shuttle
 - Operates 6 hours per day, Monday - Friday
 - 6:20 a.m. - 9:10 a.m. and 3:40 p.m. - 6:20 p.m. every 10 minutes
- DOT Shuttle
 - Operates 10 hours per day, 7 days/week
 - 9:00 a.m. – 7:00 p.m. every 20 minutes
- Senior Circulator
 - Operates 7 hours per day
 - 8:30 a.m. – 3:30 p.m. every hour (every two hours to Sustainable Fellwood Apartments)

The current Liberty Shuttle only runs 3 hours in the morning and 3 hours in the evening to incorporate commuters. One of the common concerns that we get from employees is the lack of a reliable and fast shuttle running during the rest of the day. The merged shuttle will run on 10 minute headways incorporating the times that employees are commuting to and from work. Employees may have a longer walk to their stop in some cases (due to the new routing), but the route itself is designed to be simpler and easier to use. The merged shuttle would still drop employees off at the Liberty Garage and other peripheral facilities.

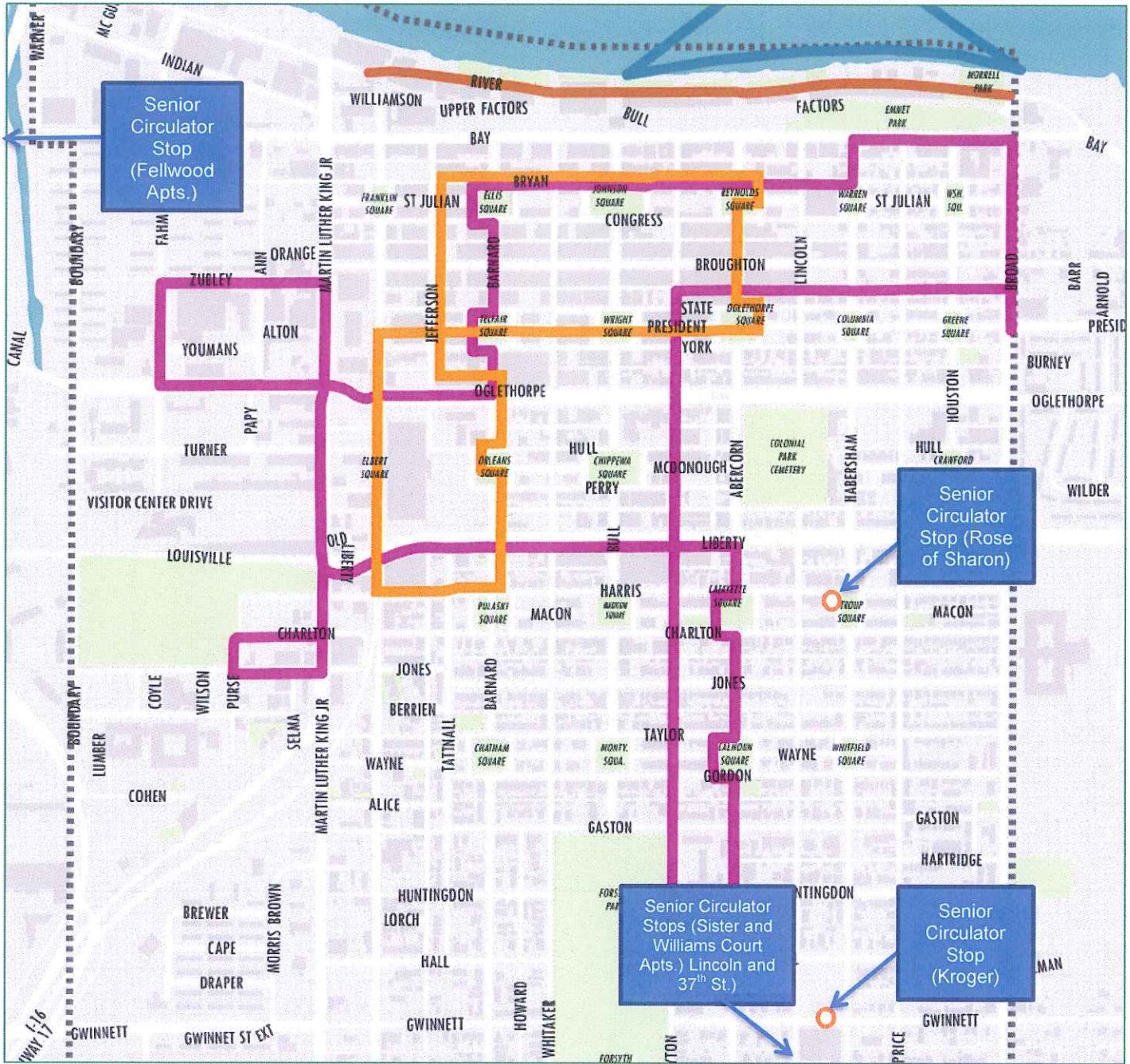
Both the DOT and the Liberty Shuttle travel to the same general areas during the day. Merging them would allow for better service over the entire system. The proposed routing avoids the most congested areas downtown in order to maintain reliable frequency. CAT has further committed to a system that will allow users to track the position of the shuttles on their routes.

We are proposing that the senior shuttle be discontinued, but we are in favor of something that will serve that population better. We have been in discussions with ride sharing services to possibly start some level of senior service that covers what the shuttle does, but as an on-demand service. Realizing that seniors often don't have smart phones, the ride share companies have proposed a dispatch service that can be called during the day. It would potentially allow for better service at a lower cost than what we're paying now. Currently, we are paying at a rate of \$96 per hour or approximately \$180,000 per year. This rate was increased recently to show the full cost of providing the service by CAT. Until we have a clear alternative in place, we would not discontinue the service.

An example of a senior ride share program in Georgia can be found at: <http://www.ajc.com/lifestyles/health/uber-lyft-fill-needs-gap-senior-transportation/L9TeGQJ6C4rAJxBvawjkeM/>. We would be seeking a higher level of service than what is provided in Atlanta.

Attachments

Current Shuttle System



Proposed Shuttle Route

