

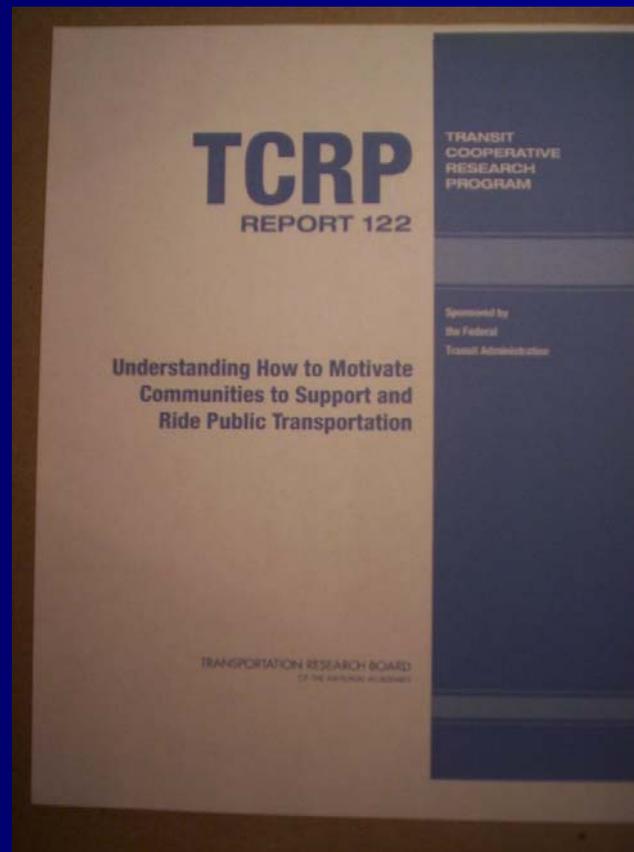


# 2008 BORDER to BORDER Transportation Conference

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## HOW TO MOTIVATE COMMUNITIES TO SUPPORT AND RIDE PUBLIC TRANSPORTATION

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# Perception of transit and how the Industry Markets Itself

Transit is sometimes viewed as

- Being inexpensive
- Convenient
- Bringing mobility
- Reducing pollution and congestion

It is also sometimes seen as time-consuming, inconvenient, and crowded.

Safety and Security.



# The urban transportation problem

Scarcity of gas - increase of traffic and transportation demand in general, have brought as consequences increases in congestion, delays, accidents and higher environmental problems than the considered acceptable to date, particularly in large cities



# Universal benefits of public transportation include

- Public transportation has economic consequences
- Public transportation has environmental benefits
- Public transportation saves productive time by lessening traffic congestion
- Public transportation makes the United States less dependent on foreign oil
- Public transportation saves people money on gas
- Public transportation enhances quality of life through reduced personal stress and provision independence for non-drivers
- Public transportation improves people's lives



# Major benefits of transit included the following

- Transit can enhance quality of life by reducing congestion
- Transit is reliable, efficient, safe, and convenient
- Transit is affordable and provides good value

## Negatives

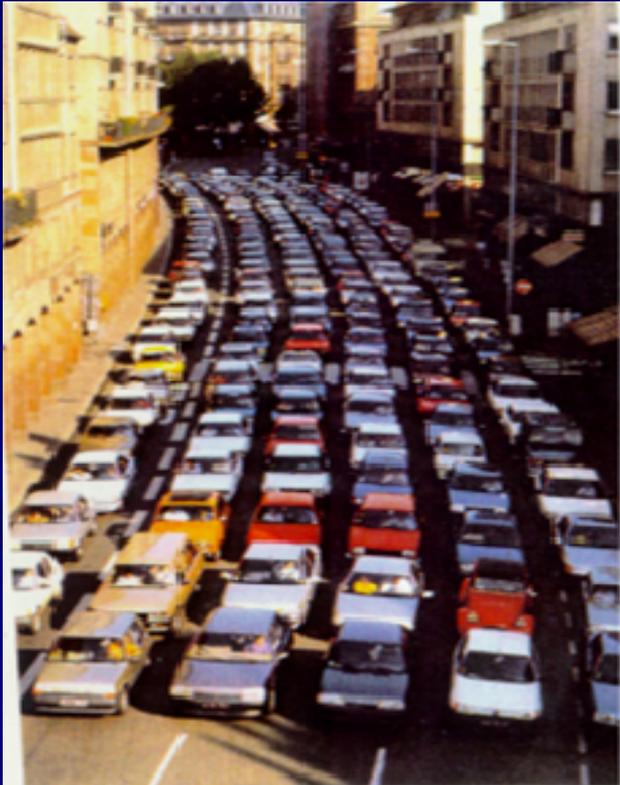
- Public transportation does not generate benefits for the community at large and takes funding away from roadway improvements
- Transit is inconvenient, unreliable, inaccessible, unsafe, and uncomfortable
- Transit is not a prestigious way to travel and focuses on serving the needs of disadvantaged individuals.



# Transit advantages

- No need to find a parking space at your destination
- No need to pay for parking at your destination
- Taking transit saves gas
- Transit is cheaper than driving
- You can read and not “stress” or be “miserable” in traffic
- You don’t have to contend with traffic
- Sometimes it’s nice for someone else to drive
- There’s less tension and more ease
- Driving takes longer than transit with congestion and traffic
- Transit is more economical than driving
- Avoid driving in traffic jams
- Having a car is very expensive for seniors
- You can do other things while someone else is driving (multi-tasking)
- You can relax, read, listen to music, meditate, or take a nap
- The bus is convenient
- The bus is dependable
- You don’t have to worry if your car won’t start in the winter
- It’s safer than driving – you don’t hear about a lot of bus accidents

- Waiting isn't a problem once you know the schedule
- Transit is friendlier than driving
- You can meet some very nice people on the bus
- You can connect with the world rather than be isolated
- Transit can move more people in less space
- Transit can handle multiple schedules
- It's good for the environment
- It's pretty clean
- It's efficient for the environment. Less fuel is wasted



# Transit disadvantages

- The bus limits where you can go
- You have to arrange your life around their schedule
  - You have to wait in bad weather
  - Bus stop is not close to home
  - Transferring from bus to bus is a pain
  - There's not enough parking near transit
  - You have to get up earlier to catch the bus
- Sometimes you have to stand because the bus is so packed or wait for the next one
  - The bus follows a set schedule and route
    - Transit is inconvenient
    - Buses are not reliable
  - You have to learn all the bus routes and figure out how to get to different places
    - Transit takes longer than driving
    - Transit is not as convenient as driving

- You can get a cold from someone else's germs
- You may encounter "unfavorable clientele" on the bus, especially at night – drunks, drug use, homeless people, or "wild" people
- Women and children may be intimidated by strangers on the bus
- Personal safety – like getting mugged
  - The bus is crowded
  - The bus is sweaty
  - In winter the bus is foggy
  - The bus is cramped
- I'm always in a bad mood on the bus



# Typical data items in a transit inventory

- List of transit companies and/or operating agencies
  - Total number and type of transit vehicles
  - Transit routes by type of service
- Total number of miles of routes by type and company
- Route number, description, and terminal -to- terminal mileage
- Location of transit points, terminals, and parking facilities
  - Location of stops



- Hours of operations
- Headway by hour of day
- Running time by route segment by hour of day
  - Average turn-around time by time period
- Total annual and weekday vehicle miles and hours
  - Fare structure
- Total annual and average weekday cost
  - Accidents by type and locations



# Transportation polices should

- 1.-Protect the economic health and livability of the region
- 2.-Improve the safety of transportation system
- 3.-Provide a transportation system that is efficient and cost-effective, investing limited resources wisely
- 4.-Provide access to more and better choices for travel in the region and serve special access needs for all people, including youth, the elderly, and disabled
- 5.-Provide adequate levels of mobility for people and goods within the region
- 6.-Protect air and water quality and promote energy conservation



- 7.-Provide transportation facilities that support a balance of jobs and housing
- 8.-Limit dependence on any single mode of travel and increase the use of transit
- 9.-Integrate land use, automobile, bicycle, pedestrian, freight, and public transportation needs
- 10.-Use transportation demand management and system management strategies
- 11.-Limit the impact of urban travel on rural land through the use of green corridors



# The following land use characteristics also contribute to high rates of transit usage:

- Mixed land use combining residences, workplaces, shopping, school, and recreational areas
- Compact development patterns oriented toward present and future transit usage
- High-quality pedestrian and bicycle access to transit
- Constrained parking supply



# Recommendations for execution

Needs to be provocative, eye-opening, memorable, and relevant to the individual – transit user and non – transit user alike – to have impact. Perhaps with humor or in a problem solution format, supported with facts and real – life examples.



# Representative Campaigns

*Imagine life without public transportation*

- Congestion
- Pollution
- Economic consequences
- Time spent sitting in traffic

*Imagine life with more (or better) public transportation*

- Economic development
- More jobs
- Better air quality
- So forth



# Support Messages

- Public transportation has economic consequences: enhanced property / real estate values, employment opportunities, growth of communities
- Public transportation has environmental benefits: reduced congestion and reduced pollution
- Public transportation saves productive time by lessening traffic congestion
- Public transportation makes us less dependent on foreign oil
- Public transportation saves us money on gas
- Public transportation enhances our quality of life: reduced personal stress and increased independence for non-drivers
- Public transportation improves our lives and the lives of our children

# McAllen Express Transit Reaches Record Growth

McAllen Express Transit (MET) recorded its highest ridership ever and has continued to grow at ten percent this year, which is the highest in four years. MET had 36,423 total passenger trips on its seven regular McAllen routes and other special services such as paratransit. The number is a 17 percent increase over 2007.

The increases come in the wake of a gradual ridership increase since MET's inception 11 years ago. The rise in fuel prices may be feeding more MET riders, however, the increases also coincide with a recent integrated marketing campaign funded by a federal grant.



*¿How to satisfy the trip demand of persons with different purposes, at several hours of the day and on different means, given a transport network and a management system, with a certain operation capability?*

**The transportation system can be defined as the interaction of:**

- A network (infrastructure)
- A management system
- A set of means that compete and complement them selves



# Useful potential measures that should be linked to goals and objectives may include



- Mobility
- Access
- Safety
- Economy
- Environmental
- Health
- Land use
- Quality of life



-Equality and distribution of investments and benefits, as defined by the above measures

# Issues

- Safety
- Cost
- Availability/Convenience
- Reliability
- Image

