



City of Fairfax CUE Bus Transit Development Plan (TDP) Update

Project Kick-Off Meeting
April 18, 2016

Today's Agenda

- Introductions
- TDP Purpose & Transit Advisory Committee's Role
- Task Review & Proposed Project Schedule
- Recent Analyses
- Current Issues & Unmet Needs
- Review of CUE Goals, Objectives & Performance Standard
- Surveys & Other Public/Stakeholder Input

TDP Purpose

- Planning process provides opportunity to:
 - Review/Update transit goals & objectives
 - Assess current transit services
 - Identify unmet transit needs or issues
 - Determine appropriate course of action over six year planning horizon

TDP Purpose (cont.)

- Serves as a management & policy document
- VA Dept. of Rail and Public Transportation requirement
 - Public transit providers receiving state funds must prepare, adopt & submit a six year TDP plus annual update letter
- Serves as basis for Commonwealth's Six Year Improvement Plan
 - Capital & operating grant requests

Transit Advisory Committee Role

- Provide guidance throughout project
- Provide input on project goals, transportation needs, outreach strategies, etc.
- Provide direction on overall process, relation to previous studies or other plans
- Review technical memoranda & draft final report

TDP Chapters

- Chapter 1: Overview of CUE
 - History
 - Governance
 - Organizational Structure
 - Transit Services Provided and Areas Served
 - Fare Structure
 - Fleet
 - Existing Facilities
 - Transit Security Program
 - Intelligent Transportation Systems (ITS) Program
 - Public Outreach
- Chapter 2: Goals, Objectives, and Standards

TDP Chapters (cont.)

- Chapter 3: Service and System Evaluation and Transit Needs Analysis
 - Analysis of Performance
 - Review On/Off Counts & Survey Results
 - Community Meeting
 - Stakeholder Interviews
 - Review of Previous Plans and Studies
 - Demographic Analysis and Land Use Review
- Chapter 4: Service Expansion Project Descriptions
 - Service improvements including projected operating expenses, anticipated revenues, estimated ridership, etc.

TDP Chapters (cont.)

- Chapter 5: Operations Plan
 - Service to be operated over 6-year period including estimated expenses, hours and miles, proposed revenue sources & proposed implementation year
- Chapter 6: Capital Improvement Plan
 - Vehicles (replacement and expansion), facilities, equipment, technology & passenger amenities over 6-year period
- Chapter 7: Financial Plan
 - Capital & operating budget forecast for each year
 - Expansion & replacement vehicle budgets for each year
 - Revenue sources & fare policies

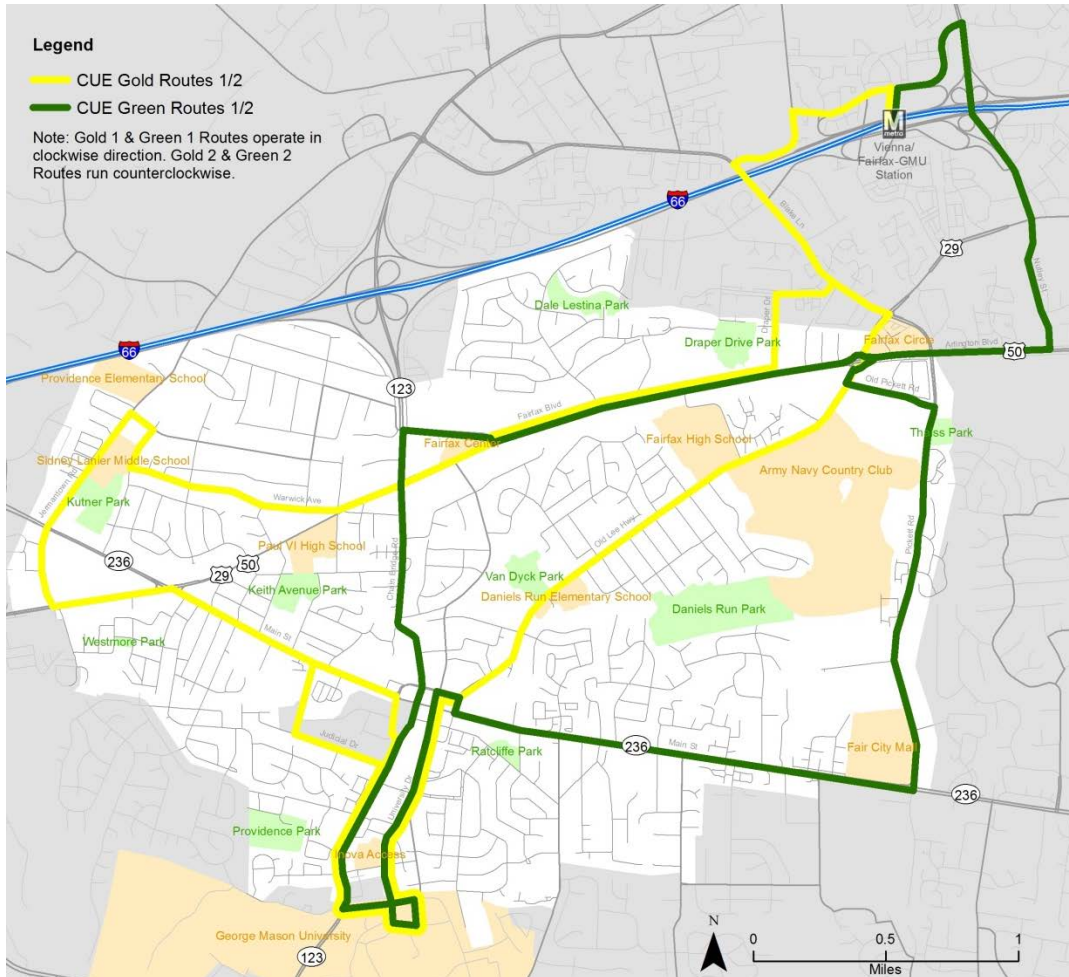
TDP Chapters (cont.)

- Chapter 8: TDP Monitoring and Evaluation
 - Process for periodic monitoring and evaluation
 - May incorporate city's annual budget process
- Task 9: Draft and Final TDP
 - Final TDP must be adopted by City Council

Proposed Project Schedule

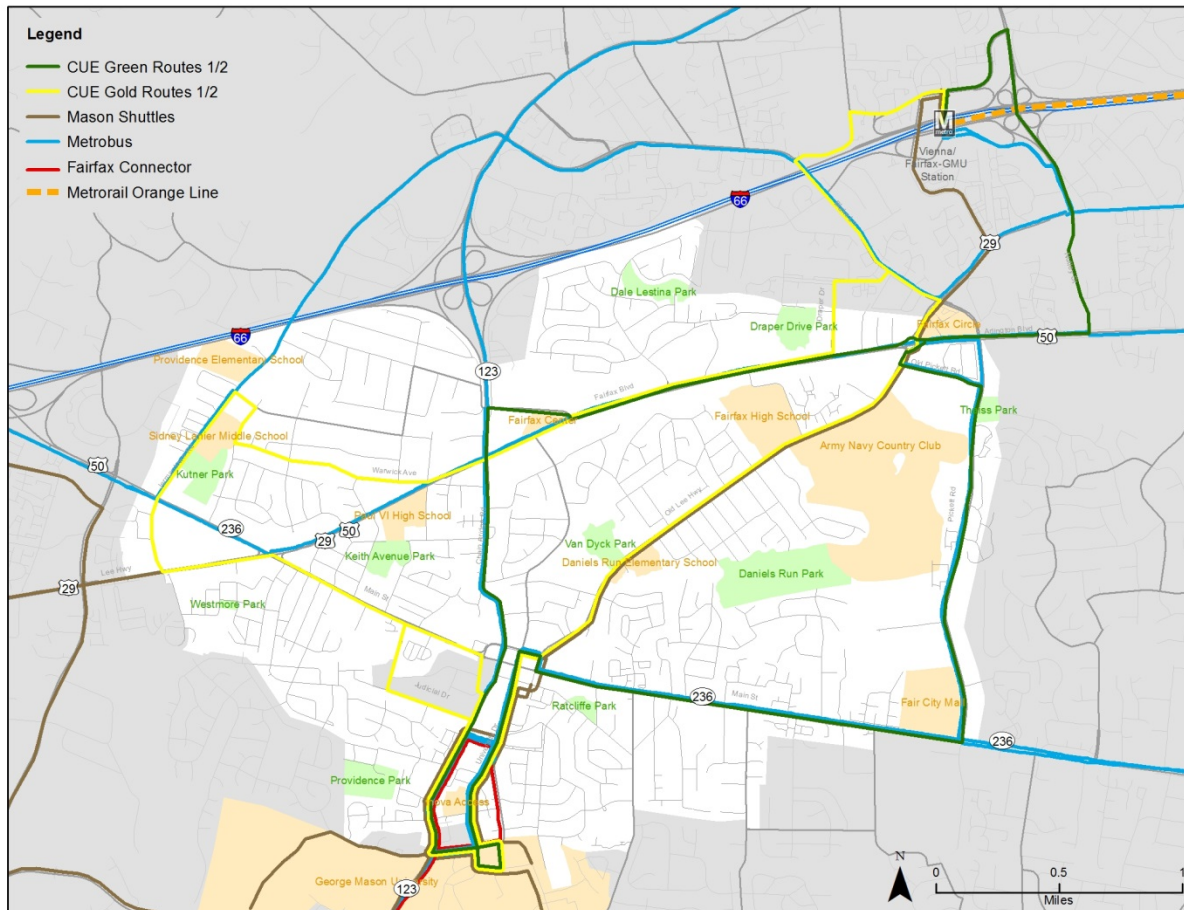
- Draft Ch. 1: Transit System Overview / Draft Ch. 2: Goals, Objectives & Standards – **March-April**
- Draft Ch. 3: System Evaluation & Needs Analysis – **April-May**
- Draft Ch. 4: Service Expansion Projects – **June-July**
- Draft Ch. 5: Operations Plan / Draft Ch. 6: Capital Plan/
Draft Ch. 7: Financial Plan -- **July-Mid August**
- Draft Ch. 8: Monitoring and Evaluation – **July-Mid August**
- Draft TDP – **Late August**
- Final TDP – **Late September**

Current CUE Service



- Weekdays 5:30a-11:00p, 30-38 minute frequencies
- Saturday 8:00a-8:50p, hourly frequency
- Sunday 9:30a-6:30p, hourly frequency
- Regular Fare: \$1.75
- Discounted Fare: 85¢ (only available by cash or CUE ticket)
- CUE-CUE Transfer: Free with SmarTrip card within 2 hours

Other Fixed Route Transit

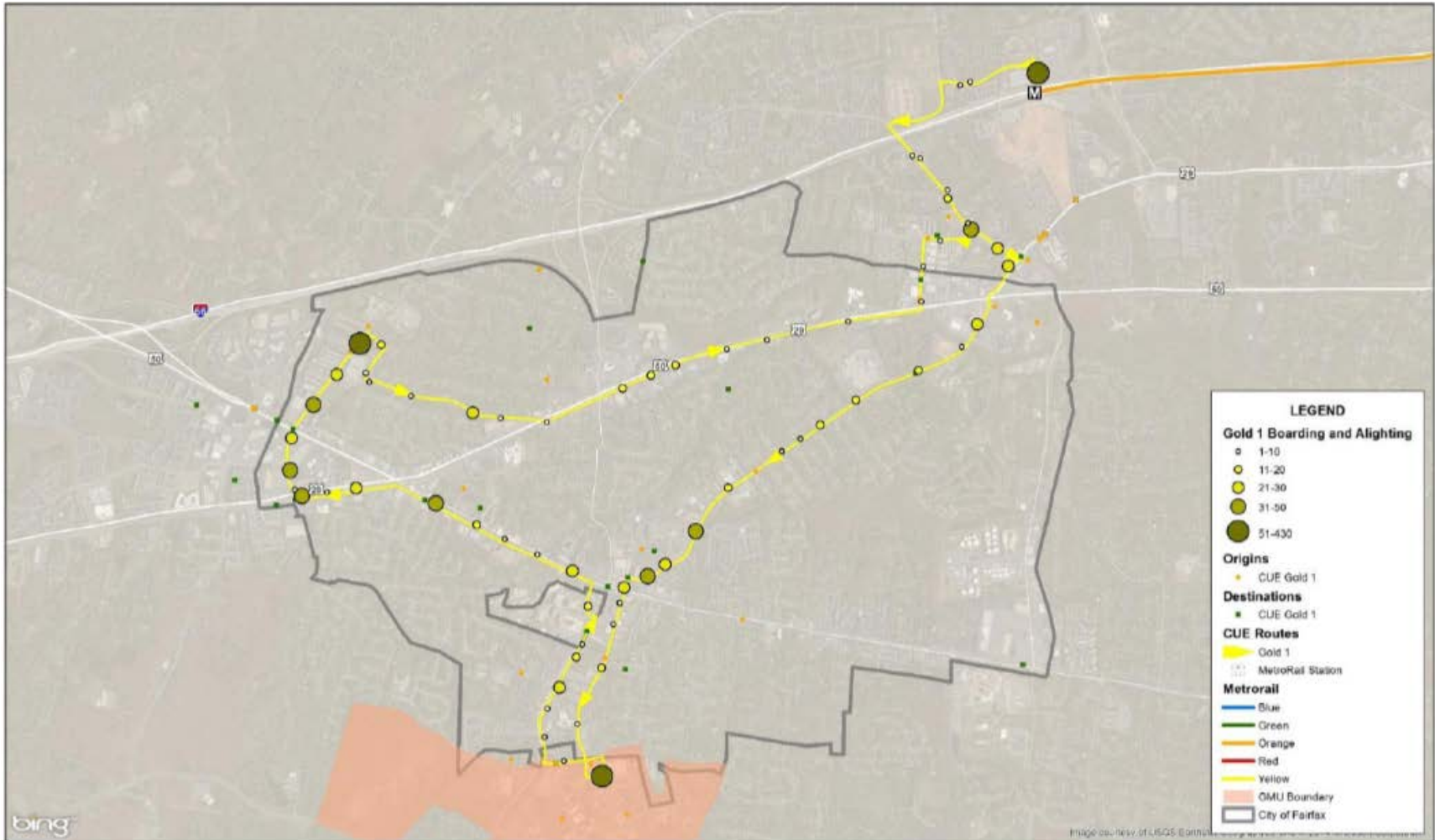


- **Mason Shuttles**
 - Mason to Metro, Metro Express
- **Fairfax Connector**
 - 306
- **Metrobus**
 - 1C, 2B, 15M, 17 A/G, 29 K/N
- **Metrorail**
 - Orange Line at Vienna/Fairfax-GMU Station

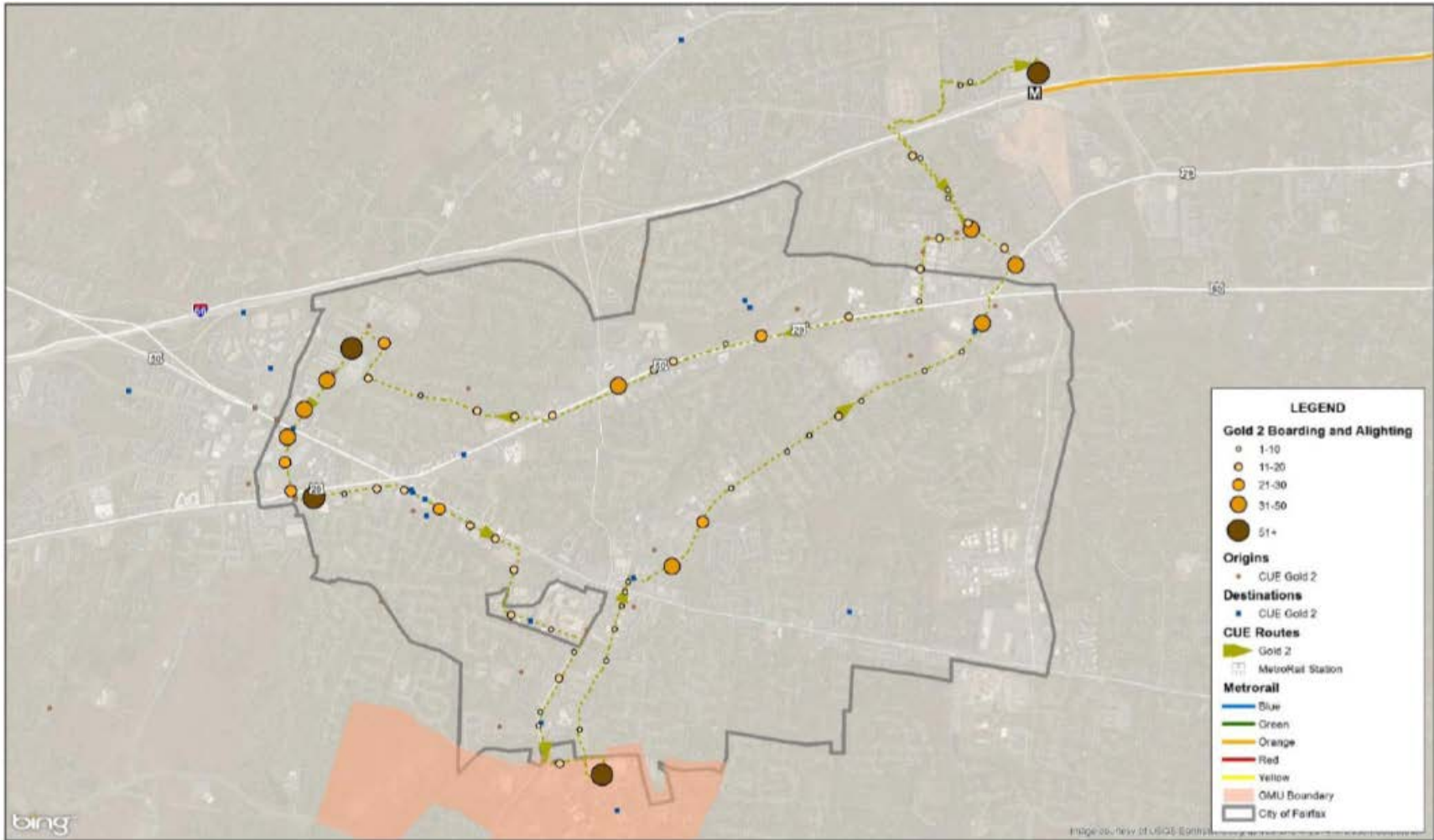
Recent Analyses

- 2015 GMU & City of Fairfax Transit Study
- All CUE routes met & exceeded performance standards from last TDP
- Gold routes perform better than Green routes
- Passenger load reached or exceeded seating capacity on Gold 1 & 2 routes during peak periods
- On/off counts indicated most popular stops along routes
 - Vienna/Fairfax-GMU Metro, GMU, Jermantown Rd., Fairfax Circle, Main St.

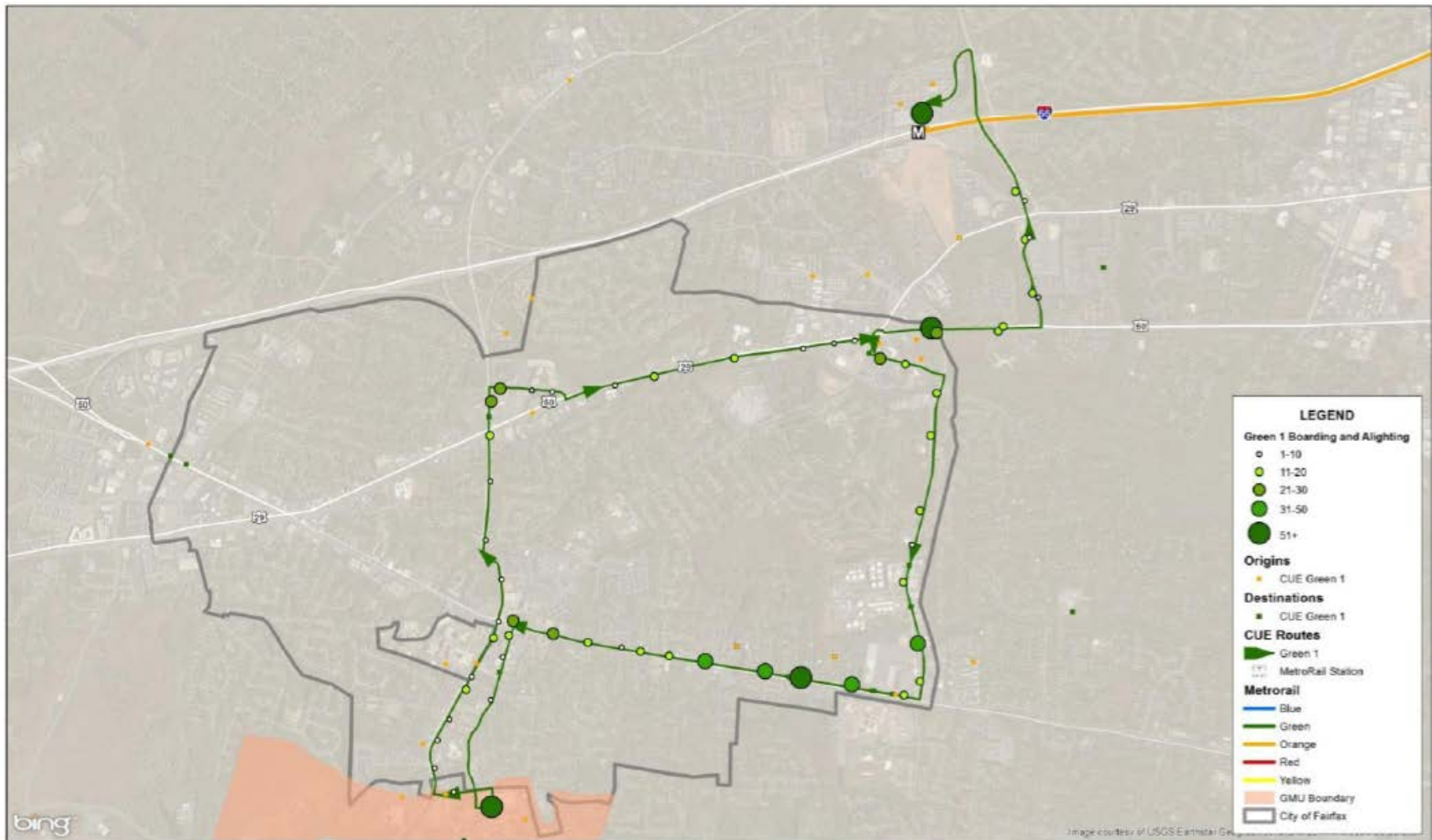
Gold 1 Boardings & Alightings



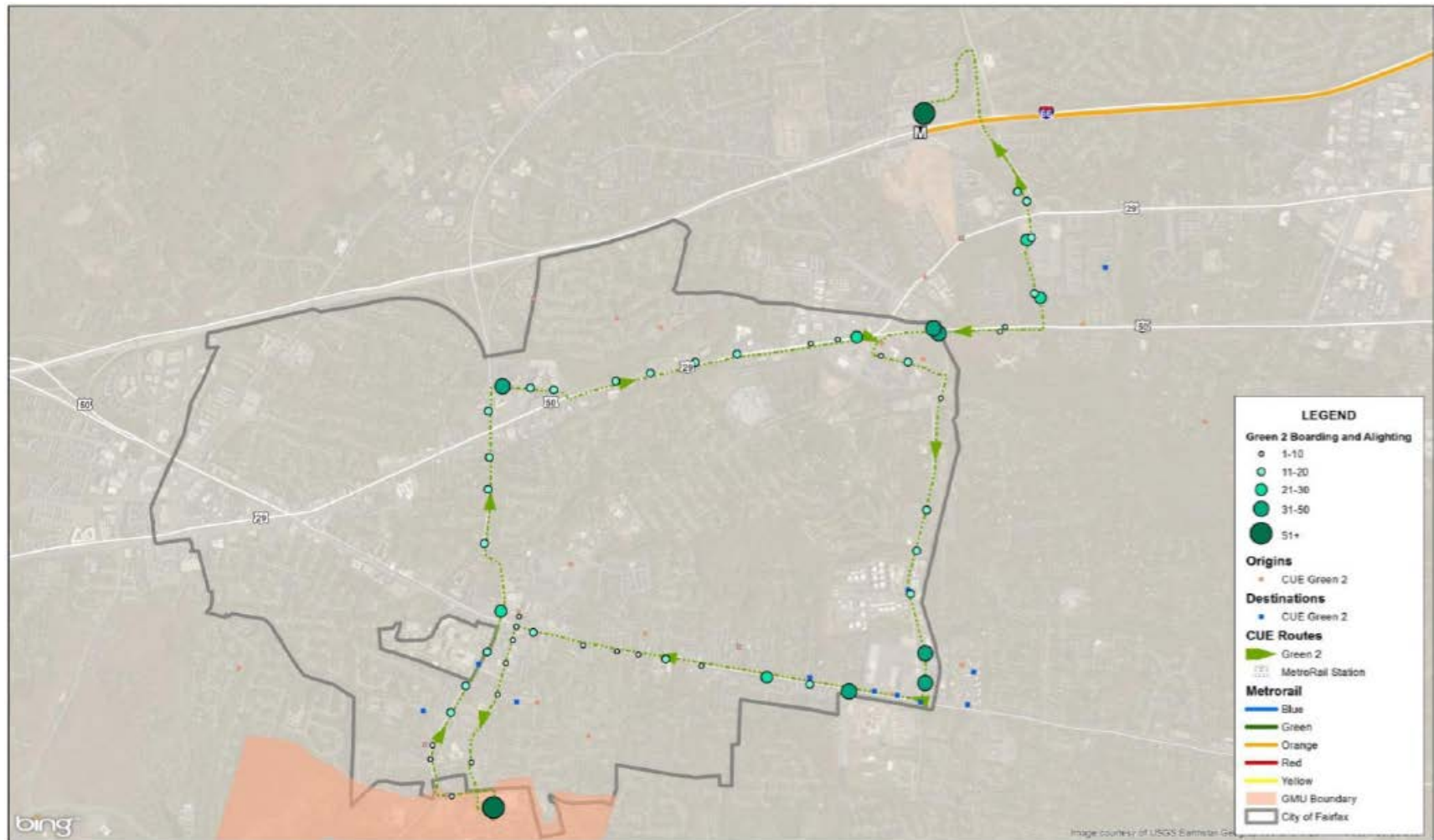
Gold 2 Boardings & Alightings



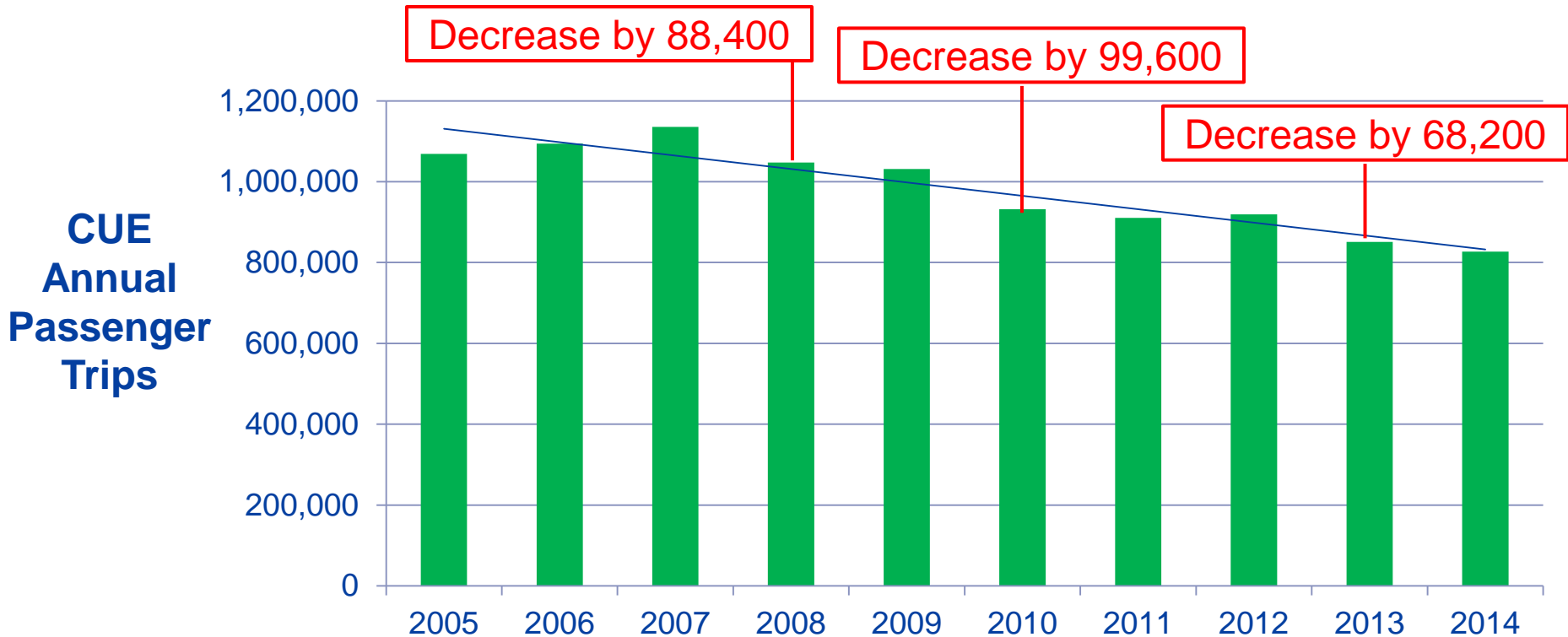
Green 1 Boardings & Alightings



Green 2 Boardings & Alightings



CUE Ridership Decline

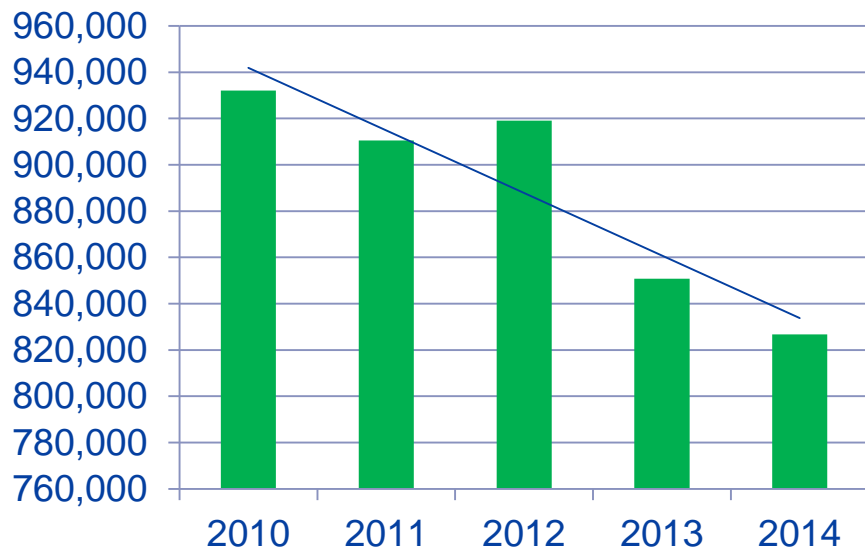


- Decreased 11% from 2010-14
- Decreased 23% over the decade

CUE Ridership Decline

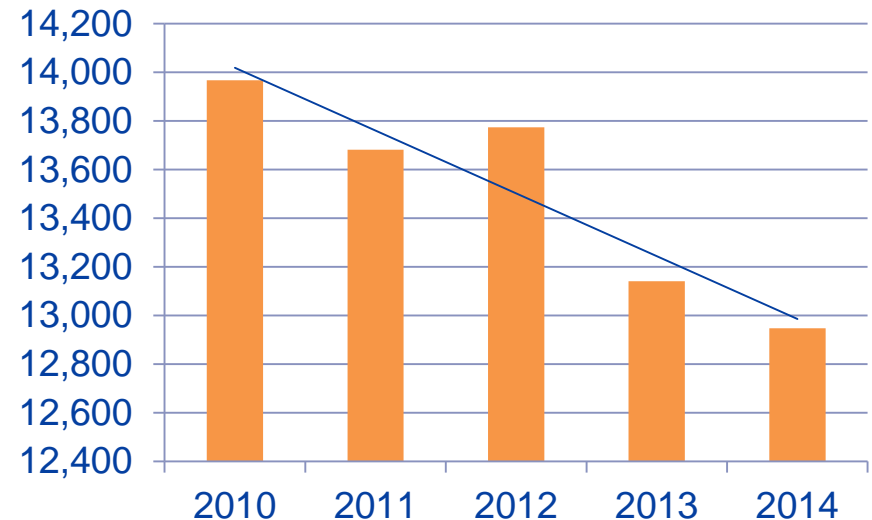
- Vienna Metrorail ridership decline

CUE Annual Passenger Trips



11% decrease

Vienna Metro Avg Weekday Boardings



7% decrease

CUE Ridership Decline

- **Mason Shuttles service**
 - Mason to Metro started in 2007, daily service, 15 min. peak, 30 min. off peak
 - Metro Express began Fall 2012, weekdays school year only, 60 min. peak, 30 min. off peak (except Fridays 30 min all day)
- **Other transit service changes**
 - Metrobus 29N now connects Vienna Metro and NOVA
 - New NOVA Shuttle direct to Dunn Loring-Merrifield

CUE Ridership Decline

- CUE fare increases
 - 2010: Two increases, first by 10¢ then by additional 15¢ to \$1.60 cash, \$1.50 SmarTrip, 75¢ discounted fare
 - 2011: 10¢ increase for cash
 - 2012: 10¢ increase to \$1.80 cash, \$1.60 SmarTrip, 85¢ discounted fare
 - 2014: 5¢ decrease for cash, 15¢ increase for SmarTrip to match regional \$1.75 fare

CUE Ridership Decline

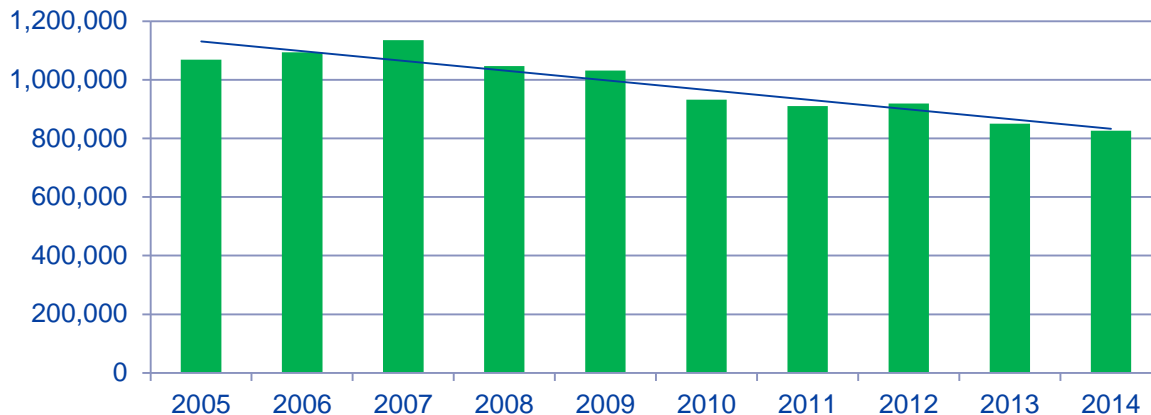
- Preliminary analysis of ridership impacts based on fare elasticities
 - Used 2009 actual ridership of about 1 million
 - 2008 survey data indicated 35% pay cash & 30% pay by SmarTrip, so 671,000 riders paid fares (SmarTrip usage is closer to 80% now)
 - From 2009-2014, estimated loss of 79,000 boardings due to fare increases
 - 8% decrease in overall CUE ridership
 - 12% decrease in fare paying riders

CUE Ridership Decline



- Changes in average gas prices
 - Price increase from 2005-2007 matches CUE ridership increase
 - Large drop in late 2008/early 2009 matches CUE ridership decrease
 - Price decrease from 2012-2014 matches CUE ridership decrease

CUE Annual Passenger Trips



Source of average gas prices in DC area: GasBuddy.com

Advisory Committee Input

- Review/Update goals & objectives
- Identify service issues & unmet needs
- Input on community engagement for TDP
 - Onboard rider survey – use 2015 study results
 - Community engagement – format?
 - Stakeholder interviews

Next Steps

- Complete draft Chapters 2 & 3
- Set up & conduct community engagement activities by end of May
- Next meeting of TAC in June/July to review proposed service alternatives

TDP Contact Information

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