

San Marcos Transit Plan

City Council

June 2, 2020

Photo credit: Stacy Rickard



Project Team

- City of San Marcos
 - Lee Hitchcock, Director of General Services
 - Pete Binion, Transit Manager
 - Amy Cogdill, Transit Specialist
- Texas State University
 - Steven Herrera, Director of Transportation Services
 - Nancy Nusbaum, Associate Vice President for Finance and Support Services Planning
- Nelson\Nygaard
 - James Gamez, Project Manager
 - Hazel Scher, Deputy Project Manager



Purpose

Determine the best approach to coordinating San Marcos Transit and Texas State University Bobcat Shuttle.

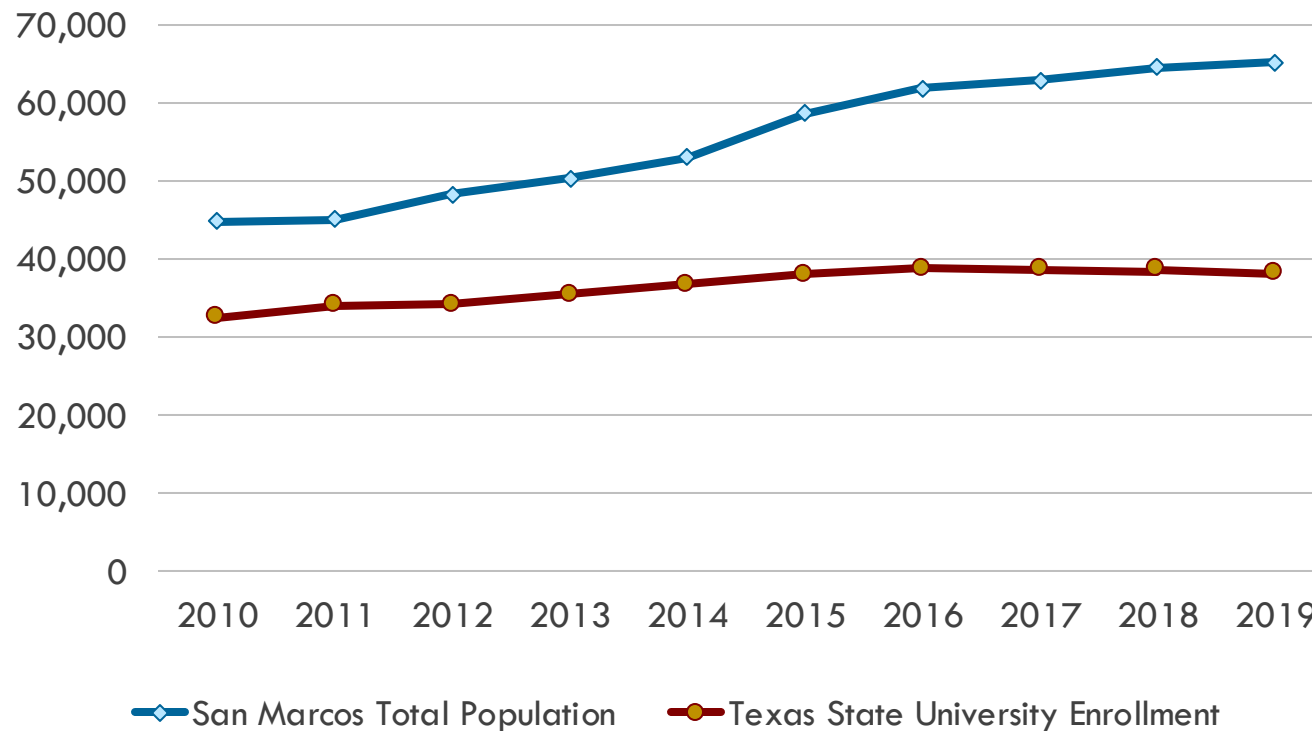


Opportunities

- Qualify for additional federal funding
 - Eligible uses: capital, operations, planning, engineering, design, etc.
- Expand transit access for the entire community
- Improve multimodal connectivity, particularly downtown

Opportunities

- Respond to continued population and enrollment growth



Challenges

- Cost and ridership implications of COVID-19
- Infrequent local service
- Coordinating two vastly different systems

Transit Service Today



| Days & Hours of Service | |
|-------------------------|-------------------------------------|
| Mon-Fri 7am-8pm | Mon-Fri 7am-11pm Sat 11am-6:30pm |
| Routes | |
| 7 | 11 |
| Vehicles | |
| 10 | 48 |
| Bus Stops | |
| 118 | 40 |
| Daily Ridership | |
| 350 | 17,000 |



Community Feedback

- Requests for more frequent and later city service
- Requests for more bus stop shelters
- Support for a downtown hub and elimination of fares



Key Items for Council Consideration



Service expansion plan



Downtown Transit Plaza



Paratransit policy



Zero fare policy

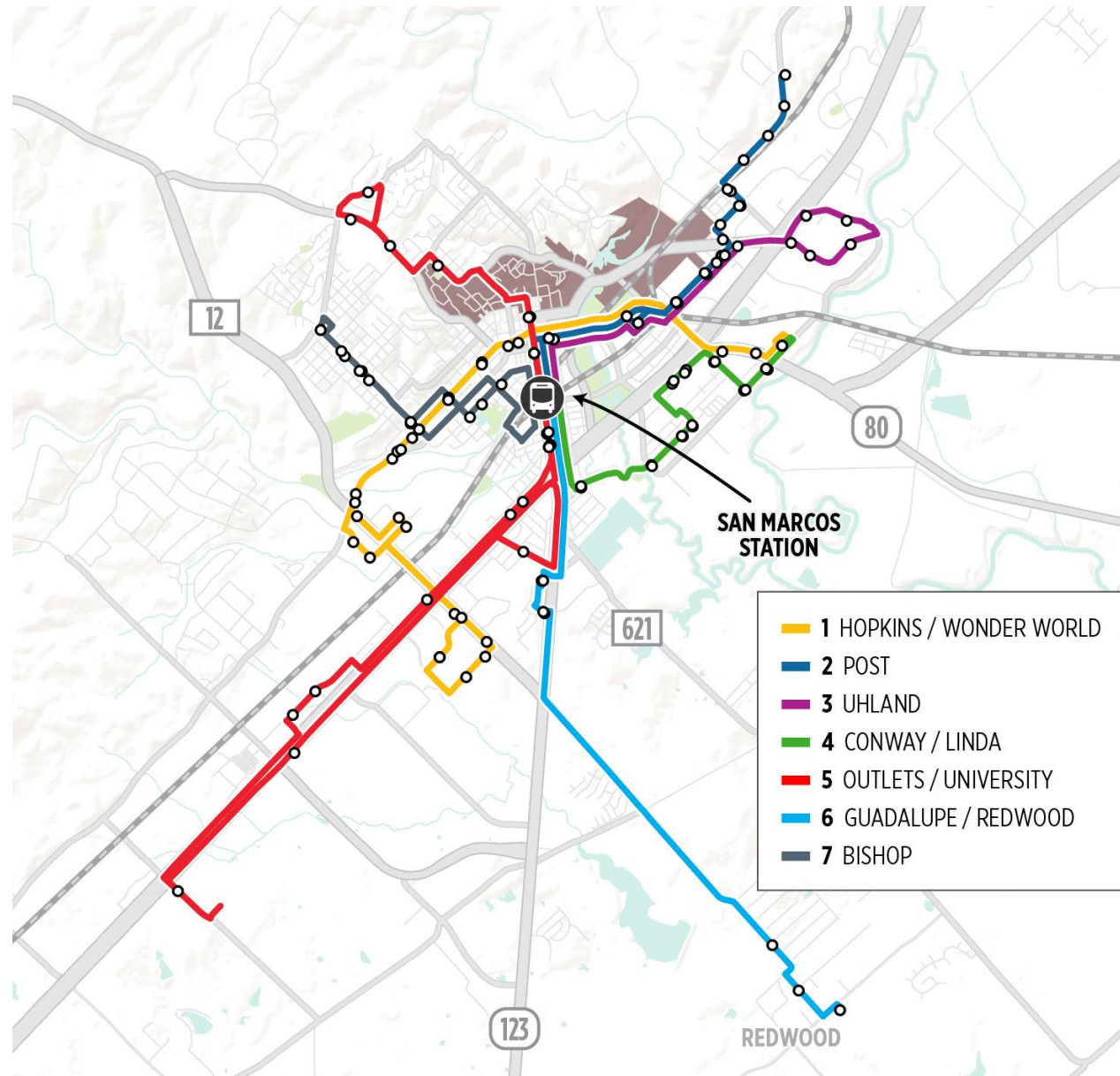


Transit Center

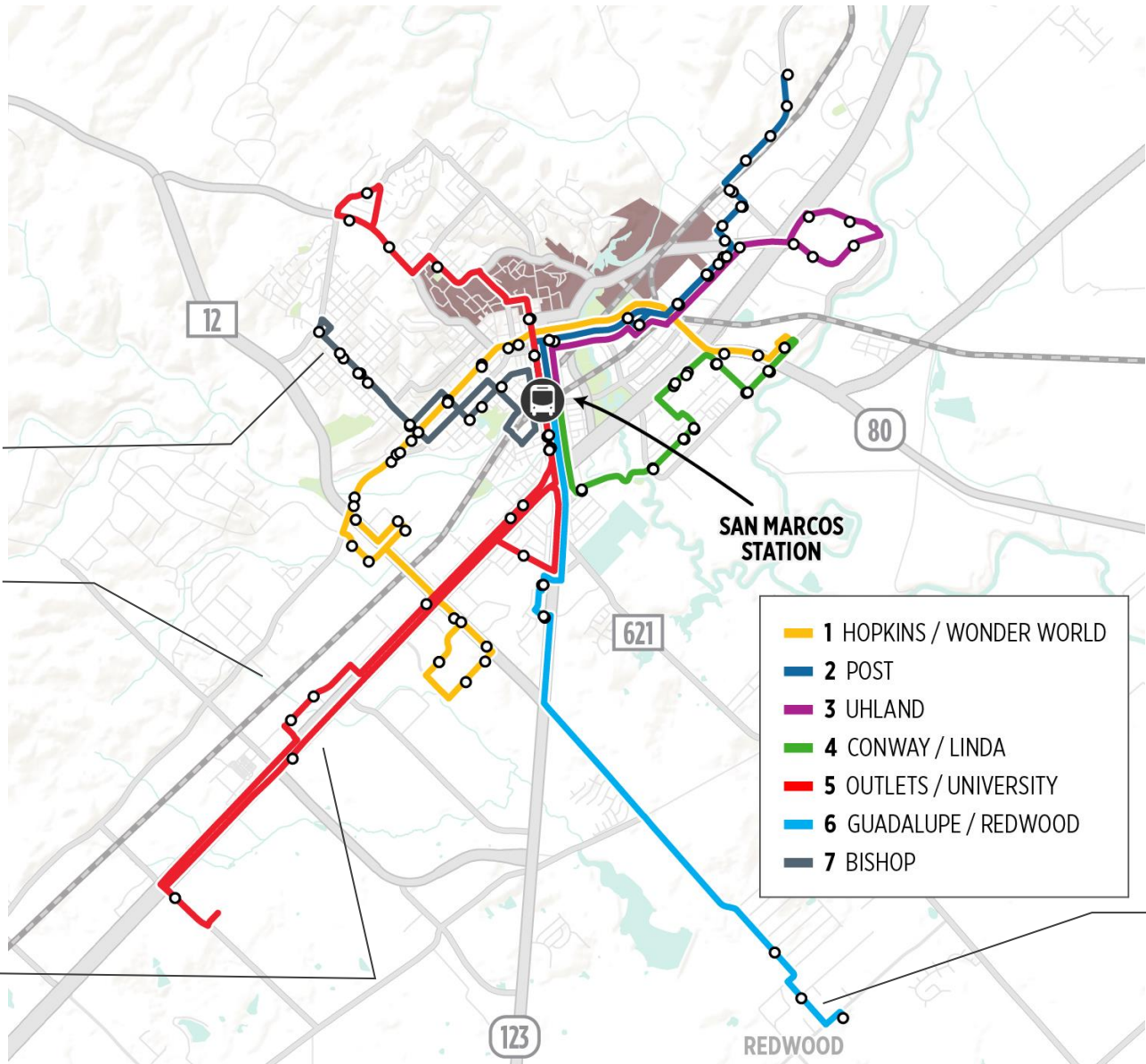


Interlocal agreement with Texas State University

Existing City Routes



Existing City Routes



Only 55% of city stops have 30-minute service

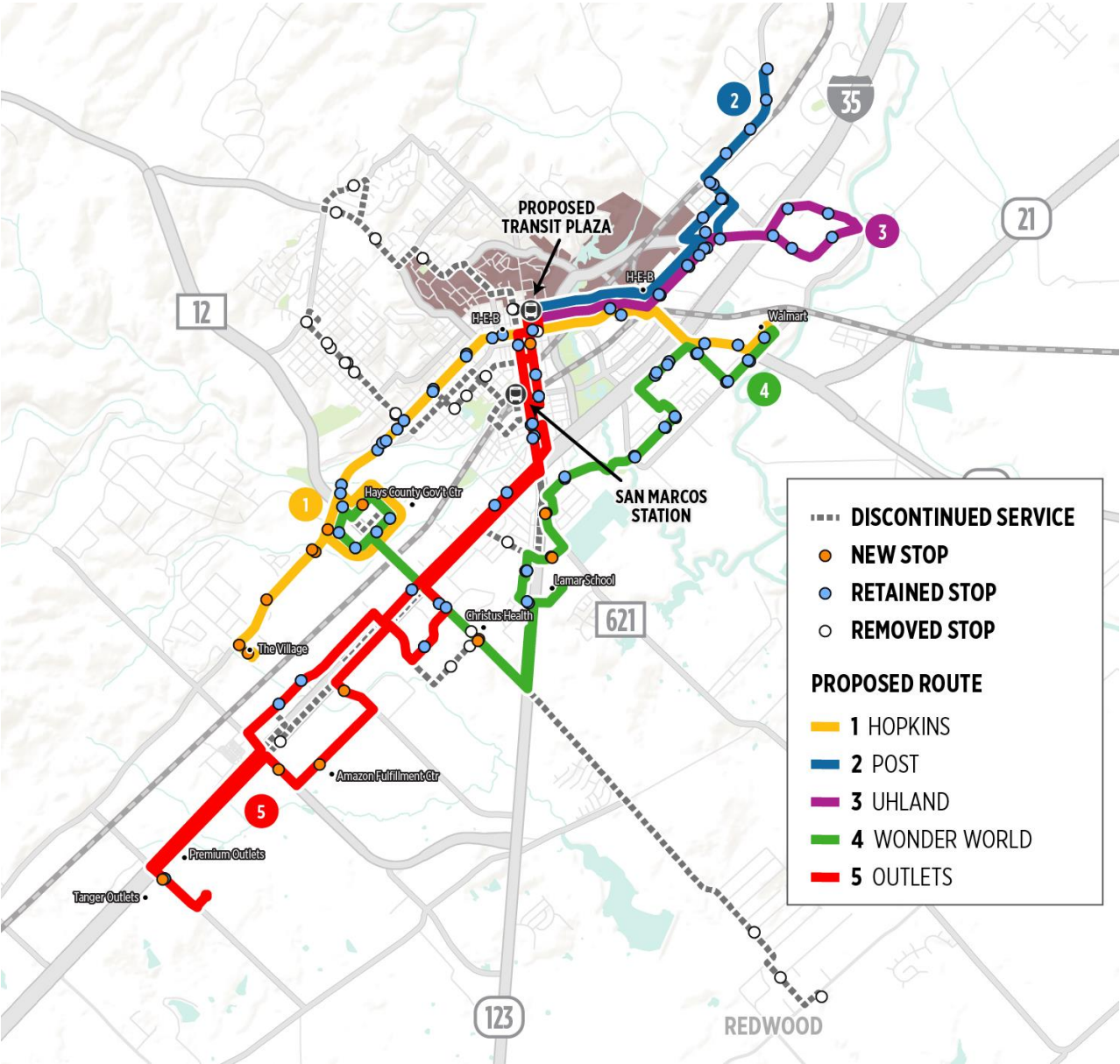
Low ridership in Redwood

Low ridership along Bishop

No service to The Village

No service to Amazon Fulfillment Center

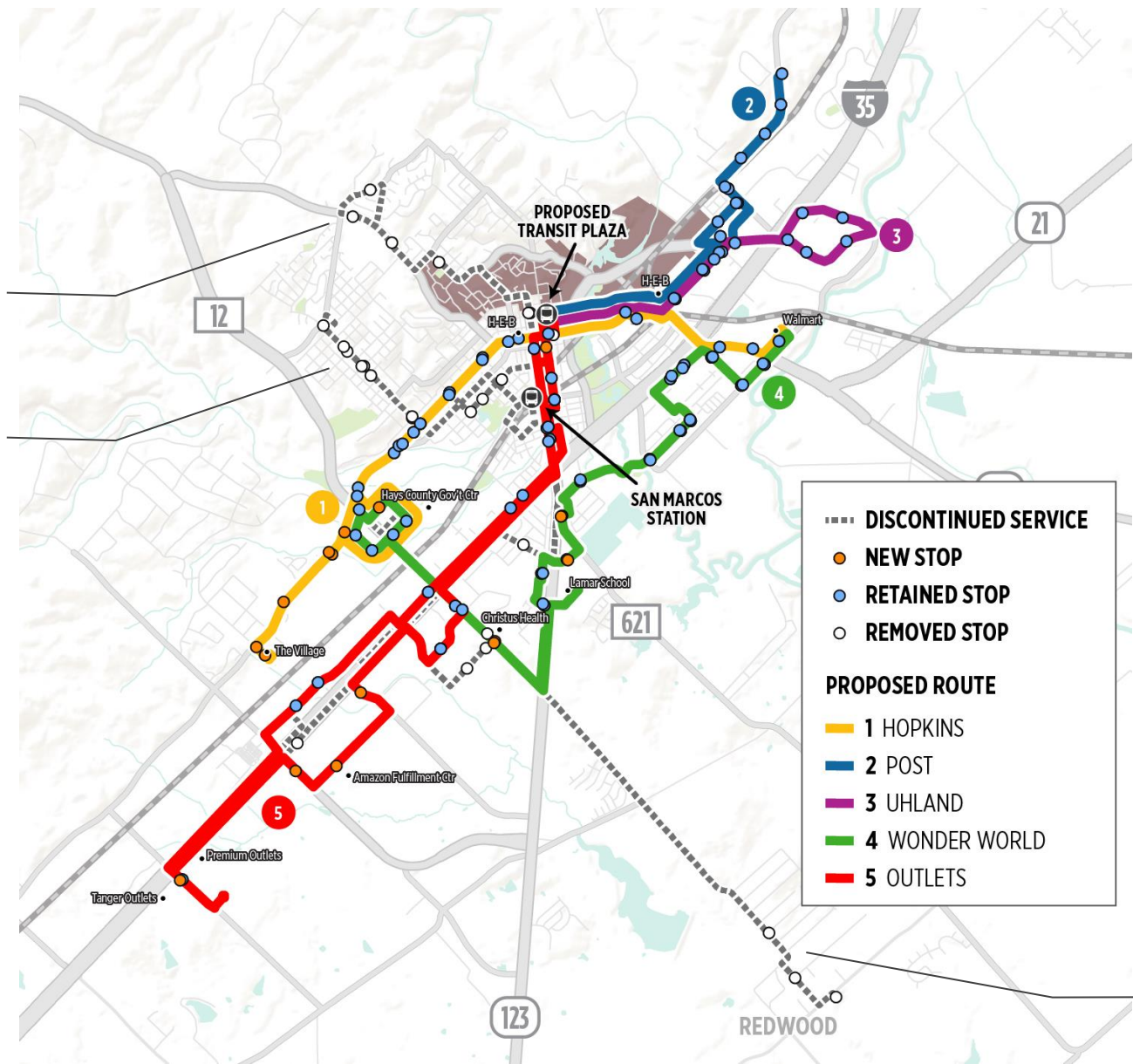
Proposed City Routes



Proposed City Routes

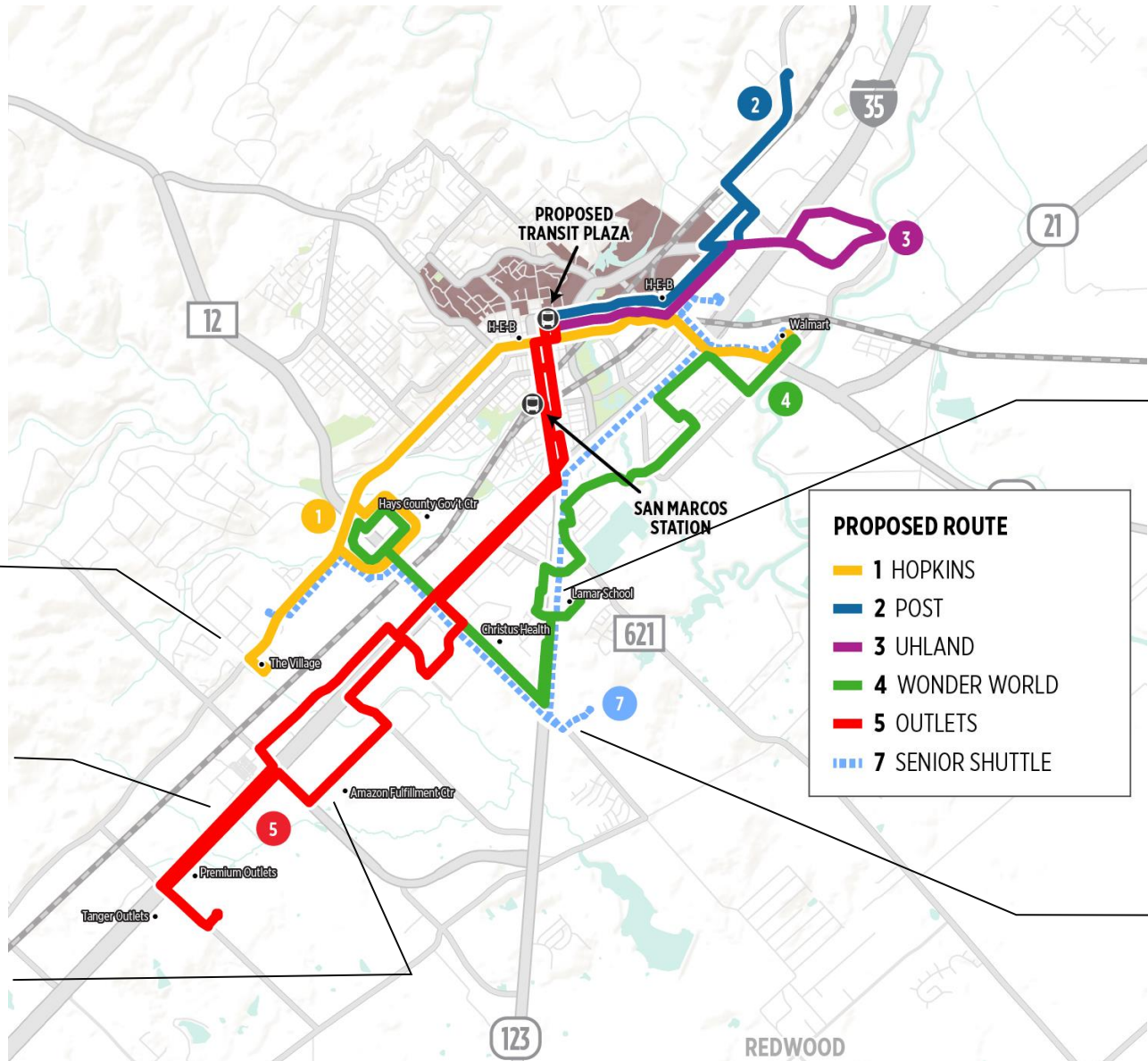
Discontinue service along
RR 12

Discontinue service along
Bishop

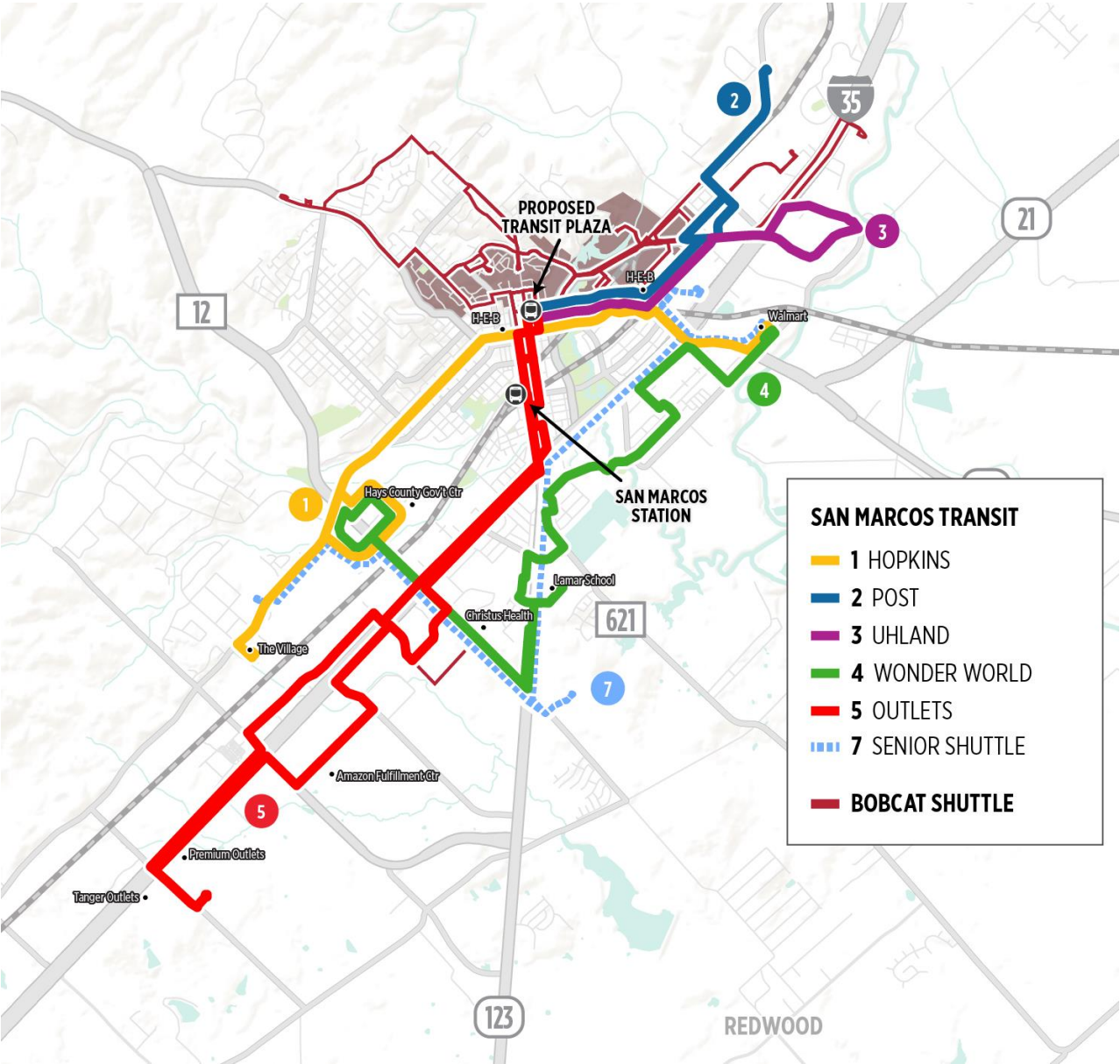


Discontinue service
to Redwood

Proposed City Routes



Proposed Coordinated City and University Network



Service Plan

- **Establish Downtown Transit Plaza (9-12 months)**
- **Phase 1:**
 - Revise city routes
 - Expand Senior Shuttle from 2 to 4 days per week
 - Introduce new coordinated branding and information
 - Eliminate on-board fare collection

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- **Phase 3:** Extend weekday evening span on city routes

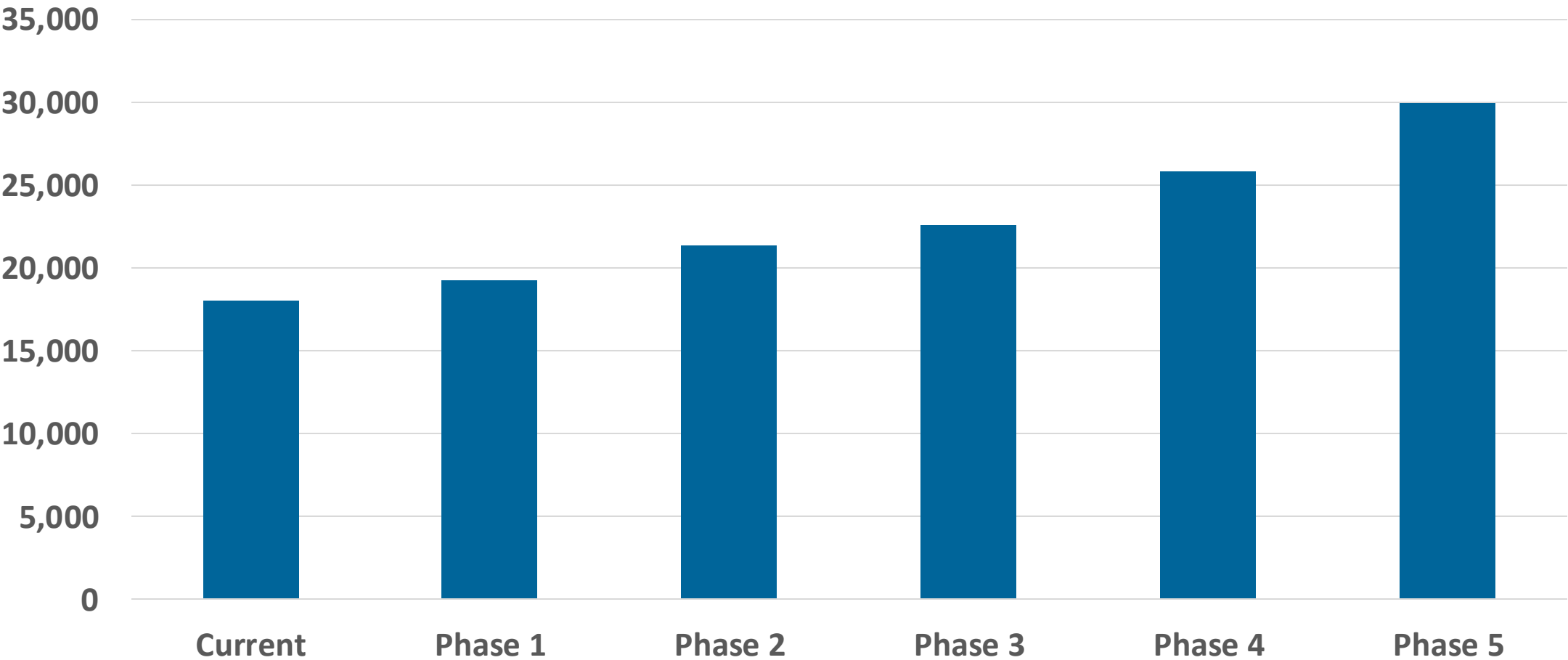
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- **Phase 4:** Increase frequency during morning and evening periods

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- **Phase 5:** Increase frequency on Route 1 to every 15 minutes

City Fixed Route Service Hours



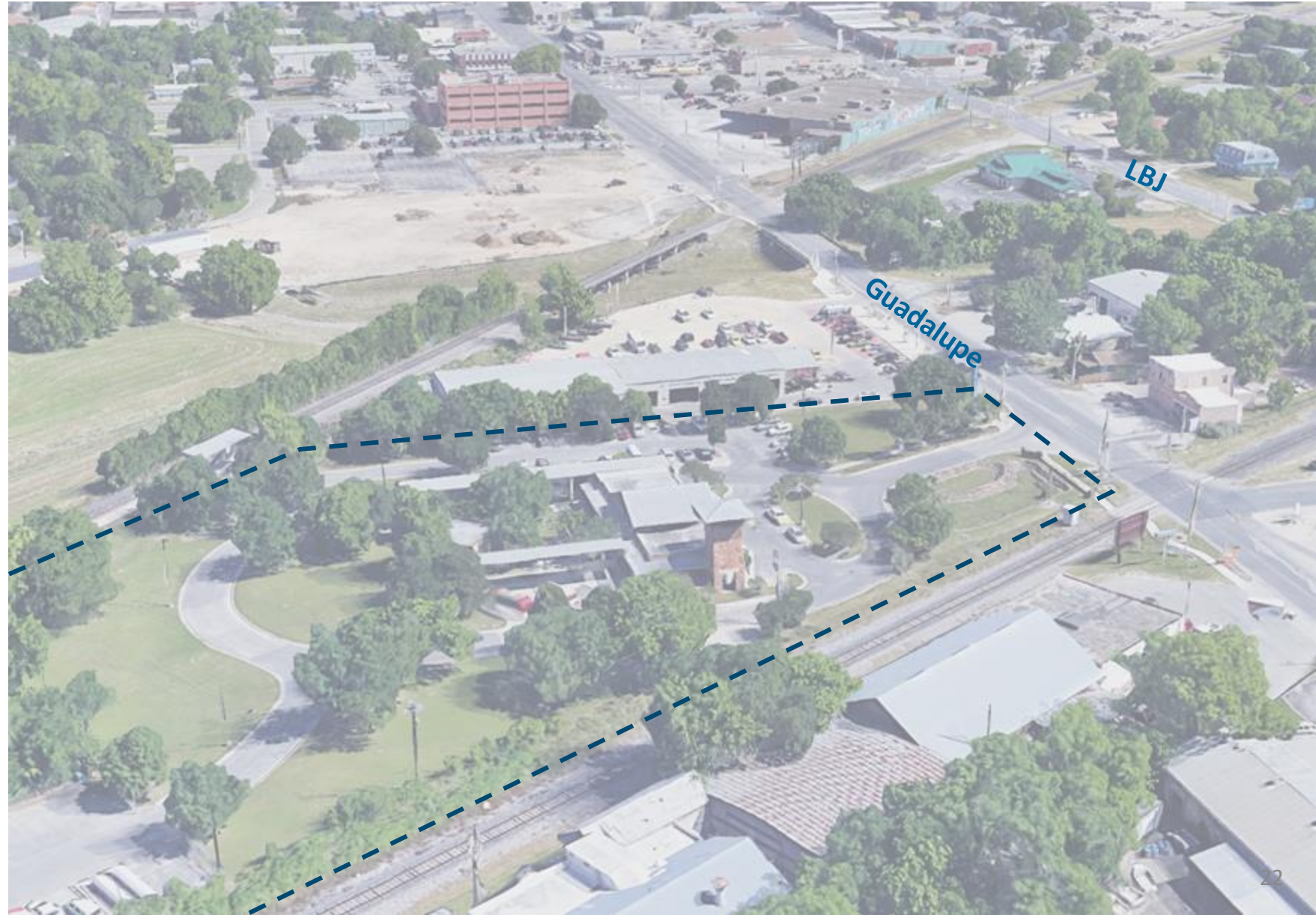
San Marcos Station

Strengths

- Regional connections
- Passenger amenities
- Operator facilities

Challenges

- Proximity to downtown
- One-way streets
- Rail impacts



Proposed Downtown Transit Plaza

Transit Plaza Enhancement Opportunities



- Support bus operations, rider experience, and communications
- Extend beyond transit plaza to nearby sites (mobility hub and parking garage)

Bike and Pedestrian Enhancements

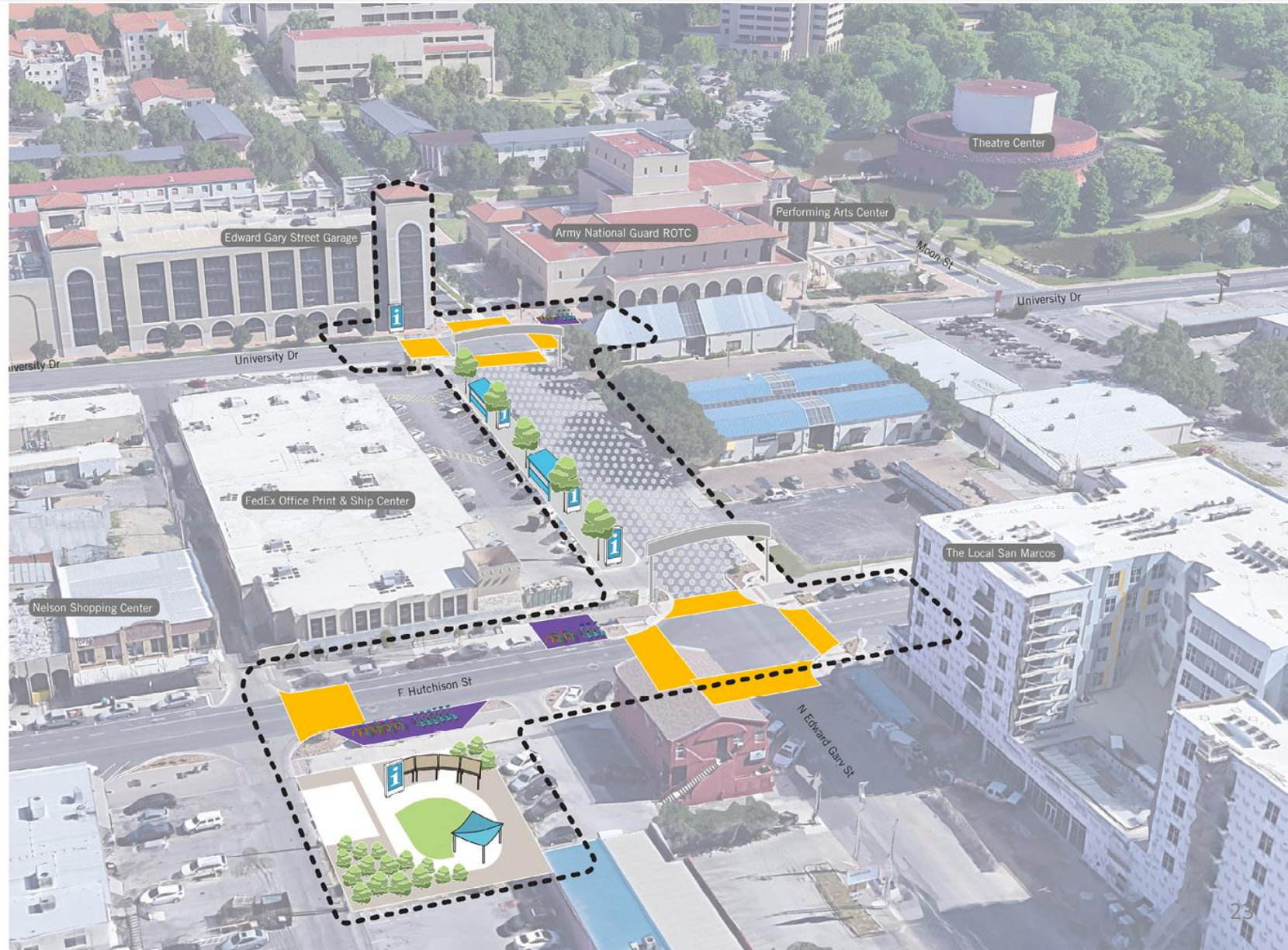


- Provide easy-to-find bike storage on Hutchinson
- Prioritize buses and pedestrians/riders on Edward Gary

Crosswalks & Pavement Treatments



- Highly-visible and attractive pavement treatments to support pedestrian access
- Function as traffic calming tools, wayfinding tools, and placemaking features



300 block of Edward Gary Street



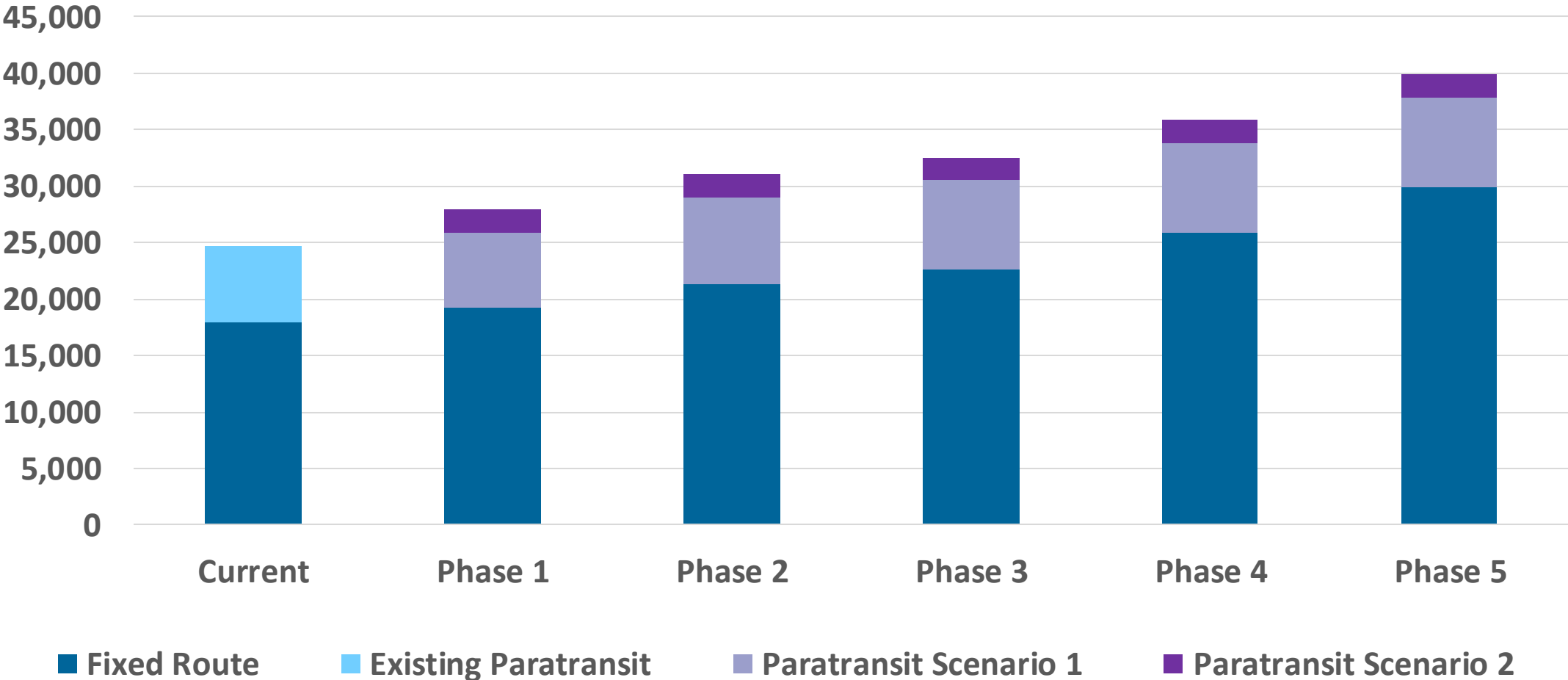
Proposed Downtown Transit Plaza



Paratransit Policy

- **Elimination of fares for fixed-route service would also eliminate paratransit fares**
- **FTA minimum requirements**
 - Persons with a disability traveling within $\frac{3}{4}$ mile of a fixed route
- **Current City policy**
 - Also includes seniors age 65 and older and entire city limits
- **Scenario 1**
 - Reduce service area to $\frac{3}{4}$ mile of fixed routes
 - Cost neutral
- **Scenario 2**
 - Maintain existing service area policy
 - Requires one extra vehicle and 2,000 additional hours

City Service Hours



City Fleet Options

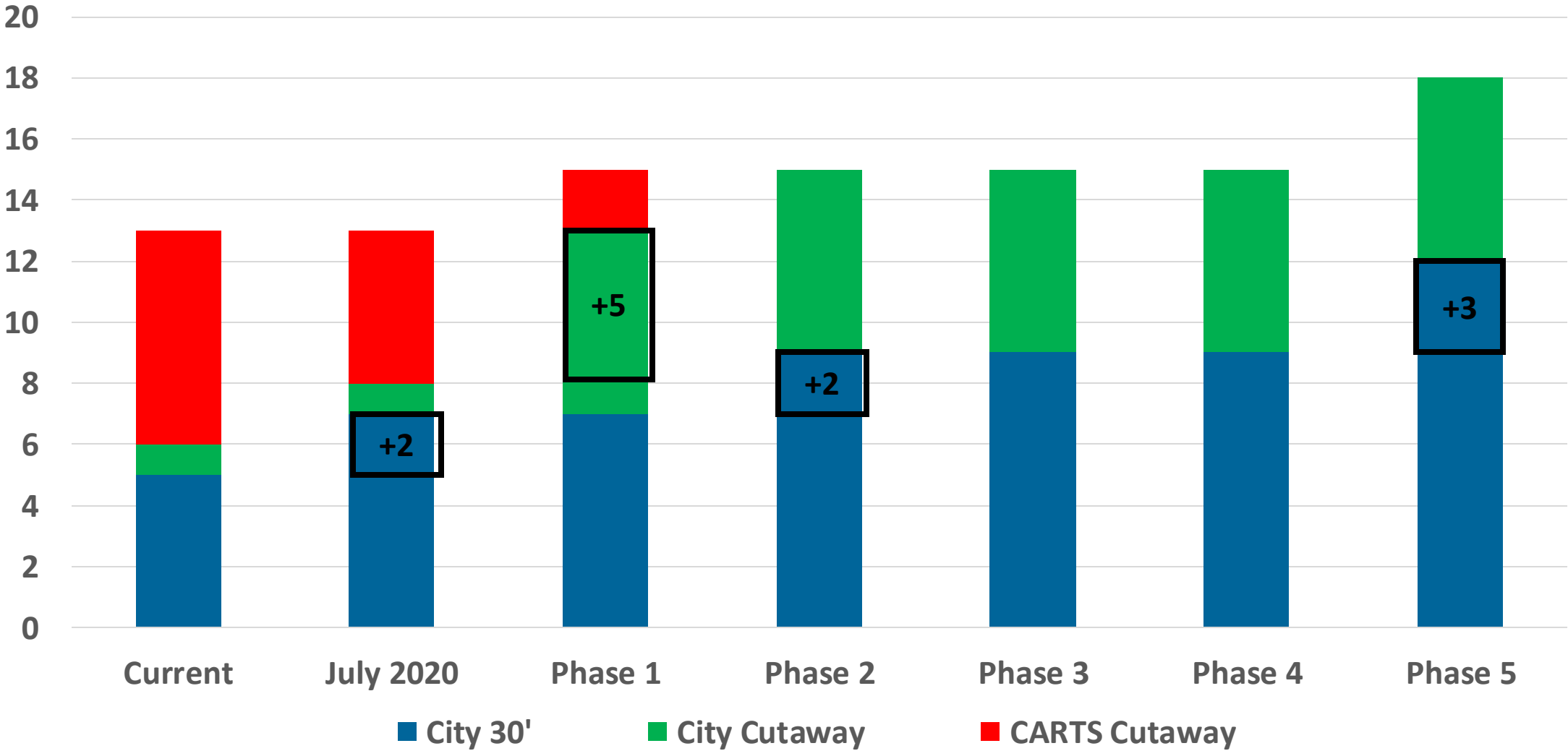


30' heavy-duty bus



25' light-duty cutaway

City Fleet Plan



Potential Downtown Transit Center



Funding Opportunities

- CARES Act Funding
 - \$3.8M of \$6.4M allocated for operating costs through 2021
- Expend awarded FTA 5339 funds (\$500K) to purchase 5 new paratransit vehicles
- FTA 5307 Small Transit Intensive Cities Funding (\$2.6M for FY 19 and FY 20)
 - Awarded based on combined performance of City and University systems
 - Establish a reasonable and equitable share for both entities

Council Direction



Service expansion plan



Downtown Transit Plaza



Paratransit policy



Zero fare policy



Transit Center



Interlocal agreement with Texas State University

Next Steps

- Finalize interlocal agreement with Texas State University
- Finalize transit plan report
- Present final recommendations to City Council