

**City of Fayetteville Staff Review Form**

**2018-0398**

**Legistar File ID**

**8/7/2018**

**City Council Meeting Date - Agenda Item Only**

N/A for Non-Agenda Item

Don Marr, Chief of Staff

7/24/2018

TRANSPORTATION SERVICES (410)

**Submitted By**

**Submitted Date**

**Division / Department**

**Action Recommendation:**

Approval of a budget adjustment for \$23,275 to cover fare box fare budget/actuals for the City of Fayetteville fares and move to a fare free system between ORT and Razorback Transit systems for the remainder of 2018.

**Budget Impact:**

2100.410.4100.5723.00

Street Fund

Account Number

Fund

Project Number

Project Title

**Budgeted Item?** No

Current Budget \$ 422,908.00

Funds Obligated \$ 422,908.00

Current Balance \$ -

**Does item have a cost?** Yes

Item Cost \$ 23,275.00

**Budget Adjustment Attached?** Yes

Budget Adjustment \$ 23,275.00

Remaining Budget \$ -

V20140710

Previous Ordinance or Resolution # 2017-0766

Original Contract Number: \_\_\_\_\_

Approval Date: \_\_\_\_\_

Comments:

**TO:** Mayor Lioneld Jordan  
Fayetteville City Council Members

**FROM:** Don Marr, Chief of Staff

**DATE:** July 24, 2018

**SUBJECT:** City Council Agenda Session Item to approve a Budget Adjustment of \$23,275, and approve a fare free transit ridership program in the City of Fayetteville between Ozark Regional Transit System and Razorback Transit Systems

---

**RECOMMENDATION:**

City Staff recommends the City Council approve and the Mayor sign the attached budget adjustment of \$23,275 and authorize a fare free ridership program beginning August 20<sup>th</sup> 2018 and running for the remainder of 2018 calendar year for Fayetteville Citizens riding within the City of Fayetteville limits on transit routes of Ozark Regional Transit and Razorback Transit. Additionally, there would be no additional fare fees when riders switch between the two systems within the City of Fayetteville routes.

This was presented to the City Council Transportation Committee on July 10<sup>th</sup> and approved 3-0 with a recommendation to approve and forward to the full City Council.

**BACKGROUND:**

The City staff was charged with evaluating transit routes within the City of Fayetteville to reduce duplication of routes between Ozark Regional Transit Routes and Razorback Transit Routes. Additionally, the staff was charged to work with the transit providers to improve frequency, and days of service, and to evaluate route design for increased ridership with the current budgeted funding. During this review, revisions were made and duplication was eliminated, frequency of routes was improved to the extent that eligible funding permitted.

During this assessment, it was identified, that a current barrier of ridership is that citizens within the City of Fayetteville could ride for free on Razorback Transit but when students transferred between Razorback Transit to Ozark Regional Transit they were charged a fee for fare, thus resulting in Razorback Transit Riders not taking more direct routes because of the additional charges. We felt it would improve ridership to make fare free for both systems, and allow the student transportation fee, and the Citizens of Fayetteville general tax revenues/transportation taxes to cover their cost of transit without additional fees at this time.

**BUDGET/STAFF IMPACT:**

The Fayetteville Fare Box portion annually is \$63,700. This revenue collected from riders on a system where the annual operating budget is over 3.3 Million making up 1.8% of the annual revenue. The request is to make the systems fare free for the remainder of 2018 and evaluate if this results in increased ridership, and improved freedom of access to routes between the two City of Fayetteville Transit Systems. The cost of this pilot for the remainder of 2018 is \$23,275 (estimated 63,700 annual fare box intake and divide it by 52 weeks we come up with a weekly intake average of 1225. Then multiply it by the remaining 19 weeks from August 20 through the end of December, we come up with a remaining balance of 23,275. This would be the amount needed to off-set the fare box balance to provide a fare free system)

This was presented to the City Council's Transportation Committee on July 10<sup>th</sup>, and passed 3-0 with a recommendation to approve to the full City Council.

**Attachments:**

1. Staff review form
2. Transit PowerPoint Presentation out-lining route changes, and fare free request.
3. Budget Adjustment.

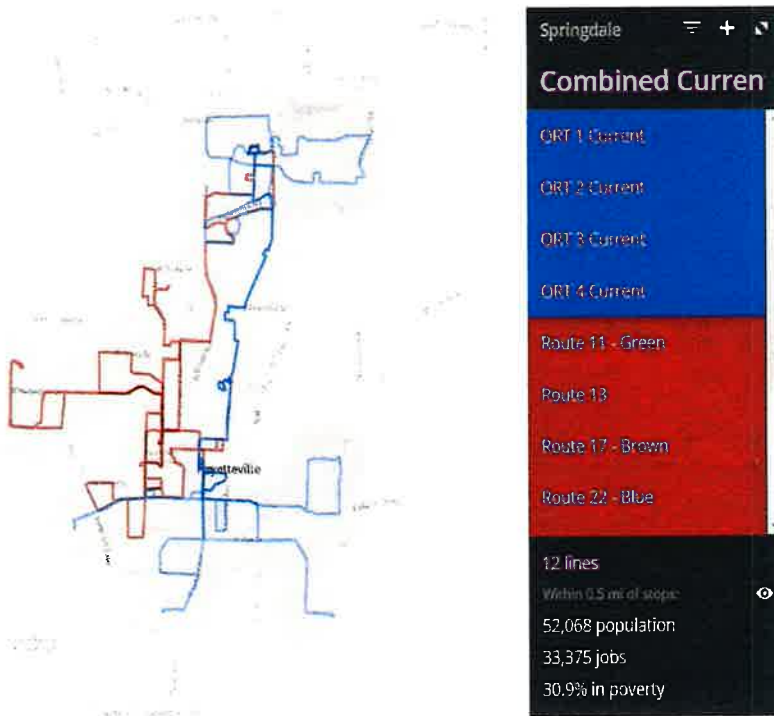
# Razorback Transit & ORT 2018 Route Changes

Presented to the City of Fayetteville by Razorback Transit and ORT

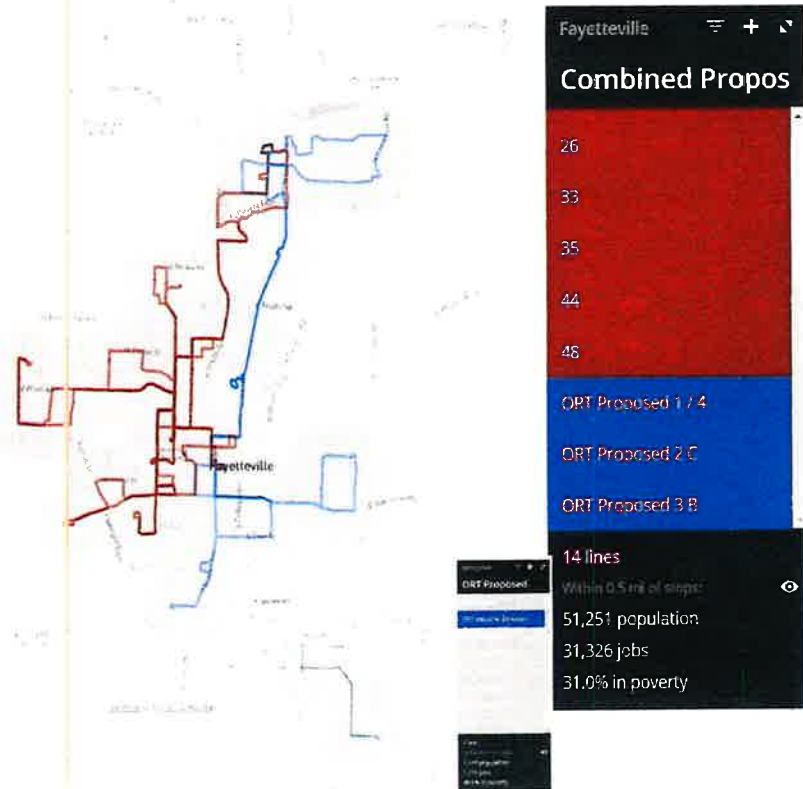
July 10, 2018

# Fayetteville Route Changes

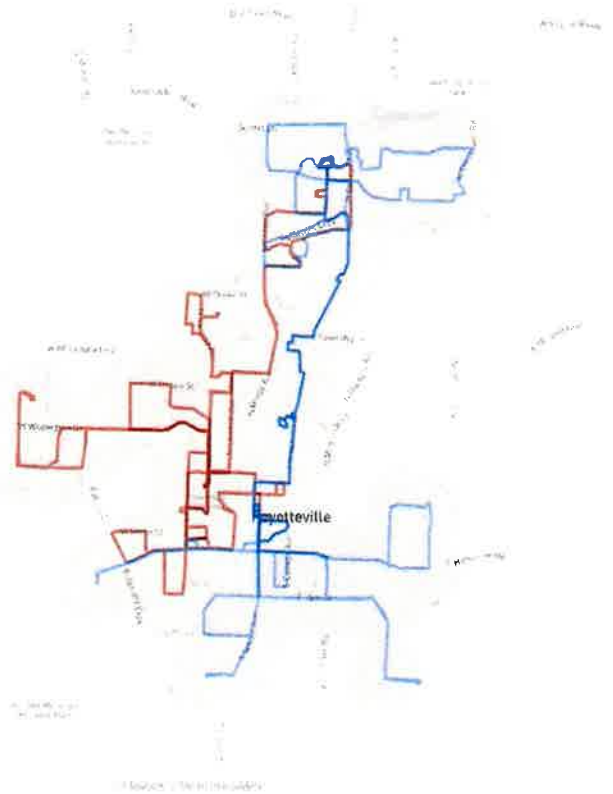
## Current City Wide



## Proposed City Wide



# Current City Wide Coverage Area



Springdale

### Combined Curren

- ORT 1 Current
- ORT 2 Current
- ORT 3 Current
- ORT 4 Current
- Route 11 - Green
- Route 13
- Route 17 - Brown
- Route 22 - Blue

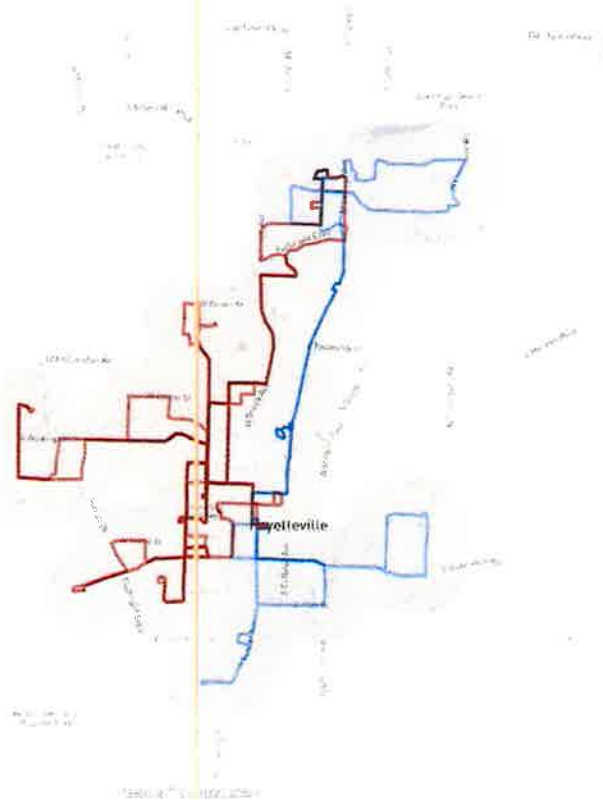
12 lines

Within 0.5 mi of stops:

- 52,068 population
- 33,375 jobs
- 30.9% in poverty

# Proposed City Wide Coverage Area

\*Not including Industrial Area



Fayetteville

### Combined Propos

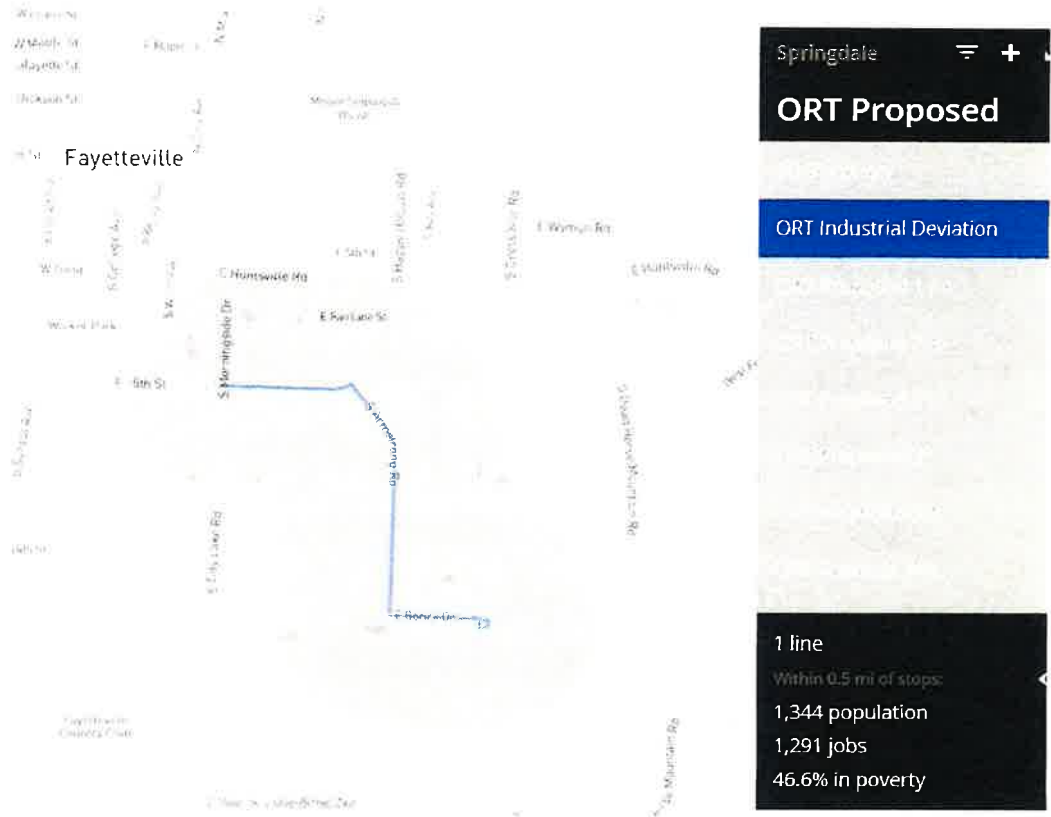
26  
33  
35  
44  
48

ORT Proposed 1 / 4  
ORT Proposed 2 C  
ORT Proposed 3 E

14 lines  
Within 0.5 mi of stops

51,251 population  
31,326 jobs  
31.0% in poverty

# Industrial Area Inset for Proposed City Wide Change





# Statistical Comparison

## **Current System Statistics (Peak Service)**

- Total Routes Operating – 12
- Total Buses Operating - 23
- Population Served – 52,068
- Jobs in Coverage Area – 33,375

## **Proposed System Statistics (Peak Service)**

- Total Routes Operating – 14
- Total Buses Operating - 23
- Population Served – 52,595<sup>(\*/\*\*)</sup>
- Jobs in Coverage Area – 32,617<sup>(\*/\*\*)</sup>

\*Includes calculations from Industrial Area Inset

\*\*Removed information from the City of Johnson

# Overall System Improvements

- **ORT Peak Service M/F – 6AM to 7:30PM**

ORT Routes 1 and 3 – Doubling Frequency to every 30 Minutes

- **Razorback Peak Service – 6AM to 6PM**

11 routes 19 buses – M/F 6AM to 6PM: Route 44 increased to 4x/hour to allow for addition to MLK Walmart

- **Razorback Night Service 6PM – 10:45**

Same number of routes and buses, Frequency increase to 40 min on Route 4 (Purple Reduced) to allow for the addition of the MLK Walmart

- **Razorback Non-Peak Service – University Breaks/Summer Breaks**

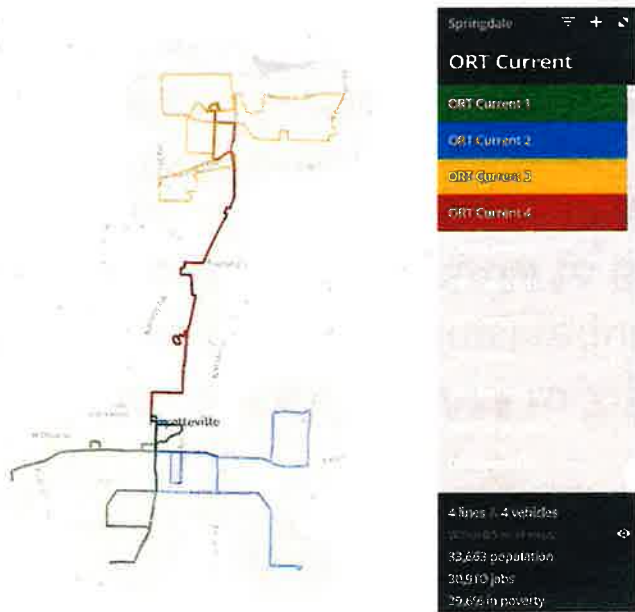
7 routes 11 buses, Route 4 every 20 minutes, Route 1 every 15 minutes

- **Razorback Saturday Service – 7AM to 6PM**

Route 4 adding service to MLK Walmart

# ORT Current versus Proposed

## Current Coverage Area

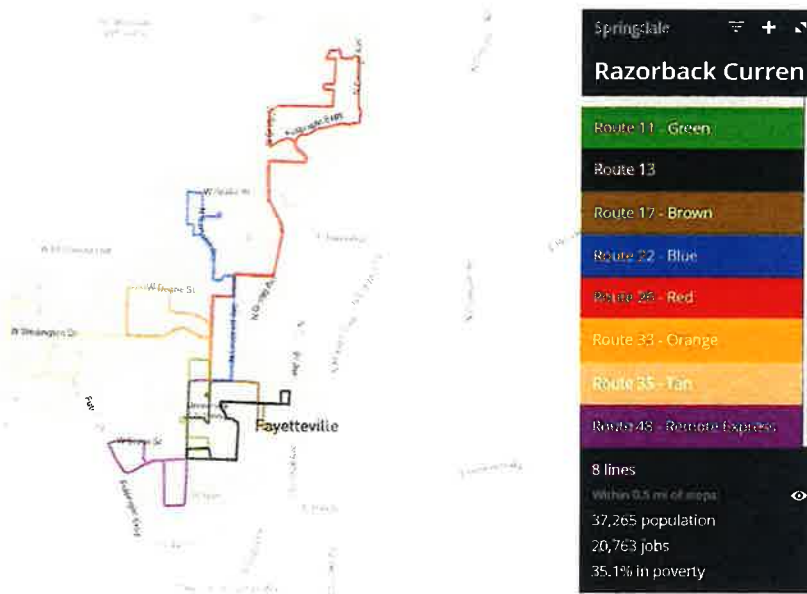


## Proposed Coverage Area

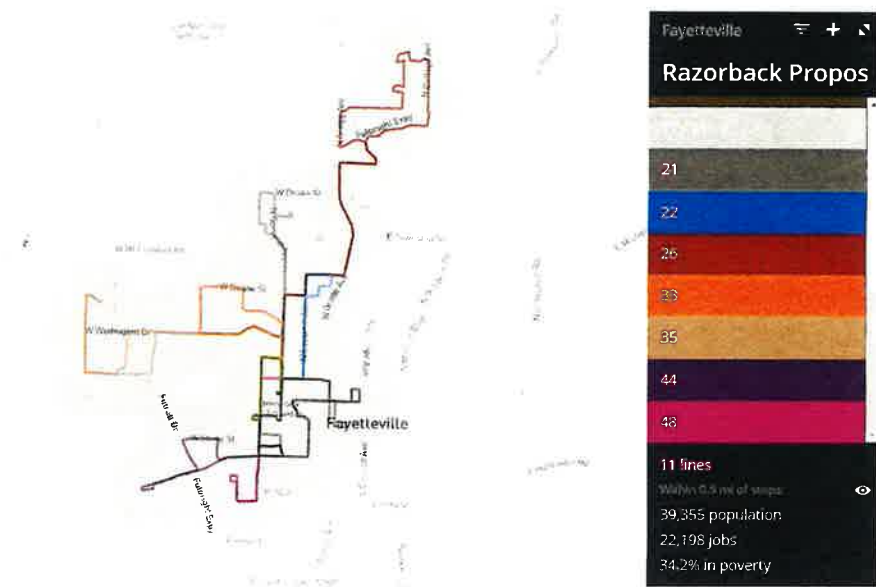


# Razorback Current versus Proposed

## Current Coverage Area



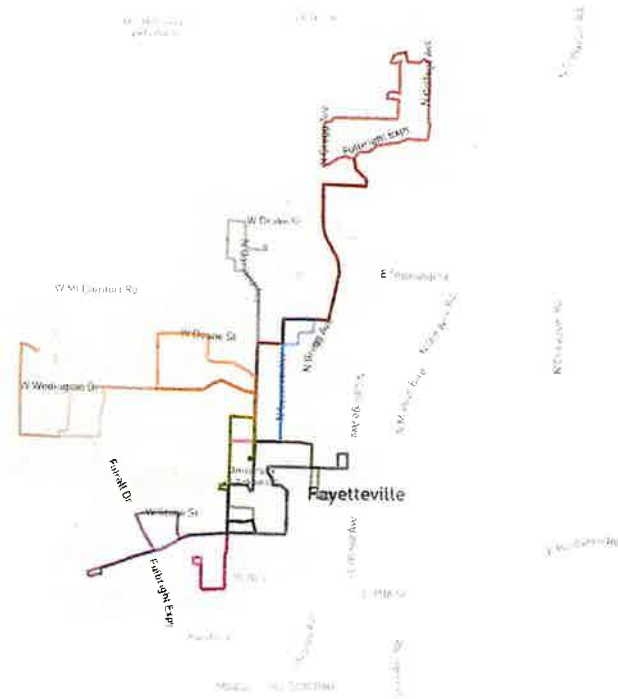
## Proposed Coverage Area





# Razorback Transit Improvements

- New connection from Campus to MLK WalMart
- Improved frequency to MLK WalMart from 1x/hour (ORT) to 4x/hour (RT)
- Realignment of Route 48 to better serve the Revenue Office, Beachwood Apt and Arkansas Workforce Center
- Increased transfer points to ORT



Fayetteville

### Razorback Propos

- 21
- 22
- 26
- 33
- 35
- 44
- 48

11 lines

Within 0.5 mi of stops:

- 39,355 population
- 22,198 jobs
- 34.2% in poverty

# System Recommendations

- Improved stop with Shelter at MLK Walmart
- Improved stop with Shelter at Mall Avenue Walmart
- Improved stop with Shelter at Frontage and E. Shepard Lane
- Improved stop with Shelter at Hill and MLK Blvd
- Improved stop with Shelter at Washington Regional MC and Appleby
- Improved stop with Shelter at Porter Avenue and Houston Street
- Sidewalk improvements at College (71B) and Evelyn Hills Shopping center (curb to sidewalk connection)
- Sidewalk improvements at Morningside Dr. and Chesapeake Way (curb to sidewalk connection)
- Sidewalk improvements at S. School Avenue and 26<sup>th</sup> Street
- Sidewalk improvements along Leverett Avenue
- Sidewalk improvements along Gregg Avenue
- Sidewalk improvements at Porter Avenue and Houston Street
- Seamless transfers from Razorback to ORT

# Razorback to ORT Transferring

- Razorback transit is fare free, ORT requires a fare.
- Passengers can transfer from ORT to Razorback without paying.
- Passengers must pay a fare if transferring from Razorback to ORT.
- To make this transfer seamless, the recommendation would be to make ORT fare free in Fayetteville.
- ORT currently takes in \$63,700 from fares in Fayetteville.
- To make ORT fare free, ORT would have to find a way to replace the lost income.