

Think >> Forward

# City of Hollywood Transit Study

City of Hollywood Public Transit Plan 2025

presented to

City of Hollywood

presented by

Cambridge Systematics, Inc.

#### Introduction

- FDOT, Office of Modal Development, support for Plan development, as a template for other cities
- What was studied?
  - » Review prior study (by Kimley Horn)
  - » Rider and community survey
  - » Microtransit evaluation (ridership, users, connectivity, satisfaction)
  - » Holly-Go bus stop evaluation
  - » Performance measures
- Recommendations: operational and other



### Hollywood Transit Services

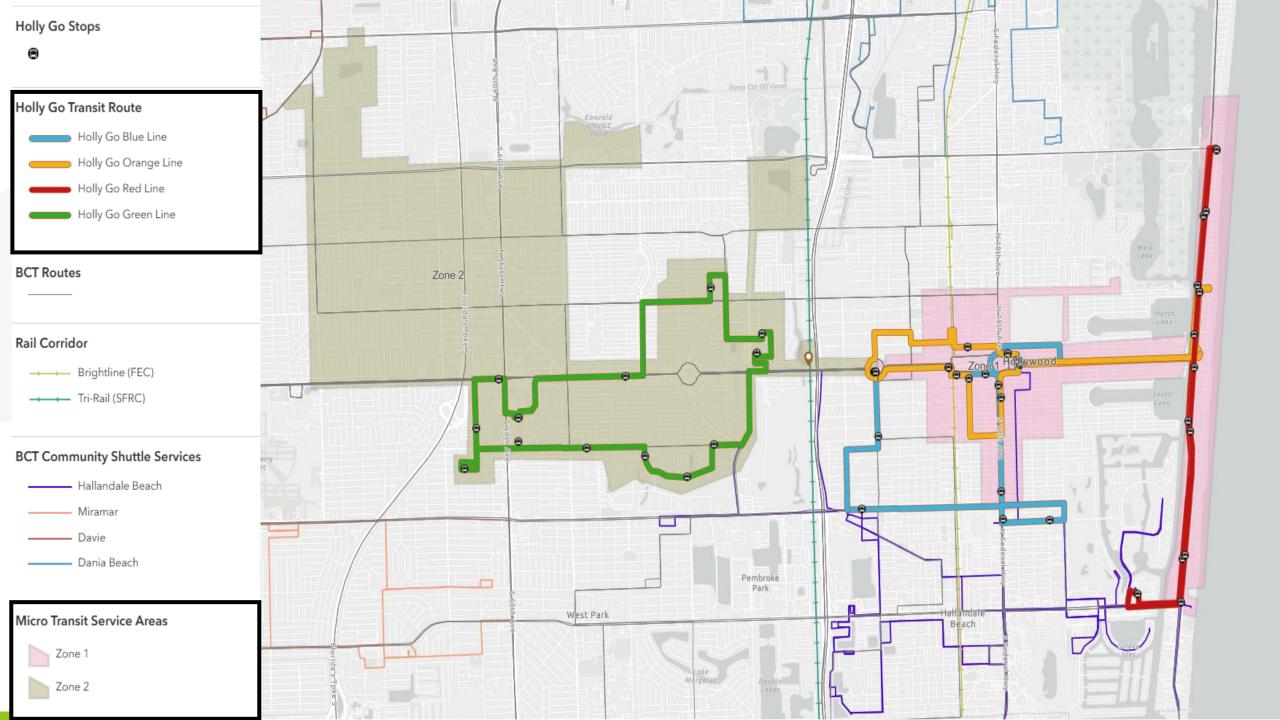
#### **Sun Shuttle (microtransit)**

- \$2 per rider
- On-demand hailed service, "Ride Circuit" app
- Two zones: east, west
  - » East: 10am-9pm, 10am -10pm weekend
  - » West: 7am-6pm, 11am-7pm weekend

#### Holly-Go (fixed-route shuttle bus)

- Free to ride!
- Four fixed routes, set schedules
  - Start 8-9am, end 5pm (7-8pm Red Line)





# Timeline of Study

2024
AugustSeptember,
review prior
study, develop
surveys

2024 December-2025 January, monitor survey returns, collect microtransit data, start bus stop assessment, <u>survey</u> ended Jan. 31 2025
March-April,
develop Plan
document, finalize
microtransit
evaluation,
develop
recommendations









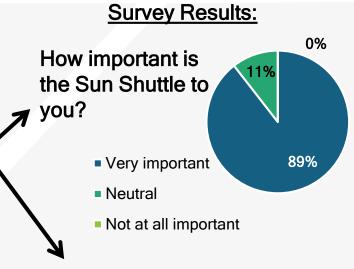
2024
OctoberNovember, HollyGo service begins,
performance
measure peer
review, finalize and
deploy survey

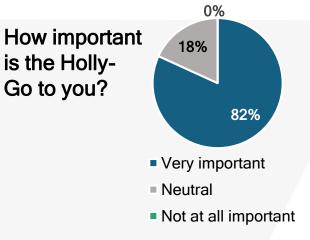
2025
February, complete
bus stop
assessment, develop
preliminary insights
on microtransit,
process survey
results



### Importance of the Transit Services

- Sun Shuttle, <u>over half million passenger rides</u> since 2020!
- > Riders say the services are *important* to them
- Riders are satisfied with the services
  - » 77% Holly-Go, 92% Sun Shuttle
- Connect residents to other transit and key services
  - » 67% Holly-Go, 32% Sun Shuttle
  - » Tri-Rail station, grocery stores, library, City Hall







### Recommendations



### Recommendations: Operational

- Allocation of microtransit resources
  - » Seasonal
  - » Day of week
  - » Time of Day
- Tailored microtransit zone boundary adjustments
  - » West Zone south of Hollywood Blvd served by Holly-Go
  - » Private access communities
- Reallocate microtransit service times, synergy with Holly-Go
- Right-size vehicles



#### Recommendations: Other

- Engagement
  - » Public awareness / outreach
  - » Language accessibility
  - » Communicate changes to service!
- Coordination with other agencies: SFRTA, BCT, FDOT, etc.
- Funding Opportunities: fares, partnerships
- Payment and Technology: App improvements, prepay/wallet feature
- Maintain bus stop amenity inventory,
  - » Midblock crossing evaluation at select sites



# **Supporting Efforts**

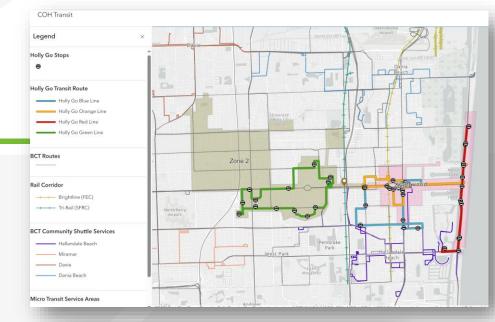
### Public and Rider Surveys

- Three surveys:
  - » Public general survey (open to all) 89 responses
  - » Holly-Go riders 49 responses
  - » Sun Shuttle riders 124 responses
- Details:
  - English and Spanish, ~30 questions, Nov 2024Jan 2025
  - » Advertised on flyers in transit vehicles, website, social media



# GIS & Bus Stop Inventory

- Compiled all GIS shapefiles, online map
- Mapped all Holly-Go bus stops
- Bus Stop Assessment
  - » ADA/accessibility score:
  - » Amenity score:
- Safety comments: lighting & midblock crosswalks

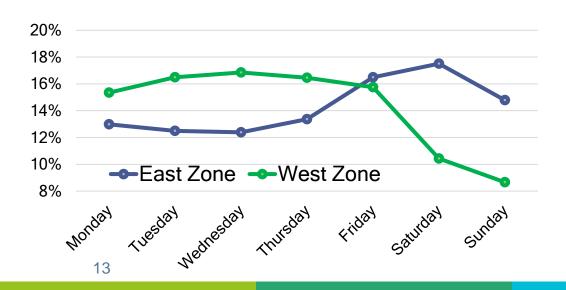




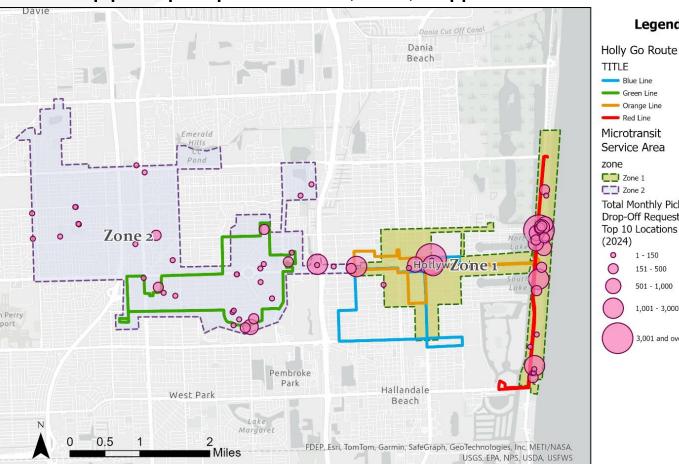


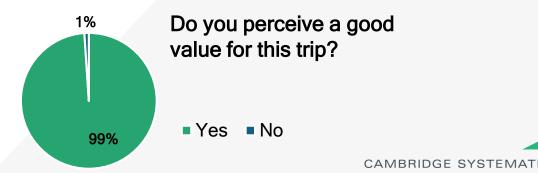
#### Microtransit Evaluation

- Ridership/Usage
- Demographics
- Connectivity
- Customer Experience



#### Top pick-up/drop-off locations, 2024, mapped





#### Legend

Microtransit

Zone 1

Zone 2

Total Monthly Pick-Up Drop-Off Requests for Top 10 Locations

501 - 1,000

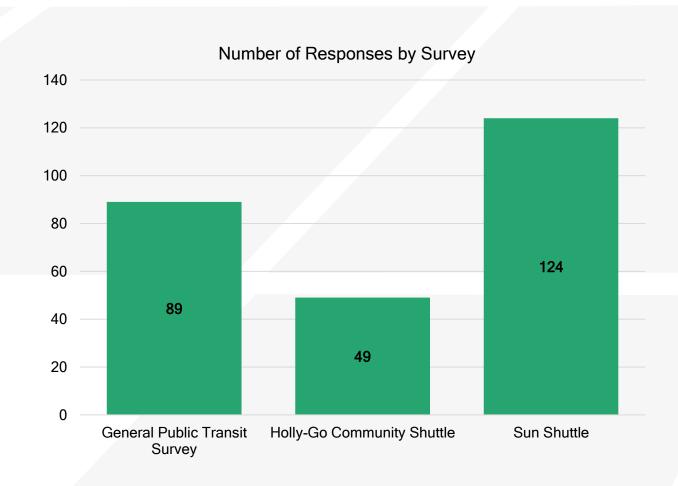
1,001 - 3,000

#### **Questions and Discussion**

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# Survey Responses

- Sun Shuttle survey very successful
- Holly-Go lower response rate, new service ramping up
- About a dozen paper surveys from public events
- General survey promoted via online and social media





# Survey Results: General Survey

Figure 2.5 Are you aware of the Holly-Go Community Shuttle routes?

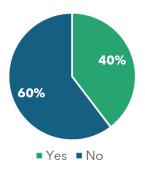


Figure 2.6 Do you know where to board the Holly-Go
Community Shuttle?

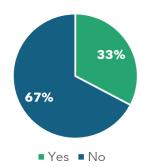


Figure 2.7 Do you know how to reserve a ride for the Sun Shuttle?

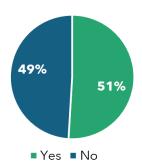
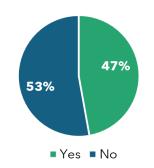
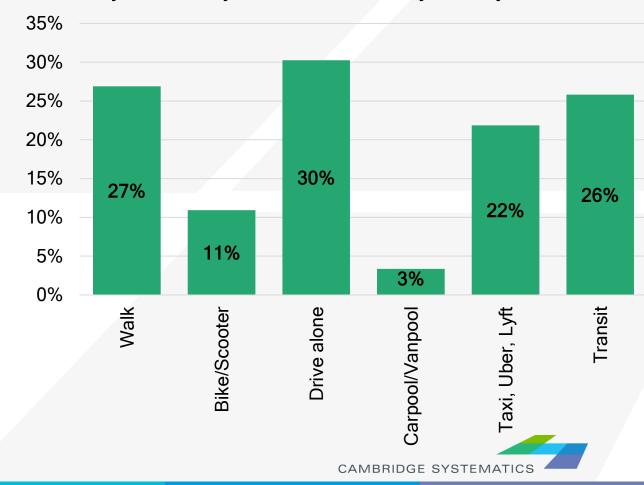


Figure 2.8 Are you aware of the places that the Sun Shuttle goes?

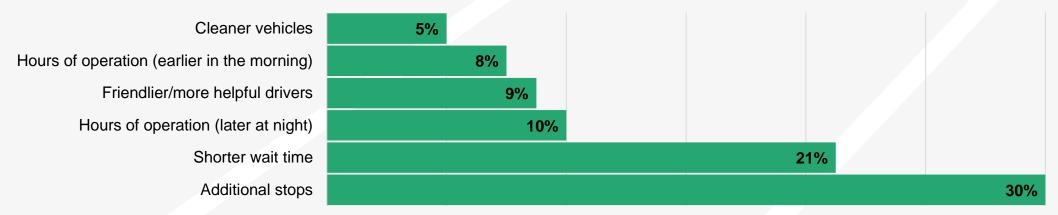


How do you currently travel within the City of Hollywood?

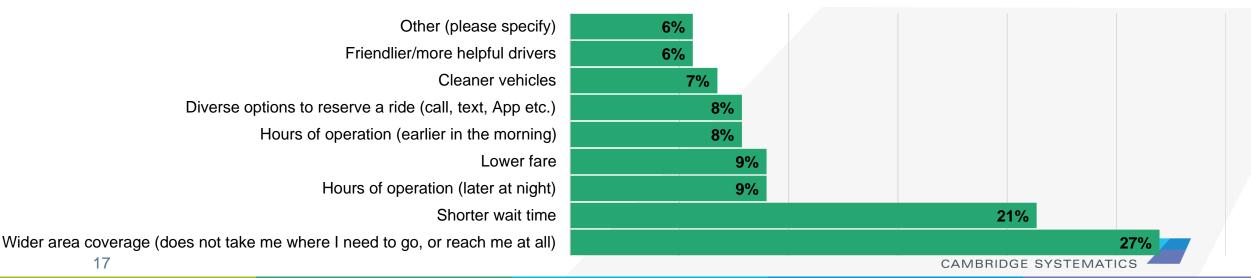


### Survey Results: General Survey

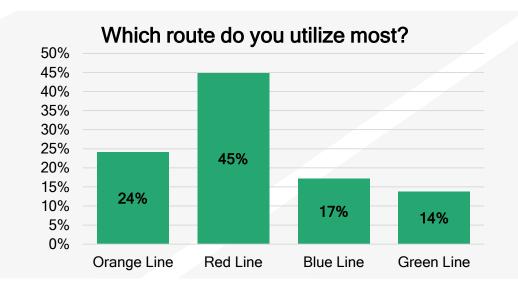
#### Factors to Increase Non-Rider Utilization of the Holly-Go Community Shuttle...

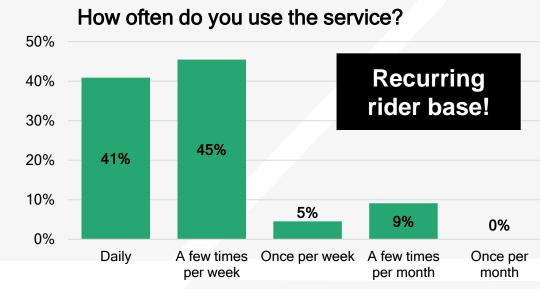


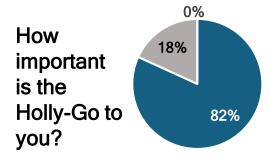
#### ... and Sun Shuttle



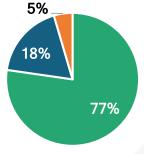
## Survey Results: Holly-Go Survey











- Very important
- Neutral
- Not at all important

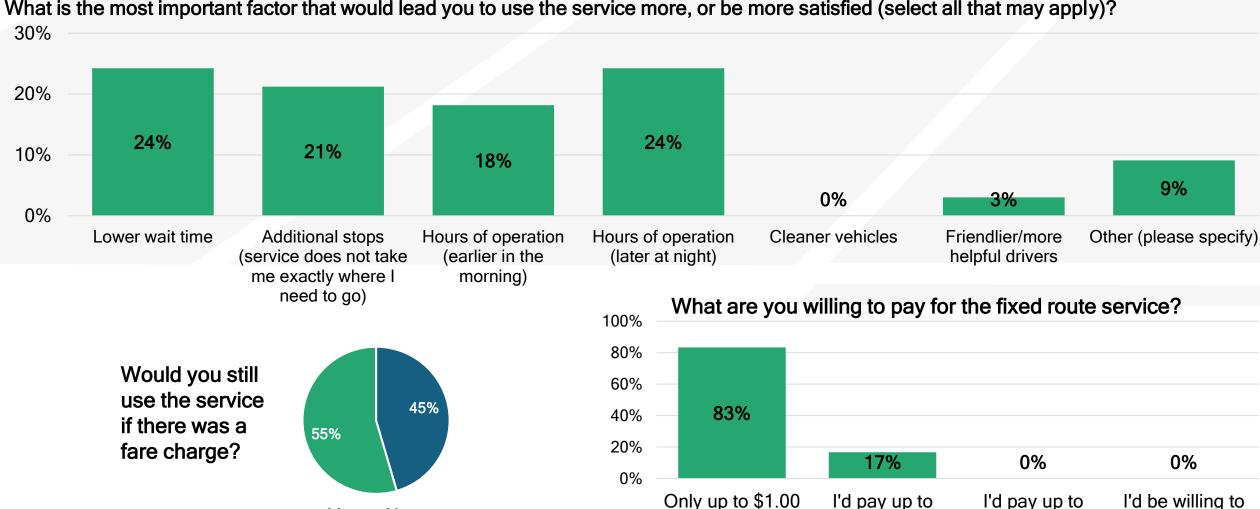


- Neutral
- Dissatisfied



# Survey Results: Holly-Go Survey

What is the most important factor that would lead you to use the service more, or be more satisfied (select all that may apply)?



\$2.00 per ride

per ride

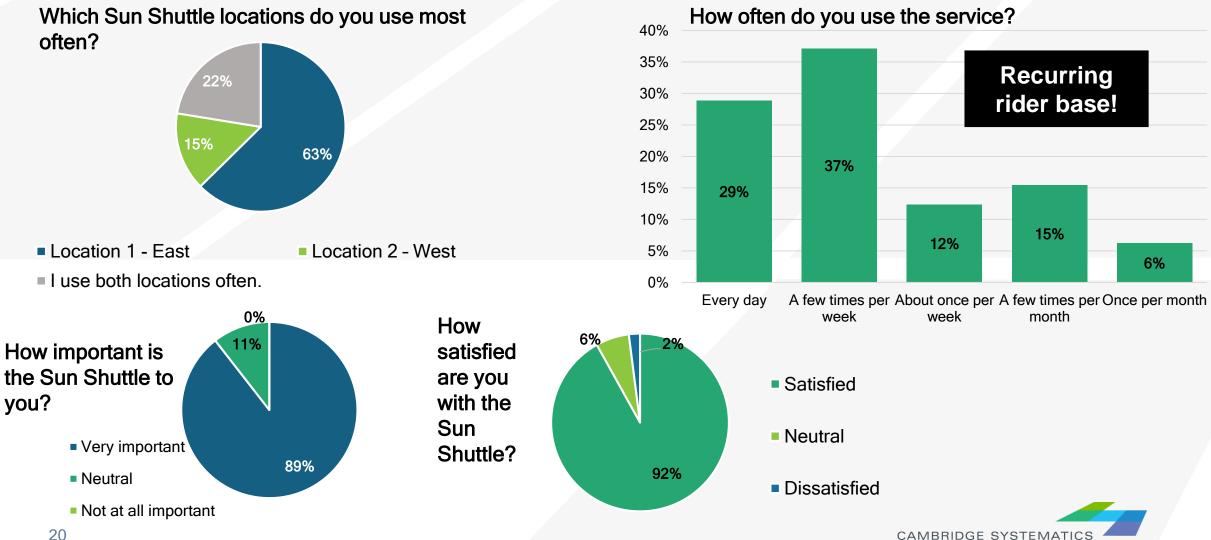
\$3.00 per ride

pay more than

\$3.00 per ride

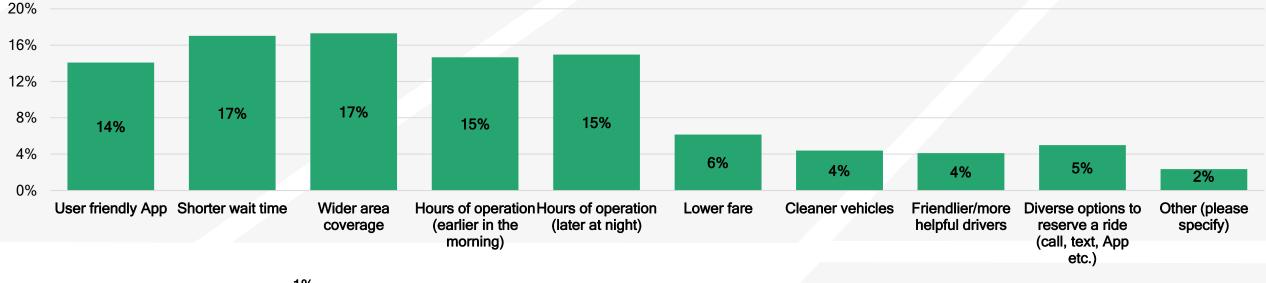
■ Yes ■ No

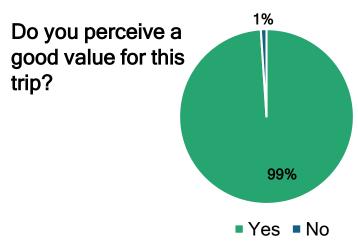
# Survey Results: Sun Shuttle Survey

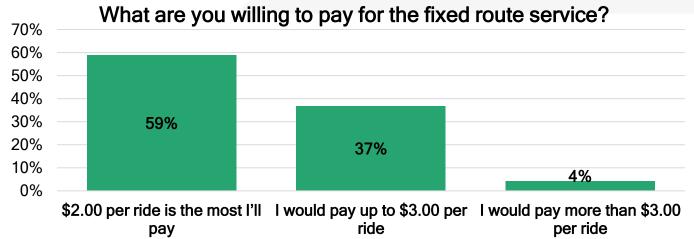


### Survey Results: Sun Shuttle Survey

What is the most important factor that would lead you to use the service more, or be more satisfied (select all that may apply)?







# Bus Stop Assessment

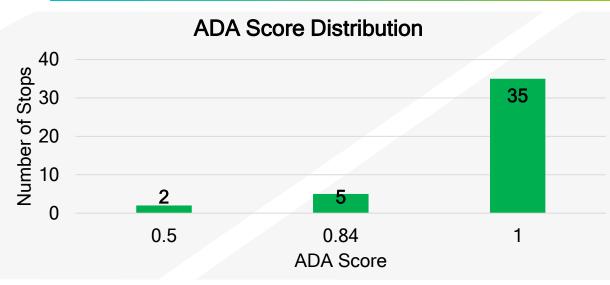


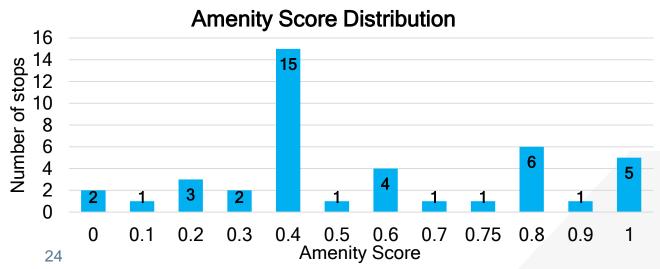
### **Bus Stop Assessment**

- Documented all Holly-Go bus stops
- ADA/accessibility score:
  - » concrete platform, ramp/sidewalk connections, and pavement quality
- Amenity score:
  - » shelter, bench, bike rack, trash receptacle, lighting
- Safety comments: Lighting & Midblock crosswalks



### **Bus Stop Assessment**









#### Performance Measures

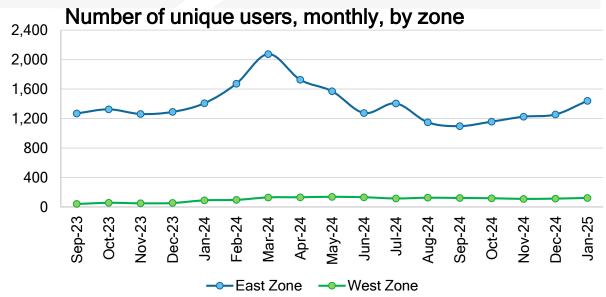
#### Performance Measures

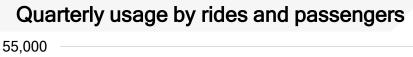
- Best Practices, Peer Review
  - » In Florida:
    - Indian River, Citrus, Hernando bus systems
  - » Other states:
    - Microtransit: Ride on Flex (MD), OC Flex (CA), RIDE (NC), Brattleboro (VT), etc.
- Addresses goals of Hollywood's transit services
  - » <u>Microtransit</u>: riders/hour, trips/hour, safety incidents/100k VMT, VMT reduction, GHG reduction, subsidy per trip, average wait time, percent repeating customers, avg. driver rating
  - Fixed route bus: riders/hour by route (7.5), safety incidents per 100k VMT, GHG emission reduction, operating \$ per trip, bus stop ADA compliance score, customer complaints/100k passenger miles, reliability loss of service

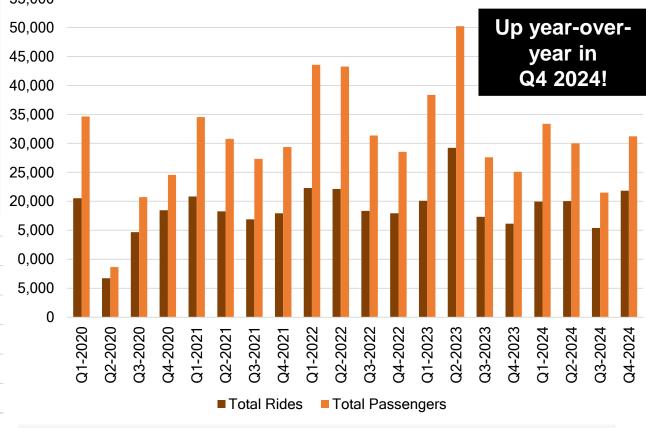
#### Microtransit Evaluation

# Microtransit Evaluation: Ridership/Usage

- Seasonal trends
- Last 3 years fluctuating, pandemic/recover/travel dynamics?





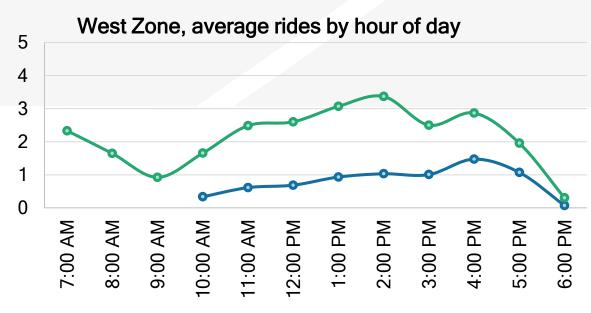


Dedicated base of riders

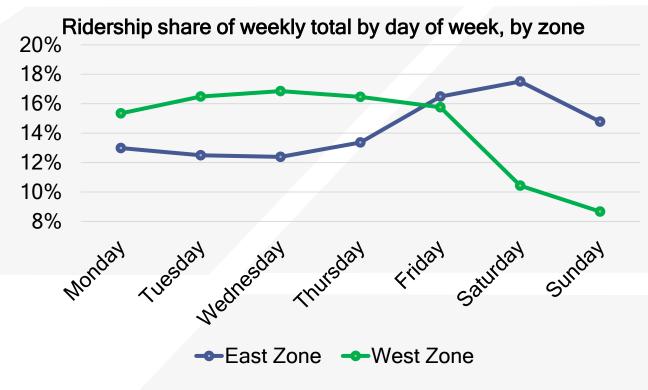


# Microtransit Evaluation: Ridership/Usage

East peak is weekends West peak is midweek

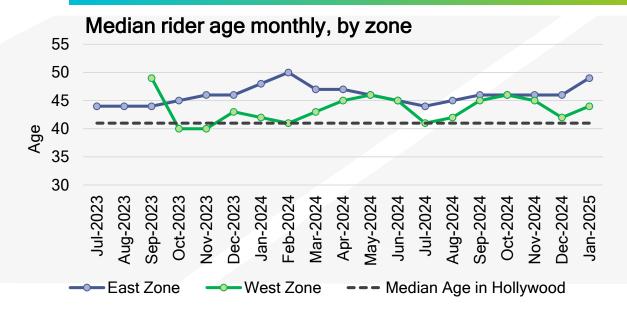


- -Sept 2023 Dec 2023 (Before Time Adjustment)
- → Jan 2024 Jan 2025 (After Time Adjustment)

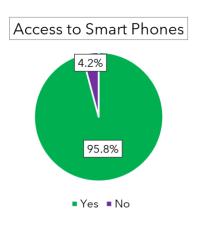


West peak time of day, early AM demand, then gap before afternoon peak

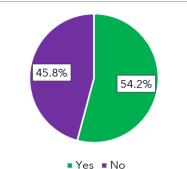
# Microtransit Evaluation: Demographics



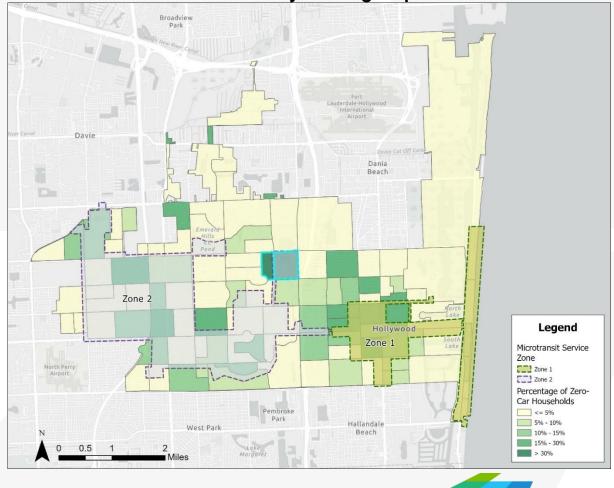






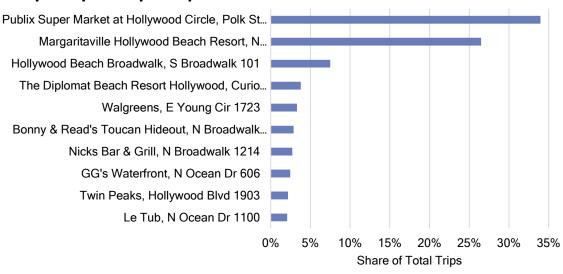




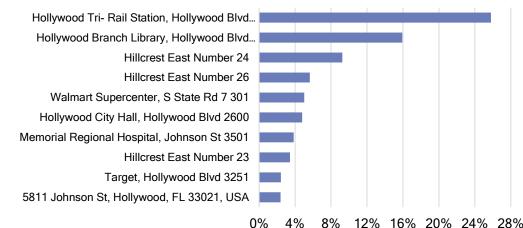


# Microtransit Evaluation: Connectivity

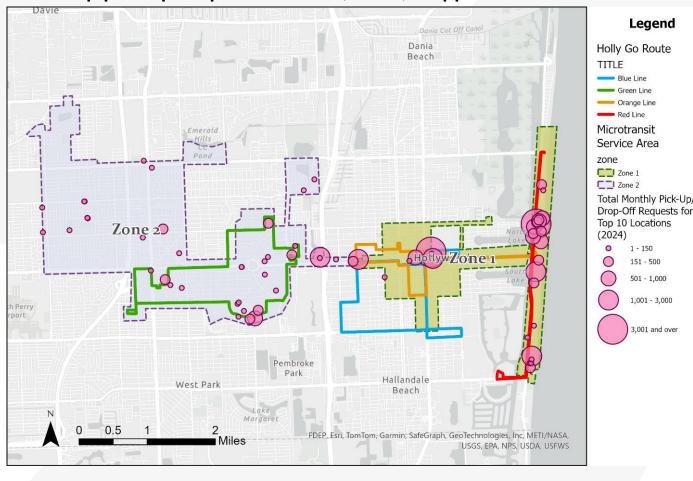
#### Top 10 pick-up/drop-off locations in east zone in 2024



#### Top 10 pick-up/drop-off locations in west zone in 2024



#### Top pick-up/drop-off locations, 2024, mapped

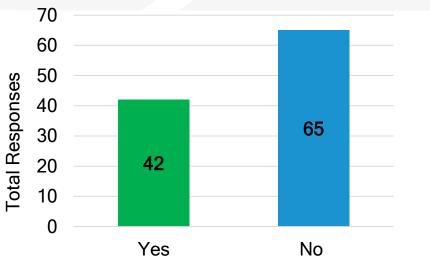


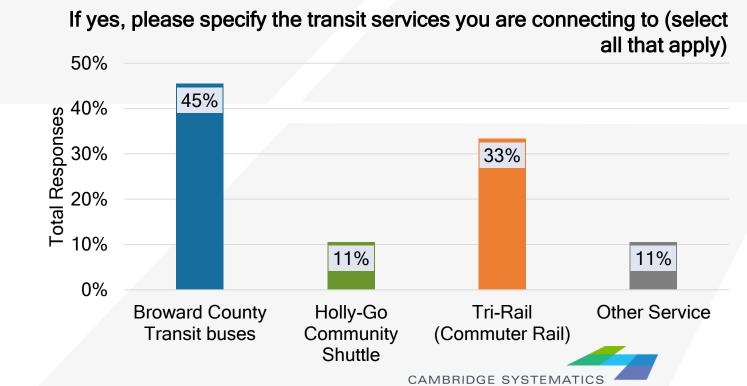
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### Microtransit Evaluation: Connectivity

- High cross-over with other transit services
- > Tri-Rail #1 pick-up/drop-off location in west zone in 2024

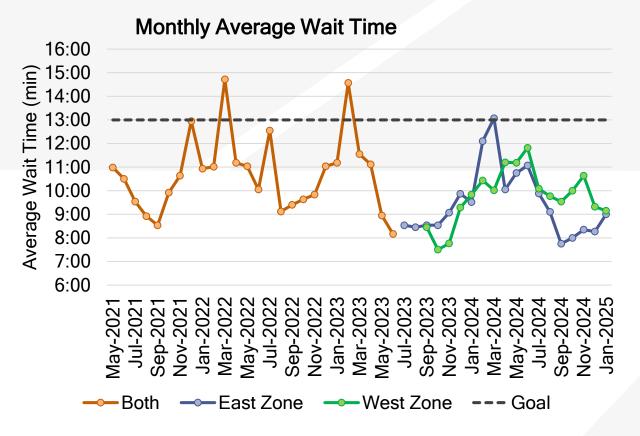


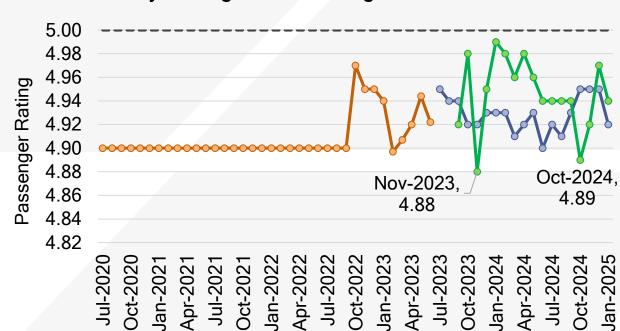




# Microtransit Evaluation: User Experience

Very positive satisfaction and improving wait times





Monthly Average Driver Ratings

——East Zone

--- West Zone