

The logo graphic for Cambridge Systematics consists of several overlapping, slanted rectangular shapes in shades of green, blue, and purple.

CAMBRIDGE
SYSTEMATICS

Think  Forward

City of Hollywood Transit Study

City of Hollywood Public Transit Plan 2025

presented to

City of Hollywood

presented by

Cambridge Systematics, Inc.

April 16, 2025

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
August-
September**,
review prior
study, develop
surveys

**2024 December-
2025 January**,
monitor survey
returns, collect
microtransit data,
start bus stop
assessment, survey
ended Jan. 31

**2025
March-April**,
develop Plan
document, finalize
microtransit
evaluation,
develop
recommendations

**2024
October-
November**, Holly-
Go service begins,
performance
measure peer
review, finalize and
deploy survey

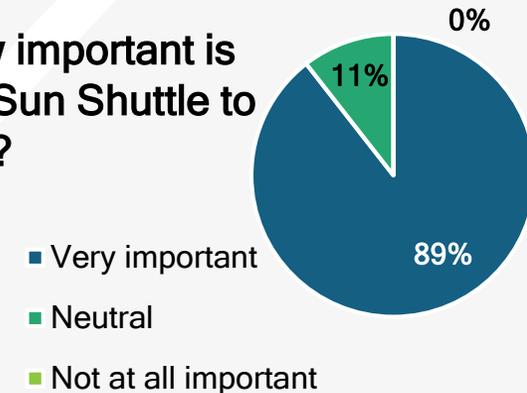
**2025
February**, complete
bus stop
assessment, develop
preliminary insights
on microtransit,
process survey
results

Importance of the Transit Services

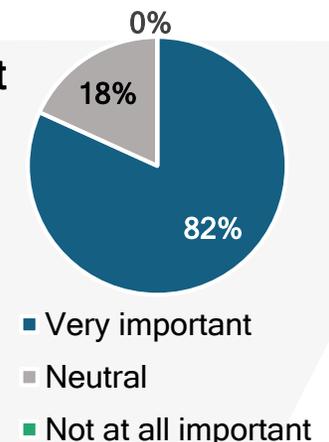
- Sun Shuttle, over half million passenger rides since 2020!
- Riders say the services are *important* to them
- Riders are *satisfied* with the services
 - » 77% Holly-Go, 92% Sun Shuttle
- Connect residents to *other transit* and key services
 - » 67% Holly-Go, 32% Sun Shuttle
 - » Tri-Rail station,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

Survey Results:

How important is the Sun Shuttle to you?



How important is the Holly-Go to you?



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

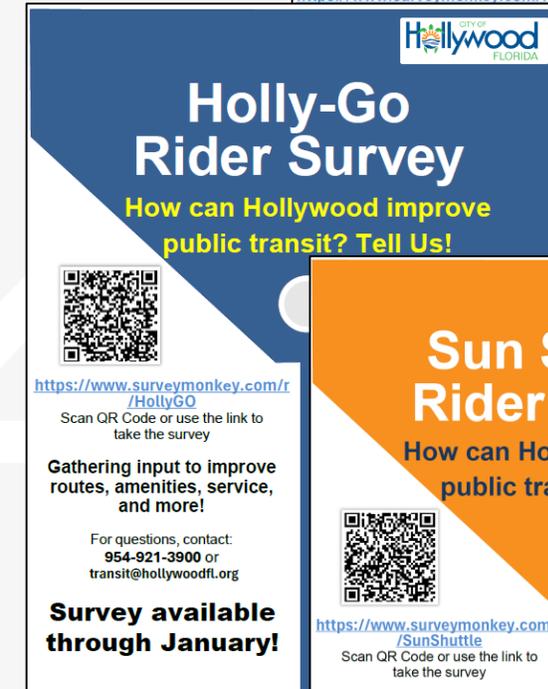
Public and Rider Surveys

➤ Three surveys:

- » Public general survey (open to all) – 89 responses
- » Holly-Go riders – 49 responses
- » Sun Shuttle riders – 124 responses

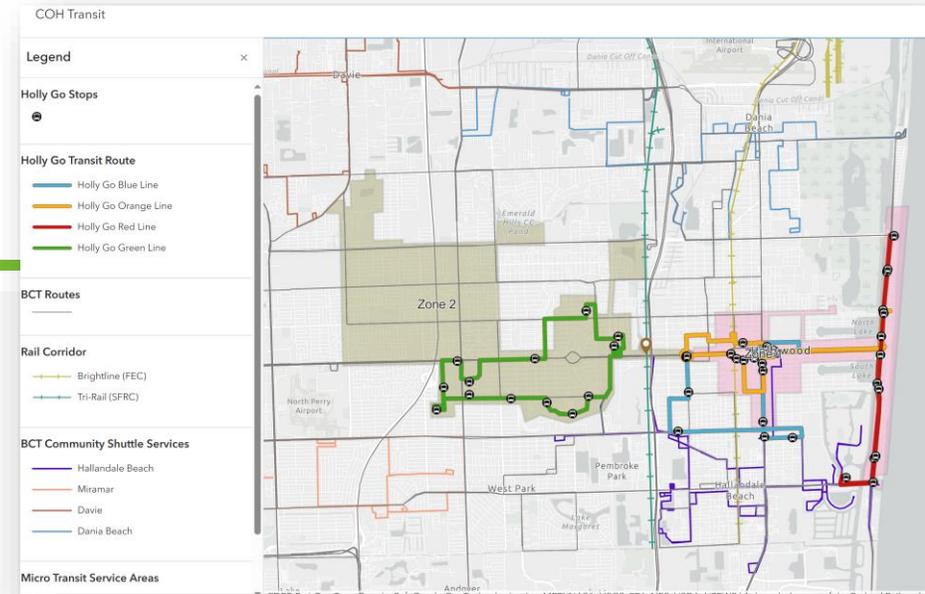
➤ Details:

- » English and Spanish, ~30 questions, Nov 2024 – Jan 2025
- » Advertised on flyers in transit vehicles, website, social media



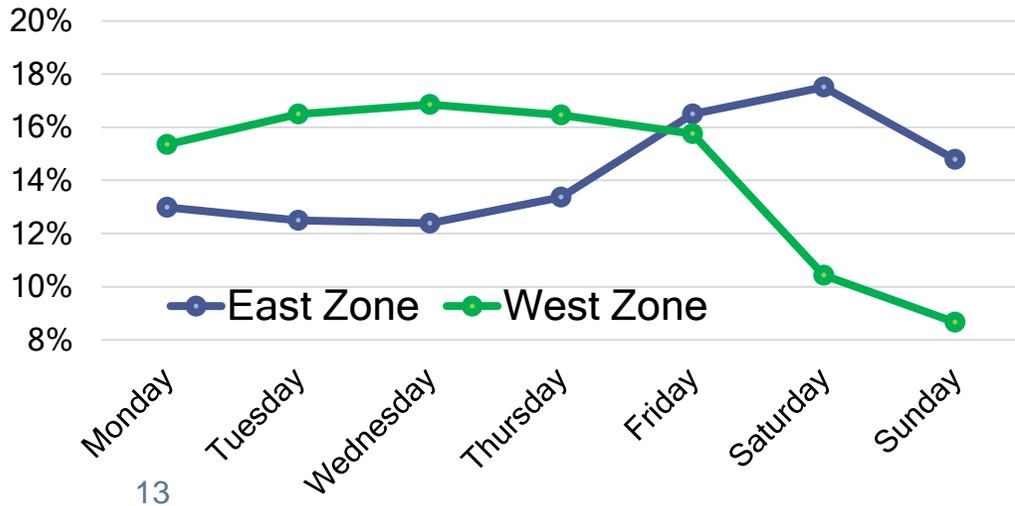
GIS & Bus Stop Inventory

- 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

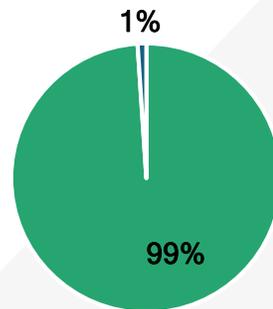
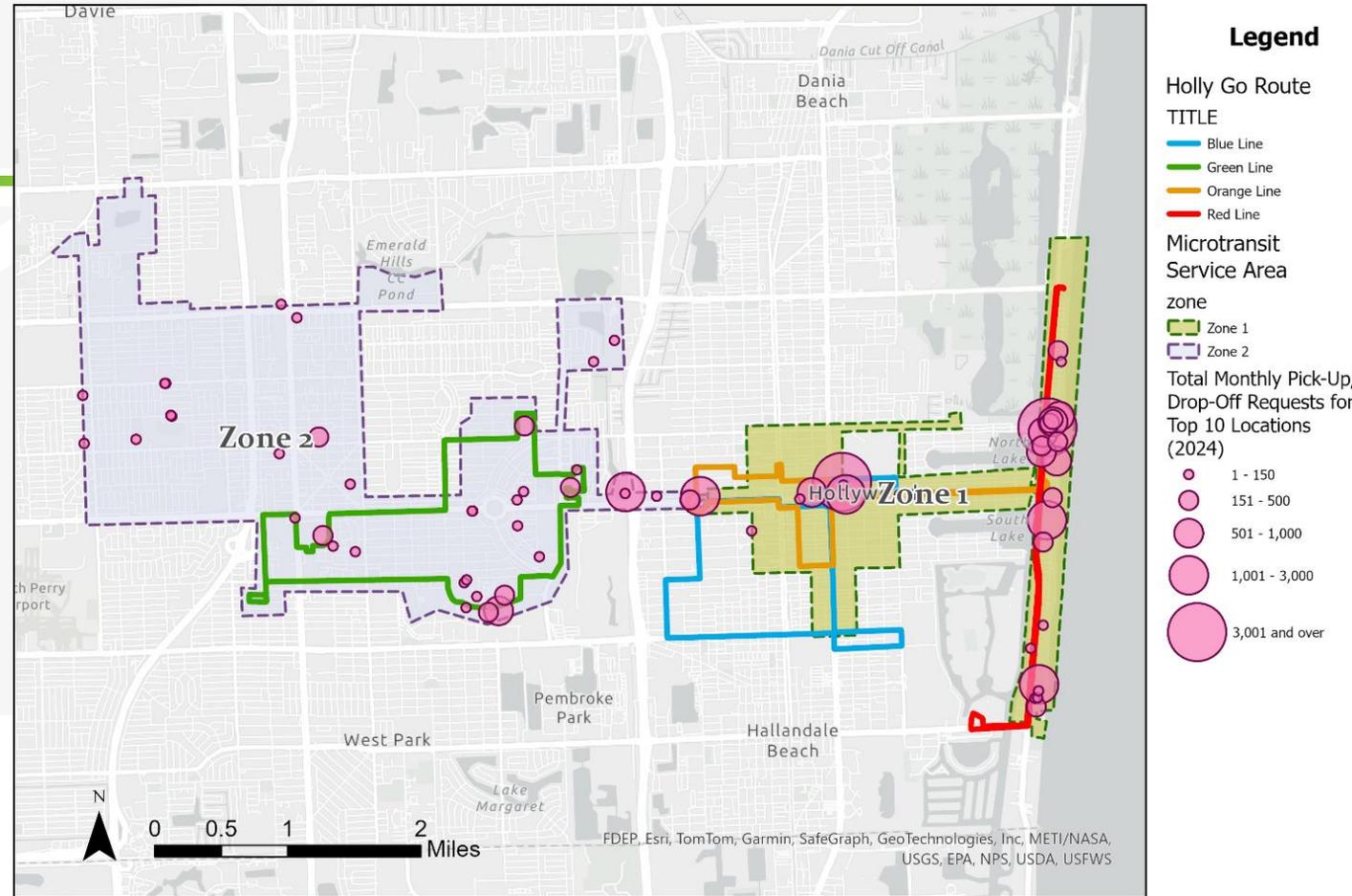


Microtransit Evaluation

- Ridership/Usage
- Demographics
- Connectivity
- Customer Experience



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



Do you perceive a good value for this trip?

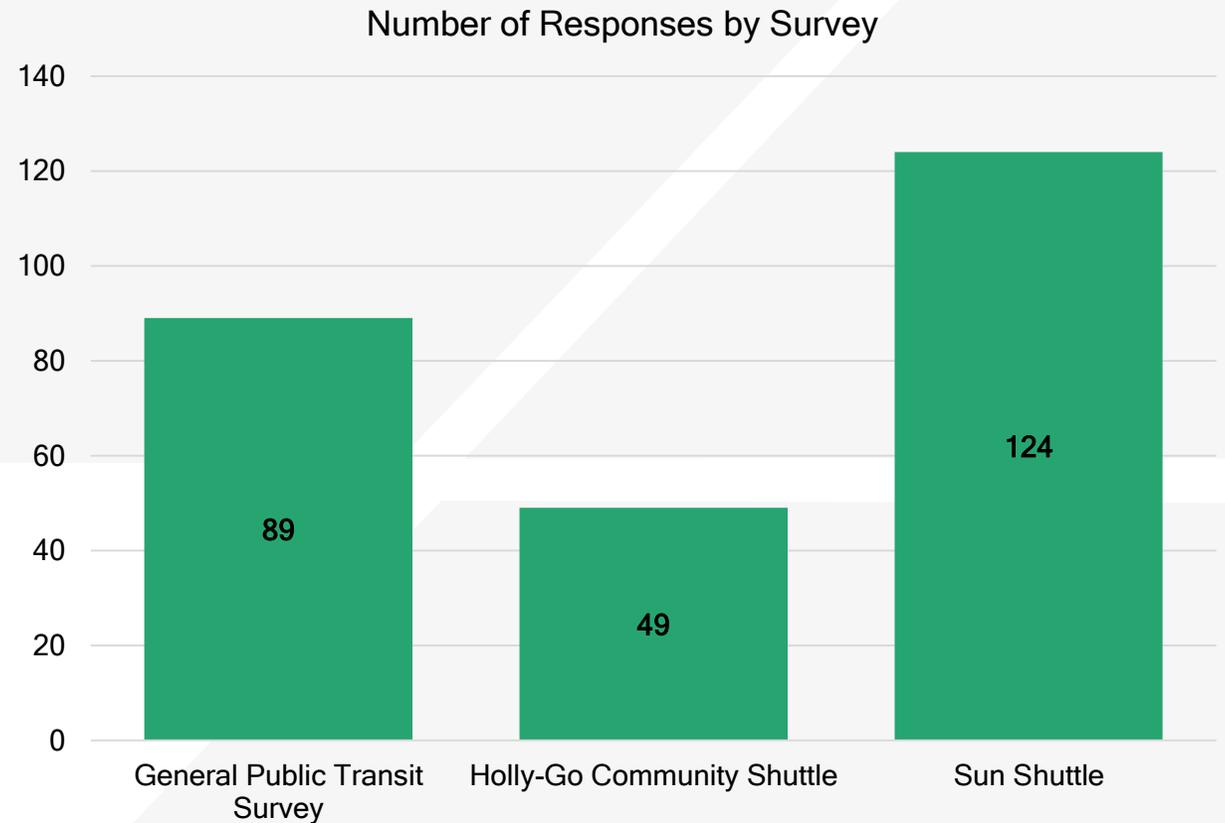
■ Yes ■ No

Questions and Discussion

Kurt Lehmann
Transportation Planning Associate
Cambridge Systematics
klehmann@camsys.com

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?

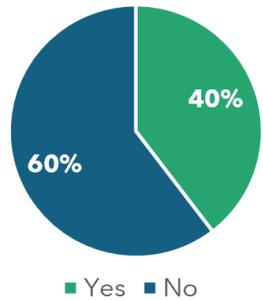


Figure 2.6 Do you know where to board the Holly-Go Community Shuttle?

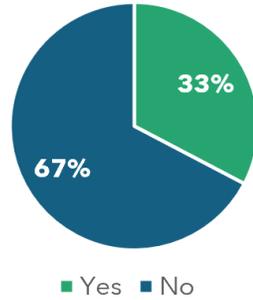


Figure 2.7 Do you know how to reserve a ride for the Sun Shuttle?

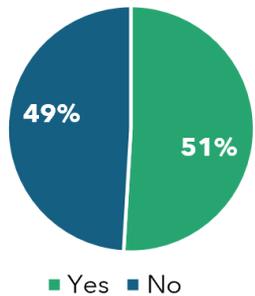
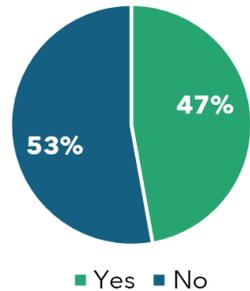
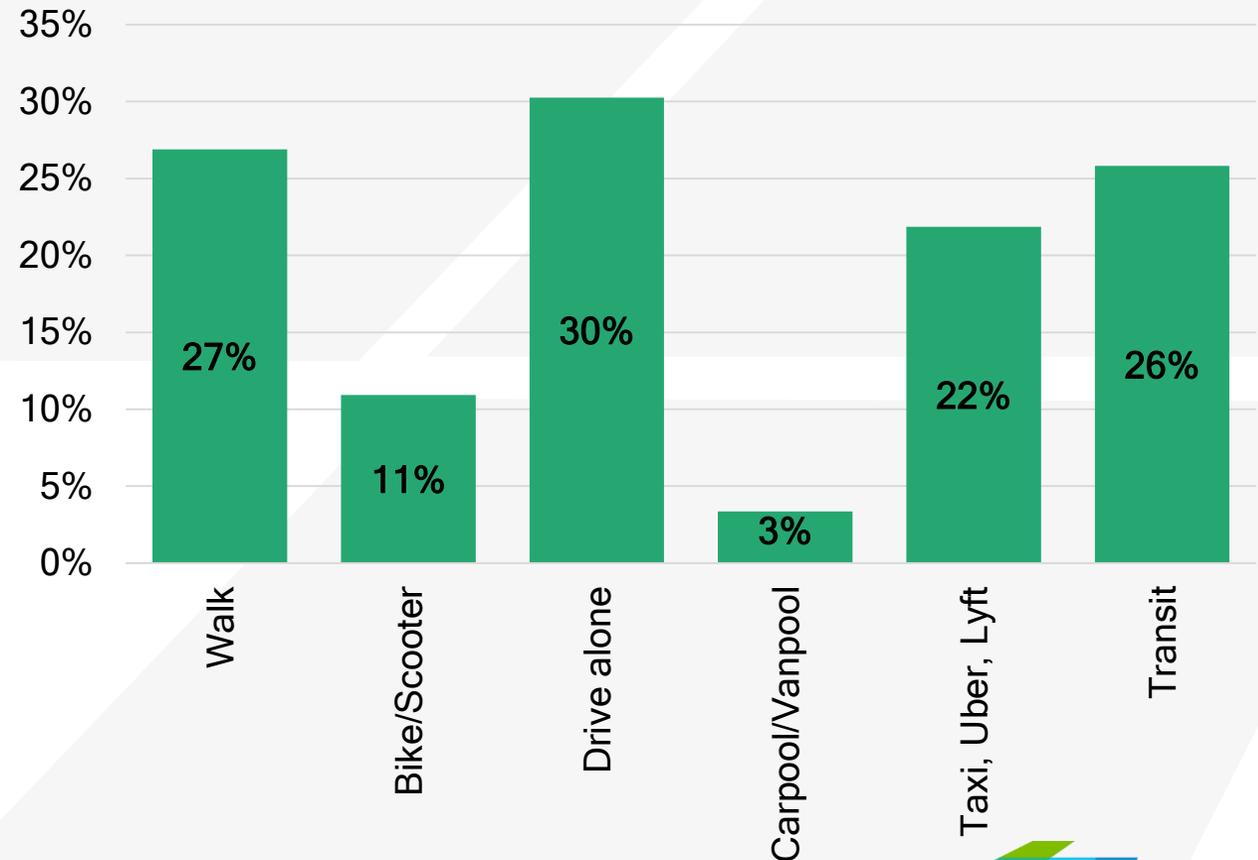


Figure 2.8 Are you aware of the places that the Sun Shuttle goes?

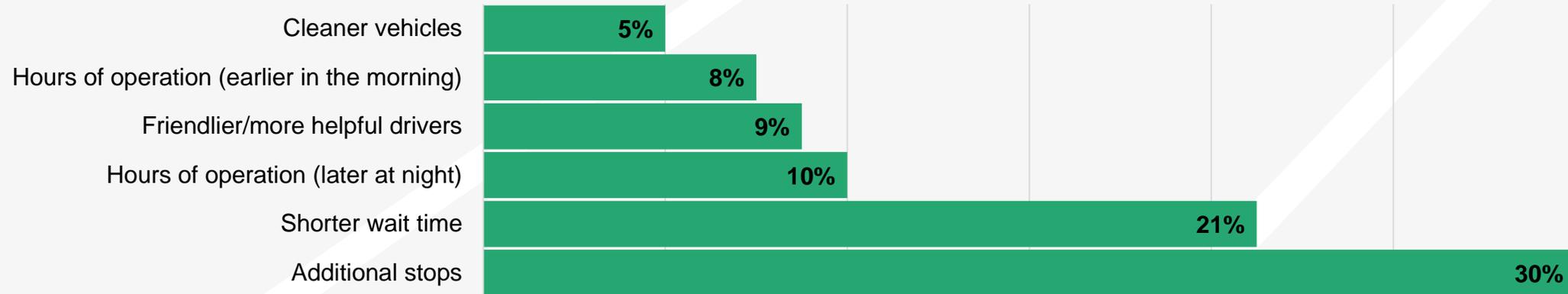


How do you currently travel within the City of Hollywood?

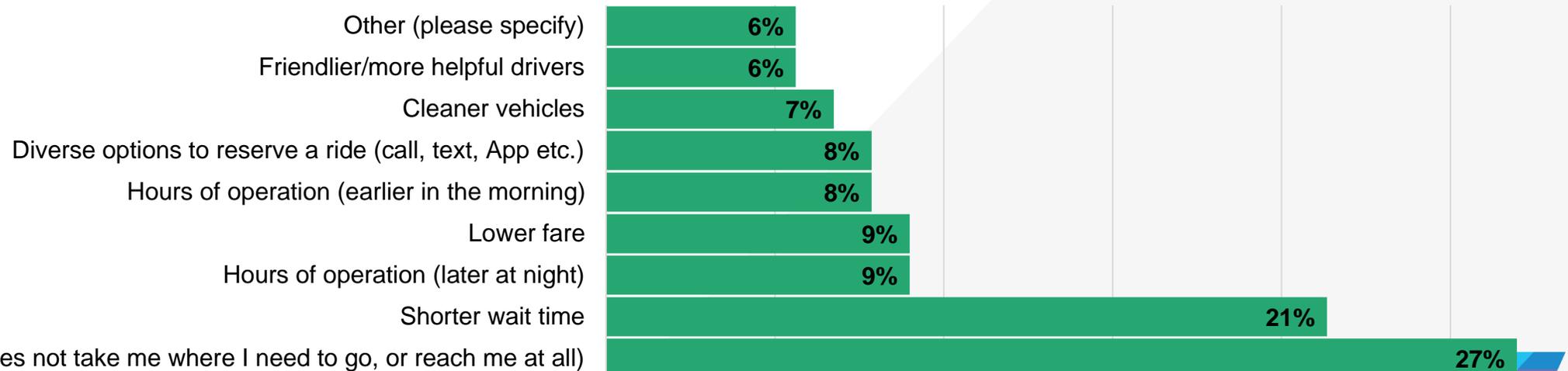


Survey Results: General Survey

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

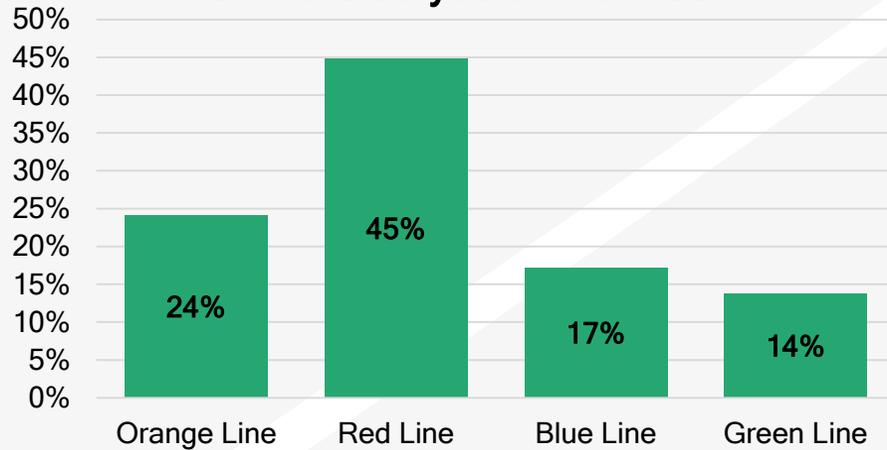


... and Sun Shuttle

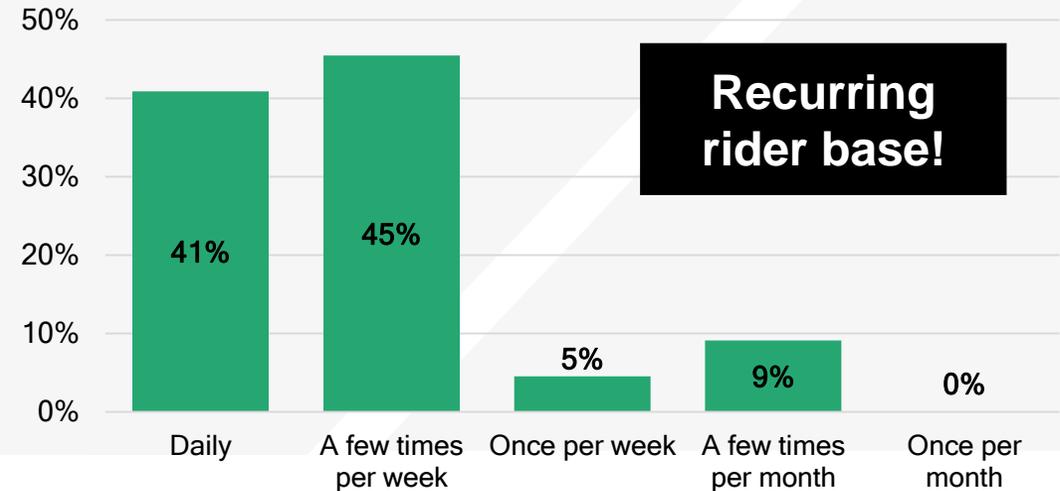


Survey Results: Holly-Go Survey

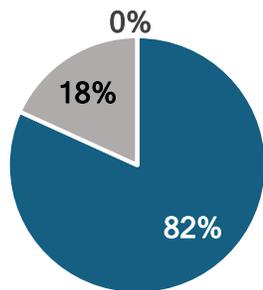
Which route do you utilize most?



How often do you use the service?

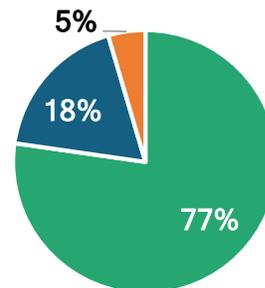


How important is the Holly-Go to you?



- Very important
- Neutral
- Not at all important

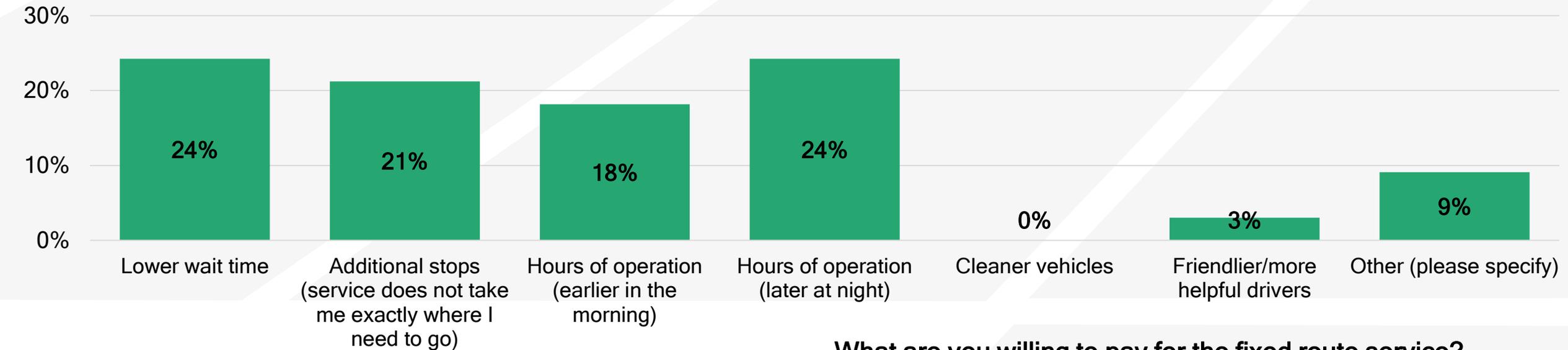
How satisfied are you with the Holly-Go?



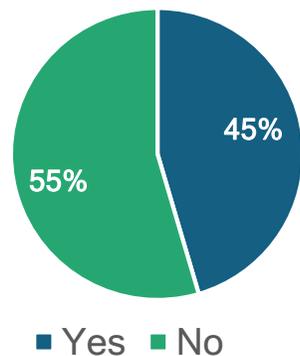
- Satisfied
- Neutral
- Dissatisfied

Survey Results: Holly-Go Survey

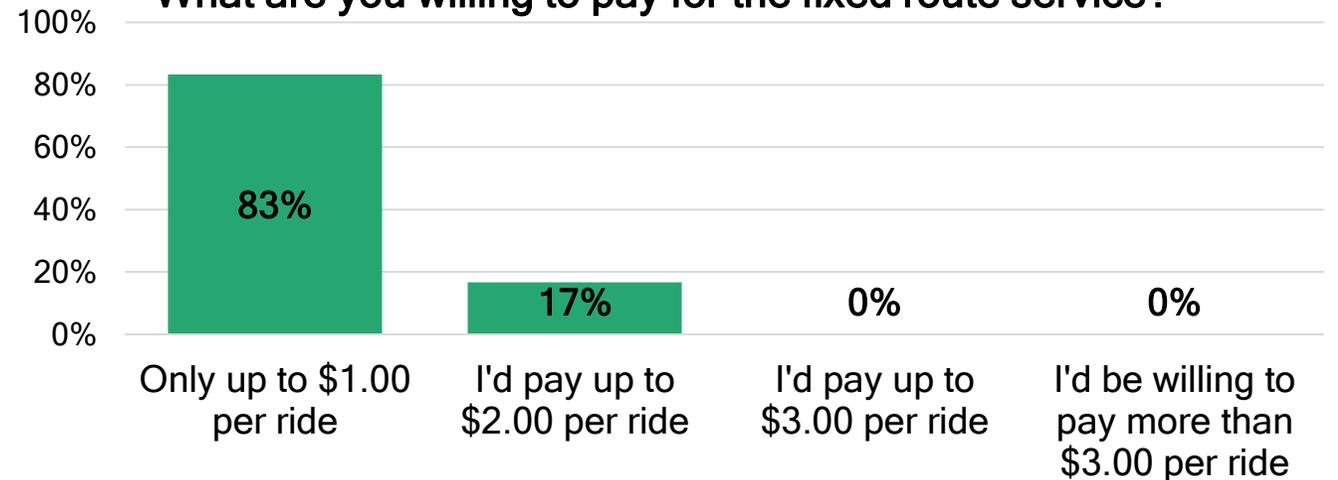
What is the most important factor that would lead you to use the service more, or be more satisfied (select all that may apply)?



Would you still use the service if there was a fare charge?

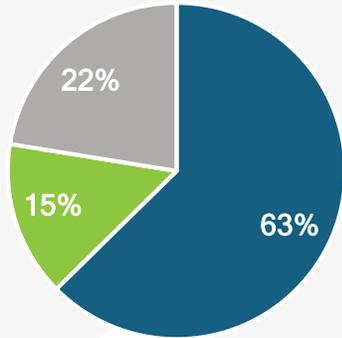


What are you willing to pay for the fixed route service?



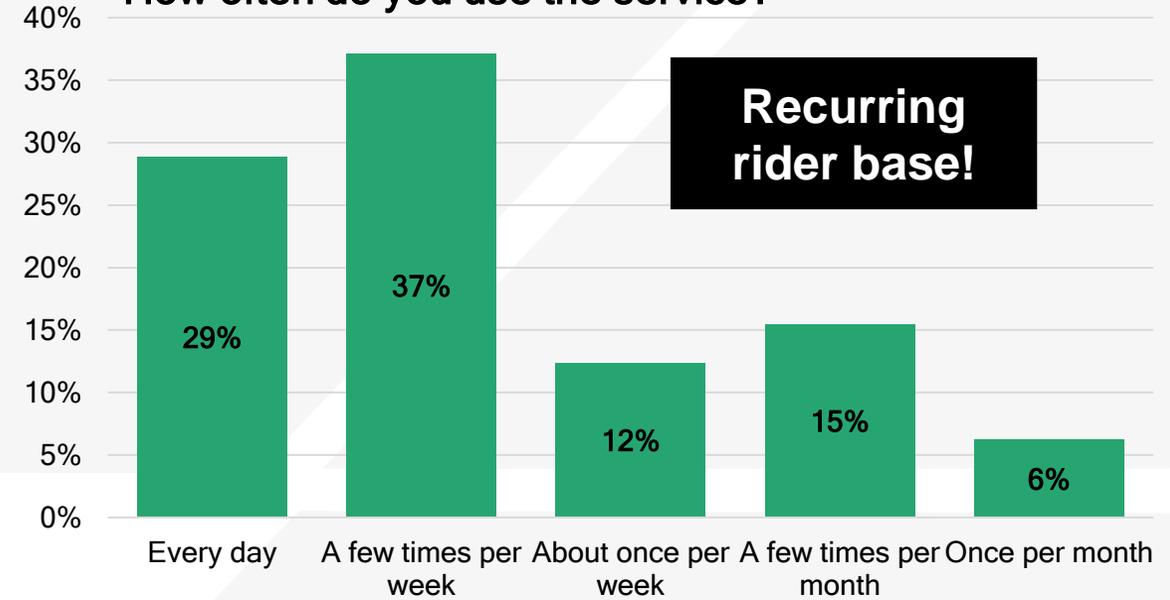
Survey Results: Sun Shuttle Survey

Which Sun Shuttle locations do you use most often?

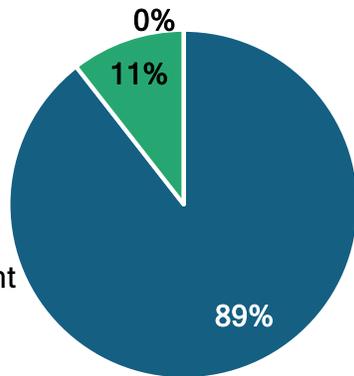


- Location 1 - East
- Location 2 - West
- I use both locations often.

How often do you use the service?

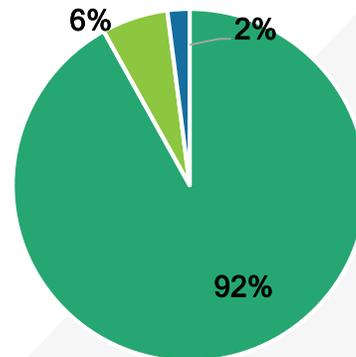


How important is the Sun Shuttle to you?



- Very important
- Neutral
- Not at all important

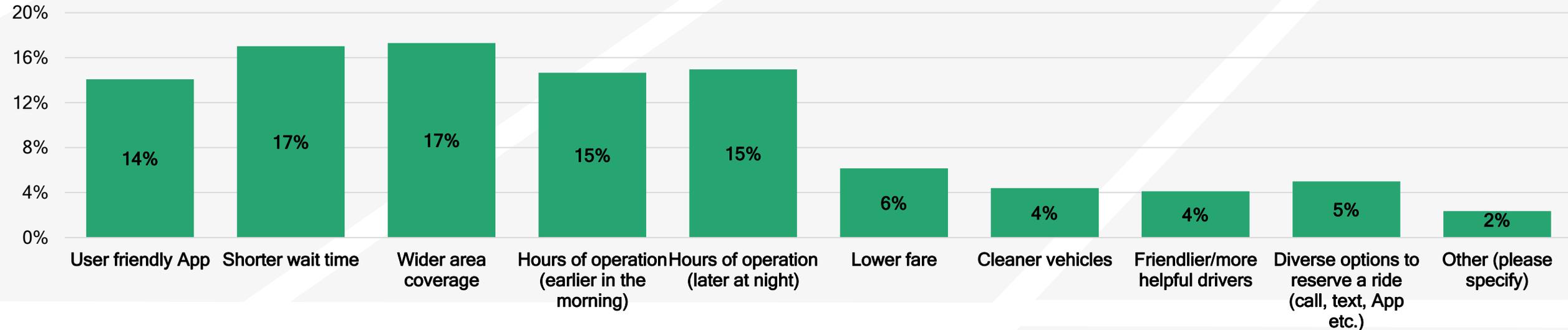
How satisfied are you with the Sun Shuttle?



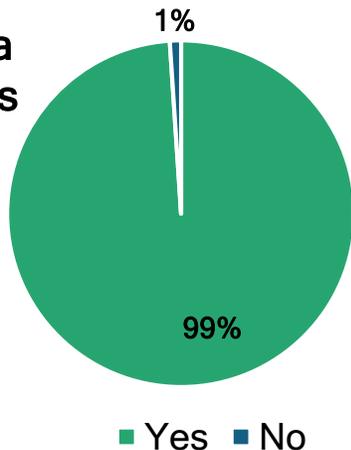
- Satisfied
- Neutral
- Dissatisfied

Survey Results: Sun Shuttle Survey

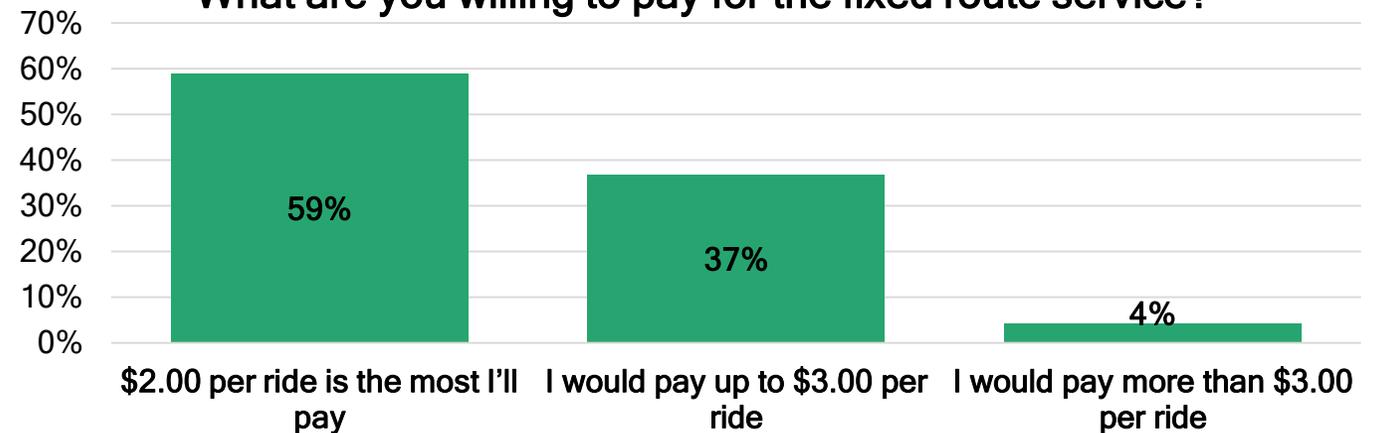
What is the most important factor that would lead you to use the service more, or be more satisfied (select all that may apply)?



Do you perceive a good value for this trip?



What are you willing to pay for the fixed route service?



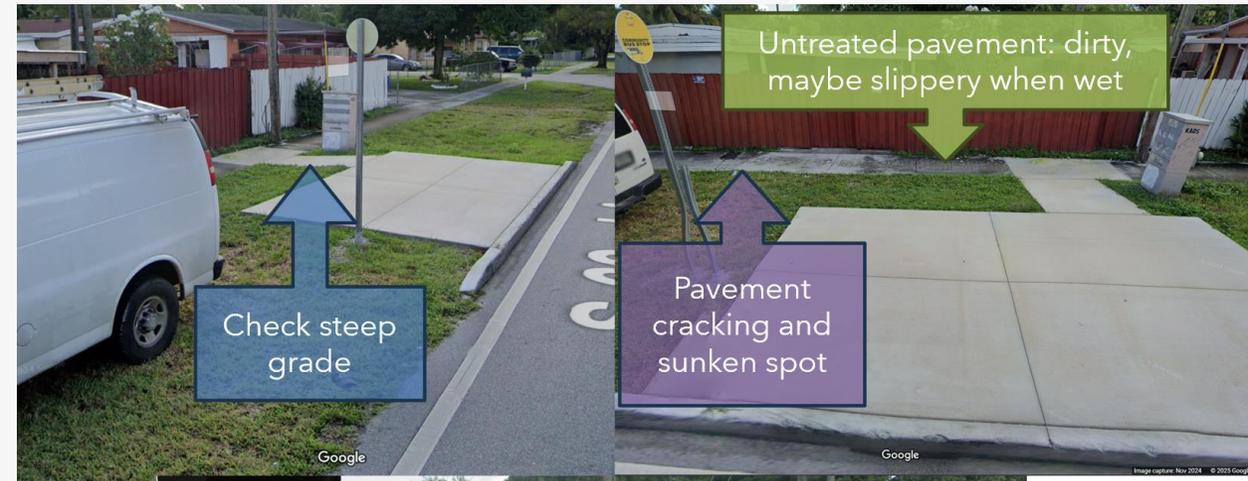
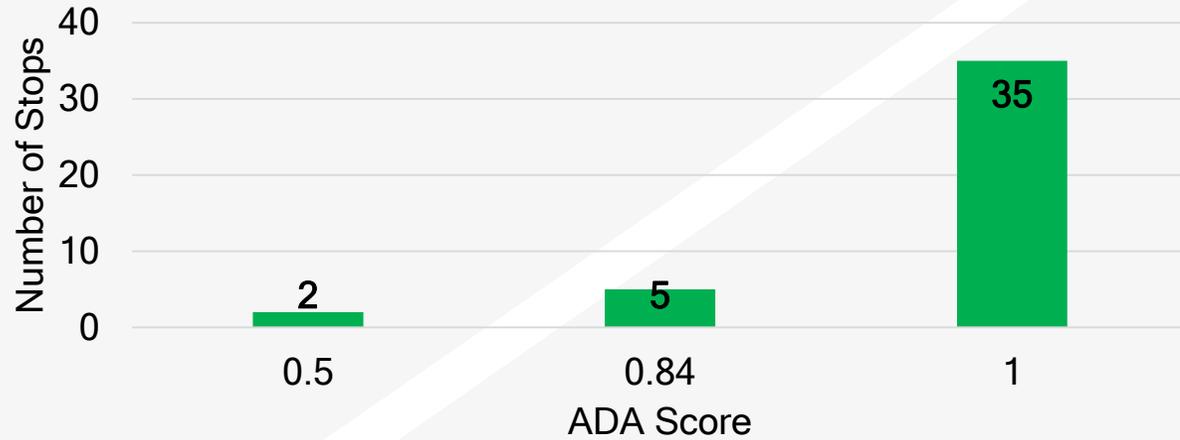
Bus Stop Assessment

Bus Stop Assessment

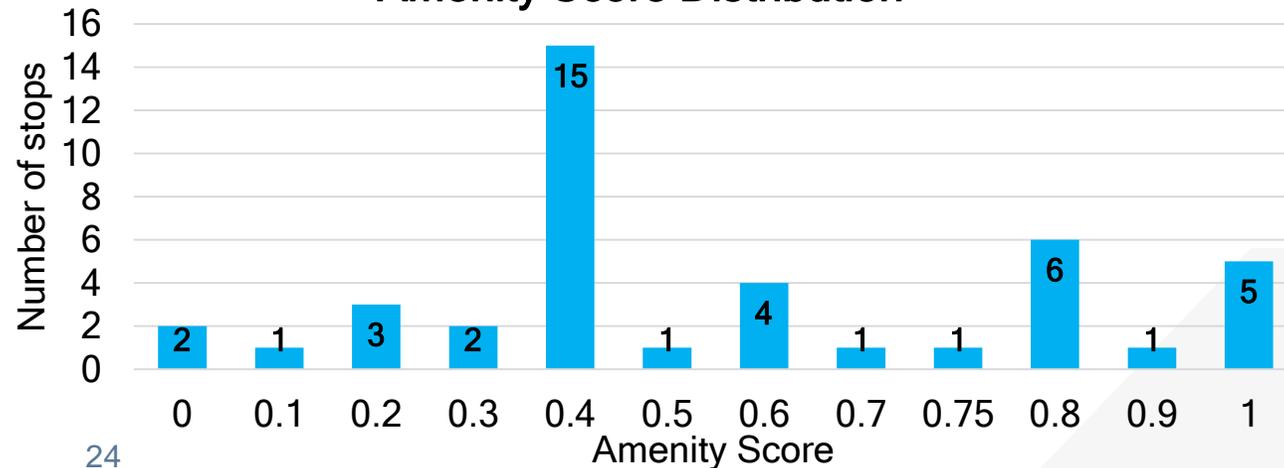
- Documented all Holly-Go bus stops
- ADA/accessibility score:
 - » concrete platform, ramp/sidewalk connections, and pavement quality
- Amenity score:
 - » shelter, bench, bike rack, trash receptacle, lighting
- Safety comments: Lighting & Midblock crosswalks

Bus Stop Assessment

ADA Score Distribution



Amenity Score Distribution



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

» Microtransit: riders/hour, trips/hour, safety incidents/100k VMT, VMT reduction, GHG reduction, subsidy per trip, average wait time, percent repeating customers, avg. driver rating

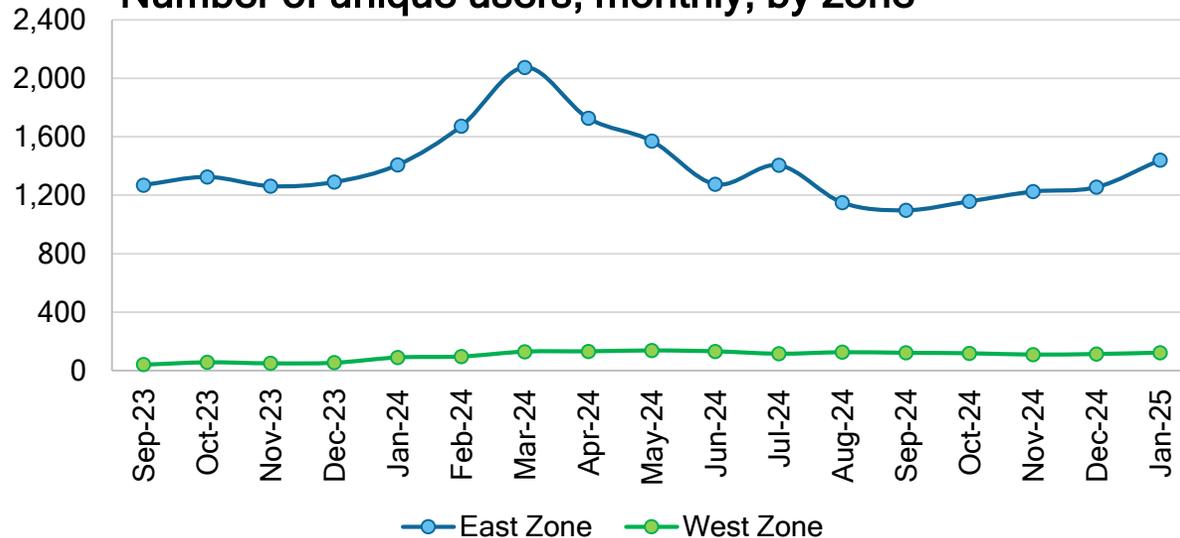
» Fixed route bus: **riders/hour by route (7.5)**, safety incidents per 100k VMT, GHG emission reduction, operating \$ per trip, bus stop ADA compliance score, customer complaints/100k passenger miles, reliability – loss of service

Microtransit Evaluation

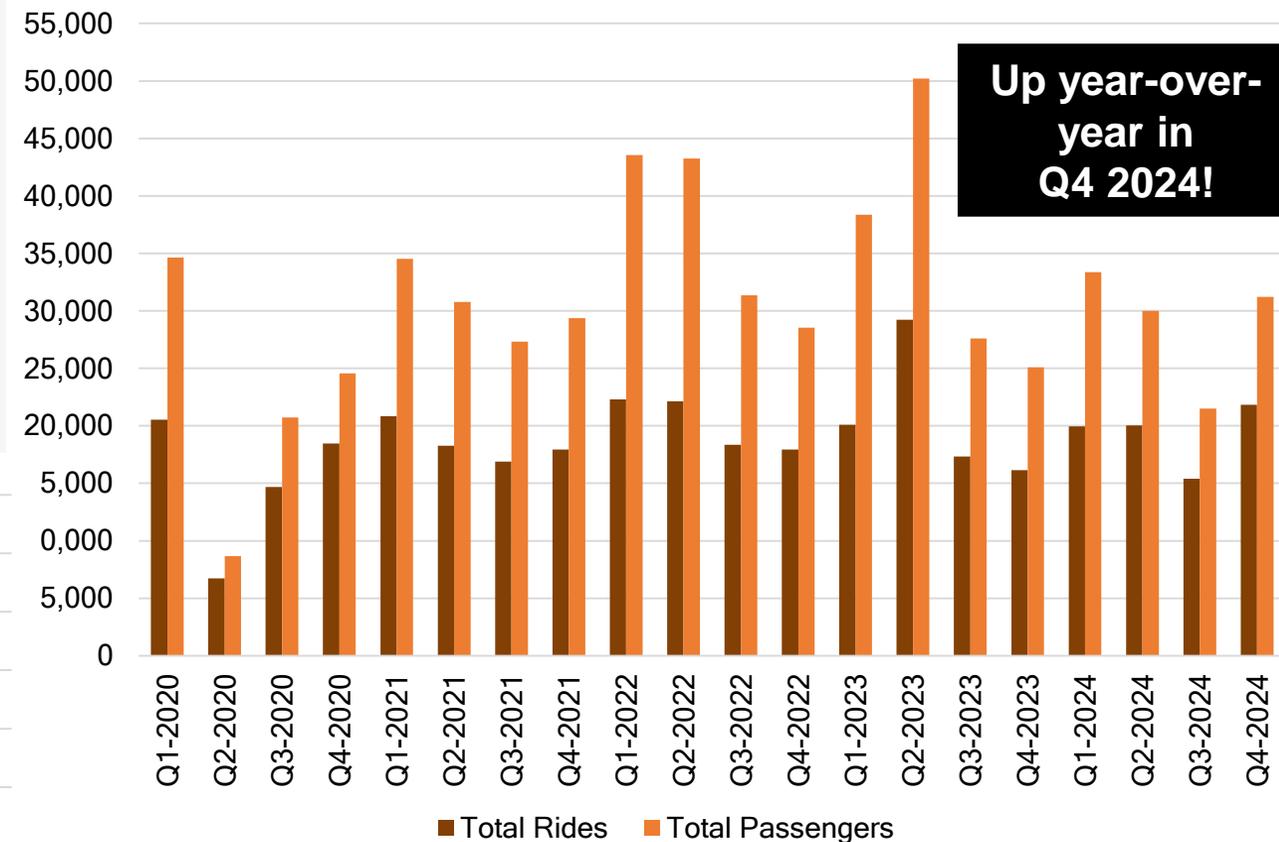
Microtransit Evaluation: Ridership/Usage

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

Number of unique users, monthly, by zone



Quarterly usage by rides and passengers

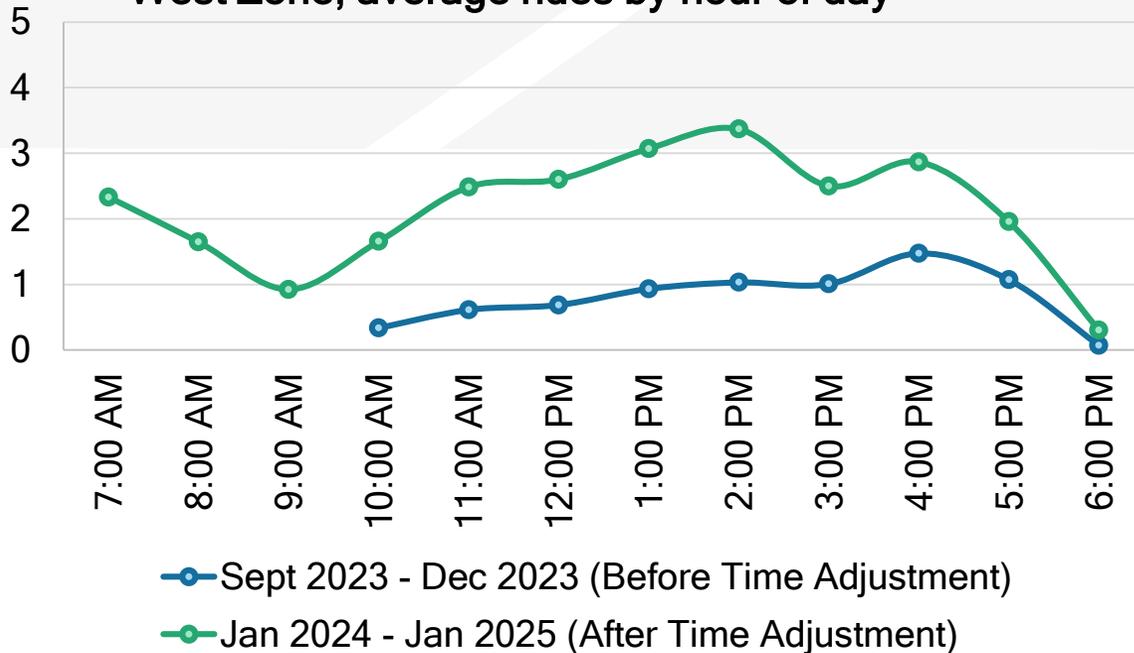


Dedicated base of riders

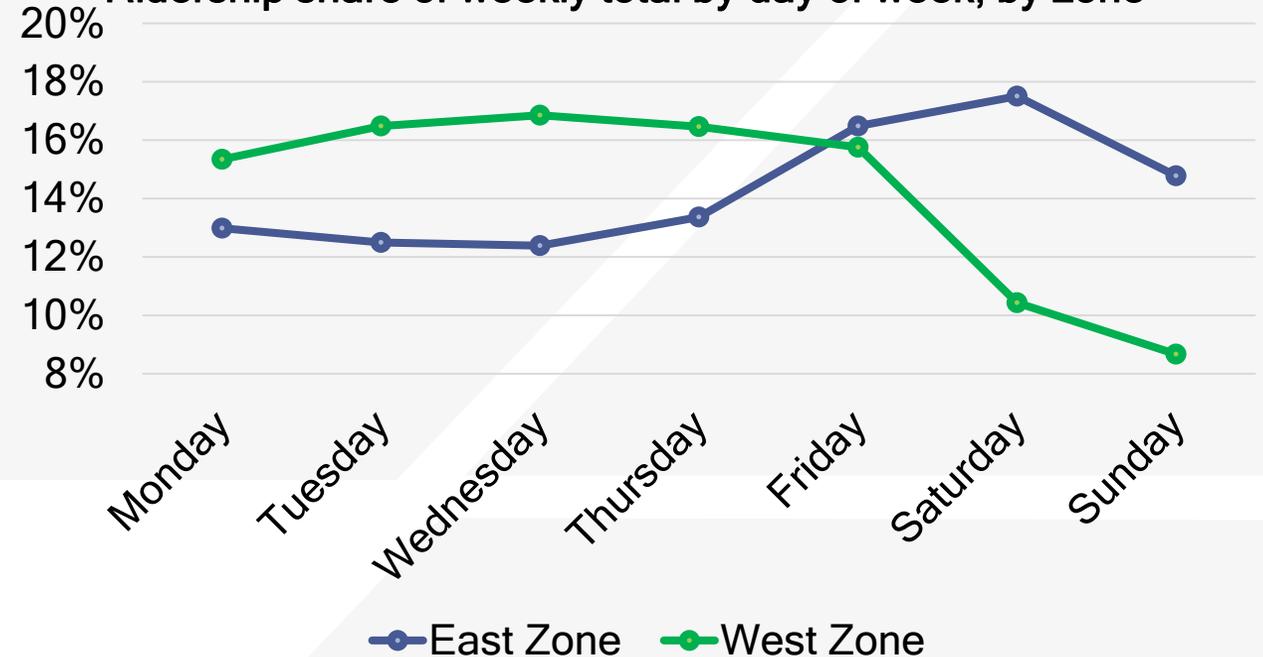
Microtransit Evaluation: Ridership/Usage

➤ East peak is weekends
West peak is midweek

West Zone, average rides by hour of day



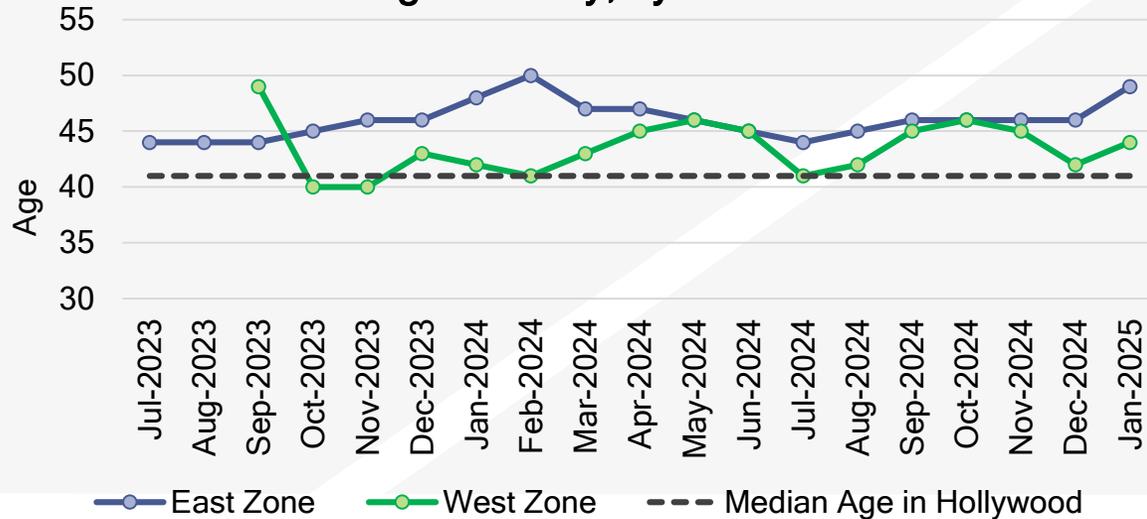
Ridership share of weekly total by day of week, by zone



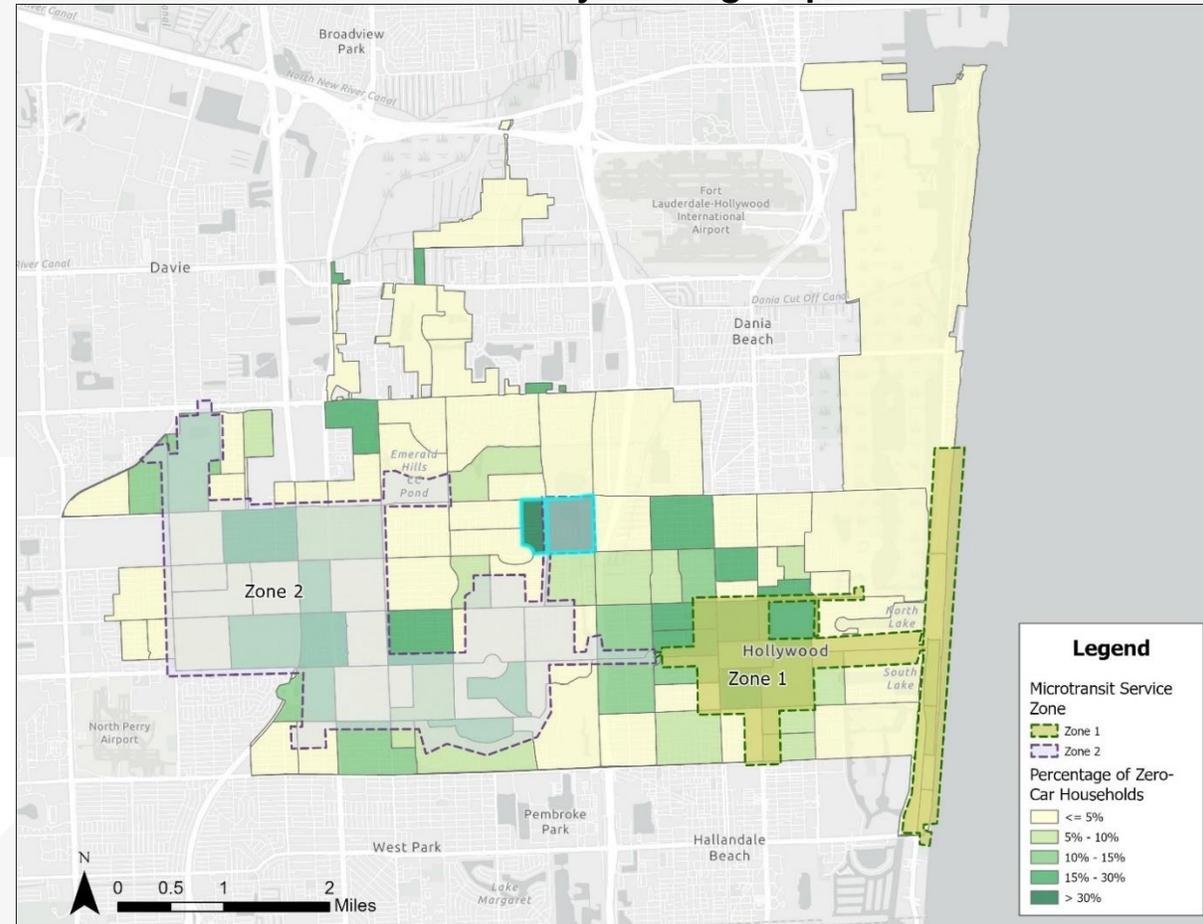
➤ West peak time of day, early AM demand, then gap before afternoon peak

Microtransit Evaluation: Demographics

Median rider age monthly, by zone

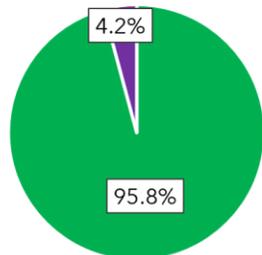


Zero-car household share by block group



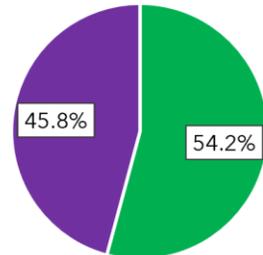
From General Survey, including non-riders:

Access to Smart Phones



■ Yes ■ No

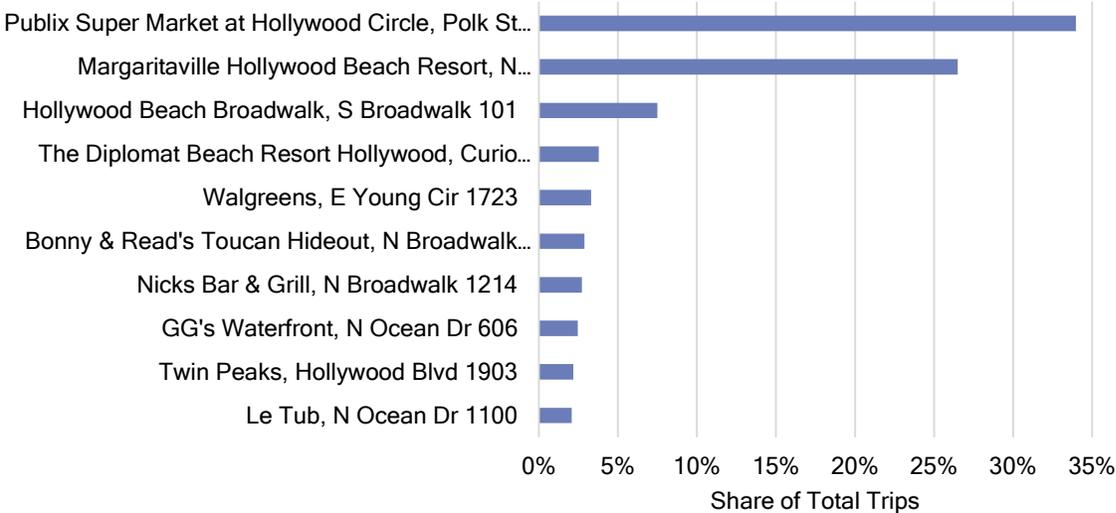
Knowledge of Trip Request Process



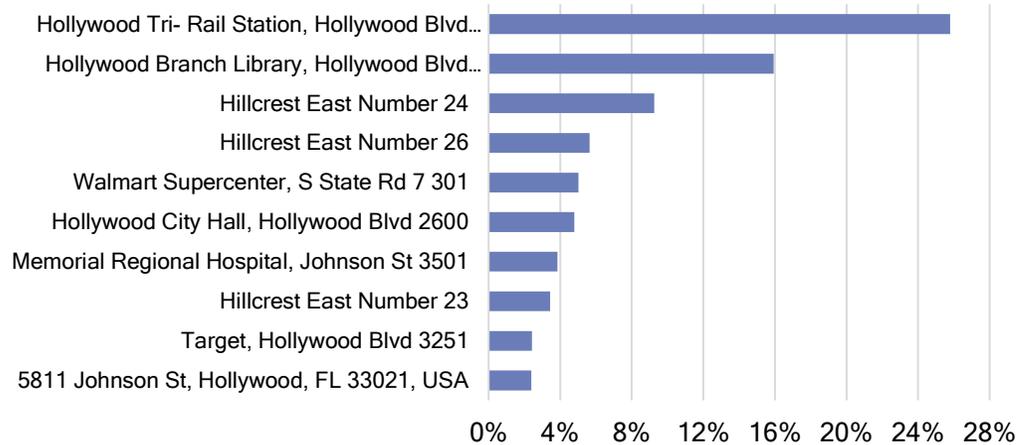
■ Yes ■ No

Microtransit Evaluation: Connectivity

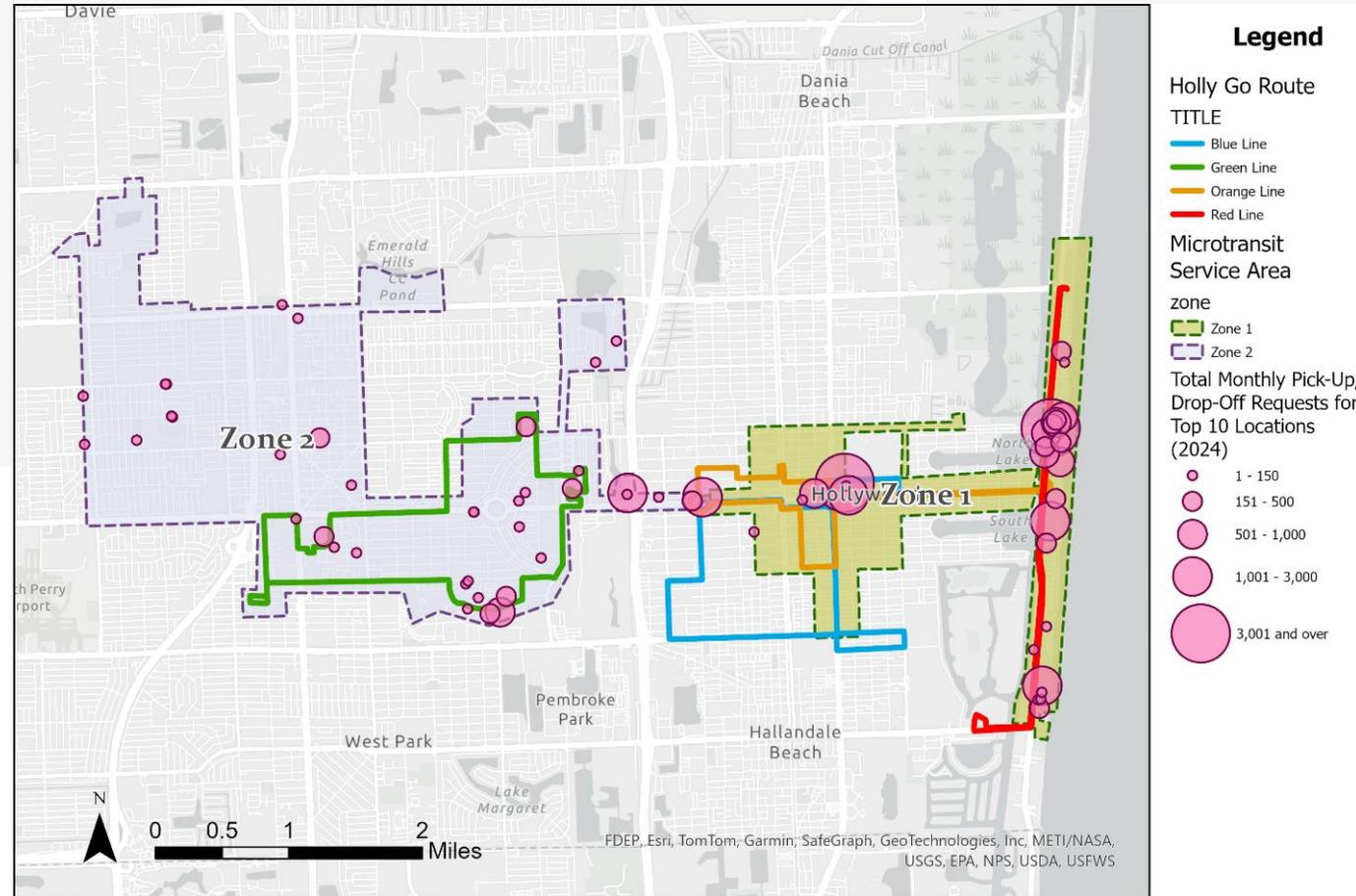
Top 10 pick-up/drop-off locations in east zone in 2024



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



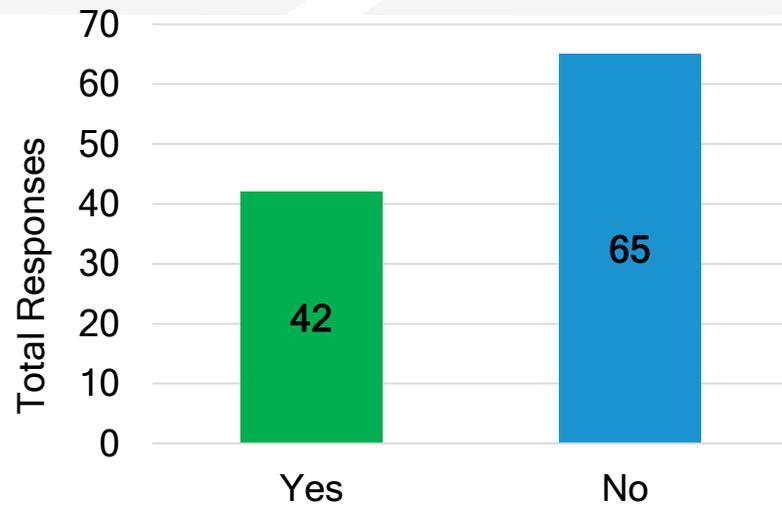
Top pick-up/drop-off locations, 2024, mapped



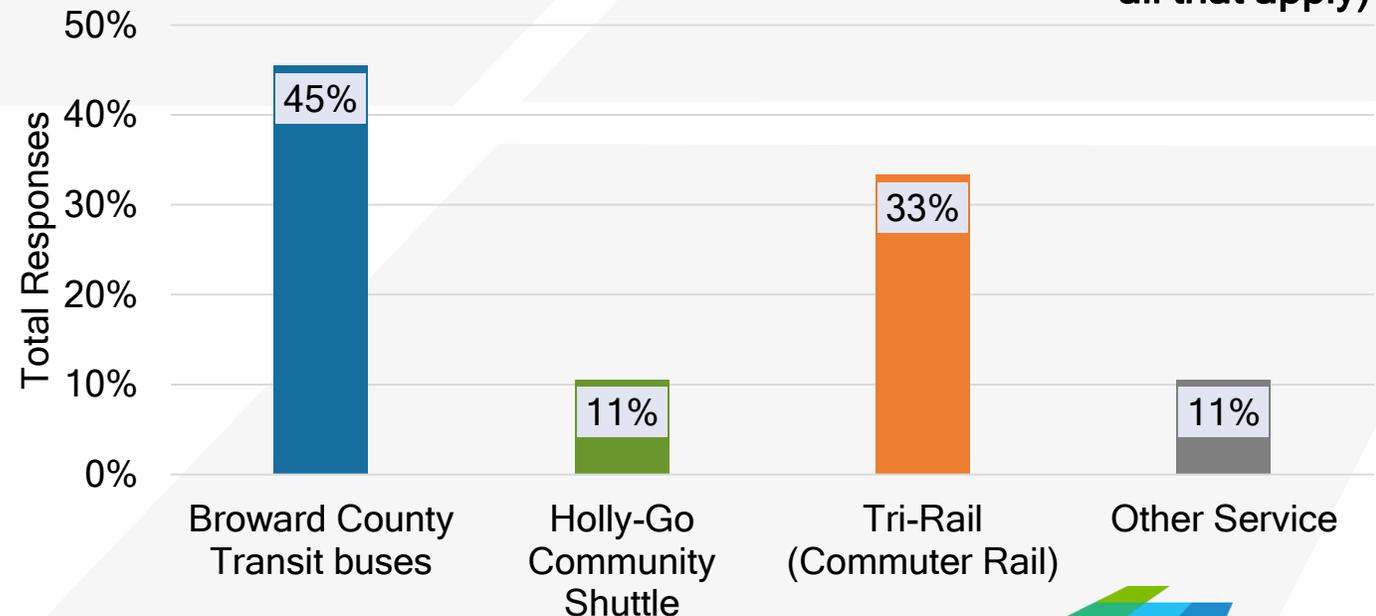
Microtransit Evaluation: Connectivity

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

Do you use the Sun Shuttle to connect you to other transit services?



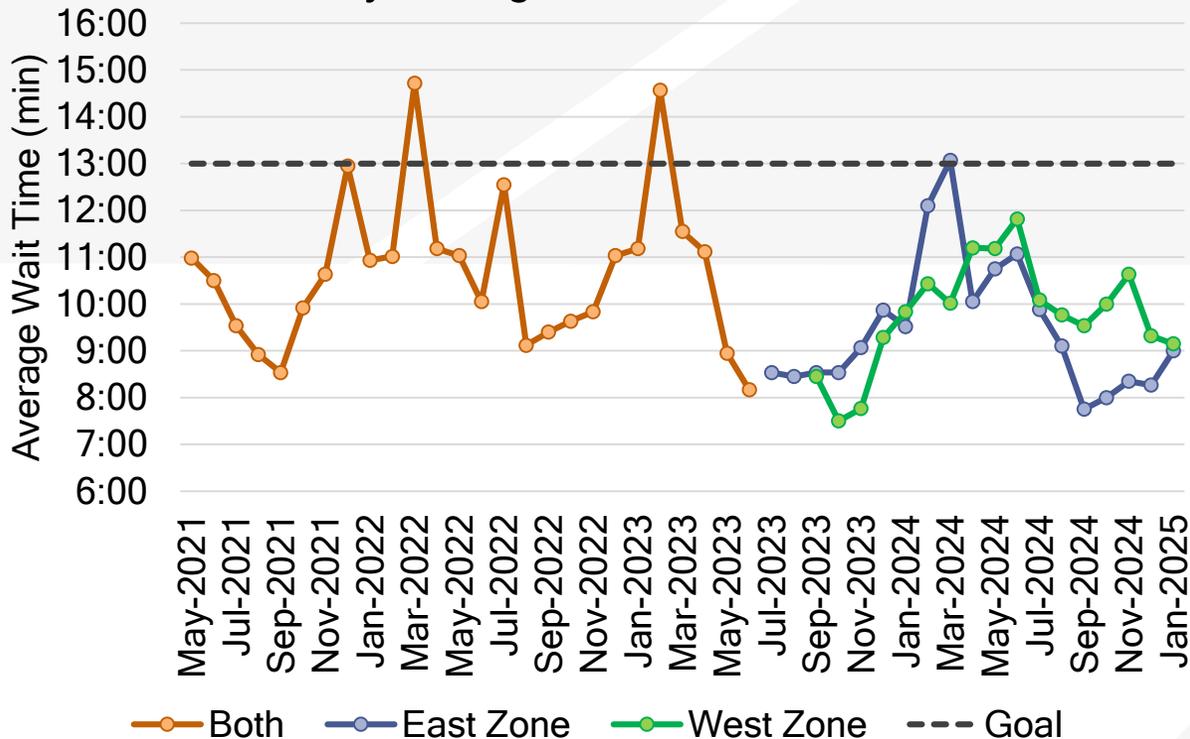
If yes, please specify the transit services you are connecting to (select all that apply)



Microtransit Evaluation: User Experience

➤ Very positive satisfaction and improving wait times

Monthly Average Wait Time



Monthly Average Driver Ratings

