Study Purpose

- Conduct a comprehensive evaluation of Pueblo Transit
- Identify unmet transit needs and desires of the community
- Develop a five-year plan to improve bus service
- Recommend additional strategies to increase ridership
Study Elements

- Comprehensive Evaluation
  - Service Analysis
  - Peer Review
  - Market Analysis
  - Community Outreach

- Recommendations
  - Service Plan
  - Capital Plan
  - Information and Marketing
Service Analysis – Route Network

- Inconvenient travel times due to indirect routes
- Short routes without major destinations
- No timed connections outside of downtown
Service Analysis – High Ridership Areas

- Grocery & Retail
  - Walmart
  - Pueblo Mall
  - King Soopers
  - Safeway
- Employment
- Education
  - PCC
  - High Schools
- Other
  - Social Services
  - Medical
  - Rawlings Library
Market Analysis – High Transit Demand

- North Pueblo
  - Bonnymeade
  - Eastside
  - North Central
  - Hyde Park
- South Pueblo
  - Bessemer
  - South Prairie
  - Beulah Heights
Peer Review

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<tr>
<th>City</th>
<th>Population</th>
<th>Sunday Service</th>
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<tr>
<td>Boulder</td>
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<tr>
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Community Outreach

- On-board survey
- Transit Center open houses
- Public meetings at Rawlings and Lucero libraries
- ADA Advisory Committee presentation
- Project website with online survey
Community Outreach

Frequent peak hour service (6-9am and 3-6pm)
Frequent midday service (9am-3pm)
Evening/night service (6-9pm)
Sunday service

Google Transit and real-time arrival app
Improved bus stop amenities
Improved pedestrian access
Improved bike amenities
Service Plan – Recommended Route Network

- Faster and more frequent service on Route 6
- New Route 5 to better serve Elizabeth Street
- Increased service to PCC and South Walmart
- Direct, two-way service to reduce travel time
- Extension of Route 3 to Park West
Service Plan – Recommended Route Network

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Service Plan – Rider Impacts
Service Plan – Rider Impacts
Service Plan – Service Expansion

Annual Revenue Hours

- Restructure Add Route 5
- Evening
- Sunday
- Peak Frequency
- Midday Frequency

Additional Cost:

- Current: $170,000
- Phase 1: $320,000
- Phase 2: $400,000
- Phase 3: $190,000
- Phase 4: $300,000

Legend:
- Weekday
- Saturday
- Sunday
Capital Plan – Infrastructure Improvements

- Sidewalks
- Crosswalks
- Curb extensions
- No parking
- 3-way stops
- Concrete pads
Capital Plan – South Pueblo Transit Hub

Routes 4, 7, 11, 12
Capital Plan – South Pueblo Transit Hub
Capital Plan – South Pueblo Transit Hub
Capital Plan – South Pueblo Transit Hub
Information and Marketing

- New bus stop signage
- Ride guide
- Google Transit
- Rebranding
Information and Marketing

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Fare Recommendations

- Encourage use of day pass
  - Eliminate free transfers downtown
  - Reduce day pass from $3.75 to $3.00

- Simplify pass options and eligibility requirements
  - Replace 22-day and 35-day passes with 31-day pass

- Partner with PCC and CSUP to offer student pass

- Adopt incremental fare increase program
  - Increase base fare to from $1.25 to $1.50 during Phase 3
  - Consider $0.25 fare increase every 4-5 years
Next Steps

- Finalize capital recommendations
  - Maintenance/administration facility
  - North Pueblo Park & Ride
Route 1
Route 3
Route 4
Route 5
Route 6
Route 7
Route 8
Route 9
Route 11
Route 12

[Map of Route 12 with markers and labels]
Route 13