

Colonial Heights City Council Meeting

April 18, 2017



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- 1. Call to Order**
- 2. Roll Call**
- 3. Declarations of Personal Interest**

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4. Special Meeting For The Purpose Of Holding A Work Session For The Following Purpose:

A. Presentation By Petersburg Area Transit

City of Colonial Heights

Three (3) Year Demonstration
program



Local Business and General Public Transit Survey Analysis

The community of Colonial Heights was presented with an opportunity to express its ideas about transit service through both an interactive and paper survey specific for the City of Colonial Heights. The survey questions were centered around topics relevant to the daily lives of Colonial Heights residents and local business owners. Participation in the surveys was completely voluntary. Petersburg Area Transit (PAT) made the survey available on the City of Colonial Heights website June – July of 2014.

Results of Survey

- Local companies throughout the City of Colonial Heights support services that improve the ride for community , disabled and seniors. The local companies felt that customers who ride PAT should not pay more than \$ 2.50. Petersburg Area Transit (PAT) fare is \$1.75 with a transfer. Local companies felt that the number one improvement PAT could make to improve it's service is to enhance the South Park Mall service line by providing service along the Boulevard. 63% of these companies felt as though it was important for your customers to have good access to their place of business using transit bus. The average amount employees that companies in Colonial Heights have are about ten (10) workers. The salaries range from \$15k to \$55k a year. 72% of these employees felt that transit bus line servicing the Boulevard would give their employees easy access to their location.

Results of Survey

Since that time the South Park Mall bus line is the third highest performing bus route the PAT has, averaging 23 riders per trip, with 8% of those riders living in the City of Colonial Heights. Currently the South Park Mall line is averaging 1,500-2,000 riders a week and 20,000-23,000 riders a month. From July 2014 to the present the South Park Mall bus line has had 552,000 riders. The above number are derived from PAT's new software system aboard all of its buses. The system is by Route Match. The system has APC (Automatic Passenger Counters) installed on all vehicles that counts passengers boarding and departing. The information is probed daily from each vehicle and stored for NTD (National Transit Data Base) reporting.

PAT Marketing Enhancements

Currently PAT has enhanced it's services with the addition of the following services. The City of Petersburg Website enhancement, Pat bus pass program, and the Route Shout phone app. As we can see the most important objective of PAT was to offer those services needed to the City of Colonial Heights and it's residents and business owners. The South Park Mall line has been operating consistently for three (3) years without any problems or concerns. As a proven leader in providing transportation services to the southern region of Virginia, we successfully operated for three (3) years in Hopewell Virginia. The Hopewell Circulator grant expired and due to increased ridership the City of Hopewell now funds the entire route from local government funds. We believe the City of Colonial Heights will have the same huge success

Current Bus Stops

Outbound

Petersburg-IGA Grocery
Petersburg-Police Station/Post Office
Colonial Heights-Court House/School Admin
Colonial Heights-McDonalds
Colonial Heights-City Hall/Police Department
Colonial Heights-Angel Daycare
Colonial Heights-Boost Mobile
Colonial Heights-BB &T Bank
Colonial Heights-Bank of McKenney
Colonial Heights-Food Lion/Mormon Church
Colonial Heights –Library
South Park Mall-Ruby Tuesday
South Park Mall-Regal 16 Cinema
South Park Mall-Dollar Tree
South Park Mall-Burlington/Wendy's
South Park Mall-Appomattox Imaging
South Park Mall-American Family Fitness

Inbound

South Park Mall-Olive Garden/Cigarette City
South Park Mall-Walmart
South Park Mall-Colonial Orthopedics
South Park Mall-Red Lobster/Arby's
South Park Crossing-Marshall's
3108 Conduit Rd.
Colonial Heights-Goodwill/Town Hall Center
City of Petersburg-Wabi-Sabi
City of Petersburg-Bus Station

How Operating Cost Are Determined

1. Net cost per vehicle revenue mile= (Total Operating Expense-Agency Generated Revenue) divided by Vehicle Revenue Miles
2. Net Cost per Vehicle Revenue Hour= (Total Operating Expenses- Agency Generated Revenue) divided by Vehicle Revenue Hour
3. Cost per Rider= Total Operating Expenses divided by Ridership
4. Ridership per Vehicle Revenue Mile = Ridership divided by Vehicle Revenue Miles
5. Ridership per Vehicle Revenue Hour= Ridership divided by Vehicle Revenue Hours
6. Farebox Recovery = Farebox Revenue divided by Total Operating Expenses
7. Cost Recovery= Agency Generated Revenue divided by Total Operating Expenses

Performance Indicators

According to the table listed above here are the figures that were used to calculate the operating cost. These figures are based on P.A.T.'s FY '15 calculations.

1. 7.13 (net cost per vehicle mile)
2. 58.10 (net cost per vehicle revenue hour)
3. 6.11 (cost per rider)
4. 1.00 (ridership per vehicle revenue mile)
5. 11.36 (ridership per vehicle revenue hour)
6. 0.16 (Farebox recovery)
7. 16.72 (cost recovery)
8. Total cost per hour to operate this route **\$ 100.58**

How Operating Cost Are Determined

This formula has been determined by the Federal Transit Association. The figures used changed annually thus the cost of operating each route changes annually. PAT. Will absorb any cost up to 5% over the calculated figures and up to 7%. If the calculated amount exceeds 7% PAT will within 60 days of the contracts expiration date ,renegotiate the new operating cost for the upcoming year.

Questions or Comments

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4. Special Meeting For The Purpose Of Holding A Work Session For The Following Purpose:

B. Discussion Of The Proposed FY2017-2018 City Of Colonial Heights Annual Operating Budget



City of Colonial Heights
(proposed)
FY2017-18
Annual Operating Budget
April 11, 2017

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5. Adjournment